DINNER SOUVENIR **PROGRAMME** HKMA/TVB AWARDS FOR MARKETING EXCELLENCE 2012 Organizer: Sponsor: THE HONG KONG MANAGEMENT ASSOCIATION **Television Broadcasts Limited**



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Judging Criteria and Individual Award Winners

Outstanding Marketing Professional Awardees

Past Individual Award Winners

Marketer of the Year and Distinguished Marketing Leadership Awardees

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Dr Dennis Sun BBS JP Chairman The Hong Kong Management Association

ocial media as the new marketing tool is gathering momentum and rapidly changing the marketing landscape. With the technology breakthrough, marketing has evolved into an experience which directly engages consumers and encourages them to actively participate in the co-creation of a marketing programme. The real-time information exchange websites such as Facebook, Twitter and Youtube are increasingly governing the market dynamics, which are further catalyzed by the overwhelming presence of mobile technologies like smart phones and laptops. Marketers are now foreseeing a more complex, brisk and diverse form of virtual competition which requires a more comprehensive strategy.

Since its launch by The Hong Kong Management Association 27 years ago, the HKMA/TVB Awards for Marketing Excellence have been recognizing over 300 outstanding marketing campaigns and marketers and raising the standards of the marketing profession in Hong Kong. I am very pleased to note that the participating companies have demonstrated how they effectively integrate new and traditional ways of marketing. The calibre of applicants never ceases to amaze me and this once again reinforces the well-earned title of the Awards as 'Oscars of the marketing field'.

On behalf of the Association, I would like to extend my heartfelt thanks to Mr S K Cheong, Chairman of the Organizing Committee, and to the members of the Panel of Judges, the Board of Examiners and the Awards Organizing Committee for their continuous commitment to promoting marketing excellence. Their concerted efforts have ensured the widespread success of the Awards.

My deepest gratitude also goes to Television Broadcasts Limited for their generous sponsorship and publicity since 1989 and all the Corporate Sponsors for their continuous support. Last but not least, may I take this opportunity to extend our most sincere thanks to Mr Michael Wu, Chairman and Managing Director of Maxim's Caterers Limited for sharing with us his invaluable insights at the Award Presentation Dinner.





Dr Norman Leung GBS LLD JP Executive Chairman Television Broadcasts Limited

or more than two decades, TVB has come together with the HKMA to recognize the outstanding achievements of marketers in Hong Kong. The HKMA/TVB Awards for Marketing Excellence is a great way to celebrate the excellence, promote the successful work of marketing professionals and attract young minds to the industry.

As the business sector is ever changing, the job of marketers becomes more complex and challenging each day with new technologies and new platforms keep emerging continuously. It requires more advanced and comprehensive marketing efforts to effectively launch an integrated, multi-channel marketing campaign. At this time, when marketers are required to evolve and maximize the newest era of business, the Awards is honoured to have the chance to showcase some of the best efforts in town.

I would like to take this opportunity to express my sincere gratitude and heartfelt appreciation for the Chairman, the Committees, the honourable judges and all other parties who have contributed to make the Awards such a significant event in the profession. My congratulations go to all the award winners who have demonstrated professionalism, novelty, and dedication in their practices.

My best wishes for each and everyone who participates this year.



Message from Mr S K Cheong



Mr S K Cheong Chairman, Organizing Committee HKMA/TVB Awards for Marketing Excellence 2012

The battle for customers intensifies day by day. Technology has given buyers much greater access to information and to fellow buyers and thus greater bargaining power. To stay competitive in this era of increased buyer power, marketers need to be at the very top of their game.

Over the years, the HKMA/TVB Awards for Marketing Excellence have brought to the fore many remarkable and inspiring marketing campaigns from a wide range of industries including non-profit organizations. It has been our privilege to honour the best of these campaigns. In return the marketing community has rewarded us with an increasing standard of entries. It is only appropriate that we reciprocate by honouring a larger number of entries. This year, we will be recognizing ten finalists instead of six. With this enhancement, marketing professionals will have the opportunity to benchmark a wider range of successful marketing cases.

I would like to express my gratitude to the Panel of Judges, Board of Examiners and my fellow members of the Marketing Awards Organizing Committee for their wisdom and guidance in making this year's Award a great success. My deepest appreciation goes to all the Corporate Sponsors for their generous support for the Award since its early days.

Finally, may I extend my sincere thanks to Mr Michael Wu, Chairman and Managing Director of Maxim's Caterers Limited for so kindly delivering the keynote speech at the Award Presentation Dinner.





Dr Victor Lee
Executive Director
The Hong Kong Management Association

The 27th HKMA/TVB Awards for Marketing Excellence see a major enhancement – the development of a new set of judging criteria to facilitate the participation of non-profit organizations (NPOs).

Being an accountable third sector of the society, NPOs are also expected to 'run like a business'. These organizations need to focus on building their brands in order to market their vision, credibility, and value, exerting an influential impact to the society. To achieve all this, NPOs marketing strategies all come down to the core and constant principle: to achieve their mission through delivering the right message to the right market at the right time and in the right place.

With the capabilities and management skills of NPOs getting more developed in recent decades, it is high time to recognize the marketing campaigns that help drive their success. I am heartened to see an impressive increase in the number of NPOs joining the competition this year. Their outstanding achievements have sparked new inspirations and stimulated their peers in the industry.

My grateful thanks go to members of the Marketing Awards Organizing Committee, the Panel of Judges and Board of Examiners for their wisdom and guidance in making this year's Award a great success. Their selfless devotion to promoting marketing excellence and invaluable contribution of time, experience and professional judgement ensure that the Awards are held in the highest esteem. My deepest gratitude also goes to Television Broadcasts Limited and all our Corporate Sponsors for their long-standing support.

Last but not least, may I congratulate all winners of the Campaign and Individual Awards on their extraordinary achievements and innovative ideas. They have proven themselves to be pioneers in the marketing profession, setting great examples for others to follow.



The Hong Kong Management Association

THE HONG KONG MANAGEMENT ASSOCIATION

The Hong Kong Management Association (HKMA) was established in 1960. As a non-profit-making professional organization, its mission is to improve the effectiveness and efficiency of management in Hong Kong.

The HKMA is one of the largest providers of management training and education in the Territory offering more than 2,200 training programmes to over 50,000 participants annually. A diverse range of programmes are provided including Distance Learning courses, seminars and workshops, work-oriented short courses, Certificate courses, Diploma and Professional Diploma programmes as well as Bachelor, Master and Doctoral degrees offered in association with various prestigious overseas universities.

The HKMA also offers free services to both members and the business community at large. The Hong Kong Manager, a bilingual professional journal on management, was first published in 1965. Members can now get access to it free of charge through the website of the Association: www.hkma.org.hk.

To cultivate a general culture of modern management, a series of Awards has been organized. These include the Best Annual Reports Awards, the HKMA Quality Award, the Award for Excellence in Training and Development, the HKMA/TVB Awards for Marketing Excellence, the Hongkong Management Game, the Distinguished Salesperson Award, the Award for China Marketing Excellence and the China Best Annual Reports Awards for Listed Companies.





