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# 2026 HKMA/ViuTV & Now TV Awards For Marketing Excellence



**THE OSCARS  
IN THE MARKETING FIELD  
IS NOW OPEN FOR APPLICATIONS!**

# CORPORATE SPONSORS

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 <b>萬眾智能床褥</b> People's Smart Mattress	People's Smart Mattress		

# SUPPORTING ORGANIZATIONS

 <b>Digital Marketing Community</b>	Digital Marketing Community	 <b>The Hong Kong Advertisers Association</b> 香港廣告客戶協會	The Hong Kong Advertisers Association
 <b>smei</b> hong kong	Sales and Marketing Executives Club		

# SPECIAL AWARD TITLE SPONSORS



**AXA**  
(Excellence in Greater Bay Area Marketing)



**Citibank (Hong Kong) Limited**  
(Excellence in Innovation)



**Discovery Bay (Hong Kong Resort Co. Ltd.)**  
(Excellence in Omnichannel)



**Hang Seng Bank**  
(Excellence in Segment Marketing)



**HSBC Hong Kong**  
(Marketers' Favourite Marketing Campaign)



**McDonald's Hong Kong**  
(Excellence in Branding)



**Prudential Hong Kong**  
(Excellence in Customer Engagement and Experience)



**Tai Hing Catering Group**  
(Excellence in Marketing Collaboration)



# CAMPAIGN AWARDS SPECIAL AWARD TITLE SPONSORS

## AXA EXCELLENCE IN GREATER BAY AREA MARKETING

### About AXA Hong Kong and Macau

AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 52 markets and serving 92 million customers worldwide. Our purpose is to act for human progress by protecting what matters.

As one of the most diversified insurers in Hong Kong, we offer integrated solutions across Life, Health and General Insurance. We are the largest General Insurance provider and a major Health and Employee Benefits provider. Our aim is to not only be the insurer to provide comprehensive protection to our customers, but also a holistic partner to the individuals, businesses and community we serve. At the core of our service commitment is continuous product & service innovation and customer experience enrichment, which is achieved through actively listening to our customers' needs and leveraging and investing in technology and digital transformation.

We embrace our responsibility to be a driving force against climate change and a force for good to create shared value for our community. We are proud to be the first to address the importance of mental health through different products and services and thought leading iconic research. Our overall Sustainability Strategy, with emphasis on climate strategy and biodiversity commitment, is developed based on TCFD recommendations. We are committed to integrating environmental, social and governance factors across our business and strive to contribute to a sustainable future through 3 distinct roles - as an investor, an insurer and an exemplary company.

## CITIBANK EXCELLENCE IN INNOVATION

### About Citibank Hong Kong

Since Citi opened its first office in Hong Kong in 1902, we have become one of the largest and longest-established foreign financial institutions in the territory. Citi's consumer business offers a complete range of world-class financial products and services to individuals and commercial entities in Hong Kong through its retail branches and various remote channels. Citibank is also a leading credit card issuer in Hong Kong with a diverse portfolio of offerings to meet the needs of different client segments. At Citi, we believe that banking should be simple and convenient, and we are constantly leveraging technology to enhance the client experience so the Bank can seamlessly integrate into customers' daily lives, weaving itself into their lives and thereby bringing in even more potential customers. The rapid adoption of mobile and other digital channels has transformed how Citi's clients bank, sign up for cards or loans, pay their bills or use the Bank's wealth management services. At the heart of Citi's philosophy is a desire to be innovative while providing service excellence to satisfy diverse clients' needs. This has manifested itself over the years with many industry-first services, such as touch screen ATMs, the first bank in Hong Kong to roll out Voice Biometrics Authentication for its retail clients, the first ever banking mobile application in Hong Kong, the first Bank in Hong Kong to make available its APIs in the Developer Portal in order to reach out to the tech world to accelerate FinTech development. It also launched the Citi Plus<sup>®</sup> service with a digital value proposition, offering financial education and a novel banking experience to enhance the experience of digital natives through mobile banking. Most recently, Citi announced the launch of its proprietary AI platform, Citi Stylus Workspaces, and it's now powered by Agentic AI. This integration marks a key milestone in Citi's use of cutting-edge tools, enabling employees to spend less time on manual tasks and more on client service enhancement and big ideas that drive our business forward. On the global level, Citi Wealth has launched "Advisor Insights" Pilot and "AskWealth," AI-driven "Gamechangers" for client communications. Advisor Insights and AskWealth will enhance the way in which Citi Wealth communicates with clients. These AI-powered innovations mark a significant step forward in Citi Wealth's AI, data, and technological capabilities.



# CAMPAIGN AWARDS SPECIAL AWARD TITLE SPONSORS

## DISCOVERY BAY EXCELLENCE IN OMNICHANNEL

### About Discovery Bay (Hong Kong Resort Co. Ltd.)

Discovery Bay - a unique resort style residential community which is developed and managed by the sole developer - Hong Kong Resort Company Limited ("HKR"). Discovery Bay is served by a comprehensive transport network that includes ferry services to Central, bus services to Tung Chung MTR Station, Sunny Bay MTR Station and Hong Kong International Airport. Both urban and Lantau taxis can access Discovery Bay North including the hotel and shopping mall through the Discovery Bay Tunnel, providing a convenient option for residents and visitors. Visitors can enjoy a free return ride by consumption at designated restaurants and retail shops under the Spend & Ride promotion.

Situated next to Discovery Bay Pier, D'Deck is Hong Kong's renowned oceanfront al fresco dining destination featuring numerous themed restaurants with spectacular views of the sea. The 400-metre-long Tai Pak Beach is an excellent venue for outdoor activities with related facilities. DB Plaza is comprised of over 50 outlets with a wide array of retail shops, restaurants and an international-standard ice rink. Featuring a shopping arcade, restaurants, an open piazza and Love Lock Promenade, DB North Plaza serves as the second social hub for the community. The nearby Auberge Discovery Bay Hong Kong is home to 325 superbly appointed rooms and suites, and a seaside Pavilion with a one-of-a-kind design, offering a unique leisure experience.

## HANG SENG BANK EXCELLENCE IN SEGMENT MARKETING

### About Hang Seng Bank

Founded in 1933, Hang Seng has been a trusted partner in delivering innovative, customer-centric banking, investment, and wealth management solutions for individuals and enterprises.

Recognised as Hong Kong's leading local bank, Hang Seng serves nearly 4 million customers through an award-winning mobile app, advanced digital platforms, and a network of over 250 service outlets. Its seamless omni-channel experience enables customers to manage their financial needs anytime, anywhere.

The Bank's core business activities span Retail Banking and Wealth, Commercial Banking, Insurance Manufacturing and Asset Management, and Markets and Securities Services.

Hang Seng Indexes Company Limited, a wholly owned subsidiary, is a market leader in Hong Kong and Chinese Mainland index compilation. Hang Seng Investment Management Limited and Hang Seng Insurance Company Limited, also wholly owned subsidiaries of the Bank, provide comprehensive investment and protection offerings.

Hang Seng Bank (China) Limited, its wholly owned subsidiary, extends the Bank's footprint across major Mainland cities, serving an expanding base of local and cross-boundary clients.

Deeply rooted in Hong Kong, Hang Seng actively supports initiatives in financial literacy, environmental protection, youth empowerment, and community care.

Hang Seng is a member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng is available at [www.hangseng.com](http://www.hangseng.com).

## HSBC HONG KONG MARKETERS' FAVOURITE MARKETING CAMPAIGN

### About HSBC Hong Kong

Established in 1865 to support growing trade between Asia and Europe, HSBC has become the largest bank in Hong Kong and a cornerstone of the city's financial infrastructure, issuing over half of all Hong Kong dollar banknotes and providing US dollar payment clearing services. HSBC demonstrates a deep commitment to social good through initiatives such as The Hongkong Bank Foundation, employee volunteering, and inclusive banking services. The bank distinguishes itself by offering a comprehensive range of banking solutions under one roof and maintaining a robust presence across 57 countries and territories, making it the preferred choice for clients with international needs.

## McDONALD'S HONG KONG EXCELLENCE IN BRANDING

### About McDonald's Hong Kong

Since 1975, McDonald's has been growing with Hong Kong people for over 50 years with over 265 restaurants around the city and a workforce of more than 18,000. Over the 50 years, McDonald's is committed to upholding its brand philosophy of "People Obsessed, Customer First, Innovate for Growth" to be the market leader in the F&B industry, achieving success in customer experience, digital transformation, menu innovation, and sustainability to create happy moments for customers and the community at large.



# CAMPAIGN AWARDS SPECIAL AWARD TITLE SPONSORS

## **PRUDENTIAL HONG KONG EXCELLENCE IN CUSTOMER ENGAGEMENT AND EXPERIENCE**

### **About Prudential Hong Kong**

Prudential has been serving the people of Hong Kong since 1964, offering a broad range of health protection, wealth and retirement planning solutions, as well as general insurance and employee benefits services. In 2023, we opened a branch in Macau, making healthcare and financial security more accessible to people in the Greater Bay Area.

At Prudential, our mission is to be the most trusted partner and protector for this generation and generations to come. Currently, we boast a strong multi-channel distribution network, including the largest agency force in Hong Kong with 20,000 financial consultants. In addition, customers can conveniently access our life insurance products and services through our bancassurance partner – Standard Chartered Hong Kong, and almost 170 intermediary partners in our brokerage channel.

Prudential has always been at the forefront of digital innovation. Our omni-channel strategy encompassing both online and offline touchpoints offer timely, easy-to-access and tailored insurance products plus other value-added services. To date, we have over 40 industry leading partners in the Prudential ecosystem, empowering our customers to manage their health and wellbeing.

Our sustainability ambition is to work towards creating a sustainable, inclusive, and responsible future for our customers, people, shareholders, and communities. We achieve this by making health and financial security accessible for everyone, adopting an inclusive approach to investment practices, and maintaining a sustainable business.

## **TAI HING CATERING GROUP EXCELLENCE IN MARKETING COLLABORATION**

### **About Tai Hing Catering Group**

With 37 years of expertise in the local catering industry, Tai Hing Group was successfully listed on the Main Board of the Hong Kong Stock Exchange (stock code: 6811) in 2019. The Group has strategically embraced a multi-brand approach, establishing a robust network of over 220 restaurants across Hong Kong, Mainland China, and Macau. Our diverse portfolio encompasses 19 distinct brands, each specializing in a variety of culinary offerings, including Hong Kong Style, Chinese, Taiwanese, Japanese, Korean, Vietnamese and Southeast Asian cuisines. This strategic diversification allows us to present an array of representative delicacies from various culinary traditions, ensuring that our customers benefit from a unique and enriching dining experience at each of our brands. Tai Hing Group is committed to excellence and innovation, continually enhancing our offerings to meet the evolving preferences of our clientele.



# INTRODUCTION TO THE AWARDS

## ABOUT THE MARKETING AWARDS

The HKMA/ViuTV & Now TV Awards for Marketing Excellence bestow honour and public recognition on individuals and organizations that have, through outstanding marketing programmes, broken barriers and raised the standards of the marketing profession in Hong Kong.

## HOW THE MARKETING AWARDS BENEFIT

### YOU

- Provide a valuable experience-sharing occasion
- Excellent opportunity to prove your ability and success
- Gain recognition from peers in the marketing profession and the business community
- Fun, exciting and enriching
- Opportunity to join the HKMA Elite Marketers' Alumni, an exclusive network of CMOs and marketing leaders behind award-winning campaigns (Please refer to P.8)

### YOUR COMPANY

- Confer the prestigious recognition and endorsement of the HKMA on the company's product or service and the company itself
- Strengthen the company's reputation within the trade and in the community at large
- Provide a high-profile, positive image for the company and its product or service via
  - coverage in the major Chinese and English language press;
  - exposure on ViuTV and Now TV channels in the Award promotion campaign.
- Increase the morale and motivation of the staff of Award recipients by publicly recognizing their efforts; and
- The winners will be allowed to use the award logo on their stationery, promotional literature and in advertising.

