



**HKMA/TVB AWARDS  
FOR MARKETING EXCELLENCE**

**2014**

**DINNER SOUVENIR PROGRAMME**



Organizer:



Sponsor:



**Television Broadcasts Limited**



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## Message from

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### Mr Alfred W K Chan BBS



**Mr Alfred W K Chan BBS**  
Chairman  
The Hong Kong Management Association

Since 2012, The Hong Kong Management Association has become the Regional Partner in Hong Kong of The Conference Board CEO Challenge®, which is an annual survey to identify the most critical challenges of CEOs across the globe. The 2014 survey revealed that 'Innovation' appeared in the top-four list of challenges in different regions. Not only business leaders in Mainland China were focused on 'Innovation' to move up the value chain, many Asian economies also realized that they should evolve from a source of cheap, low-end production base to become a more value-added, branded products and higher tech manufacturing services centre.

Here in Hong Kong, the open and efficient business environment equipped with modern infrastructure and secure protection of intellectual property set the scene for the flourish generation of creative and innovative ideas, and also their subsequent applications. The HKMA/TVB Awards for Marketing Excellence provides undeniable proof that the capability of Hong Kong people for innovation should not be undermined. Since the establishment of the Awards back in 1985, local marketing talents in Hong Kong have once again and again amazed our panel of judges by the ground-breaking creations in their campaigns. From branding and positioning, marketing communication, to promotion strategies, our marketing professionals have introduced ingenious yet result-oriented ideas and approach, taking the marketing industry to new grounds. The Association as well as its members are appreciative of the great effort spent on the Awards as well as the mileage these campaigns have made for the industry.

On behalf of the Association, I would like to commend both the Board of Examiners and the Panel of Judges for their tireless effort put in the meticulous review of all entries. I would also like to express my heartfelt thanks to members of the Organizing Committee, under the dynamic chairmanship of Mr S K Cheong, for their selfless dedication to promoting marketing excellence.

Our deep gratitude also goes to Television Broadcasts Ltd, who has given its generous support for this meaningful annual competition since 1989, some 25 years ago. We are also most grateful to the five Special Citation Title Sponsors and 17 Corporate Sponsors for their unfailing support in encouraging the continuous advancement of the marketing industry.

Last but not least, I would like to extend my sincere thanks to Mr Andrew Kam, Managing Director of Hong Kong Disneyland Resort for sharing his invaluable insights on marketing at this Award Presentation Dinner. His remarks have been most beneficial to those present in the knowledge of fun in marketing campaign promotion.

With continuous support of marketing veterans and leaders, the Awards have become the Oscars in the marketing field and contributed effectively to the advancement of marketing standards in Hong Kong.



# Message from

Dr Norman Leung GBS LLD JP



**Dr Norman Leung GBS LLD JP**

Executive Chairman  
Television Broadcasts Limited

For more than two decades, Television Broadcasts Limited, in partnership with The Hong Kong Management Association, has honoured the distinguished marketing ideas and efforts in Hong Kong by featuring the 'HKMA/TVB Awards for Marketing Excellence'. Thanks to the support of the industry and all the sponsors, the Awards have grown in strength since its launch in 1985.

As we are facing an ever-changing and increasingly globalized business environment, marketing becomes more challenging every day, but at the same time more interesting and rewarding. Marketing professionals have to work harder and be more creative to seek integrated and effective ways to outshine their competitors. And it is more important than ever to get their hard work recognized.

This year, the entries and nominations covered a wide spectrum of industries in Hong Kong. Their creativity and vitality truly raised the standard of marketing profession and inspired new and young talents to consider an impressive career in the industry.

I would like to take this opportunity to pay tribute to the many organizations and individuals who have contributed to make the Awards one of the most prestigious events in the local industry. I would also like to congratulate all the award winners. They have demonstrated originality, dynamism and vision in their marketing practices. I believe that all of us are inspired by their pioneering achievements.