About The Awards

INTRODUCTION

Now in its 27th year, the HKMA/TVB 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.

AWARD CATEGORIES

- 1. Campaign Awards
- 2. Individual Awards

JUDGING PROCESS

Campaign Awards

All entrants were required to submit a five-page write-up on their marketing campaigns. From written submissions, ten finalists as well as recipients of special awards would be chosen by the Board of Examiners. Finalists would be invited to give a presentation before the Panel of Judges and the Board of Examiners who would then decide on the Gold, Silver, Bronze Awards, Excellence Awards and Merit Awards recipients.

Individual Awards

All entrants must be nominated by their companies. They were required to submit a write-up explaining their achievements in marketing to be reviewed by the Board of Examiners. Outstanding marketers would be shortlisted for a presentation and interview before the Panel of Judges who would then decide on the winners of the Marketer of the Year, Distinguished Marketing Leadership Awards and Outstanding Marketing Professional Awards.

AWARDS AND RECOGNITION

Campaign Awards

- Gold Award
- Silver Award
- Bronze Award
- Excellence Awards
- Merit Awards
- Citation for Outstanding TV Campaign
- Catton Citation for Innovation
- Citation for Outstanding Small Budget Campaign
- Citation for Excellence in Mainland Marketing
- Citation for Digital Marketing
- Best Marketing Partner Award
- Best Presentation Award

Individual Awards

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





Mr Timothy Chow Vice President & General Manager Hong Kong & Export Markets Cerebos (Hong Kong) Ltd



Mr Alex Chung Honourary Advisor The Chartered Institute of Marketing, Hong Kong



Mr Chong Got
Corporate Director
Dah Chong Hong Holdings Ltd



Dr Leo Sin
Professor, Dept. of Marketing and
Director, Master of Science Programme in Marketing
The Chinese University of Hong Kong



Mr Peter Tsang Managing Director The Wrigley Co (HK) Ltd



Mr Addy Wong
Chief Executive Officer – Asia Pacific
Centaline Property Agency Ltd





Mr Stanley Sun Managing Director Fuji Photo Products Company Limited



Mr S K Cheong (Chairman) **General Manager - Broadcasting Television Broadcasts Limited**



Mr Larry Sze CEO Gilman Group



Mr Tom Chan **Managing Director Commercial Group** HKT Ltd



Dr Kim Mak BBS JP **Executive Director Corporate Affairs** The Hong Kong Jockey Club



Mr Lim Meng Teng Founder and Managing Director Neo Derm Group Ltd



Ms Wendy Gan **Executive Director Pacific Century Premium Developments Ltd**



Mr Robert Chan Executive Director Peninsular Asia Group



Mr Vincent Leung Senior Vice President SKECHERS Hong Kong Limited



* Board of Examiners *



Marketing Awards Organizing Committee

The Board of Examiners comprises members of the Marketing Awards Organizing Committee and the 2011/12 Marketing Management Committee.



Mr S K Cheong (Chairman)
General Manager - Broadcasting
Television Broadcasts Limited



Ms Lily Chan Chief Executive Officer The Dairy Farm Co Ltd – Mannings (HK& Macau)



Mr Robert Chan
Executive Director
Peninsular Asia Group



Mr Tom Chan Managing Director Commercial Group HKT Limited



Ms Winnie Chiu President and Executive Director Kosmopolito Hotels International Ltd



Ms Wendy Gan
Executive Director
Pacific Century Premium
Developments Ltd



Ms Randy Lai Managing Director McDonald's Restaurants (Hong Kong) Limited



Marketing Awards Organizing Committee



Mr Bruce Lam Chief Marketing Officer HKT Limited



Mr Vincent Leung Senior Vice President SKECHERS Hong Kong Limited



Mr Lim Meng Teng Founder and Managing Director Neo Derm Group Ltd



Mr Timothy Lo Managing Director CIC Investor Services Ltd



Mr Philip Ma Group Managing Director The Sincere Company Limited



Dr Kim Mak BBS JP
Executive Director
Corporate Affairs
The Hong Kong Jockey Club



* Board of Examiners *



Marketing Awards Organizing Committee



Ms Winnie Ng Director The Kowloon Motor Bus Co (1933) Ltd



Mr Stanley Sun Managing Director Fuji Photo Products Company Limited



Mr Larry Sze CEO Gilman Group



Mr K K Tsang Founder The Bread Digital



Mr Joseph Wong Chairman & CEO Stelux Holdings International Ltd



Mr Kent Wong
Managing Director
Chow Tai Fook Jewellery Group Ltd



* Board of Examiners



Marketing Management Committee 2011/12



Professor T S Chan Associate Vice President (Academic Quality Assurance) Lingnan University



Mr S K Cheong (Chairman)
General Manager - Broadcasting
Television Broadcasts Limited



Ms Rosetta Fong Chief Executive Officer Convoy Financial Services Ltd



Mr Raymond Fung Vice President Business Imaging Solution Group Canon Hongkong Co Ltd



Ms Randy Lai Managing Director McDonald's Restaurants (Hong Kong) Limited



Ms Jeny Yeung Commercial Director MTR Corporation Limited



Mr Young Man Kim, Robert Chairperson Friends of the Earth (HK)



Mr Titus H K Yu Senior Agency Director The Prudential Assurance Co Ltd



Campaign Awards

JUDGING CRITERIA

- 1. Rationale Behind the Marketing Campaign
- Marketing Execution including Development and Positioning of Product / Service / Behaviour / Idea; Pricing / Cost of Target Audience; Sales or Distribution Channels; Communication and Promotion; People; and Overall Integration of Campaign Elements
- 3. Originality and Strategic Impact of the Campaign
- 4. Results including Marketing and Financial Results
- 5. Exceptional Meritorious Aspects of Campaign

CAMPAIGN AWARD WINNERS

Gold Award

"Coca-Cola Summer 'CHOK' Campaign" Coca-Cola China Limited

Silver Award

"Three Steps to Breast Health" Hong Kong Breast Cancer Foundation

Bronze Award

"It's Playtime with Friends – The Power of Synergy" Hong Kong Disneyland

Excellence Awards

"FUJIFILM X-series – The sect of wandering photographing The Re-birth of a Camera Giant" Fuji Photo Products Co Ltd

"The Road to Becoming Hong Kong's Coffee Destination" McDonald's Restaurants (Hong Kong) Limited

"iButterfly – Turning the Sky into a Canvas" Media Palette Hong Kong/Cherrypicks

Merit Awards

"PopCorn's Opening Campaign" MTR Corporation Limited

"Water Temptation, Thinner than Super Thin" Okamoto Industries (HK) Ltd

"Pizza and More"
Pizza Hut Hong Kong Management Limited

"Time is Love" SOLVIL FT TITUS

Canon Citation for Innovation

"Coca-Cola Summer 'CHOK' Campaign" Coca-Cola China Limited

Citations for Outstanding TV Campaign

"Coca-Cola Summer 'CHOK' Campaign" Coca-Cola China Limited

"Time is Love" SOLVIL ET TITUS

Citations for Outstanding Small Budget Campaign

"Preparatory Courses for Civil Servant Applicants" Graceyard Education Centre

"Three Steps to Breast Health" Hong Kong Breast Cancer Foundation

Citations for Digital Marketing

"Coca-Cola Summer 'CHOK' Campaign" Coca-Cola China Limited

"iButterfly – Turning the Sky into a Canvas" Media Palette Hong Kong/Cherrypicks

Citation for Excellence in Mainland Marketing

"Super Stars' Memorable Collections Exhibition" New World Department Store China Limited

Best Marketing Partner Award

McCann Worldgroup Hong Kong

Best Presentation Award

Ms Beatrice Lo Brand Director, Sparkling Beverages Coca-Cola China Limited

* The order of presentation of the campaigns receiving the same award is based on the alphabetical order of the company name.