## MARKETING AWARD CATEGORIES

There are three categories for the awards:

- Campaign Awards
- Individual Awards
- Best Organization Award

## MARKETING AWARD POLICIES

All information and documents supplied by Marketing Award entrants including their identities, written submissions and commentaries developed during the review of entries are kept confidential and will be used only for the judging of the Marketing Award.

All Judges and Examiners are required to declare in advance to the Marketing Award Secretariat any cases or situations which may create any apparent or potential conflict of interest. The Judge or Examiner in question would be barred from reviewing the entries concerned or handling in any manner the materials submitted by the award entrants involved.

The Secretariat may request verification of the data submitted by contestants during the judging process.

## ENQUIRIES

Ms Raina Leong, Senior Membership and Event Executive  
Ms Sunnie Ma, Senior Membership and Event Consultant

Tel: 2774 8588  
Tel: 3468 5002

Email: [rainaleong@hkma.org.hk](mailto:rainaleong@hkma.org.hk)  
Email: [sunniema@hkma.org.hk](mailto:sunniema@hkma.org.hk)

## WEBSITES

[www.hkma.org.hk/Marketingaward](http://www.hkma.org.hk/Marketingaward)  
[www.facebook.com/Marketingaward](http://www.facebook.com/Marketingaward)



# INTRODUCTION TO THE AWARDS

## MARKETING AWARDS ORGANIZING COMMITTEE

**Mr S K Cheong (Chairman)**

Vice Chairman  
HK Television Entertainment Co Ltd  
Chairman  
Hong Kong Economic Journal Co Ltd

**Mr C K Chan**

Chief Ecommerce Officer  
MemeStrategy

**Mr Darren Chan**

Managing Director, Food,  
Hong Kong & Macau  
DFI Retail Group

**Mr Simon Cheung**

Managing Director  
Nestlé Hong Kong Limited

**Mr Derek Choi**

Managing Director  
HKT Home

**Mr Lawrence Lam**

Chief Executive Officer  
Prudential Hong Kong

**Ms Enid Low**

Chief Strategy Officer  
AsiaWorld-Expo Management Limited

**Mr Steve Ng**

Managing Director, Commercial Group  
HKT

**Mr Francis Phua**

Managing Director  
Franck Muller (HK) Limited

**Ms Angela Shing**

Managing Director  
Citibank (Hong Kong) Limited

**Ms Daisy Tsang**

Chief Executive Officer  
HSBC Life (International) Limited

## CHIEF MARKETING OFFICER COMMITTEE

**Ms Ivy Chan**

Senior Vice President - Retail Marketing  
& Sales  
Towngas Lifestyle (Hong Kong) Co Ltd

**Ms Vivian Chan**

Head of Marketing Communications  
Cathay

**Ms Tina Chao**

Chief Marketing and  
Digital Customer Experience Officer  
McDonald's Hong Kong

**Mr Jordan Cheung**

Chief Marketing Officer  
Hang Seng Bank

**Ms Diane Chiu**

General Manager  
– Marketing & Revenue Management  
MTR Corporation

**Mr Ivan Choi**

Chief Customer & Marketing Officer  
Prudential Hong Kong

**Ms Charlotte Ho**

General Manager, Branding & Marketing  
Hong Kong Resort Co. Ltd.

**Mr Marco Lee**

Head of Marketing, Wealth & Retail  
Banking, Hong Kong and GBA  
Standard Chartered (Hong Kong) Ltd

**Mr Eric Lin**

General Manager, HK & Macau  
Lee Kum Kee

**Mr Cheuk Shum**

Managing Director and Head of  
Marketing, Hong Kong  
HSBC

**Ms Angela Wong**

Chief Marketing and Customer Officer  
AXA

**Mr Eddy Yip**

Product & Marketing Director  
- HK & TW, Territory Manager HK  
Trip.com



# INTRODUCTION TO THE AWARDS

## BOARD OF EXAMINERS - CAMPAIGN AWARDS

**Mr S K Cheong** (Chairman)

Vice Chairman  
HK Television Entertainment Co Ltd  
Chairman  
Hong Kong Economic Journal Co Ltd

**Mr C K Chan**

Chief Ecommerce Officer  
MemeStrategy

**Mr Darren Chan**

Managing Director, Food,  
Hong Kong & Macau  
DFI Retail Group

**Mr Simon Cheung**

Managing Director  
Nestlé Hong Kong Limited

**Mr Derek Choi**

Managing Director  
HKT Home

**Ms Enid Low**

Chief Strategy Officer  
AsiaWorld-Expo Management Limited

**Mr Steve Ng**

Managing Director, Commercial Group  
HKT

**Mr Francis Phua**

Managing Director  
Franck Muller (HK) Limited

**Ms Angela Shing**

Managing Director  
Citibank (Hong Kong) Limited

**Ms Daisy Tsang**

Chief Executive Officer  
HSBC Life (International) Limited

**Mr Calvin Chan**

Chairman & CEO  
CATALO Natural Health Foods Limited

**Ms Tina Chao**

Chief Marketing and  
Digital Customer Experience Officer  
McDonald's Hong Kong

**Ms Diane Chiu**

General Manager  
– Marketing & Revenue Management  
MTR Corporation

**Dr Bankee Kwan BBS JP**

Chairman & CEO  
CASH Group

**Mr Bruce Lam**

Chief Executive Officer, Consumer  
HKT Limited

**Mr Frank Lee**

President  
Tom Lee Music Co. Ltd

**Mr Vincent Leung**

Chief Executive Officer & Vice Chairman  
Peoples Smart Living Limited

**Mr Kenny Sham**

General Manager, Hong Kong,  
Macau & Thailand  
KLOOK

**Mr Larry Sze**

Chairman  
Gibb Livingston & Co

**Mr Robert Young**

Member  
Programme Advisory Committee -  
Marketing Management

**Ms Ivy Chan**

Senior Vice President - Retail Marketing  
& Sales  
Towngas Lifestyle (Hong Kong) Co Ltd

**Ms Vivian Chan**

Head of Marketing Communications  
Cathay

**Mr Jordan Cheung**

Chief Marketing Officer  
Hang Seng Bank

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HSBC

**Ms Angela Wong**

Chief Marketing and Customer Officer  
AXA

**Mr Eddy Yip**

Product & Marketing Director  
- HK & TW, Territory Manager HK  
Trip.com



# INTRODUCTION TO THE AWARDS

## BOARD OF EXAMINERS - INDIVIDUAL AWARDS

### **Mr S K Cheong (Chairman)**

Vice Chairman  
HK Television Entertainment Co Ltd  
Chairman  
Hong Kong Economic Journal Co Ltd

### **Mr C K Chan**

Chief Ecommerce Officer  
MemeStrategy

### **Mr Darren Chan**

Managing Director, Food,  
Hong Kong & Macau  
DFI Retail Group

### **Mr Simon Cheung**

Managing Director  
Nestlé Hong Kong Limited

### **Mr Derek Choi**

Managing Director  
HKT Home

### **Ms Enid Low**

Chief Strategy Officer  
AsiaWorld-Expo Management Limited

### **Mr Steve Ng**

Managing Director, Commercial Group  
HKT

### **Mr Francis Phua**

Managing Director  
Franck Muller (HK) Limited

### **Ms Angela Shing**

Managing Director  
Citibank (Hong Kong) Limited

### **Ms Daisy Tsang**

Chief Executive Officer  
HSBC Life (International) Limited

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### **Mr Lawrence Lam**

Chief Executive Officer  
Prudential Hong Kong

### **Mr Calvin Chan**

Chairman & CEO  
CATALO Natural Health Foods Limited

### **Ms Tina Chao**

Chief Marketing and  
Digital Customer Experience Officer  
McDonald's Hong Kong

### **Ms Diane Chiu**

General Manager  
– Marketing & Revenue Management  
MTR Corporation

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CASH Group

### **Mr Bruce Lam**

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HKT Limited

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President  
Tom Lee Music Co. Ltd

### **Mr Vincent Leung**

Chief Executive Officer & Vice Chairman  
Peoples Smart Living Limited

### **Mr Kenny Sham**

General Manager, Hong Kong,  
Macau & Thailand  
KLOOK

### **Mr Larry Sze**

Chairman  
Gibb Livingston & Co

### **Mr Robert Young**

Member  
Programme Advisory Committee -  
Marketing Management



# HKMA ELITE MARKETERS' ALUMNI

## OBJECTIVES

### **Champion Marketing Excellence**

Promote the highest standards of marketing practice, innovation, and strategic impact across industries.

### **Facilitate High-Level Networking and Continuous Learning**

Create meaningful opportunities for alumni to connect, exchange ideas, and stay at the forefront of industry trends.

### **Strengthen the Legacy of the Marketing Awards**

Enhance engagement between the award winners and the HKMA, reinforcing a strong sense of belonging, pride, and long-term fellowship and partnership.

### **Nurture the Next Generation of Marketing Leaders**

Support emerging talent through mentorship, knowledge sharing, and leadership development initiatives.

### **Serve as a Strategic Think Tank**

Provide insights and thought leadership for Government, NGOs, start-up, SMEs on business, branding, and economic initiatives that contribute to the advancement and competitiveness of Hong Kong and the region.

## EXECUTIVE COMMITTEE

### **Honorary Chairpersons**

#### **Mr S K Cheong**

Vice Chairman  
HK Television Entertainment Co Ltd  
Chairman  
Hong Kong Economic Journal Co Ltd

#### **Prof Randy Lai**

CEO  
McDonald's Hong Kong

### **Founding Chairperson**

#### **Mr Bruce Lam**

Chief Executive Officer, Consumer  
HKT Ltd

### **Deputy Chairperson\***

#### **Mr Franklin Law**

Marketing Director  
Ocean Park Corporation  
2025 ViuTV Marketer of the Year

### **Executive Committee Members**

#### **Ms Vivian Chan**

Head of Marketing Communications  
Cathay

#### **Ms Emily Chow**

Deputy Chief Executive  
OneDegree Hong Kong

#### **Ms Macy Ng**

General Manager, PR & Marketing  
Asia World-Expo Management Limited

#### **Ms Tina Chao**

Chief Marketing and Digital Customer  
Experience Officer  
McDonald's Hong Kong

#### **Ms Tania Lau**

Vice President - Head of Brand &  
Communications  
HKT

#### **Mr Cheuk Shum**

Managing Director and Head of  
Marketing, Hong Kong  
HSBC

#### **Ms Meggy Cheng**

Executive Director  
Hong Kong Dance Company

#### **Mr Marco Lee**

Head of Marketing, Wealth & Retail  
Banking, Hong Kong and GBA  
Standard Chartered (Hong Kong) Ltd

#### **Ms Karen Tam**

Executive Committee Member  
HKMA Elite Marketers' Alumni

#### **Mr Jordan Cheung**

Chief Marketing Officer  
Hang Seng Bank

#### **Ms Vivian Lee**

Group General Manager, Corporate  
Marketing, Communications &  
Sustainability  
Sino Group

#### **Ms Angela Wong**

Chief Marketing and Customer Officer  
AXA Hong Kong and Macau

#### **Ms Diane Chiu**

General Manager - Marketing &  
Revenue Management  
MTR Corporation

\* The winner of the ViuTV Marketer of the Year Award will be invited to serve as Deputy Chairperson in the following year.

## ELIGIBILITY OF ALUMNI MEMBERSHIP

Alumni Membership is open to:

- Elite marketers who represented their organizations at the Final Judging; or Chief Marketing Officer(s) of the Top Ten Finalists of the Campaign Awards;
- Winners of Individual Awards, including the Distinguished Marketing Leadership Award and the Outstanding Marketing Professional Award;
- Chief Marketing Officer(s) of organizations that have won Special Awards
- Top Management such as CEOs or Managing Director of advertising and marketing agencies that have won the Agencies of the Year Award

Membership is granted on an individual basis. Continuation of Alumni membership each year is subject to the member either remaining an Individual Member of the Association or belonging to an organization that is a Charter Member or Corporate Member of the Association.