## Message from

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### Mr S K Cheong



**Mr S K Cheong**

Chairman, Organizing Committee  
HKMA/TVB Awards for Marketing Excellence 2014

"Two heads are better than one". In order to enjoy huge success, we work in a team instead of alone. In the business world, being the best in its own industry does not mean a company has reached its full potential. Through cooperation and partnership, two or more companies working together can generate synergistic impact and achieve win-win results for all parties concerned.

Following the Best Marketing Partner Award introduced earlier in 2010, this year, the 29th HKMA/TVB Awards for Marketing Excellence has continued to recognize joint marketing efforts through the Citation for Creative Marketing Partnership, with the aim to commend creative and well-deployed collaboration with different parties. I would like to congratulate all the Campaign and Individual Awards winners on their distinguished performance and innovative ideas. I wish the Hong Kong marketing industry can be continuously enriched by the vision, passion and concerted efforts of its talents.

My deepest gratitude goes to members of the Marketing Awards Organizing Committee, the Panel of Judges and the Board of Examiners for their devotion and professional judgment in upholding the standard and quality of the Awards. I would also like to thank all the Special Citation Title Sponsors and our Corporate Sponsors for their continuous support.

Last but not least, I would like to take this opportunity to extend my deepest appreciation to our Guest of Honour, Mr Andrew Kam, Managing Director, Hong Kong Disneyland Resort, for sharing with us his wisdom at the Award Presentation Dinner.



## Message from Dr Victor Lee

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**Dr Victor Lee**  
Executive Director  
The Hong Kong Management Association

The evolution of the prevalent marketing techniques has been dynamic over the past decades. The industry moved forward from the conventional above the line advertisement and the more target-oriented below the line promotions to the comprehensive 360 degree marketing strategies. As time goes by, the rapid technological advancement facilitates the emergence of social media and mobile applications and creates the powerful effect of viral marketing, which emphasizes the direct participation and engagement of consumers.

Over the 29 years since its establishment, the HKMA/TVB Awards for Marketing Excellence is proud to represent the 'Bible of Marketing' in Hong Kong, witnessing and recording each landmark in the marketing history. With a glimpse of the past award winners and their respective campaigns, the Awards have effectively maintained a collection of outstanding marketing showcases in Hong Kong. I hope the marketing pioneers could continue to energize the industry.

My sincere thanks to the Panel of Judges, Board of Examiners and fellow members of the Marketing Awards Organizing Committee for their leadership and hard work in making this year's Award a huge success. My deepest gratitude goes to Television Broadcasts Limited, all Special Citation Title Sponsors and Corporate Sponsors for their generous and long-standing support.

I would also like to extend my appreciation to Mr Andrew Kam, Managing Director of Hong Kong Disneyland Resort for sharing with us his precious experience and insights at the Award Presentation Dinner.



# An Introduction to

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## The Hong Kong Management Association

The Hong Kong Management Association (HKMA) is a non-profit making organization established in 1960. Its vision, mission and values are as follows:

### VISION

- To be the leading professional organization advancing management excellence in Hong Kong and the Region

### MISSION

- To promote best practices in management
- To nurture human capital through management education and training at all levels
- To provide members with a platform for exchange of ideas, networking and personal development

### VALUES

- Continuous improvement
- Innovation
- Integrity
- Professionalism
- Respect for Individuals
- Sustainability

Services provided by the HKMA can be categorized into three major areas, namely education and training; management services and membership services.

With a commitment to nurturing human capital through management education and training at all levels, the HKMA offers over 2,000 training and education programmes covering a wide range of management disciplines for more than 50,000 executives every year. From distance learning courses, seminars and workshops, certificates, diplomas, all the way to bachelor, master and doctorate degree programmes jointly organized with prestigious overseas universities, these programmes are suitable for executives at different stages of development. The HKMA also provides specially designed corporate training which geared to the particular needs of different organizations. In 2009, the Association introduced the concept of Corporate University, which helps companies retain quality staff and build a corporate culture of lifelong learning.