"Coca-Cola Summer 'CHOK' Campaign" Coca-Cola China Limited

30-Second Synopsis

Coca-Cola's summer 'Chok! Chok! Chok!' introduced a new marketing approach to engaging today's innovation-hungry 'digital' teens. Totally 'social' in design, the campaign embraced teens' participative and sharing nature by completely re-engineering the role of traditional TV advertising and turning it into a new and astonishingly effective consumer experience.

The Challenge

Local teens are obsessed with newness and the market is swamped with hundreds of new beverages and many other teen brands. Coke needed a new way to engage with teens in getting their 'OPEN HAPPINESS' message to stick, but their only tool was a regional TVC that was too general for locals.

The Solution

Today's 'digital teens' don't want to be told or preached at. Their path to HAPPINESS is to experience and share among themselves. But how could the regional TVC deliver a refreshing and uplifting participatory experience of HAPPINESS to them? Coke took a traditional 'Under the Crown' promotion idea and created a mobile app that turned the TVC into a game that teens could play and share. Players can capture 'flying Coke crowns' in real-time from the TVC simply by swinging their smartphones at the screen to win prizes.

Coke promoted the campaign by 'anchoring' the commercial into a regular 10pm game show. And a '72-hour strategy' of heavily weighted promotions on mobile ads and online ads while TV promos was adopted for the first 3 days of launch.

The Result

The campaign provided everything that teens hungered for: innovation, excitement, participation and sharing. It turned traditional TV advertising into an entirely new and extraordinary consumer experience. The CHOK! CHOK! not only 'changed the game' for teenage advertising in Hong Kong, but potentially for the entire global advertising industry.

Comments from the Judges

This was commended as a well-developed, creative and impressive marketing campaign which successfully created an entirely new customer experience and enhanced the brand loyalty among the youth through the adoption of the most fashionable digital technology and traditional TV advertising in an interactive way.

The 'CHOK' campaign was not only a campaign to ask people to drink, but also to play and enjoy. The genius integration of traditional TV channel with smart phone platform and application has turned the traditional TV commercial viewing into a fun and fashionable experience. This first ever interactive TV gaming promotion in Hong Kong was thoughtfully designed to cater for the innovation-hungry 'digital' teens. Continuous efforts to retain customers by stimulating them with new excitement and engagement at every opportunity were highly successful. As the campaign was so creative, 'CHOK' quickly became the talk of the town.

The campaign was overwhelming and changed the rule of game. It not only generated record-breaking sales, but also set a new benchmark for teenage marketing. More importantly, Coca-Cola has demonstrated its leading position in the competitive sparkling drinks market.

- 1. McCann Worldgroup (Hong Kong)
- 2. Kitchen
- 3. UM Universal McCann



"Three Steps to Breast Health" Hong Kong Breast Cancer Foundation

Breast cancer is the No.1 cancer affecting women in Hong Kong. Nevertheless, awareness on breast health and breast cancer screening, proven to help detect the disease early, among local women are low. In the absence of a government-led, territory-wide breast cancer screening programme, women have to resort to breast cancer screening services available in the market: service in the private sector is relatively expensive while that in the public sector requires up to two years wait.

To fill the service gap, the Hong Kong Breast Cancer Foundation (HKBCF) proposed to:

- 1. introduce a 3-step breast cancer screening programme at a newly created community-based Breast Health Centre (BHC):
- 2. promote the key message: 'Early Detection Saves Lives';
- 3. provide professional, affordable screening service at BHC (HK\$750) and free services to those financially in need.

The marketing campaign 'Three Steps to Breast Health' (乳癌檢測 三缺一不可) is aimed to inculcate a culture of breast health, particularly persuading women aged 40-65, the high risk group, to use BHC's breast health check service.

The following strategies were employed:

- 1. A creative concept built around mahjong game, a popular pastime among the target women: the clever use of mahjong language such as 'two circles' (二筒) (symbolizing the breasts) and '自摸' (breast self-examination) as well as the slogan '單靠自摸,點搏得過?' brings the message home in a folksy and catchy way.
- 2. Underline BHC's positioning as a professional yet affordable service provider.
- 3. Cost-effective use of celebrity ambassador Ms Teresa Mo.
- 4. Strategic and cost-effective media and PR planning encompassing advertising, news headlines and community activities.

HKBCF's painstaking marketing design and efforts were vindicated by the flood of over 1,600 enquiries in just the first three months. More importantly, the campaign has provided a good template for the Centre's marketing and publicity initiatives.

Comments from the Judges

It was commended as a highly effective and well-designed marketing campaign which has successfully changed the mindset and behaviour of its target audience towards breast health through exceptional promotional tactics.

The advertising campaign was creative, easy to understand and impactful. The use of celebrity, Ms Teresa Mo, for three roles in the TV commercial to bring out the key three methods of breast health checks and to associate them with mahjong game was unbeatable. All kinds of marketing activities, together with the provision of screening service at a reasonable price effectively appealed to the right target segment. The success of the campaign was backed by the extremely passionate team with in-depth understanding of the needs and low alertness of the target audience in regard to breast health.

With limited budget and resources, the Foundation has created a great return and a significant impact in the society. The campaign achieved its objectives of raising awareness on breast health and breast cancer screening. It was a shining example demonstrating the power of effective marketing in promoting social ideas.

Parties to be Recognized for Contributing to the Success of the Programme

1. Circle Communications Ltd



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

In November 2011, Hong Kong Disneyland (HKDL) launched Toy Story Land, the first themed land of an ongoing expansion project to open. This event, and indeed the entire expansion project, aims to propel business growth by creating and marketing new attractions that draw local repeat visitors and drive attendance of international guests.

To coincide with the opening of Asia's first Toy Story Land, HKDL developed 'It's Playtime with Friends – The Power of Synergy', a marketing campaign that communicated the excitement of the launch to a wide target audience by strategically leveraging both the popularity of Disney intellectual property (IP) and its partnerships with nine well-known companies across various industries—Broadway, Bossini, Coca-Cola, Toys 'R' Us, Harbour City, CSL, Citibank, VISA and Kodak. This synergistic marketing effort created a massive interest to visit Toy Story Land which was communicated through an array of different retail channels and product categories to the widest range of consumers and in-market tourists possible.

The campaign was mutually beneficial: the partners were able to employ Disney IP in their own sales promotions to grow their business while simultaneously creating market awareness of the Toy Story Land launch. The campaign was a collaborative effort of a wide range of talent, including US-based employees from Pixar Animation Studios, local team members from Walt Disney Imagineering, Disney Consumer Products and Cast Members, as well as a creative designing team in Hong Kong to bring Toy Story Land to life.