# BEST ORGANIZATION AWARD

## OBJECTIVES

The Best Organization Award aims to recognize organizations which

- have demonstrated excellence in launching successful marketing campaigns and brought positive impact to the marketing community;
- have nurtured distinguished marketers making significant contributions to the marketing development of their companies and the community;
- have achieved outstanding performance in both Campaign and Individual Awards.

## ELIGIBILITY

The Best Organization Award is open to organizations which have participated in both Campaign and Individual Awards. They have to submit at least two entries to Campaign Awards and at least one nomination to the Individual Awards. Eligible organizations are not required to submit additional write-up information.

## JUDGING MECHANISM

The judging mechanism of the Best Organization Award covers three key components as follows:

1. Overall scores of participating campaigns in Campaign Awards
2. Overall scores of participating marketers in Individual Awards
3. Participation scores in both Campaign & Individual Award

Participation				Performance						
Eligibility				Written Submission		Final Judging				
Campaign Awards		Individual Awards		Campaign Awards	Individual Awards	Campaign Awards		Individual Awards		
Entries	Scores	Entries	Scores	60%	30%	Award	Scores	Award	Scores	
2	2	1	1			Gold	5	Marketer of the Year	2	
3	3	2	2				Silver			3
4+	4 (Max)	3	3				Bronze			2
		4+	4 (Max)	Excellence	1					

## AWARD AND RECOGNITION

The winner of the Best Organization Award will be determined by the Panel of Judges.

## PAST WINNERS

2025

### McDonald's Hong Kong

#### Campaign Award Winners

- The McGriddles Fever
- McDonald's 50 Years of Love
- From App Features to Engagement Ecosystems: Reimagining the McDonald's Experience for a New Era

#### Individual Award Winners

- Ms Kelly Fung  
Marketing Director
- Ms Janet Chan  
Senior Manager - Communications
- Ms Amy Lai  
Senior Manager - Strategy & Insights

2024

### The Hongkong and Shanghai Banking Corporation Limited

#### Campaign Award Winners

- HSBC Fraud ( 罪 ) Fair
- HSBC Premier Elite
- SOULFULL
- Wealth Decoded

#### Individual Award Winner

- Mr Terrence Cheung,  
Marketing Manager, Wealth and Personal Banking



# CAMPAIGN AWARDS

## ELIGIBILITY

- A marketing campaign for a product, a service or a public service issue.
- A marketing campaign launched after October 2024 and with demonstrable results.
- The campaign is substantially different from previous submissions by the same company or organization.
- The marketing campaign is developed for either the Hong Kong market, or Hong Kong and the Mainland China market, although supporting materials need not have been produced locally.
- The campaign for the Mainland China market should be run by a Hong Kong company or organization.

## MARKETING AWARDS

The following Marketing Awards will be granted to a maximum of ten marketing campaigns by the Panel of Judges and the Board of Examiners:

- Now TV Gold Award
- 2 Silver Awards
- 2 Bronze Awards
- 5 Excellence Awards

## SPECIAL AWARDS

Recipients of the following marketing awards will be selected by the Board of Examiners from amongst all the participating marketing campaigns:

-  Excellence in Greater Bay Marketing  
(AXA is the Title Sponsor of the Award)
-  Excellence in Innovation  
(Citibank (Hong Kong) Limited is the Title Sponsor of the Award)
-  Excellence in Omnichannel  
(Discovery Bay (Hong Kong Resort Co. Ltd.) is the Title Sponsor of the Award)
-  Excellence in Segment Marketing  
(Hang Seng Bank is the Title Sponsor of the Award)
-  Marketers' Favourite Marketing Campaign  
(HSBC Hong Kong is the Title Sponsor of the Award)
-  Excellence in Branding  
(McDonald's Hong Kong is the Title Sponsor of the Award)
-  Excellence in Customer Engagement and Experience  
(Prudential Hong Kong is the Title Sponsor of the Award)
-  Excellence in Marketing Collaboration  
(Tai Hing Catering Group is the Title Sponsor of the Award)

- Excellence in Content Marketing
- Excellence in Customer Insights
- Excellence in Environmental Good
- Excellence in Influencer Marketing
- Excellence in Small Budget Marketing
- Excellence in Social and Community Good
- Excellence in TV Commercial
- Excellence in Use of Data and Technology
- Excellence in Video Marketing
- Agencies of the Year

(Please refer to page 12-13 for more details)

## ENTRIES FROM NON-PROFIT ORGANIZATIONS (NPOS)

For entries submitted by non-profit organizations, the marketing campaigns will be judged based on the "Judging Criteria for NPOs" (Please refer to page 15). They will go through the same judging process and will compete for the Now TV Gold Award, 2 Silver Awards, 2 Bronze Awards and 5 Excellence Awards with the conventional entries. Non-profit organizations have to provide supporting document together with the Entry Form to verify its NPO status.



# CAMPAIGN AWARDS

## JUDGING PROCESS AND AWARD SCHEDULE

<p><b>Submission of Entry Form</b> <i>(Deadline: Monday, 13 April 2026)</i></p>	<p>All participating companies have to submit an Entry Form. Non-profit organizations have to provide supporting document to verify its NPO status.</p>
<p><b>Submission of Write-ups</b> <i>(Deadline: Wednesday, 13 May 2026)</i></p>	<p>All entries have to submit, in English or Chinese:</p> <ul style="list-style-type: none"> <li>• A five-page summary of their marketing campaign, and</li> <li>• A one-page executive summary OR a three-minute video summarizing the marketing campaign; to be reviewed by the Board of Examiners.</li> </ul> <p>The written submissions should cover all Judging Criteria. Entries submitted by non-profit organizations will be judged based on the "Judging Criteria for NPOs" (Please refer to Page 15).</p>
<p><b>Final Judging</b> <i>(Saturday, 22 August 2026)</i></p>	<p>Ten finalists will be invited to deliver a 15-minute presentation, followed by a 10-minute Question &amp; Answer session, before the Panel of Judges and the Board of Examiners at the Final Judging. The Judges and Examiners will then decide on the winners of the Now TV Gold Award, 2 Silver Awards, 2 Bronze Awards and 5 Excellence Awards.</p>
<p><b>Award Seminar</b> <i>(Friday, 4 September 2026)</i></p>	<p>All finalists are requested to present their marketing campaigns at the Award Seminar which is open to more than 600 executives. Winner of the "HSBC Hong Kong Marketers' Favourite Marketing Campaign" will be decided by the number of votes received from the participants during the Award Seminar.</p>
<p><b>Award Presentation Dinner</b> <i>(October 2026)</i> <i>Visit website for details</i></p>	<p>All the results of the Awards will be announced at the Award Presentation Dinner.</p>

## PARTICIPATION FEE

HKMA Member:	HK\$17,600 per programme	HK\$2,000 per special award
Non-Member:	HK\$23,800 per programme	HK\$2,300 per special award

*SMEs / NPOs (with no more than 100 employees in Hong Kong)\*: Free of charge for Campaign Awards and two Special Awards. Fees will be incurred if SMEs would like to enroll for more than two Special Awards.*

The participation fee covers (not applicable to SMEs / NPOs with less than 100 employees in Hong Kong):

- 10 seats at the Award Seminar
- 2 seats at any Marketing Awards related seminar
- 1 seat at the Award Presentation Dinner

\*Entry is free for Small and Medium Enterprises (SMEs) and Non-profit Organizations (NPOs) that:

- employ no more than 100 persons in Hong Kong; and
- are not subsidiaries of any corporate group or local offices of multinational companies.

*Organizations applying for the entry fee waiver must submit supporting documents together with the Entry Form to verify their SME/NPO status.*

For Partnership Campaigns,

- to qualify for the entry fee waiver, both participating organizations must meet the SME/NPO eligibility criteria set out above.
- to qualify for the HKMA member rate, at least one of the participating organizations must be an HKMA member.

*The Hong Kong Management Association reserves the right to make the final and binding determination regarding the eligibility of applicants.*



# CAMPAIGN AWARDS SPECIAL AWARDS

Participating organizations which would like to be considered for the following Special Award(s) are requested to elaborate more on specific strategies in the five-page Campaign Awards Written Submission to facilitate Examiners' judging.

Participating organizations are requested to indicate which of the following Special Award(s) they would like to compete for in the Entry Form.

## **安盛 EXCELLENCE IN GREATER BAY AREA MARKETING**

This Special Award recognizes marketing campaigns launched by Hong Kong-based companies whose target market extends beyond Hong Kong borders into the Greater Bay Area markets.

## **EXCELLENCE IN INNOVATION**

This Special Award recognizes marketing campaigns which have demonstrated innovative use of media channel or media strategy, and/or have exhibited impressive innovativeness in their marketing methods and techniques, particularly in areas not covered by other Special Awards.

## **EXCELLENCE IN OMNICHANNEL**

This Special Award recognizes marketing campaigns that have strategically integrated multiple marketing channels to deliver a seamless, consistent, and engaging brand experience across all customer touchpoints.

## **恒生銀行 EXCELLENCE IN SEGMENT MARKETING**

This Special Award recognizes marketing campaigns which have successfully utilized segmentation strategies to create customized marketing messages and experiences that resonate with their target audience and drive engagement, conversion, and loyalty.

## **MARKETERS' FAVOURITE MARKETING CAMPAIGN**

The Special Award recognizes the marketing campaign which has received the highest number of votes cast by marketers attending the Award Seminar.

## **EXCELLENCE IN BRANDING**

This Special Award recognizes marketing campaigns which have successfully built a positive image in the consumers' mind.

## **EXCELLENCE IN CUSTOMER ENGAGEMENT AND EXPERIENCE**

This Special Award recognizes marketing campaigns which have effectively delivered personalized, seamless and memorable experiences across various channels to exceed customer expectations, enhance loyalty and drive advocacy.

## **EXCELLENCE IN MARKETING COLLABORATION**

This Special Award recognizes marketing campaigns which have developed or advocated a marketing relevant partnership in the form of crossover and promotional collaboration to obtain mutual benefits and achieve the campaign objectives.

## **EXCELLENCE IN CONTENT MARKETING**

This Special Award recognizes marketing campaigns which have created and distributed valuable and relevant content to enhance the overall marketing strategy.

## **EXCELLENCE IN CUSTOMER INSIGHTS**

This Special Award recognizes marketing campaigns which have developed customer insights through thorough analysis of customer needs and behaviour and have turned the customer insights into business growth.

## **EXCELLENCE IN ENVIRONMENTAL GOOD**

This Special Award recognizes marketing campaigns which have effectively driven a positive influence on the environment and successfully contributed to the overall brand strategy, resulting in a positive impact on both business and the environment.



# CAMPAIGN AWARDS SPECIAL AWARDS

## EXCELLENCE IN INFLUENCER MARKETING

This Special Award recognizes marketing campaigns which have effectively tapped into the influencer's credibility and relationship with their followers to build brand awareness, increase engagement, and ultimately drive conversions.

## EXCELLENCE IN SMALL BUDGET MARKETING

This Special Award recognizes outstanding marketing campaigns with total marketing expenses less than HK\$2 million. And the marketing expenses include the following:

- Above-the-line promotion such as media advertising
- Below-the-line promotion such as public relations, publicity, trade exhibition, event sponsorship
- Brand building expenses such as design of brand name, trademarks, packaging
- Direct marketing / database marketing expenses
- Marketing research studies
- Social media marketing expense

## EXCELLENCE IN SOCIAL AND COMMUNITY GOOD

This Special Award recognizes marketing campaigns which have effectively driven positive influence to society and have successfully contributed to the overall brand strategy, resulting in positive business and social impact.

## EXCELLENCE IN TV COMMERCIAL

This Special Award recognizes marketing campaigns with impressive TV commercials which have effectively brought out the message of the campaign and have successfully achieved the campaign objectives. TV commercials broadcasted on TV channels that are licensed under the Communications Authority of HKSAR to provide domestic broadcasting services are eligible to compete for this Special Award.