The Association believes learning while networking works best for achieving continuous development. Diversified management services are offered to provide platforms for business executives to exchange ideas, to network and to gain professional development. Annually, the Association organizes diverse functions such as Annual Conference, special topic seminars, dinners and workshops. Prominent business leaders are invited to share their invaluable insights and wisdom on the most updated trends and development of management.

Business award is another major area of HKMA's management services. To promote best practices in management, each year, the Association organizes eight business awards in Hong Kong and the Mainland. 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 Hong Kong Management Game, the Distinguished Salesperson Award, the Award for China Marketing Excellence and the China Best Annual Reports Awards for Listed Companies. These prestigious awards, which are now regarded as the highest accolades of the business community, provide an exemplary model for business professionals to follow and benchmark.

With a total of over 13,000 members including individuals and corporates, membership service has always been a priority for the Association. A comprehensive range of membership activities such as seminars, forums, luncheons, company visits, study tours and social gatherings are offered every year. Another distinctive feature of membership is the eight autonomous Specialist Clubs which provide opportunities for members with similar interests to meet and develop further their specialist knowledge. The highlight event of membership is the Annual Fellowship Dinner which provides an excellent platform for members to extend their network.



# About the Awards

## INTRODUCTION

Now in its 29th 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 and the Board of Examiners 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 Digital Marketing
- ◆  Citation for Innovation
- ◆  Citation for Outstanding TV Campaign
- ◆  Citation for Outstanding Small Budget Campaign
- ◆ **T S L | 謝瑞麟** Citation for Creative Marketing Partnership
- ◆ Citation for Excellence in Mainland Marketing
- ◆ Best Marketing Partner Award(s)
- ◆ Best Presentation Award

### Individual Awards

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





## Panel of Judges

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### Campaign Awards



**Mr David Fong BBS JP**  
Managing Director  
Hip Shing Hong Group of Companies



**Mr Stephen Ho**  
Chief Executive Officer  
CITIC Telecom International CPC Limited



**Mr Steve Huen**  
Executive Director  
EGL Tours Company Limited



**Mr Adrian Siu**  
Managing Director  
adidas Hong Kong Limited



**Mr Charles Woo**  
Area Managing Director  
Hong Kong & Macau  
Starwood Hotels & Resorts Worldwide, Inc



## Panel of Judges

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### Individual Awards



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



**Mr Bankee Kwan**  
Chairman & CEO  
CASH Group



**Mr Patrick Lee**  
Chief Executive Officer  
North Asia and China  
Inchcape Hong Kong Group



**Mr Edmund Mak**  
Chief Executive Officer and  
Executive Director  
Bossini International Holdings Limited



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



**Mr Larry Sze**  
Chief Executive Officer  
Gilman Group



**Mr Kent Wong**  
Managing Director  
Chow Tai Fook Jewellery Group Limited



# Board of Examiners

## Marketing Awards Organizing Committee



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



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



**Mr Horace Chow**  
General Manager  
Microsoft Hong Kong Limited



**Mr Bankee Kwan**  
Chairman & CEO  
CASH Group



**Ms Christine Lam**  
Country Business Manager  
Citibank Hong Kong



# Board of Examiners

## Marketing Awards Organizing Committee



**Mr Patrick Lee**  
Chief Executive Officer  
North Asia and China  
Inchcape Hong Kong Group



**Mr Edmund Mak**  
Chief Executive Officer and  
Executive Director  
Bossini International Holdings Limited



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



**Mr Wilson Shao**  
Deputy General Manager - China Hub  
MTR Corporation Limited



**Mr Kent Wong**  
Managing Director  
Chow Tai Fook Jewellery Group Limited





# Board of Examiners

## Marketing Management Committee 2013/14



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



**Professor T S Chan BBS**  
Shun Hing Chair Professor of Marketing  
Department of Marketing and  
International Business  
Lingnan University