'It's Playtime with Friends – The Power of Synergy' enabled HKDL to meet its objectives of maximizing exposure of Toy Story Land in Hong Kong, increasing brand awareness by 13%, ad awareness by 50%, visit intent by 13%, and local attendance by 12%. In addition, a 20% increase in the number of Magic Access members, a loyalty programme for frequent visitors, is directly attributed to the campaign efforts.

Comments from the Judges

It was commended as an excellent co-marketing model which has successfully incorporated with nine well-known companies across various industries and generated win-win results for all parties concerned.

It was a complex, well thought-out and highly integrated marketing campaign. All the partners involved are leading companies in their own market, with clear positioning and strong marketing strategies. It was brilliant of Hong Kong Disneyland to collaborate with these big brands and leverage their strong customer base and extensive network in the centre of the city. The strategic partnership effectively caught millions of eyeballs and maximized the exposure and awareness of the Toy Story Land. This helped promote the Park at home and abroad in a cost-effective way.

The results were remarkable and exemplary as evidenced by the significant growth in brand awareness, attendance and return on investment. The campaign not only turned around the image of Hong Kong Disneyland to a value for money theme park but also a must-visit attraction for local and overseas visitors.

- 1. Bossini Enterprises Limited
- 2. Broadway Photo Supply Ltd
- 3. Harbour City



"FUJIFILM X-series – The sect of wandering photographing The Re-birth of a Camera Giant"
Fuji Photo Products Co Ltd

FUJIFILM used to be one of the two giant market leaders for films and camera. But it was perceived to be an aging brand in recent years. With its lack of high end camera products, consumers and retailers chose to opt for other leading brands.

The brand campaign for FUJIFILM FINEPIX X-series demonstrates how FUJIFILM revitalizes and re-invents itself with a strong return to the market. Its timely transformation not only results in the brand's survival in the market but also achieves remarkable marketing and financial results:

- High return-on-investment;
- Phenomenal sales growth outperforming the Hong Kong digital camera market;
- Hong Kong achieved No.1 record-breaking sales among all global FUJIFILM markets;
- Received a number of prestigious awards namely CLIO, Kam Fan, etc.

There is no simple magic for the re-birth of FUJIFILM. The key repositioning strategy clearly helps FUJIFILM differentiate its brand in the extremely competitive digital camera market.

- **Unique emotional proposition** is developed to differentiate its brand image, shifting the focus from 'product-related attributes and value price' to 'unique user imagery and the creation of photography culture'.
- The aging brand name turns out not to be a negative asset but an invaluable **brand heritage** with its retro classy product design.
- Strong brand personality is built by an unique emotional proposition highlighting the new perspective of photo-taking 'wandering photography' (浪攝流).
- Very positive consumer attitudes are developed by:
 - Effective use of celebrity endorsement with the international renowned Japanese photography master, Mr Daido Moriyama;
 - Creating consumers' craving and desire for its premium products which are in controlled supply to the two key chain dealers

Comments from the Judges

It was commended as a bold and original marketing campaign which has successfully rejuvenated the aging brand image and differentiated itself as a premium niche professional brand through excellent product design and effective positioning.

The success of the campaign was based on the genuine understanding of the target customers and the identification of a market opportunity for business to re-focus and develop. Fuji has taken a bold step to introduce a series of premium digital cameras which successfully drew attention of the professional photographers in the phenomenon of wandering photography. The use of world-class photography master further enhanced the professional image and pushed the brand equity to a new height. The company further captured the hearts of the target segments through artistic marketing promotion with a unique emotional appeal. The overall campaign was strategically calculated to create noise in the market.

The results were outstanding. The campaign not only brought phenomenal sales growth and recaptured the market share, but also built customers' preference over the competitors and sustained its leading position in the extremely competitive digital camera market.

Parties to be Recognized for Contributing to the Success of the Programme

1. Metta Communications



"The Road to Becoming Hong Kong's Coffee Destination" McDonald's Restaurants (Hong Kong) Limited

McCafe prevailed over two business plateaus in 2006 and 2010 by building on its network expansion and affordability. But in the face of today's growing competition from rival coffee chains and consumers' rising expectations of how a coffee experience should be, how will McCafe springboard over its third plateau?

This is a story of McCafe's road to becoming Hong Kong's specialty coffee destination. At the end of 2009, McCafe was a far second to its key competitor in terms of sales volume, brand awareness and preference. It sought to breakthrough the paradigm by setting three goals:

- 1. Reframe value to beyond low price
- 2. Offer differentiated and locally tailored specialty products
- 3. Shape a unique McCafe experience beyond the cup

The campaign was not just any marketing campaign; it required a step change in the way McCafe approached the business from a complete 5Ps mix. McCafe formulated and introduced a range of uniquely locally relevant products; implemented into a tiered pricing strategy to increase its coffee's pricing elasticity. Stores were remodelled to upgrade in-store ambience, including décor, music and visual merchandising. McCafe engaged the post-90s staff with a platform to grow and excel as professionals. It also actively recruited authoritative advocates via its coffee seminars and coffee jams with professional institutions, media representatives, bloggers, and charity organizations.

Within 18 months, McCafe's business grew by 34%, closing the gap in market shares with its key competitor and has exceeded its targets in all fronts.

McCafe not only successfully carved out a niche for itself within the crowded coffee market but was able to break new ground by establishing specialty coffee experience at a value for money price accessible to all.

Comments from the Judges

It was commended as a well-structured and all-rounded marketing campaign which enabled McCafe's to achieve a remarkable growth in the market share through provision of quality products and services and execution of solid marketing mix elements.

With thorough market analysis, McDonald's spot the market opportunities in the popular culture of coffee appreciation and position McCafe as 'mass prestige' by offering customers a better physical environment with an affordable premium price. With various creative marketing strategies and the ambition to be the 'Coffee Destination', McDonald's not only brought premium coffees to customers, but also created a new customer experience. Making use of its extensive network, the creation of coffee destination within the existing McDonald's stores was highly effective and cost saving. And the transformation of people was the key to ensure the success of the campaign.

All in all, it was a very successful marketing programme with remarkable sales growth and benefits to the mother brand. It was a safe and effective approach to enable McCafe to grow under the umbrella of McDonald's. It paved the way to build an independent brand of McCafe with a solid foundation.

- 1. DDB Group Hong Kong
- 2. Optimum Media Direction





"iButterfly – Turning the Sky into a Canvas" Media Palette Hong Kong / Cherrypicks

This is the story of how Media Palette, a little media agency made its mark in the highly saturated market in Hong Kong.

Refused to being just another media agency and determined to expand their business, Media Palette introduced iButterfly, a mobile promotional platform, to fill a little explored territory in the market – COUPONING.

With a clever combination of GPS locational services, smartphone's motion sensor and Augmented Reality technology, iButterfly allows users to catch 'virtual butterflies' containing coupons, discounts and other contents with just a flick of their phones, successfully transforming couponing to an exciting and exhilarating experience.