## EXCELLENCE IN VIDEO MARKETING

This Special Award recognizes marketing campaigns that have exemplified the creative use of videos to attract, engage, and move its target audience. Videos played at digital marketing channels and social media platforms are eligible to compete for this Special Award.

## EXCELLENCE IN USE OF DATA AND TECHNOLOGY

This Special Award recognizes marketing campaigns which have demonstrated innovative and effective use of data analytics, artificial intelligence, machine learning, automation, and other technologies to optimize business operations, improve customer experience, and drive revenue growth.

## AGENCIES OF THE YEAR

Agencies of the Year will be awarded to companies such as advertising, research, PR and media agencies in recognition of their important role to the success of different marketing campaigns.

The participating agency is requested to submit an Entry Form (see page 21) and should be nominated by at least one of its client organizations which have participated in the Campaign Awards of the HKMA / ViuTV and Now TV Awards for Marketing Excellence 2026.

Winners of the Agencies of the Year will be selected according to the following scoring system:

	<b>Points Awarded</b>
Agency being recognized in the participating campaign -----	<b>1</b>
Participating campaign being ranked top 50% or above among all the entries -----	<b>2</b>
Participating campaign being selected as a Special Award recipient-----	<b>3</b>
Participating campaign being short-listed as a Finalist -----	<b>5</b>
Participating campaign being awarded the Bronze Award -----	<b>1</b>
Participating campaign being awarded the Silver Award-----	<b>3</b>
Participating campaign being awarded the Now TV Gold Award -----	<b>5</b>



# CAMPAIGN AWARDS JUDGING CRITERIA

## INDICATIVE RATINGS

<b>1. RATIONALE BEHIND AND OBJECTIVES OF THE MARKETING CAMPAIGN</b>	<b>15</b>
1.1 Analysis of the market, customer needs, and the competition	
1.2 Consumer insights behind the campaign	
1.3 Definition of objectives / problem & issues to be solved	
<b>2. STRATEGIC IMPACT AND ORIGINALITY OF THE CAMPAIGN</b>	<b>15</b>
2.1 For local campaign, elements of the campaign which are highly original and creative	
2.2 For international campaign, efforts to adapt to local market needs and elements which are highly creative	
2.3 The extent to which the campaign broke new ground in the industry and created a unique position for the company	
<b>3. MARKETING EXECUTION</b>	<b>45</b>
3.1 Development and positioning of product or service	
- Relevance to local market needs	
- For international product/service, adaptations for local market (e.g. reformulation, repackaging, reformatting, new applications)	
3.2 Pricing	
- Relevance to market environment and profit and sales objectives	
3.3 Distribution channels	
- Alignment of marketing objectives, resources, and target users	
- Efficiency of channels used to reach target users	
3.4 Communication and promotion	
- Impact on consumer/customer awareness, attitudes and usage	
3.5 People	
- How staff are appropriately trained and well motivated to deliver the objectives of the campaign?	
- How the people issues have been appropriately considered?	
- How the people element was used to add value to the campaign?	
3.6 Overall integration of campaign elements and challenges in the process of marketing execution	
<b>4. RESULTS</b>	<b>20</b>
4.1 Marketing Results	12
- The extent to which the results met marketing objectives	
- Quantifiable measures (sales, market share, image improvement, changes in consumer/customer perceptions, consumer/customer satisfaction, etc.)	
4.2 Financial Results	8
- The extent to which the results met financial objectives	
- Quantifiable measures (profitability, return on investment etc.)	
- Cost efficiency of marketing expenditure	
<b>5. EXCEPTIONAL MERITORIOUS ASPECTS OF THE CAMPAIGN</b>	<b>5</b>
5.1 Impact on and benefits to the future development of the company and/or the industry	
5.2 Learning for the company	
5.3 Differentiating your brand with a purpose-led business and/or marketing	

**TOTAL: 100**



# CAMPAIGN AWARDS JUDGING CRITERIA FOR NPOS

## INDICATIVE RATINGS

<b>1. RATIONALE BEHIND AND OBJECTIVES OF THE MARKETING CAMPAIGN</b>	<b>15</b>
1.1 Analysis of the societal issue; target audience or segment groups, their needs and the perception of the issue; and the competition	
1.2 Insights of target audience or segment groups behind the campaign	
1.3 Definition of the objective behavioural change to address the issue	
<b>2. STRATEGIC IMPACT AND ORIGINALITY OF THE CAMPAIGN</b>	<b>15</b>
2.1 For local campaign, elements of the campaign which are highly original and creative	
2.2 For international campaign, efforts to adapt to local societal needs and elements which are highly creative	
2.3 The extent to which the campaign broke new ground in the industry or society and created a unique position for the organization	
<b>3. MARKETING EXECUTION</b>	<b>45</b>
3.1 Development and positioning of product / service / behaviour / idea	
- Relevance to target audience needs	
- Benefits offered to target audience	
- For international product / service / behaviour / idea, adaptations for local targets (e.g. reformation, repackaging, reformatting, new applications)	
3.2 Cost of target audience	
- If there is a monetary cost associated with the product / service, the rationale behind the adoption of the 'pricing' mechanism	
- If not, the non-monetary cost or the perceived barriers to the target audience and the rationale behind it	
3.3 Distribution channels	
- Alignment of marketing objectives, resources and target audience	
- Efficiency of channels used to reach target audience	
3.4 Communication and promotion	
- Impact on target audience's awareness, attitudes and usage	
3.5 People	
- Apart from the staff, are there any volunteers participating in the campaign? If yes, what is the number of volunteers or the ratio of mobilized volunteers to staff?	
- How staff and / or volunteers are appropriately trained and well motivated to deliver the objectives of the campaign?	
- How the people issues have been appropriately considered?	
- How the people element was used to add value to the campaign?	
3.6 Overall integration of campaign elements and challenges in the process of marketing execution	
<b>4. RESULTS</b>	<b>20</b>
4.1 Marketing Results	15
- The extent to which the results met marketing objectives	
- Measurable outcomes (changes in target audience perceptions, attitude and behaviour, increases in awareness of the organization / product / service / behaviour / idea, usage level of target audience, etc)	
4.2 Other Financial Consideration (amount of donations, funding or grants generated through the campaign, cost efficiency and implications)	5
<b>5. EXCEPTIONAL MERITORIOUS ASPECTS OF THE CAMPAIGN</b>	<b>5</b>
5.1 Impact on future development of the organization and / or society	
5.2 Benefits to society	
5.3 Learning for the organization and further improvement	

**TOTAL: 100**



# PAST CAMPAIGN AWARDS WINNERS

2025

## NOW TV GOLD

McDonald's Hong Kong - The McGriddles Fever

## SILVER

Cathay - Nothing Beats Being There

HSBC Premier and HSBC Life - Elevating your finances without boundaries

## BRONZE

HSBC - Client Continuum Campaign

Ocean Park Corporation - The Panda-Monium

## EXCELLENCE AWARDS

Cathay - Every Move Counts

Hang Seng Bank - Prestige Banking: CFO Promotion: How Banking Bonds Family

Lee Kum Kee (Hong Kong) Limited - Lee Kum Kee Revitalizing

Supreme Authentic First Draw Soy Sauce Series

McDonald's 50 Years of Love

Standard Chartered - Chartered Flight Campaign

2024

## NOW TV GOLD

McDonald's Coffee Retirement

## SILVER

Hang Seng Bank - Preferred Banking - Be A Game Changer and "Carry" Yourself Campaign

HSBC Fraud ( 哋 ) Fair

## BRONZE

AXA Hong Kong and Macau - From "NO" to "YES" here to protect you always

Hong Kong Technology Venture Company Limited - Mom-certified

## EXCELLENCE AWARDS

DFI Retail Group - 7-Eleven Hong Kong & Macau - Explore The 7-SELECT Foodie-Verse. Anytime Anywhere

Ho Chai Kung March

Hong Kong Tourism Board - Hello Hong Kong Recover Campaign

HSBC Premier Elite

ART IN MTR: HEALING AND INSPIRING JOURNEYS IN COVID

2023

## NOW TV GOLD

M+, West Kowloon Cultural District - Yayoi Kusama: 1945 to Now

## SILVER

AXA Hong Kong and Macau - Better protection, better healthcare

## BRONZE

HSBC Mobile Banking presents: DuoVerse

## EXCELLENCE AWARDS

McDonald's Baby Shark 齊齊減塑

MTR Corporation - East Rail Line Cross Harbour Extension Opening Campaign

New World Development - Share for Good

## MERIT AWARDS

McDonald's Big Mac x 季前賽 x 903 All Star 籃球賽

McDonald's Raise Your Arches ( 去麥記 )

Tai Hing 33rd Anniversary - Milk Tea Campaign

When WeLend A.I. Technology and Humanity Meet for Empowering 'Financial Sustainability'

2022

## NOW TV GOLD

CSL Mobile Limited - csl x MIRROR 5G Campaign

## SILVER

McDonald's App 1st Anniversary - Celebrating the Super Fans

## BRONZE

McDonald's x MIRROR - 麥炸雞

## EXCELLENCE AWARDS

送嘢就瞓 Lalamove, 一 call 萬應

MTR Corporation - The Tuen Ma Line Opening

HSBC Premier #ThisIsMyFamily Campaign

## MERIT AWARDS

HSBC Everymile Credit Card Launch

HSBC One - Say Goodbye to Wealth A0 Millennials Campaign

PayMe from HSBC - Hong Kong's Laisee

WeLab Bank - VIRTUAL BANK - WE KNOW, WHAT YOU "KONG"

2021

## NOW TV GOLD

Citibank - Citi Plus Launch Campaign

## SILVER

McDonald's Big Mac x 姜濤 (Keung B)

## BRONZE

Hong Kong Tourism Board - Holiday at Home

## EXCELLENCE AWARDS

Airstar - 全民加薪、全民放假

McDonald's - OmniPark Luncheon Campaign ( 新餐肉系列 )

ZA Bank - 做壞規矩 做好銀行

## MERIT AWARDS

AQUA PRO+TECH - Golden 7 Seconds

AXA - Everyday Gets Better with Emma

Shell - Top Cars, Race Now: Refuel Shell V-Power,

Re-energize in New Normal

The WeLend A.I. Evolution:

Re-engineering the Future of Loan Business

2020

## GOLD

CSL - 5G See The World Differently

## SILVER

Citibank - More Than a Bank in My Hand

## BRONZE

McDonald's - 'The Surprise Chicken Expert'

## EXCELLENCE AWARDS

7-Eleven - Give A Voucher, Donate A Meal

Alipay - Infinite Possibilities

BioEm - Spray the Distance Away on a Mission to Bring us Closer

## MERIT AWARDS

AXA - 'Live with Confidence' Marketing Campaign

DBS Bank - Banking Unplugged by DBS Groundbreaking Innovation

- iWealth app

McDonald's - McCafé 20th Anniversary

Standard Chartered Bank - INVEST FROM HOME, BANK FROM HOME

2019

## GOLD

McDonald's X 鋒味 MY TASTE OF HONG KONG

## SILVER

WeLend - Humanizing a Humanless Experience - WeLend A.I. Loan

## BRONZE

SWIPE - Swipe EX - Literature of Mindful Cleaning

## EXCELLENCE AWARDS

Citibank - Citigold 'Own The Affluent' Campaign

HKTvmall - Miss Do Do Cheng Online Shopping Tutorial

KOSÉ GRACE ONE - THE ACADEMY OF AGELESSNESS

## MERIT AWARDS

Reboot HSBC Life

Mannings - The Power of the Inner Smile

Ricacorp - The REAL Listing

Secret Tour - Breakup Tour

2018

## GOLD

Carlsberg - Probably the Best Beer Marketing Revolution

## SILVER

Citibank - It's a Bank in My Hand

## BRONZE

Pricerite - Small Space Big Universe



# PAST CAMPAIGN AWARDS WINNERS

## EXCELLENCE AWARDS

Chow Tai Fook – Love of a Lifetime  
Chow Tai Fook - T MARK "To Tell the Truth"  
HSBC - The One Card That Has It All