**Ms Deborah Cheng**  
Vice President  
International Business  
I.T Limited



**Ms Rosetta Fong**  
Chief Executive Officer  
Convoy Financial Services Limited



**Ms Randy Lai**  
Managing Director, Hong Kong /  
Regional Manager, Taiwan  
McDonald's Restaurants (Hong Kong) Ltd



**Mr Bruce Lam**  
Chief Marketing Officer  
CSL Mobile Limited



**Mr Vincent Leung**  
President  
SKECHERS Hong Kong Ltd



# Board of Examiners

## Marketing Management Committee 2013/14



**Mr Paul Pei**  
Executive Director  
Hotel and Hospitality  
Ocean Park Corporation



**Mr Stanley Sun**  
Managing Director  
Fuji Photo Products Co Ltd



**Mr Larry Sze**  
Chief Executive Officer  
Gilman Group



**Ms Jeny Yeung**  
Commercial Director  
MTR Corporation Limited



**Mr Robert Young**  
CEO  
Food For Good Limited



**Mr Titus Yu**  
Senior Regional Director  
Prudential Hong Kong Ltd



# Campaign Awards

## Judging Criteria

1. Rationale Behind the Marketing Campaign
2. 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

"Rubber Duck Joy to the World Campaign"  
Harbour City Estates Limited

### Silver Award

"Wellcome's 'Like Always' Campaign"  
The Dairy Farm Company, Limited 牛奶有限公司 – Wellcome

### Bronze Award

"Let's Save Now For A Better Future' Marketing Campaign"  
CLP Power HK Ltd

### Excellence Awards\*

"Chow Tai Fook 'The Perfect One' Bridal Campaign 2013"  
Chow Tai Fook Jewellery Co., Ltd

"Food Wise Hong Kong"  
Environmental Protection Department

"Golden-teeth Promise"  
PrimeCredit Limited

### Merit Awards\*

"From CNY to WNY: Making the Most of the New Year"  
McDonald's Restaurants (Hong Kong) Limited

"RunOurCity 'Free to Run 3.23 Hong Kong Streetathon'"  
RunOurCity Foundation Ltd

"My Hero 太好味道"  
Tai Hing Catering Group

"Times Square: This is Your Time; Timely Transformation Of A  
Fading Meeting Place"  
Times Square Limited



### Citation for Digital Marketing

"GO in a click"  
GoGo Van



### Citation for Innovation

"Rubber Duck Joy to the World Campaign"  
Harbour City Estates Limited



### Citations for Outstanding TV Campaign\*

"Wellcome's 'Like Always' Campaign"  
The Dairy Farm Company, Limited 牛奶有限公司 – Wellcome  
"My Hero 太好味道"  
Tai Hing Catering Group



### Citation for Outstanding Small Budget Campaign

"RunOurCity 'Free to Run 3.23 Hong Kong Streetathon'"  
RunOurCity Foundation Ltd

### T S L | 謝瑞麟 Citation for Creative Marketing Partnership

"Rubber Duck Joy to the World Campaign"  
Harbour City Estates Limited

### Citation for Excellence in Mainland Marketing

"Chow Tai Fook 'The Perfect One' Bridal Campaign 2013"  
Chow Tai Fook Jewellery Co., Ltd

### Best Marketing Partner Awards\*

OMD  
Uth Creative Group Limited

### Best Presentation Award

Ms Tammy Poon  
Times Square Conversion Task Force Manager &  
Assistant to Executive Director  
Times Square Limited

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



# Gold Award

## **"Rubber Duck Joy to the World Campaign"** **Harbour City Estates Limited**

By applying the 'One-up Strategy' over the years in marketing and other related areas, Harbour City has retained its leading position amongst Hong Kong shopping malls. Maintaining its growth and momentum remained as a difficult challenge. Harbour City understood the need to continue achieving new standards so as to extend its leading position in light of the keen and diverse competition, as well as increasing customer demand and expectation.

To defend its unique brand positioning, Harbour City has strived to surpass its success and continuously deliver 'WOW' experiences. In 2013, the marketing campaign with a new strategy – 'Glocal One-up Strategy' was launched. 'Glocal' (Global + Local) means adapting a *Global* feature with an innovative *Local* twist. After extensive research, Harbour City decided to adapt a global art project and identified 'Rubber Duck' which would provide a joyful moment that has great appeal for all.