In just 12 months, iButterfly has brought 19 new clients to the agency, successfully expanding Media Palette's client portfolio by 60% and rapidly becoming its third largest source of revenue.

Other achievements of iButterfly:

- 300,000 downloads at App Store and Android Market
- Crowned by Apple as the 'Top 3 most downloaded lifestyle app'
- Brought Media Palette an astonishing HK\$17 million free media coverage, a publicity that was much needed for a new agency
- Crowned as 'Best Media Launch 2011' by No.1 industry magazine, Campaign Asia
- Winner of Grand Award of the Year and Grand Award for Digital Marketing Campaign at the prestigious local mobile marketing award, The ICT Award
- Recognized as the 'iconic mobile marketing case study' by both the industry and even the academic circle, iButterfly now
 appears as teaching materials in marketing textbooks such as
 - Advertising 101
 - The Principle of Marketing by Pearson Education

Comments from the Judges

This was commended as an evolutionary marketing campaign. In the highly saturated market in Hong Kong, Media Palette has managed to create a new market while dramatically changing people's buying and couponing behaviour with remarkable results as well as long-term brand building impact.

The success of the campaign was based on an in-depth customer analysis and identification of latest consumer behavior trends. Unlike the competitors which provided advertising platforms, Media Palette successfully incorporated people's interests in playing virtual games and their behaviour of collecting coupons to create its own business platform, iButterfly. This smart move brought the users a new and exciting experience. Leveraging on its clients' marketing synergy to promote the new promotional application was clever and powerful.

As a whole, it was an excellent international marketing case of creating a blue ocean. It succeeded in expanding the new customer base, created a unique customer experience and changed people's perception towards couponing, making it a fun and trendy habit, even for the teenagers. More importantly, the campaign helped differentiate the company from its competitors and marked a history in the industry.

Parties to be recognized for Contributing to the Success of the Programme

1. Cherrypicks



The launch of PopCorn has transformed the way of life in Tseung Kwan O and fundamentally redefined the entire district's retail landscape. PopCorn's groundbreaking promotional campaign successfully communicated the mall's market position and received an overwhelming response from the public, including extensive media coverage, an exceptional online click rate and record-high patronage.

PopCorn's Market Position and Name

MTR Corporation Limited

To position the mall as a regional destination offering a dynamic and contemporary lifestyle shopping experience, it was vital to select a name that's both creative and easy to remember. 'PopCorn' is short for 'POPular CORNer'. The name immediately gained the attention of high-profile potential tenants, including the mall's unique anchor tenant, STAR cinema. Contemporary high-street fashion brands and specialty restaurants were also recruited to satisfy the district's long-unfulfilled leisure and lifestyle needs.

A Pioneering Marketing Strategy

To accurately reflect its market position and reach the target audience, PopCorn devised a territory-wide marketing strategy composed of a pioneering micro-movie trilogy which went viral among the target audience and spilled over into print media. A campaign of celebrity endorsements further reinforced the mall's pop identity, complemented by a range of promotional tactics that included 'PopCorn Girl' roving street events, mobile game apps and more. This dynamic and innovative marketing campaign enabled the mall to quickly establish a clear identity and generate significant patronage as soon as it opened.

Astonishing Marketing Results

Thanks to a carefully-calculated market position and the clever use of online marketing, the launch of PopCorn was a resounding success and became an online sensation in Hong Kong. The micro-movies achieved viral status and successfully attracted numerous views. The endorsements of well-known actors and actresses, as well as the mall's unique tenant mix, likewise won extensive free media coverage. With minimal marketing spending, the campaign not only successfully built awareness and a recognizable brand identity, it also generated record-breaking patronage and attracted many high-spending shoppers during its opening months.

Comments from the Judges

This was commended as a well-planned and well-executed marketing campaign which has successfully built the brand identify and boosted patronage for the new shopping mall, PopCorn, through effective positioning and proposition strategies.

With strategic and detailed calculation, MTR well understood the specific yet unfulfilled needs of residents in the district and closely connected them with the position of PopCorn. The selection of key communication channels to reach the target audience was a vital tool to success. The innovative use of micro-movies and events featuring celebrities were proved to be effective in driving attention of local media and general public to the new shopping mall. The unique tenant-mix of PopCorn offering various entertainment and trendy products opened up a way for other shopping malls in designing its feature and theme in the future.

The great success in sales turnover, the record high shoppers' flow and extensive media coverage was impressive. The campaign successfully created high awareness within and outside Tseung Kwan O community. Moreover, the opening of PopCorn has challenged the industry players to change their way of marketing a shopping mall.

Parties to be recognized for Contributing to the Success of the Programme

1. McCann Erickson



"Water Temptation, Thinner than Super Thin" Okamoto Industries (HK) Ltd

Okamoto is driven by the philosophy of 'New Basic', which is to constantly establish new basic standards of living through advanced science. To understand the customers better, it developed a strategy of listening to them at 'zero distance'.

Through a variety of surveys, social programmes and event sponsorships, the company learned that reliability, thinness and comfort are the three most desired attributes in a condom. And this led to a breakthrough innovation of the company.

Okamoto was the first company to introduce the '0.03 Series' - the thinnest latex condoms in the world - into the premium condom market. In 2011, its ongoing 'zero distance' programme gave the company further insights into its customers' needs which led to introduce a new era of advanced lubrication by adding Hyaluronic Acid (HA), an ingredient commonly used in cosmetic products, to its condoms. This innovation enabled the company to offer ultra thinness with a water-smooth comfort.

At a marketing level, however, Okamoto still faced the challenge of overcoming the public's embarrassment with the whole product category. People are reluctant to 'comparison shop' for condoms and tend to stick to one brand. This consumer attitude meant that it was critical for the company to refresh its brand image in order to stand out from other brands. In addition, Okamoto had to appeal to both sexes since females also play a crucial role in the purchase decision. To achieve all these goals simultaneously, the company became the first condom brand in Asia Pacific to use a celebrity for condom marketing.

The results were impressive. Within one year its sales well exceeded the initial target. The market share increased despite an annual decline in the overall market. Brand awareness raised remarkably. Okamoto is now regarded as a young and creative brand that is always striving to offer extra satisfaction.

Comments from the Judges

It was commended as a pioneering and innovative marketing campaign, which has successfully built a strong brand perception for Okamoto through a customer-centric business model and product innovation.

Traditionally, safety was perceived as the key feature of condoms. Okamoto took a bold step to develop a revolutionary new product and re-defined condoms. The emphasis on product attributes and technological breakthrough other than safety changed people's perception. The advertising campaign created positive and sexy image for the product and the use of celebrity attracted the attention of female and a younger group of customers for long term sales return. The choice of celebrity, Mr Peter Ho, helped make Okamoto, a Japanese brand, more relevant to the people in Hong Kong and gained a wider public awareness. The company skillfully made use of curiosity to generate sales leads.

The premium pricing strategy and increase in market share and sales reflected that the product was well-received in the market. The campaign was able to create a positive and safe-sex image for the brand to the younger generation, and achieved its corporate social responsibility as a condom manufacturer.