## MERIT AWARDS

CK Asset - Ocean Pride Development  
HKJC - Striding On  
McDonald's - McCafé "It's What's Inside That Counts"  
Watsons Water 'Drops of Fun' Rewards

## 2017

### GOLD

1O1O – Be Distinctive

### SILVER

WeLend – Disrupting Traditional Loan

### BRONZE

NESCAFÉ South East Asian Range Campaign

## EXCELLENCE AWARDS

If Carlsberg Did Marketing  
K11 Concepts – Disruptive New Business Innovation for Millennial Entrepreneur – K11 Natural  
PrimeCredit – WeWa New Brand Launch Campaign – WeShake WeWin WeWa

## MERIT AWARDS

FWD General – FWD Drivomatics Mobile App  
FWD Life – This is How Insurance Works Today  
MoneySQ – Revolutionize Hong Kong Financial Market  
Pizza Hut – Roulette Cheesy Bites Pizza: The Brave-or-Crave Challenge

## 2016

### GOLD

csl Hit the BIG time on a BIG network

### SILVER

ManulifeMOVE

### BRONZE

Tai Hing – My Hero II: The Rise of Hero Chef

## EXCELLENCE AWARDS

AIA – Love is in Every Moment – Father & Daughter  
Crown Motors – FUN2GATHER Toyota Sienta & Spade  
McDonald's – Next Generation of Customer Experience

## MERIT AWARDS

3HK – Making Better  
FWD Savie Insurance 'Simply Unbeatable' Campaign  
McDonald's – A Surprise in Disguise  
Standard Chartered x Asia Miles Launch Campaign

## 2015

### GOLD

Coca-Cola China Ltd - Share A Coke

### SILVER

British Motors Limited - The Unexpected – All New Discovery Sport

### BRONZE

Maxim's Caterers Limited - Mooncake Market Revolution – Maxim's Egg Custard Mooncake 2014

## EXCELLENCE AWARDS

Arome Bakery (HK) Co Ltd - Arome Anew & Beyond  
Pricerite Stores Limited - Small Space: Big Universe  
Nestle Hong Kong Ltd - Frutips Relevancy Campaign

## MERIT AWARDS

The Hong Kong and China Gas Company Limited - Cook For Love  
The Hong Kong and China Gas Company Limited - Total Kitchen Solution  
K11 Concepts Limited - The Revolutionary Art x Commerce Retail Model – Local Customer Recognition As Our Continued Driving Force  
PrimeCredit Limited - Turning Property into Cash

## 2014

### GOLD

Harbour City - Rubber Duck Joy to the World Campaign

### SILVER

Wellcome's 'Like Always' Campaign

### BRONZE

CLP Power - 'Let's Save Now For A Better Future' Marketing Campaign

## EXCELLENCE AWARDS

Chow Tai Fook 'The Perfect One' Bridal Campaign 2013  
Environmental Protection Department - Food Wise Hong Kong  
PrimeCredit - Golden-teeth Promise

## MERIT AWARDS

RunOurCity 'Free to Run 3.23 Hong Kong Streetathon'  
McDonald's Restaurants - From CNY to WNY: Making the Most of the New Year  
Tai Hing Catering Group - My Hero 太好味道  
Times Square: This is Your Time; Timely Transformation Of A Fading Meeting Place

## 2013

### GOLD

PCCW - HKT mobile service 'Ultimate Mobility'

### SILVER

Harbour City – Doraemon Brings Innovative Surprises through Joyful Experiences

### BRONZE

Love the Planet 4.22 Hong Kong Goes Green Monday

## EXCELLENCE AWARDS

Turning Brand Culture into Customer Benefit – Fairwood 40th Anniversary  
Breakthrough the Dark Side of Hong Kong Disneyland  
McDonald's Restaurants – i'm Amazing

## MERIT AWARDS

Dairy Farm - Wellcome – Low Low Price Watcher  
The Hong Kong Jockey Club – Happy Wednesday  
McDonald's Restaurants – It's Mac Time Tonight  
TSL | 謝瑞麟 Brand Revitalization – Rising from The Gloom

## 2012

### GOLD

Coca-Cola Summer 'Chok' Campaign

### SILVER

Hong Kong Breast Cancer Foundation – Three Steps to Breast Health

### BRONZE

Disneyland's It's Playtime with Friends - The Power of Synergy

## EXCELLENCE AWARDS

FUJIFILM X-series – The sect of wandering photographing – The Re-birth of a Camera Giant  
McDonald's - The Road to Becoming Hong Kong's Coffee Destination  
iButterfly – Turning the Sky into a Canvas

## MERIT AWARDS

PopCorn's Opening Campaign  
Okamoto - Water Temptation, Thinner than Super Thin  
Pizza Hut - Pizza and More  
SOLVIL ET TITUS: Time is Love

## 2011

### GOLD

The House of Dancing Water, City of Dreams – A New Era of Entertainment in Macau

### SILVER

Ocean Park's Aqua City – The re-birth of a miracle

### BRONZE

China 3D's 3 Dimensional Marketing of 3D Sex and Zen

## EXCELLENCE AWARDS

Citibank Banks on New Standards to Break Banking Inertia  
Free Golden Bangle  
Breaking Out of the Price Prison – How McDonald's launched its first premium product, 35 years on



# PAST CAMPAIGN AWARDS WINNERS

**2 0 1 0**

**GOLD**

Maxim's Angel and Devil

**SILVER**

Standard Chartered Hong Kong 150th Anniversary  
Commemorative Charity Banknote Marketing Campaign

**BRONZE**

McDonald's Moments Delivered

**EXCELLENCE AWARDS**

Endless Love – Rebranding BOCG Life  
Cathay Pacific 'People & Service' Campaign  
HKJC 125th Anniversary Campaign

**2 0 0 9**

**GOLD**

MTR Rail Merger Campaign - The Unprecedented Marketing Challenge

**SILVER**

McDonald's Democratizing Premium Coffee

**BRONZE**

American Express Cathay Pacific Credit Card – Fly Faster

**CERTIFICATES OF EXCELLENCE**

Cathay Pacific New Cabin Designs Marketing Campaign  
Dairy Farm - One Dollar Does Matter  
The HKJC Olympic 2008 Campaign - How We Excelled in the World

**2 0 0 8**

**GOLD**

Continuous 'One-Up' Breakthrough  
– The Success Story of Harbour City, the Success Story of You & Me!

**SILVER**

Pizza Hut Chessy Bites – Release the Child in You

**BRONZE**

Manhattan Hill – Magic Happens in West Kowloon

**CERTIFICATES OF EXCELLENCE**

Coca-Cola zero – Who Says You Can't Have Real Taste Zero Sugar  
Ronald McDonald House Charities: Part of Me, Part of My  
Community  
PCCW Mobile – Building A Brand with Passion Power

**2 0 0 7**

**GOLD**

Bel-Air No.8 – The New Landmark in Island South

**SILVER**

Cathay Pacific – Moving Forward with Hong Kong for 60 Years

**BRONZE**

Luxottica – Revitalized an Old Brand in a Stagnant Industry

**CERTIFICATES OF EXCELLENCE**

McDonald's 24 Hours 'Mac Tonight' Campaign  
Pizza Hut Cheesy Lava 'Passion released, Record achieved'  
Making babies' 'impossible mission' possible

**2 0 0 6**

**GOLD**

Love Hong Kong, Love Ocean Park!

**SILVER**

CLP Power: Create the Market – Induction Cooking

**BRONZE**

apm – a retail breakthrough for HK

**CERTIFICATES OF EXCELLENCE**

Hong Kong Broadband - Be Ahead of Yourself  
PCCW - Next Generation Fixed Line 'Brand Quality Campaign'  
Prevail in Confectionery: Eclipse Mints

**2 0 0 5**

**GOLD**

Revolution of Pizza Hut's Business Concept

**SILVER**

Repositioning of e-zone

**BRONZE**

Cathay Pacific - It's the little things we remember

**CERTIFICATES OF EXCELLENCE**

Be the True Soy Sauce Leader - The Launch of Amoy Premium Soy  
Sauce  
Hutchison Live 3  
The Arch – Imagination rules the world

**2 0 0 4**

**GOLD**

YOHO Town – Transforming Residential Property into a Lifestyle Brand

**SILVER**

Swire Homes' Distinctive New Living – The Orchards

**BRONZE**

Launch of a New Brand: VAGO with INSOLIA – The Painless Hi-Heels

**CERTIFICATES OF MERIT**

Fairwood Re-branding  
Hutchison - The Launch of 3  
Regalia Bay

**2 0 0 3**

**GOLD**

One2Free SMS Lovers

**SILVER**

The Power of Love - The Power of Music

**BRONZE**

Ocean Park Halloween Bash 2002

**CERTIFICATES OF MERIT**

New World PCS – Twins Mobile – Breakthrough Info-tainment Service  
Keeps Idols Close  
McDull, Hong Kong One Egg Tart  
Watsons Water – Wats Next

**2 0 0 2**

**GOLD**

The Making of RoadShow

**SILVER**

Cathay Pacific – The World's Biggest Welcome

**BRONZE**

See You at Café de Coral

**BRONZE**

An Exceptional Community for An Exceptional Childhood  
– Discovery Bay Siena one Marketing Campaign

**CERTIFICATES OF MERIT**

Hang Seng Femina Banking – Lead a Fabulous Life  
Hang Seng M.I. Kid" Account - Develop your Children's Potential  
for Great Achievements"

**2 0 0 1**

**GOLD**

The Leighton Hill – Home to the New Aristocracy

**SILVER**

Orangeworld – A World Where Your Fantasy Takes Flight

**BRONZE**

Ribena Mobile the Ultimate Breakthrough

**CERTIFICATES OF MERIT**

Allergan - Complete Repositioning Campaign  
Manulife - The MPF Launch Campaign  
SUNeVision - Launch of Propertystreet.net

**2 0 0 0**

**GOLD**

SUNDAY Independence Day

**SILVER**

Ocean Shores – Live the Good Life, Live at the Best

**BRONZE**

The Creative Positioning of 5-7 Seater Mazda Premacy Capsule V



# PAST CAMPAIGN AWARDS WINNERS

## CERTIFICATES OF MERIT

BOC U-point Credit Card  
Hong Kong's Tender – You Name the Price  
Guangzhou-Kowloon Through Train Service Improvement Turned Business Around

## 1999

### GOLD

A Sentimental Journey

### SILVER

Tierra Verde – Breaking Through A Bleak Market

### BRONZE

Panadol Cold & Flu Campaign

## CERTIFICATES OF MERIT

DFS Galleria – Targeting A Changing Customer  
Festival Walk: Set Your Own Boundaries  
Swire Properties: StarCrest – 5-Star Luxury at a 9-Star Location

## 1998

### GOLD

Lipton Ming Han Ching Tea Bags

### SILVER

Tse Sui Luen Jewellery - The Launch of 5th C Jewellery Consultancy Service – A New Dimension in Diamond Marketing

### BRONZE

Dai Pai Dong – Passion of Hong Kong

## CERTIFICATES OF MERIT

The Launch of Colgate Sensation Whitening Toothpaste  
Hang Seng SmartInvest Services  
SpeedPost – We Put Time on Your Side

## 1997

### GOLD

The Launch of One2Free

### SILVER

Shell Supercharged 881 Friends of the Road

### BRONZE

Product Launch of Lee Kum Kee Seasoned Soy Sauce for Seafood in 1996

## CERTIFICATES OF MERIT

1996 American Express Credit Card Launch  
903 id club Programme  
Shanghai Tang – Made by Chinese

## 1995

### GOLD

The Kingswood Villas Metamorphosis

### SILVER

Standard Chartered Credit Card Real Life Privilege

### BRONZE

Launching of HMV Superstores: Music at its Best

## CERTIFICATES OF MERIT

DHL Jumbo Box – Air Freight Made Easy  
Open Learning Institute of Hong Kong - MBA Degree Programme  
Rinnai Gas Clothes Dryer – A Breakthrough for Towngas