The Dutch artist *Florentijn Hofman* was invited to stage a 16.5-meter gigantic Rubber Duck at the Victoria Harbour – a Greater China debut injected with one-of-a-kind elements to showcase the uniqueness of Harbour City and Hong Kong in front of locals and international visitors.

Rubber Duck was strategically personified as a seasoned 'Traveler' invited by Harbour City. Add-on attractions were created and the exhibition was extended from 'sea to land' to increase the interactive experience and build an emotional experience between the Duck and the public, turning the exhibition into a uniquely Hong Kong event.

Through its creativity, strategic planning and executional excellence, the exhibition drew unprecedented levels of mall traffic, sales and global media coverage. Most importantly, Harbour City was further established as the destination in Hong Kong through delivering an unforgettable experience for all.

The Rubber Duck Project was also a citywide phenomenon generating positive energy across all ages and nationalities. The success further strengthened Harbour City's brand and optimistic image on the global stage.

### **Comments from the Judges:**

It was commended as a superb and extraordinary thematic campaign, which enabled Harbour City to steal the show at the global arena, and defend its market leadership by creating wow and unprecedented joyful experiences to locals and tourists around the world.

The campaign demonstrated not only execution excellence, but also a holistic strategic marketing concept. Despite the success in the past decade, the determination of Harbour City to go the extra mile and exceed the customers' expectation deserved applause. The gigantic Rubber Duck icon was commensurate well with the uniqueness of Victoria Harbour and the adjacent Harbour City. The incorporation of 'Glocal' strategy was a brilliant move bringing in foreign artists to showcase this local landmark. Enhancing the personal touch with an art piece has broadened the appeal and extended the durability of the campaign. The Rubber Duck, in particular, made the campaign extremely memorable and exceptional.

The campaign has achieved phenomenal increase in retail sales, foot traffic as well as extensive media coverage. More importantly, the overall theme exemplified Hong Kong's perfect capacity of staging international events and its leading position as a superb shopping paradise for local and international visitors.

### **Parties to be Recognized for Contributing to the Success of the Programme:**

1. AllRights Reserved (Curator)
2. Integrated Publicity Services Limited (PR Agency)
3. Muse's Network Limited (PR Agency)
4. CMRS Digital Solutions Limited (Online Agency)
5. Isentia Brandtology (Online Agency)





# Silver Award

## “Wellcome’s ‘Like Always’ Campaign”

The Dairy Farm Company, Limited 牛奶有限公司 – Wellcome

Traditional supermarkets in Hong Kong are in jeopardy. The market has been oversaturated with 1,174 stores. Specialty stores have disrupted the competition. The challenges are:

- ◆ Consumers turning to specialty stores such as wine, snacks, online shops, etc;
- ◆ Skyrocketing costs, rent and wages;
- ◆ Consumer skepticism;
- ◆ Business partners’ or landlords’ preference in specialty supermarkets to ‘enhance their images’.

Wellcome has recently enhanced and strengthened its functional benefits including shopping environment, range and value. Yet, functional promotions are less sustainable while price and location are remained as top criteria. Wellcome, therefore, took the lead to break the mould of competing on functional strengths in long term, **connect emotionally** with consumers and offer them another reason to choose Wellcome.

Leveraging on its 69-year heritage, Wellcome created a new proposition: ***Though everything changes with time, the best things in life ‘like always’ remain the same.***

Wellcome created an emotional **episodic campaign** that told a love story featuring four stars who were home-grown, trustworthy and well-liked, just like Wellcome. The launched episode showed an elderly man being transported in time to relive the moment he met his wife at Wellcome. Subsequent TVCs continued the story while highlighting functional strengths covering value, range and store improvements. The theme throughout the campaign: ‘Like Always’ has evolved in Hong Kong.