- 1. A Platent Creation
- 2. CJM Co. Ltd
- 3. Getz Bros. & Co. (Hong Kong) Ltd



"Pizza and More" Pizza Hut Hong Kong Management Limited

'Pizza and More' is an integrated brand and marketing campaign with synergy to the global 'Inspiring Social Connection' communication platform to elevate the brand offering and stay competitive within the western casual dining sector, along with an 'Affordable Premium' strategy.

With a passion to create one-of-a-kind dishes that differentiate itself from the rest, Pizza Hut strives to satisfy with pizza and menu innovation while defining better value, relevant variety and economies of scale to meet customers' needs.

The planning includes defining a dual prong strategy to improve the product perception and quality while studying for a better understanding of the consumer behavior thereby trying to connect with them and build customer loyalty. To give the brand and business a powerful edge with credibility and distinctive personality by connecting with its core target on a personal and holistic level, a campaign with the meaningful 'Pizza and More' proposition is developed – 'More' means offering:

- 1. More Choices drive innovation through offering new tastes and concepts beyond pizzas i.e. Euro Delight which includes Baby Back Ribs, Roasted Chicken, Fish and Chips.
- 2. More Values different pricing layers and offers to attract customers at various timeslots throughout the week. Its purpose is to improve value for money perception, lower entry price points for different segments and promote Yahoo! Deal group buy offers.
- 3. More Experiences inject aspirational lifestyle elements throughout all customer touch-points to induce visit, which includes an upgrade of the restaurant ambience, various store music playing across day segments and the contemporary European style menu revamp.
- 4. More Connections Core engagement social hub idea brings everyone together around the dining table to truly connect with one another and have a good time. 'Bringing Us Together' TVC captures the facets of emotion-charged moments of people from all walks of life in Hong Kong.

Comments from the Judges

This was commended as a well-designed and well-implemented marketing campaign which has successfully enhanced the brand preference for Pizza Hut and created a strong bond between the company and its target customers through innovative products and skillfully integrated marketing elements.

In view of the competition and culture of dining industry in Hong Kong, Pizza Hut aimed to offer a place to have fun with friends and family and enjoyment on selecting food from the menu. Riding on its pioneer position in the industry, Pizza Hut carried out product innovation and offered different kinds of price promotion to absorb as many customers as it could. The crossover with the famous chef successfully created noise in the market and inspired the customers' curiosity on the food. The behind-the-scene effort from tabling the new idea to execution was extraordinarily outstanding.

The results were encouraging both in terms of financial and marketing value. The campaign not only up-lifted the company's image as a market leader, but also demonstrated how business entrepreneurial can-do spirit helped business performance excel.

- 1. Euro RSCG Hong Kong
- 2. Joyous Communications
- 3. Mindshare



SOLVIL ET TITUS' brand campaign 'Eternal Love' (天長地久) has been held up as a shining example of 1990's marketing success. The brand became so iconic for its use of top-tier celebrities, such as Mr Chow Yun Fat, that it was unable to evolve beyond its 'past glory' positioning in consumers' minds. Enormous efforts in the following 10 years still failed to break this curse, resulting in a drastic loss of the young consumer segment below the age of 34, which was once the core and most profitable target group.

The brand objective was clear – rekindle their connection with the brand and re-establish TITUS as a symbol of love in the modern age – 'TIME IS LOVE'.

Marketing the Brand

1. Product / Pricing Positioning within the Watch Industry

The industry has changed so much in the past few years. The mid-price segment is a strange white space that TITUS can differentiate as the quality watch within an affordable-luxury segment with the range of prices from HK\$1,800 to HK\$6,000 to sell to a broader target of needs. Even its classic vintage watch has been reinterpreted into newer models, whilst embodying the values of the most-loved 80s LOVEMARK.

2. Revolutionary Retail Store Approach

'TIME IS LOVE' is the new face of TITUS at the retail contact points. Rather than using just traditional POP items, TITUS fully utilized the shop front as an outdoor billboard in itself to bring love alive.

3. Revolutionary People Approach

The staff was fully engaged in the campaign throughout all stages of the branding process, where the company invited internal staff to share their love stories to understand the new definition of love among its core target.

4. Revolutionary Promotion Approach

Rather than just using traditional TV stations as the core media spine, the company launched with a 4-minute mini movie to build an intense dose of love for the highest recall, and screened this in taxis, online and through mobile channels to match the mobile lifestyle of young working adults.

Result

In 2011, these new marketing strategies performed a drastic U-turn, embraced various taboos of the brand. This dramatic business turnaround hit its sales target by over 200%, created a sustainable path of growth and found a blue ocean opportunity in the affordable-luxury segment.

Comments from the Judges

It was commended as a bold, well planned and highly integrated marketing campaign which has effectively addressed a challenge of rebuilding the brand to get rid of the old image and successfully re-connected the brand with its target customers through excellent application of marketing techniques.

The glorious victory in the 80s froze TITUS in the most memorable love stories featuring the top-notch celebrities in the past. Riding on the accumulated precious brand equity, the objective of the campaign, to build the TITUS brand in the 21st century, were clear, straight-forward yet challenging. The company was decisive to move the focus away from watch design to build the brand desire. New faces were adopted in the advertising campaign instead of superstar celebrities. This refreshing TV commercial communicated effectively the emotional message, Time is Love, to the target audience as it truly reflected the meaning of love perceived by the youngsters nowadays.

It was a very successful marketing programme and the results were promising in view of the triple-digital growth in sales volume. The campaign further reinforced the brand equity and made TITUS the modern symbol of love.

- 1. Ample Advertising Agency Limited
- 2. McCann Worldgroup (Hong Kong)