## 1994

### GOLD

Kalm's – A Gift from the Heart Marketing Campaign

### SILVER

All I Want for Christmas is Pacific Place

### BRONZE

City Telecom Marketing Campaign 1994

## CERTIFICATES OF MERIT

ABC Communications Limited – QK Youth Programme  
MTR 15th Anniversary Charity Drive  
Virgin Atlantic Airways Limited

## 1993

### GOLD

Dairy Farm Hi-Calcium Milk

### SILVER

Taijpan Snowy Mooncake

### BRONZE

Hongkong Telecom CSL 1010 Digital Launch

## CERTIFICATES OF MERIT

Crown Motors' 1993 Toyota Drive-Away Campaign  
Lane Crawford Express  
Ocean Park Kids' World

## 1992

### GOLD

Recruit

### SILVER

K-Swiss Sports Shoes

### BRONZE

MTR Customer Service Campaign

## CERTIFICATES OF MERIT

Lee Kum Kee XO Sauce  
Mission Impossible: Nissan Gallery  
Sea Horse Scandinavian Furniture Launch Campaign

## 1991

### GOLD

Just Gold Concept

### SILVER

IKEA Showflat Campaign

### BRONZE

Mazda 121 Campaign

## CERTIFICATES OF MERIT

Building Up of Fornari Jeans in Hong Kong  
Nine Queen's Road Central – A Case History  
Saab 900S (1992 Model) Launch Campaign

## 1990

Hong Kong Economic Times Circulation Driven Campaign

## 1989

Fujicolor Circle Campaign

Standard Chartered Bank's Mortgage Plus Enhancement Programme

## 1988

First Pacific Bank CCU Deposit Campaign

## 1987

American Express Card

Fotomax Video Club

## 1986

Jade VTR Package

Three Grains Rice

## 1985

Café de Coral

Exchange Square

Mitsubishi 4-Seater Taxi

\* Starting from 1997, the year of the Award Presentation was adopted as the year of the Award

# CAMPAIGN AWARDS ENTRY FORM



ONLINE ENTRY FORM

To: The Secretariat  
HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2026-2-NL)

Attn: Ms Raina Leong, Senior Membership and Event Executive Tel: 2774 8588 Email: rainaleong@hkma.org.hk  
Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002 Email: sunniema@hkma.org.hk

## Best Organization Award

Organizations that submit two or more entries to the Campaign Awards AND one or more nominations to the Individual Awards will be eligible for the Best Organization Award.

Organizations submitting more than one entry should complete a separate form for each entry.

My company intends to enter the competition for the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026.

My company is a non-profit organization. Attached, is the relevant supporting document.  
(Please put a " ✓ " in the box if appropriate.)

Name of Campaign: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

My organization would like to compete for the following Special Award(s) (a maximum of 5 Special Awards can be selected): (Please put a " ✓ " in the box if appropriate.)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Excellence in Branding                           | <input type="checkbox"/> Excellence in Influencer Marketing    | <input type="checkbox"/> Excellence in Small Budget Marketing     |
| <input type="checkbox"/> Excellence in Content Marketing                  | <input type="checkbox"/> Excellence in Innovation              | <input type="checkbox"/> Excellence in Social and Community Good  |
| <input type="checkbox"/> Excellence in Customer Insights                  | <input type="checkbox"/> Excellence in Marketing Collaboration | <input type="checkbox"/> Excellence in TV Commercial              |
| <input type="checkbox"/> Excellence in Environmental Good                 | <input type="checkbox"/> Excellence in Omnichannel             | <input type="checkbox"/> Excellence in Use of Data and Technology |
| <input type="checkbox"/> Excellence in Greater Bay Area Marketing         | <input type="checkbox"/> Excellence in Segment Marketing       | <input type="checkbox"/> Excellence in Video Marketing            |
| <input type="checkbox"/> Excellence in Customer Engagement and Experience |  |   |

(Deadline for submitting the completed write-ups is Wednesday, 13 May 2026)

[HK\$17,600 (HKMA Member) / HK\$23,800 (Non-Member) / Free of charge for SMEs/NPOs\* for each entry of Campaign Award]  
[HK\$2,000 (HKMA Member) / HK\$2,300 (Non-Member) / Free of charge for SMEs/NPOs\* for the first two entries of Special Awards]

We would like to submit an entry of Campaign Award and \_\_\_\_ Special Award(s).

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to "The Hong Kong Management Association" is enclosed.

\* Entry fee of Campaign Awards and the first two entries of Special Awards are waived for SMEs/NPOs which employ not more than 100 persons in Hong Kong and are not subsidiaries of any group of companies or local offices of multinational companies. NPOs have to provide supporting document together with the Entry Form to verify its NPO status. The Hong Kong Management Association reserves the right to make the final binding decisions on the eligibility of applicants.

## Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- I consent.  
 I do not consent.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Monday, 13 April 2026)

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I understand that, upon my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.



# CAMPAIGN AWARDS AGENCIES OF THE YEAR ENTRY FORM

To: The Secretariat  
HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2026-6-NL)

Attn: Ms Raina Leong, Senior Membership and Event Executive Tel: 2774 8588 Email: rainaleong@hkma.org.hk  
Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002 Email: sunniema@hkma.org.hk

My company intends to apply for the Agencies of the Year of the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026.

## A. Details of the Participating Agency

Name of Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Type of Organization: (Please put a "✓" in the box if appropriate.)

Local Firm

Multinational Corporation

## B. Details of Nominator(s) (which have participated in the Campaign Awards of the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026)

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.

I do not consent.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Monday, 13 April 2026)

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I understand that, upon my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.



# INDIVIDUAL AWARDS

## ELIGIBILITY

The Marketing Awards are intended to recognize the outstanding achievement of marketers who have made significant contribution to the marketing development of their companies or clients as well as the business community.

There are two categories for individual awards:

### 1. Distinguished Marketing Leadership Awards

Executives who have

- at least 10 years' experience; and
- occupy a senior position; and
- play a leading marketing role in the company or play a leading role in the marketing development and marketing execution of client companies.

**A ViuTV Marketer of the Year Award** recipient will be selected from amongst the winners of the Distinguished Marketing Leadership Awards.

### 2. Outstanding Marketing Professional Awards

Executives who excel in a general marketing role or in a specialist marketing function such as:

- Advertising
- Digital Marketing
- Direct Marketing
- Public Relations
- Research

are eligible to enter the Award.

## MARKETING AWARDS

The following Marketing Awards will be granted to outstanding marketers by the Panel of Judges and the Board of Examiners:

- ViuTV Marketer of the Year Award
- Distinguished Marketing Leadership Awards
- Outstanding Marketing Professional Awards

## BENEFITS AND RECOGNITION

Winners of the Distinguished Marketing Leadership Awards and the Outstanding Marketing Professional Awards will enjoy the following benefits and recognitions:

1. For **Distinguished Marketing Leadership Awardees**, they will be:
  - granted HKMA Professional Manager status. The membership fee and the CPD requirements for the first two years will be waived;
  - granted Membership at the HKMA Sales and Marketing Executives Club. The membership fee for the first two years will be waived;
  - invited to be member of HKMA Elite Marketers' Alumni; and
  - the winner of the **ViuTV Marketer of the Year** will be invited to serve as Deputy Chairperson of the Elite Marketers Alumni in the following year.
2. For **Outstanding Marketing Professional Awardees**, they will be:
  - granted HKMA Full Membership or Associate Membership status, depending on their work experience and academic qualifications. The membership fee for the first two years will be waived;
  - granted Membership at the HKMA Sales and Marketing Executives Club. The membership fee for the first two years will be waived; and
  - invited to be member of HKMA Elite Marketers' Alumni.



# INDIVIDUAL AWARDS

## JUDGING PROCESS AND AWARDS SCHEDULE

<p><b>Company Nomination</b> <i>(Deadline: Monday, 13 April 2026)</i></p>	<p>All entrants have to be nominated by their companies which are required to send in the Company Nomination Form. A company can nominate one candidate for the Distinguished Marketing Leadership Award and a maximum of five candidates for the Outstanding Marketing Professional Awards.</p>
<p><b>Submission of Write-ups</b> <i>(Deadline: Friday, 22 May 2026)</i></p>	<p>All entries have to submit, in English or Chinese:</p> <ul style="list-style-type: none"><li>• A four-page summary covering the judging criteria; and</li><li>• A one-page summary of personal information to be reviewed by the Board of Examiners.</li></ul>
<p><b>Final Judging</b> <i>(Saturday, 15 August 2026)</i></p>	<p>Shortlisted entrants of the Distinguished Marketing Leadership Awards and the Outstanding Marketing Professional Awards will be invited to the Final Judging which will include two parts as follows:</p> <p>Part One: Presentation on "Signature Campaign" (8 minutes) Question-and-Answer Session (5 minutes)</p> <p>Part Two: Presentation on a case topic (5 minutes) <i>(All finalists will be given 30 minutes to prepare a case topic before his/her assigned interview time.)</i> Question-and-Answer Session (2 minutes)</p> <p>Winners of the ViuTV Marketer of the Year, the Distinguished Marketing Leadership Awards as well as the Outstanding Marketing Professional Awards will be selected by the Panel of Judges.</p>
<p><b>Award Presentation Dinner</b> <i>(October 2026)</i> <i>Visit website for details</i></p>	<p>All the results of the Awards will be announced at the Award Presentation Dinner.</p>

## PARTICIPATION FEE

HKMA Member: HK\$8,900 per nominee  
Non-Member: HK\$11,900 per nominee

The participation fee covers:

- 2 seats at the Award Seminar
- 2 seats at any Marketing Awards related seminar
- 1 seat at the Award Presentation Dinner



# DISTINGUISHED MARKETING LEADERSHIP AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. SIGNATURE CAMPAIGN 40

Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2022.

- |            |  |           |
|------------|--|-----------|
| <b>1.1</b> | <b>Please describe your contribution / involvement in the following areas:</b>   | <b></b>   |
| 1.1.1      | Creativity / Innovativeness  | 8         |
| 1.1.2      | Leadership and Executional Excellence of the Campaign  | 8         |
| 1.1.3      | Strategic Thinking behind the Campaign   | 9         |
| <b>1.2</b> | <b>Results</b>   | <b>10</b> |
|            | In terms of sales achievement or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc or in terms of the business value to the organization |           |
| <b>1.3</b> | <b>Lesson Learned</b>  | <b>5</b>  |
|            | Key learnings that were applied in future campaigns  |           |

### 2. TRACK RECORD HIGHLIGHTS 45

Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:

- |            |  |           |
|------------|--|-----------|
| <b>2.1</b> | <b>Marketing Achievements</b>  | <b>20</b> |
|            | Please cite up to three marketing campaigns over the last ten years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns. |           |
| <b>2.2</b> | <b>Achievements in the Leadership of the Marketing Function in the Organization / or Client Organization</b>   | <b>10</b> |
|            | Please describe how you have helped to improve and develop the marketing capability of your current and / or previous organization(s).   |           |
| <b>2.3</b> | <b>Contributions to the Strategic Business Direction of the Organization / or Client Organization</b>  | <b>10</b> |
|            | Please describe very specifically how you have contributed to or influenced your current and / or previous organization(s) in following areas:                                       |           |
|            | 2.3.1 Strategic Business Direction   |           |
|            | 2.3.2 Business Growth  |           |
|            | 2.3.3 Profitability  |           |
| <b>2.4</b> | <b>Personal Achievements</b>   | <b>5</b>  |
|            | - Academic, professional awards and other public recognition related to marketing  |           |
|            | - Career achievements  |           |

### 3. GENERAL CONTRIBUTIONS 15

Contributions to the marketing development of the business community (marketing-related aspects such as efforts in training, grooming, pro-bono work etc.)

**TOTAL: 100**



# OUTSTANDING MARKETING PROFESSIONAL AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

1. SIGNATURE CAMPAIGN		60
Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2022.		
<b>1.1 Please describe your contribution / involvement in the following areas:</b>		
1.1.1 Creativity / Innovativeness		15
1.1.2 Executional Excellence		25
Please cite the efforts you have made in contributing to the executional excellence of the campaign including:		
<ul style="list-style-type: none"> <li>- achieving the campaign objectives</li> <li>- meeting the campaign time-line</li> <li>- meeting the campaign budget</li> <li>- solving the problems encountered</li> </ul>		
<b>1.2 Results</b>		10
In terms of sales achievement or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc or in terms of the business value to the organization		
<b>1.3 Lesson Learned</b>		10
Key learnings that were applied in future campaigns		
2. TRACK RECORD HIGHLIGHTS		30
Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:		
<b>2.1 Marketing Achievements</b>		20
Please cite up to three marketing campaigns over the last five years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.		
<b>2.2 Personal Achievements</b>		10
<ul style="list-style-type: none"> <li>- Academic, professional awards and other public recognition related to marketing</li> <li>- Career achievements</li> </ul>		
3. SELF-IMPROVEMENT PLAN		10
Please describe how you intend to improve yourself to further your marketing career.		

**TOTAL: 100**



# PAST INDIVIDUAL AWARD WINNERS

2025

## ViuTV Marketer of the Year

**Mr Franklin Law**  
Marketing Director  
Ocean Park Corporation

## Distinguished Marketing Leadership Awardees\*:

**Ms Alice Chan**  
Head, Affluent & Wealth Management Marketing, Wealth & Retail Banking Hong Kong  
Standard Chartered Bank (Hong Kong) Limited

**Ms Kathy Fu**  
Head of Loan Marketing  
WeLab Bank

**Ms Kelly Fung**  
Marketing Director  
McDonald's Hong Kong

**Mr Franklin Law**  
Marketing Director  
Ocean Park Corporation

**Ms Sarah Man**  
Marketing Manager  
CATALO Natural Health Science Group

**Mr Adrian Tan**  
Senior Vice President  
DBS Bank (Hong Kong) Limited

## Outstanding Marketing Professional Awardees\*:

**Ms Janet Chan**  
Senior Manager – Communications  
McDonald's Hong Kong

**Ms Avis Fung**  
Manager, Marketing  
WeLab Bank

**Ms Amy Lai**  
Senior Manager – Strategy & Insights  
McDonald's Hong Kong

**Ms Connie Leung**  
Associate Director, Marketing Strategy, Wealth & Retail Banking Hong Kong  
Standard Chartered Bank (Hong Kong) Limited

**Mr Martin Leung**  
Digital Acquisition Manager, Wealth and Personal Banking  
HSBC

**Ms Esme Tang**  
General Manager, Business Development Manager  
ABC Pathways Group

**Ms Yuki Wong**  
Associate Marketing Director, Wealth and Personal Banking  
HSBC

**Ms Pipi Yuen**  
Senior Marketing Manager, Propositions  
Hang Seng Bank

2024

## ViuTV Marketer of the Year

**Mr Ivan Choi**  
Assistant Director – Marketing  
McDonald's Hong Kong

## Distinguished Marketing Leadership Awardees\*:

**Mr Ivan Choi**  
Assistant Director – Marketing  
McDonald's Hong Kong

**Mr Marco Lee**  
Deputy Head of Marketing, Wealth & Retail Banking Hong Kong  
Standard Chartered Hong Kong

## Outstanding Marketing Professional Awardees\*:

**Mr Terrence Cheung**  
Marketing Manager, Wealth and Personal Banking  
The Hongkong and Shanghai Banking Corporation Limited

**Ms Kimmy Ip**  
Senior Marketing Manager  
Octopus Cards Limited

**Ms Milky Lau**  
Deputy General Manager, Sales and Marketing  
Octopus Cards Limited

**Mr Roy Lee**  
Manager, Brand and Advertising  
AXA

**Mr Lance Tsang**  
Assistant Director – Marketing  
McDonald's Hong Kong

**Ms Linda Wong**  
Senior Marketing & Events Specialist  
CLP Power Hong Kong Limited

2023

## Outstanding Marketing Professional Awardees\*:

**Ms Jessica Chiu**  
Manager – Marketing  
McDonald's Hong Kong

**Ms Candy Chu**  
Chief Community Relations & Events Manager  
MTR Corporation

**Mr Pollex Lam**  
Manager – Family Marketing  
McDonald's Hong Kong

**Mr Kelvin Wai**  
Chief Marketing & Digital Channels Manager  
MTR Corporation

**Mr Ernest Yu**  
Senior Manager – Marketing  
McDonald's Hong Kong

2022

## ViuTV Marketer of the Year

**Ms Samantha Fan**  
General Manager, Marketing  
Hong Kong Tourism Board

## Distinguished Marketing Leadership Awardees\*:

**Ms Samantha Fan**  
General Manager, Marketing  
Hong Kong Tourism Board

**Ms Jaslin Goh**  
Head of Marketing, Design & Customer Experience  
PayMe from HSBC

**Ms Yen Lee**  
Vice President, Marketing  
Now TV

**Mr Kai Tsang**  
Senior Director, Digital Customer Experience and Partnership  
McDonald's Hong Kong

**Ms Angela Wong**  
Brand, Advertising and Customer Management Director  
AXA Hong Kong and Macau

## Outstanding Marketing Professional Awardees\*:

**Ms Jay Choi**  
Senior Marketing Manager – Digital Customer Experience  
McDonald's Hong Kong

**Ms Ellie Chui**  
Manager – Marketing  
McDonald's Hong Kong

**Ms Anne Leung**  
Director, Brand Marketing  
Hong Kong Tourism Board

**Ms Cola Mok**  
Head of Digital Communication, Communications and  
Corporate Sustainability Department  
Hang Seng Bank

**Ms Lillian To**  
Manager – Marketing  
McDonald's Hong Kong

**Ms Mabel Wong**  
Manager, Marketing & Brand Management Department  
TMF, Pricerite Group



# PAST INDIVIDUAL AWARD WINNERS

2021

## ViuTV Marketer of the Year

### Ms Tina Chao

Chief Marketing and Digital Customer Experience Officer  
McDonald's Hong Kong

## Distinguished Marketing Leadership Awardees\*:

### Ms Tina Chao

Chief Marketing and Digital Customer Experience Officer  
McDonald's Hong Kong

### Mr Calvin Ng

Co-Head of Retail Banking and Alternate Chief Executive  
ZA Bank

### Mrs Bally Wong

Founder and Chairman  
ABC Pathways Group

## Outstanding Marketing Professional Awardees\*:

### Ms Ramona Carmen Schmidt

Head, Corporate, Commercial & Institutional Banking Marketing  
Standard Chartered Bank (Hong Kong) Limited

### Ms Charmaine Wu

Director - Marketing  
McDonald's Hong Kong

2020

## Marketer of the Year

### Mr Clive Chow

Senior Vice President - Marketing  
CSL Mobile Limited

## Distinguished Marketing Leadership Awardees\*:

### Mr Kit Chan

Manager - Card  
Prime Credit Limited

### Mr Clive Chow

Senior Vice President - Marketing  
CSL Mobile Limited

### Ms Kazumi Chidachi

Senior Vice President, Marketing & Marketing Communications  
DBS Bank (Hong Kong) Limited

### Ms Yvonne Leung

Chief Marketing Officer  
Alipay Payment Services (HK) Limited

### Mrs Bally Wong

Founder and Chairman  
ABC Pathways Group

## Outstanding Marketing Professional Awardees\*:

### Mr Max Chan

Marketing Manager  
Alipay Payment Services (HK) Limited

### Mr Yan Chan

Senior Marketing Manager  
Alipay Payment Services (HK) Limited

### Mr Ivan Choi

Senior Manager - Marketing  
McDonald's Hong Kong

### Ms Johanne Chow

Brand Experience Lead  
Alipay Payment Services (HK) Limited

2019

## Marketer of the Year

### Ms Meggy Cheng

Director of Marketing  
Hong Kong Philharmonic Orchestra

## Distinguished Marketing Leadership Awardees\*:

### Mr Kenneth Chan

Deputy General Manager & Head of Marketing & Customer Digital Experience  
China CITIC Bank International

### Ms Meggy Cheng

Director of Marketing  
Hong Kong Philharmonic Orchestra

### Ms Helle Kwan

Senior Associate Director of Corporate Communications  
Ricacorp Properties Limited

## Outstanding Marketing Professional Awardees\*:

### Mr Thomas Fong

Associate Director, Strategic Initiatives, Wealth & Pensions  
Sun Life Hong Kong Limited

### Ms Hester Lo

Senior Marketing Officer - Strategic Partnerships  
Lan Kwai Fong Group

### Ms Ng Yuk Fei Alice

Assistant Manager, Merchant Marketing  
American Express International Inc.

2018

## Marketer of the Year

### Ms Macy Ng

Vice President, Brand & Communications  
CSL Mobile Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Angie Chung

Senior Promotion Manager  
Lee Tung Avenue Management Company Limited

### Ms Bonnie Hung

Senior Manager, Marketing and Brand Management  
CASH Retail Management Group Limited

### Mr Albert Jin

Head of Marketing & Communications, Greater China  
Cushman & Wakefield

### Ms Julieta Leong

Deputy Director - Marketing & Events (HK)  
Lan Kwai Fong Group

### Ms Macy Ng

Vice President, Brand & Communications  
CSL Mobile Limited

## Outstanding Marketing Professional Awardees\*:

### Mr Chan Hip Shun Charles

Head of Centurion and Premium Customer Experience  
American Express International Inc.

### Ms Normi Cheung

Assistant Manager, Marketing & Brand Management  
CASH Retail Management Group Limited

### Mr Jason Ng

Associate Marketing Manager  
Oath (Yahoo Hong Kong)

2017

## Marketer of the Year

### Ms Canace Lin

CMO & Executive Director  
CATALO Natural Health Foods Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Canace Lin

CMO & Executive Director  
CATALO Natural Health Foods Limited

### Ms Angela Yam

Chief Marketing Officer  
FTLife Insurance Company Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Amanda Chan

Senior Manager - Communications  
McDonald's Hong Kong



# PAST INDIVIDUAL AWARD WINNERS

## Mr Jordan Cheng

Founder and CEO  
Dragon Creative Enterprise Solution Ltd

## Ms Yvonne So

Brand Manager – Coffee  
Nestlé Hong Kong Ltd

2016

### Marketer of the Year

#### Ms Isabella Lau

Chief Customer Officer  
Manulife (International) Limited

### Distinguished Marketing Leadership Awardees\*:

#### Ms Ivy Chan

Marketing Communications Manager  
The Hong Kong and China Gas Co Ltd

#### Ms Esther Chung

Marketing Director, Digital Lead  
McDonald's Restaurants (Hong Kong) Ltd

#### Ms Kim Lam

Marketing Manager – Coffee, Confectionery & Food  
Nestlé Hong Kong Ltd

#### Ms Isabella Lau

Chief Customer Officer  
Manulife International Limited

#### Mr Simon Shing

Assistant Vice President, Marketing  
FWD Life Insurance Company (Bermuda) Limited

### Outstanding Marketing Professional Awardees\*:

#### Mr Chan Kin Hong

Manager, Marketing Communications  
New World Facilities Management Company Limited

#### Ms Lam Mei Shan

Marketing Manager  
McDonald's Restaurants (Hong Kong) Ltd

#### Ms Voon Huey Tyng

Assistant Manager, Lending and Proprietary Card Services  
American Express International Inc

2015

### Marketer of the Year

#### Ms Eve Leung

Senior Marketing Manager – Branded Products  
Maxim's Caterers Limited

### Distinguished Marketing Leadership Awardees\*:

#### Ms Sandy Hung

Business & Marketing Director  
Well Synergy International Limited

#### Ms Tania Lau

Director of Marketing, Yahoo Hong Kong  
Yahoo! Hong Kong Limited

#### Ms Eve Leung

Senior Marketing Manager – Branded Products  
Maxim's Caterers Limited

#### Mr John Leung

Director of Customer Communication  
Pricerite Stores Limited

### Outstanding Marketing Professional Awardees\*:

#### Ms Anny Ho Yin Wa

Manager, Local Store Marketing and CSA  
McDonald's Restaurants (Hong Kong) Limited