* Past Campaign Award Winners



| 2011 | Gold Silver Bronze | "The House of Dancing Water, City of Dreams – A New Era of Entertainment in Macau" "Ocean Park Aqua City – The re-birth of a miracle" "Dimensional Marketing of 3D Sex and Zen" | 2000 | Gold Silver Bronze | SUNDAY Independence Day Ocean Shores – Live the Good Life, Live at the Best The Creative Positioning of 5-7 Seater Mazda Premacy Capsule V |
|------|--------------------------|---|--|---|---|
| 2010 | Gold Silver | "Maxim's Angel and Devil" "Standard Chartered Hong Kong 150 th Anniversary Commemorative Charity Banknote Marketing Campaign" | 1999 | Gold Silver Bronze | A Sentimental Journey Tierra Verde – Breaking Through a Bleak Market Panadol Cold & Flu Campaign |
| 2009 | Gold Silver | "McDonald's Moments Delivered" Rail Merger Campaign — The Unprecedented Marketing Challenge McDonald's Democratizing Premium Coffee American Express Cathay Pacific Credit Card — Fly Faster | 1998 | | Lipton Ming Han Ching Tea Bags The Launch of 5th C Jewellery Consultancy Service – A New Dimension in Diamond Marketing Dai Pai Dong – Passion of Hong Kong |
| 2008 | Gold | Continuous 'One-Up' Breakthrough – The Success Story of Harbour City, the Success Story of You & Me! | 1997 | Gold Silver Bronze | The Launch of One2Free Shell Supercharged 881 Friends of the Road Product Launch of Lee Kum Kee Seasoned Soy Sauce for Seafood in 1996 |
| | Bronze | Pizza Hut Cheesy Bites – Release the Child in You Manhattan Hill – Magic Happens in West Kowloon | 1995 | Gold Silver Bronze | The Kingswood Villas Metamorphosis Standard Chartered Credit Card Real Life Privilege Launching of HMV Superstores: |
| 2007 | Gold Silver Bronze | Bel-Air No.8 – The New Landmark in Island South Cathay Pacific – Moving Forward with Hong Kong for 60 Years Luxottica – Revitalized an Old Brand | 1994 | Gold Silver | Music at its Best Kalm's – A Gift from the Heart Marketing Campaign All I Want for Christmas is Pacific Place |
| 2006 | Gold Silver | in a Stagnant Industry Love Hong Kong, Love Ocean Park! CLP Power: Create the Market – Induction Cooking | 1993 | Gold Silver | City Telecom Marketing Campaign 1994 Dairy Farm Hi-Calcium Milk Taipan Snowy Mooncake Hongkong Telecom CSL 1010 |
| 2005 | Gold Silver | apm – A retail breakthrough for HK Revolution of Pizza Hut's Business Concept Repositioning of e-zone Cathay Pacific – It's the little things | 1992 | Gold Silver Bronze | Recruit K-Swiss Sports Shoes MTR Customer Service Campaign |
| 2004 | Gold | we remember YOHO Town – Transforming Residential Property into a Lifestyle Brand | 1991 | Bronze | Just Gold Concept IKEA Showflat Campaign Mazda 121 Campaign |
| | Silver | Swire Homes' Distinctive New Living – The Orchards Launch of a New Brand: VAGO with | 1990 | Campaign | |
| 2003 | Gold | INSOLIA – The Painless Hi-Heels One2Free SMS Lovers | 1989 | 989 Fujicolor Circle Campaign Standard Chartered Bank's Mortgage Plus Enhancement Programme | |
| | Silver | The Power of Love – The Power of Music Ocean Park Halloween Bash 2002 | | First Pac | ific Bank CCU Deposit Campaign |
| 2002 | Silver | The Making of RoadShow Cathay Pacific – The World's Biggest Welcome | 1986 | Fotoma | n Express Card « Video Club |
| | | Bronze See You at Café de Coral Bronze An Exceptional Community for An Exceptional Childhood — Discovery Bay Siena One Marketing Campaign | | Three G Café de | |
| 2001 | Gold | The Leighton Hill – Home to the New Aristocracy | * Chan | Exchange Square Mitsubishi 4-Seater Taxi | |
| | Silver Bronze | Orangeworld – A World Where Your Fantasy Takes Flight Ribena Mobile the Ultimate Breakthrough | * Starting from 1997, the year of the Award Presentation was adopted as the year of the Award. | | |



Individual Awards



JUDGING CRITERIA

Distinguished Marketing Leadership Awards

- 1. Single Campaign Track Record
- 2. Track Record Highlights including Marketing Achievements; Achievements in the Leadership of the Marketing Function in the Organization or Client Organization; Contributions to the Strategic Business Direction of the Organization or Client Organization; and Personal Achievements
- 3. General Contributions

Outstanding Marketing Professional Awards

- 1. Single Campaign Track Record
- 2. Track Record Highlights including Marketing Achievements and Personal Achievements
- 3. Self-improvement Plan

INDIVIDUAL AWARD WINNERS

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

* The above list shows the Aw<mark>a</mark>rd recipients and their companies during the year of <mark>the</mark> Aw<mark>ard i</mark>ndicated.

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



Individual Awards



MARKETER OF THE YEAR AND DISTINGUISHED MARKETING LEADERSHIP AWARDEE



Ms Beatrice Lo Brand Director, Sparkling Beverages Coca-Cola China Limited

I am truly honoured to receive the Marketer of the Year and Distinguished Marketing Leadership Award and to be recognized by the judging panel who represent great leadership from broad-ranging industries. As a marketer, I strongly believe that 'Passion is the root of all success'. And today, this award reaffirms my belief. My heartfelt thanks go to the entire Coca-Cola Hong Kong Region and our partners for their support and commitment to marketing excellence.

DISTINGUISHED MARKETING LEADERSHIP AWARDEES*



Ms Susanna Lee Head of Strategic Planning Gilman Group

It is my great honour to receive the Distinguished Marketing Leadership Award this year. As a marketing professional, I treasure this opportunity to introspect, to share and to learn. The award is a great motivation for me to continue pursuing more 'blue oceans' in my business and in my personal career. I would like to extend my sincere thanks to the Gilman Team and the Vinvautz Strategic Task Force. Without their staunch support, I would never have reached this important milestone in my life. Thank you.



Mr Richard Leong Marketing Director Pizza Hut Hong Kong Management Limited

Receiving this Distinguished Marketing Leadership Award is truly an honour and impetus to drive more dynamic marketing by defining 'What is next?'. I am grateful to the HKMA Panel of Judges and am thrilled to share this with my Pizza Hut management, agency partners and marketing team members.



Mr Joehan Martinus Director, Mass Marketing CSL Limited

This is indeed a humbling experience - to be recognized for such an honour and award in my first year in Hong Kong. It is a testament of my personal motivation and drive to continuously push the creative boundaries in marketing within Hong Kong in pursuit of a sustainable business growth.

- * The above list shows the Aw<mark>ar</mark>d recipients and their companies during the year of <mark>the Award</mark> indicate<mark>d.</mark>
- * The order of presentation of individual award winners receiving the same award is based on the alphabetical order of their surname.



Individual Awards



DISTINGUISHED MARKETING LEADERSHIP AWARDEES*



Mr Ngai Wah Sing, Francis Founder & CEO Social Ventures Hong Kong

The Distinguished Marketing Leadership Award belongs to all social entrepreneurs in Hong Kong, who strive hard everyday for the betterment of the society. We believe 'marketing' is something not just for creating revenue, but for making a better city. If more marketers can join the movement of social innovation, we can absolutely make a difference to our world.



Mr Ray Wong CEO PHD

'Things do not happen. Things are made to happen.' said John F Kennedy. I always put my heart in everything I do. This is the first award for advertising agency and I am honoured to have achieved the Distinguished Marketing Leadership Award and feel grateful for the recognition. My heartfelt thanks to OMG APAC Management Team, my PHD colleagues, PHD clients and business partners for their great support and encouragement all these years.



Ms Phyllis Yau
Associate Director of Marketing
Bossini Enterprises Limited

'be happy' is bossini's brand promise and describes exactly how I feel. I'm honoured to receive the Distinguished Marketing Leadership Award for helping our customers 'be happy' too. My heartfelt thanks go to the bossini management, my team and colleagues, all our business partners for their support and fellowship.

OUTSTANDING MARKETING PROFESSIONAL AWARDEES*



Ms Leung Kwai Yuk, Alice Marketing Manager, Commercial Graphics Division & Architectural Markets Department 3M Hong Kong Limited

I feel very honoured to receive the Outstanding Marketing Professional Award in recognition of my outstanding work. It also proves the excellent performance of 3M Architectural Markets Department. This award is an important milestone in my career and I am immensely grateful to our management for their guidance and support.