#### Ms Nicole Lam

Manager, Marketing and Brand Management  
Pricerite Stores Limited

#### Ms Wong Ki Man

Manager – Marketing  
McDonald's Restaurants (Hong Kong) Limited

2014

### Marketer of the Year

#### Ms Karen Tam

Assistant General Manager – Promotions and Marketing  
Harbour City Estates Limited

### Distinguished Marketing Leadership Awardees\*:

#### Ms Amy Leung

Executive Director  
Pricerite Stores Limited

#### Ms Karen Tam

Assistant General Manager – Promotions and Marketing  
Harbour City Estates Limited

### Outstanding Marketing Professional Awardees\*:

#### Ms Ophelia Fong

Marketing Manager  
The Dairy Farm Company, Limited – Wellcome

#### Mr Andrew Yeung

Manager – Promotions and Advertising  
Harbour City Estates Limited

2013

### Marketer of the Year

#### Ms Yvonne Tang

Marketing Director  
McDonald's Restaurants (Hong Kong) Limited

### Distinguished Marketing Leadership Awardees\*:

#### Ms Emily Chow

Head of Marketing  
PrimeCredit Limited

#### Mr Anthony Jim

Director – Group Marketing  
TSL | 謝瑞麟

#### Ms Elman Lee

Group Marketing Manager  
The Dairy Farm Company Limited – Wellcome

#### Mr Richard Leong

Marketing Director  
Pizza Hut Hong Kong Management Limited

#### Ms Yvonne Tang

Marketing Director  
McDonald's Restaurants (Hong Kong) Limited

### Outstanding Marketing Professional Awardees\*:

#### Ms Karen Chan

Marketing Manager  
The Dairy Farm Company Limited – Wellcome

#### Mr Wallis Chow

Chief Marketer  
Okamoto Industries (H.K) Limited

#### Ms Janet Lau

Deputy Group Marketing Manager  
The Dairy Farm Company Limited – Wellcome

#### Ms Catherine Law

Assistant Manager, Brand and Loyalty,  
Digital Engagement  
American Express International Inc.

#### Ms Ivy Sung

Marketing Manager  
The Dairy Farm Company Limited – Wellcome



# PAST INDIVIDUAL AWARD WINNERS

2012

## Marketer of the Year

### Ms Beatrice Lo

Brand Director, Sparkling Beverages  
Coca-Cola China Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Susanna Lee

Head of Strategic Planning  
Gilman Group

### Mr Richard Leong

Marketing Director  
Pizza Hut Hong Kong Management Limited

### Ms Beatrice Lo

Brand Director, Sparkling Beverages  
Coca-Cola China Limited

### Mr Joehan Martinus

Director, Mass Marketing  
CSL Limited

### Mr Ngai Wah Sing, Francis

Founder & CEO  
Social Ventures Hong Kong

### Mr Ray Wong

CEO  
PHD

### Ms Phyllis Yau

Associate Director of Marketing  
Bossini Enterprises Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Leung Kwai Yuk, Alice

Marketing Manager, Commercial Graphics Division &  
Architectural Markets Department  
3M Hong Kong Limited

### Mr Deric Wong

Head of Strategy and Insights  
Omnicom Media Group

2011

## Marketer of the Year

### Ms Josephine Wu

Marketing Director  
Luxembourg Medicine Co Ltd

## Distinguished Marketing Leadership Awardees\*:

### Ms Lo Bo Ki, Vocalis

Manager, Rewards  
American Express International Inc

### Mr Joseph Wong

Founder & Managing Director  
Cookie Galerie

### Ms Josephine Wu

Marketing Director  
Luxembourg Medicine Co Ltd

## Outstanding Marketing Professional Awardees\*:

### Ms Irene Au

Assistant Manager, Rewards  
American Express International Inc

### Mr Cheung Chi Kwong, Ricky

Division Manager, Industrial & Transportation Business  
3M Hong Kong Limited

2010

## Marketer of the Year

### Ms Rhoda Chan

Head of Corporate Responsibility, Corporate Affairs,  
Hong Kong  
Standard Chartered Bank (Hong Kong) Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Elaine Chan

Deputy Head of Corporate Communication  
New World First Bus Services Limited

### Ms Rhoda Chan

Head of Corporate Responsibility, Corporate Affairs, Hong Kong  
Standard Chartered Bank (Hong Kong) Limited

### Ms Helen Cheung

Director of Corporate Communications & Relations  
McDonald's Restaurants (HK) Limited

### Mr Jacky Hui

Senior Manager, Marketing & PR  
EGL Tours Co Ltd

### Ms Tracy Leung

Head of Cathay Pacific Co-brand Portfolio  
American Express International Inc

## Outstanding Marketing Professional Awardees\*:

### Ms Esther Chung

Assistant Marketing Manager  
McDonald's Restaurants (HK) Limited

### Ms Mary Shek

Senior Branding Manager  
Standard Chartered Bank (Hong Kong) Limited

### Ms Rebecca Tse

Assistant General Manager  
YATA Department Store

2009

## CIM Marketer of the Year

### Ms Diane Chiu

Marketing Director  
The Dairy Farm Company Ltd – Wellcome

## Distinguished Marketing Leadership Awardees\*:

### Ms Diane Chiu

Marketing Director  
The Dairy Farm Company Ltd – Wellcome

### Ms Clare Ho

Director of Consumer Mobile Marketing, Consumer Group  
PCCW Limited

### Ms Betty Leong

General Manager – Investment Property  
MTR Corporation

### Ms Lena Tsang

Vice President  
Sir Hudson International Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Emily Chow

Deputy Head of Marketing  
PrimeCredit Limited

### Ms Wendy Leung

Senior Marketing Manager  
McDonald's Restaurants (HK) Ltd

### Mr Ivan Wong

Vice President – Mobile Marketing, Consumer Group  
PCCW Limited

2008

## CIM Marketer of the Year

### Ms Koby Kwan

Marketing Head  
Cerebos (Hong Kong) Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Bertha Chan

Marketing Manager  
Ngong Ping 360 Limited

### Mr Stanley Cheung

General Manager, Asia Pacific Region  
Okamoto Industries (HK) Limited

### Ms Koby Kwan

Marketing Head  
Cerebos (Hong Kong) Limited



# PAST INDIVIDUAL AWARD WINNERS

**Ms Karen Tam**

Senior Manager – Promotions and Advertising  
Harbour City Estates Limited

**Outstanding Marketing Professional Awardees\*:****Ms Pinky Chiang**

Manager, Corporate Communication  
Convoy Financial Group

**Ms Avis Lau**

Fuels Brand Manager  
Shell Hong Kong Limited

**Mr Andrew Yeung**

Promotions and Advertising Manager – Dalian Times Square  
Wharf Estates China Limited

**Ms Florence Yiu**

Division Manager, Projection Systems  
3M Hong Kong Limited

2007

**CIM Marketer of the Year****Mr Lewis Soo**

Manager, Residential Market  
CLP Power Hong Kong Limited

**Distinguished Marketer Awardees\*:****Ms Susanna Lau**

General Manager  
Hong Thai Travel

**Ms Vivian Lee**

Marketing Director  
Ocean Park Hong Kong

**Mr Lewis Soo**

Manager, Residential Market  
CLP Power Hong Kong Ltd

**Mr Gilman Too**

Marketing Director – Greater China  
Luxottica Retail China Limited

**Mr Alan Wong**

Director of Marketing  
DHL Express (Hong Kong) Limited

**Outstanding Young Marketing Professional Awardees\*:****Ms Jamie Chan**

Director, Certified Naturopathic Doctor  
Energy Source

**Mr Wilson Chung**

Senior Marketing Manager  
Pacific Century Premium Developments Limited

**Mr Joseph Lau**

Sales Manager, Residential  
CLP Power Hong Kong Limited

**Ms Canny Leung**

Executive Director  
BMA Marketing & Advertising Ltd

**Ms Canace Lin**

Assistant Marketing Manager  
McDonald's Restaurants (HK) Ltd

**Mr Balwin Yeung**

Senior Marketing Manager  
Hong Thai Travel

2006

**CIM Marketer of the Year****Ms Randy Lai**

Vice President of Marketing  
McDonald's Restaurants (HK) Limited

**Distinguished Marketer Awardees\*:****Ms Fanny Chan**

Publisher & Chief Executive Officer  
Job Market Publishing Ltd, Sing Tao News Corporation

**Mr James Hong, Akio**

Senior Manager, Marketing Department  
Sony Computer Entertainment Hong Kong Limited

**Ms Randy Lai**

Vice President of Marketing  
McDonald's Restaurants (HK) Limited

**Ms Rita Li**

Director of Consumer Marketing  
PCCW Limited

**Mr Joseph Wong**

Head of Marketing  
Hong Kong Philharmonic Orchestra

**Mr Harold Yip**

General Manager  
Double A

**Outstanding Young Marketing Professional Awardees\*:****Ms Vivian Lee**

Product Manager  
MTR Corporation

**Ms Clara Lo**

Group Product Manager  
Amoy Food Limited

**Ms Sharon Siu**

Marketing Director  
Job Market Publishing Ltd, Sing Tao News Corporation

**Ms Anisa Tio**

Marketing Manager  
McDonald's Restaurants (HK) Limited

2005

**CIM Marketer of the Year****Ms Amanda Lui**

Director & Chief Operations Officer  
RoadShow Holdings Limited

**Distinguished Marketer Awardees\*:****Ms Anita S Y Chan**

Deputy General Manager  
Sun Hung Kai Real Estate Agency Ltd

**Ms Melanie Lee**

Vice President, Marketing  
New World Mobility

**Mr Terence Lee**

Marketing Communications Manager  
The Hong Kong and China Gas Company Limited

**Ms Amada Lui**

Director & Chief Operations Officer  
RoadShow Holdings Limited

**Ms Eunice Wong**

Marketing Director  
Jardine Restaurant Group, Pizza Hut Hong Kong Limited

**Outstanding Young Marketing Professional Awardees\*:****Ms Lau Yeuk Hung, Sandy**

Senior Marketing Officer  
Double A

**Ms Camellia Lee**

Market Development Manager  
Double A

**Ms Elman Lee**

Marketing Manager  
FORTRESS

**Ms Joanne Tang**

Assistant Marketing Manager  
Warner Music Hong Kong Limited

**Ms Nancy Yau**

Senior Marketing Manager  
Jardine Restaurant Group, Pizza Hut Hong Kong

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

\*\* The above-mentioned Award recipients occupied the positions shown in their companies during the year of the Award indicated.



# INDIVIDUAL AWARD NOMINATION FORM



ONLINE NOMINATION FORM

To: The Secretariat HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2026-4-NL)

Attn: Ms Raina Leong, Senior Membership and Event Executive Tel: 2774 8588  
Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002

Email: rainaleong@hkma.org.hk  
Email: sunniema@hkma.org.hk

### Best Organization Award

Organizations that submit two or more entries to the Campaign Awards AND one or more nominations to the Individual Awards will be eligible for the Best Organization Award.

My organization would like to submit nomination(s) for Distinguished Marketing Leadership Awards as well as Outstanding Marketing Professional Awards of the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2026.

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Nominator: \_\_\_\_\_ Job Title: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

#### A. Nomination for Distinguished Marketing Leadership Awards

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

#### B. Nomination(s) for Outstanding Marketing Professional Awards

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

(Deadline for submitting the completed write-up is Friday, 22 May 2026.)

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to "The Hong Kong Management Association" is enclosed.

[HK\$8,900 (HKMA Member) / HK\$11,900 (Non-Member) for each nomination for Distinguished Marketing Leadership Awards or Outstanding Marketing Professional Awards]

#### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.

I do not consent.

Signature of Nominator: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Monday, 13 April 2026)

Please send the receipt to (if different from the above contact person):

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I understand that, upon my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

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Ms Bowie Chan

2774 8558 / 9149 0408 (WhatsApp)

bowiechan@hkma.org.hk

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