Mr Deric Wong Head of Strategy and Insights Omnicom Media Group

I am deeply honoured to receive the Outstanding Marketing Professional Award of 2012. This is the first time that the work of a media agency was recognized. The award marks an important milestone in my career that will inspire me to challenge myself further. I am sincerely grateful for the recognition and would like to express my deepest gratitude to everyone I work with everyday.

- * The above list shows the Award recipients and their companies during the year of the Award indicated.
- * The order of presentation of individual award winners receiving the same award is based on the alphabetical order of their surname.



Past Individual Award Winners



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, Standard Chartered Bank (Hong Kong) Limited

Distinguished Marketing Leadership Awardees:

Ms Elaine Chan, New World First Bus Services Limited Ms Rhoda Chan, Standard Chartered Bank (Hong Kong) Limited Ms Helen Cheung, McDonald's Restaurants (Hong Kong) Limited Mr Jacky Hui, EGL Tours Co Ltd

Ms Tracy Leung, American Express International, Inc

Outstanding Marketing Professional Awardees:

Ms Esther Chung, McDonald's Restaurants (Hong Kong) Limited Ms Mary Shek, Standard Chartered Bank (Hong Kong) Limited Ms Rebecca Tse, YATA Department Store

2009

CIM Marketer of the Year

Ms Diane Chiu, The Dairy Farm Company Ltd - Wellcome

Distinguished Marketing Leadership Awardees:

Ms Diane Chiu, The Dairy Farm Company Ltd - Wellcome Ms Clare Ho, PCCW Limited

Ms Betty Leong, MTR Corporation Limited

Ms Lena Tsang, Sir Hudson International Limited

Outstanding Marketing Professional Awardees:

Ms Emily Chow, PrimeCredit Limited

Ms Wendy Leung, McDonald's Restaurants (Hong Kong) Limited Mr Ivan Wong, PCCW Limited

2008

CIM Marketer of the Year

Ms Koby Kwan, Cerebos (Hong Kong) Limited

Distinguished Marketing Leadership Awardees:

Ms Bertha Chan, Ngong Ping 360 Limited Mr Stanley Cheung, Okamoto Industries (HK) Limited

Ms Koby Kwan, Cerebos (Hong Kong) Limited Ms Karen Tam, Harbour City Estates Limited

Outstanding Marketing Professional Awardees:

Ms Pinky Chiang, Convoy Financial Group Ms Avis Lau, Shell Hong Kong Limited Mr Andrew Yeung, Wharf Estates China Limited Ms Florence Yiu, 3M Hong Kong Limited

2007

CIM Marketer of the Year

Mr Lewis Soo, CLP Power Hong Kong Limited

Distinguished Marketer Awardees:

Ms Susanna Lau, Hong Thai Travel

Ms Vivian Lee, Ocean Park Hong Kong

Mr Lewis Soo, CLP Power Hong Kong Limited Mr Gilman Too, Luxottica Retail China Limited

Mr Alan Wong, DHL Express (Hong Kong) Limited

Outstanding Young Marketing Professional Awardees:

Ms Jamie Chan, Energy Source

Mr Wilson Chung, Pacific Century Premium Developments Limited

Mr Joseph Lau, ČLP Power Hong Kong Limited

Ms Canny Leung, BMA Marketing & Advertising Limited

Ms Canace Lin, McDonald's Restaurants (Hong Kong) Limited

Mr Balwin Yeung, Hong Thai Travel

2006

CIM Marketer of the Year

Ms Randy Lai, McDonald's Restaurants (Hong Kong) Limited

Distinguished Marketer Awardee

Ms Fanny Chan, Job Market Publishing Ltd, Sing Tao News Corporation Mr James Hong, Akio, Sony Computer Entertainment Hong Kong Limited

Ms Randy Lai, McDonald's Restaurants (Hong Kong) Limited

Ms Rita Li, PCCW Limited

Mr Joseph Wong, Hong Kong Philharmonic Orchestra

Mr Harold Yip, Double A

Outstanding Young Marketing Professional Awardees:

Ms Vivian Lee, MTR Corporation Limited

Ms Clara Lo, Amoy Food Limited

Ms Sharon Siu, Job Market Publishing Ltd, Sing Tao News Corporation

Ms Anisa Tio, McDonald's Restaurants (Hong Kong) Limited

2005

CIM Marketer of the Year

Ms Amanda Lui, RoadShow Holdings Limited

Distinguished Marketer Awardees:

Ms Anita S Y Chan, Sun Hung Kai Real Estate Agency Ltd

Ms Melanie Lee, New World Mobility

Mr Terence Lee, The Hong Kong and China Gas Company Limited

Ms Amanda Lui, RoadShow Holdings Limited

Ms Eunice Wong, Jardine Restaurant Group, Pizza Hut Hong Kong

Outstanding Young Marketing Professional Awardees:

Ms Sandy Lau, Double A

Ms Camellia Lee, Double A

Ms Elman Lee, FORTRESS

Ms Joanne Tang, Warner Music Hong Kong Limited

Ms Nancy Yau, Jardine Restaurant Group, Pizza Hut Hong Kong

The above list shows the Award recipients and their companies during the year of the Award indicated.

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



| Canon Delighting You Always | Canon Hongkong Company Limited | Cartier | Cartier |
|--|---|------------------------------------|---|
| CHUNG & TANG COMMUNICATIONS CONSULTANTS | Chung & Tang Communications Consultants | C C C C BANQUE PRIVÉE | CIC Investor Services Limited a subsidiary of Crédit Industrial et Commercial, France |
| Coca Cola | Coca-Cola China Limited | FANCL | FANCL |
| FUJiFILM | Fuji Photo Products Company Limited | | The Hong Kong and China Gas Company Limited |
| 香港短游日報 HONELEONSHIE TRUES W W W. h k et. c o m | Hong Kong Economic Times | 香港賽馬會 The Hong Kong Jockey Club | The Hong Kong Jockey Club |
| MONG KONG LA. GAS SPELINGGE LID. 音 表 京 歌 歌 本 (本 本) 中 本 立 立 | Hong Kong L.P. Gas (Holdings) Limited | DANCING WATER | The House of Dancing Water at City of Dreams, Macau |
| MaBelle It's Diamond. It's Different. | Ma Belle Jewellery Co. Ltd | * Claying | Maxim's Group |
| i'mlovin' it | McDonald's Restaurants (Hong Kong) Limited | * MTR | MTR Corporation |
| NEO DERM | Neo Derm Group Ltd | PCCW [®] | PCCW Limited |
| Recruit | Recruit Advertising Limited | smei. hong kong | Sales and Marketing Executives Club |
| S | SKECHERS Hong Kong Limited | ⊘ CITY CHAIN ⊘ OPTICAL 88 | Stelux Holdings International Ltd |
| 稻香集團 TAO HEUNG GROUP | Tao Heung Group | Stafidard | The Standard |
| VIII.A BEL-AIR 浸 | Villa Bel-Air | * | HKMA/TVB AWARDS FOR MARKETING EXCELLENCE |