The 360° campaign offered a **‘hybrid’** format that enabled emotional connection while conveying functional benefits to its consumers.

The campaign scored a record-high result achieving 98% of Awareness and 96% of Brand Liking. Wellcome was voted the ‘Most Liked Supermarket’ for the fourth consecutive year. Sales, basket size and market share increased dramatically.

By elevating the brand to an emotional level – the ultimate stage that brands strive to achieve – customers will overcome psychological (e.g. price perception) and physical (e.g. distance) barriers to shop at Wellcome. With stronger brand equity and brand liking, Wellcome can now spare more time to pull resources together for major strategic moves in restructuring the brand portfolio, enabling Wellcome to grow with the changing market needs and competitive landscape.

### Comments from the Judges:

This was commended as a revolutionary and highly effective marketing campaign with a unique emotional appeal. It has successfully strengthened Wellcome’s brand equity and regained the hearts and minds of its target customers through an all-rounded marketing strategy.

In view of the challenges arising from emergence of competitors and change in consumer behaviour, Wellcome realized the burning platform and effectively turned it into an outstanding advertising campaign. The refreshing TV commercial impressively linked the emotional appeal conveyed through the above-the-line communication to its long-established heritage and the improvements in functional benefits. The choice of the four homegrown celebrities was exceptional as they fitted well in the story telling and were associated perfectly with Wellcome’s positive and ‘Like Always’ image. Instead of joining the price war, Wellcome successfully elevated the brand to an emotional level which the competitors could not reach.

The results were impressive. The campaign not only brought an increase in sales and recaptured the market share, but also built customers’ preference over the competitors and sustained the brand’s leading position in the extremely competitive supermarket landscape.

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

1. Grey Group Hong Kong
2. Universal McCann



# Bronze Award

## “Let’s Save Now For A Better Future’ Marketing Campaign”

CLP Power HK Ltd

Hong Kong people are increasingly aware of Energy Efficiency and Conservation (EE&C) issues. CLP embraced this opportunity to strengthen the engagement and relationship with its customers in a fun and pleasant way.

Although customers believed that they had primary responsibility for saving energy, they were held back by the lack of information and motivation. Through careful study, CLP identified peer group pressure, gamification, relevant energy saving tips and incentives as powerful motivating factors that could change behaviours.

Based on these insights and proprietary know-how, CLP developed a unique and effective marketing campaign ‘Let’s Save Now for a Better Future’ (「齊齊慳出個未來」) which positioned itself as the best **energy partner** to customers. The campaign illustrated how simple changes in behaviour could help save energy.

The campaign comprised the following core elements:

- ◆ A unique and proprietary web-based energy assessment tool, ‘Eco Optimizer’, which helped customers to benchmark their family’s energy consumption performance against other similar families.
- ◆ A TV infomercial campaign that highlighted energy saving tips applicable to a typical family in a humorous way.
- ◆ An energy saving competition that encouraged customers to adopt energy saving behaviours. The competition also leveraged customer’s energy saving ideas as a powerful customer endorsement.
- ◆ Transformed CLP’s frontline staff into Eco Ambassador, who reached out to customers and communities to share EE&C knowledge.

Since the launch in October 2012, the campaign has raised the awareness level of CLP’s EE&C promotion to a record high. Over 50,000 families participated in the competition and saved over two million units of electricity.

This was the first time in Hong Kong that a campaign had scientifically quantified the impact of EE&C education and promotion. CLP leveraged its technical expertise and customers’ insight to support its customers and community to save energy.

### Comments from the Judges:

This was commended as a unique and original marketing campaign that advocates sustainability of the Earth. By promoting energy efficiency and conservation, which was against its core business model, CLP has turned the risk into opportunities in strengthening its relationship with the customers, and enhancing its socially responsible image as an electricity provider.

CLP successfully translated its expertise and market insight into a distinctive energy-saving programme. In the way of promoting energy efficiency, CLP has created a good opportunity for itself to proactively and positively engage with customers. The ‘Gamification’ was an excellent strategy to trigger consumers’ actions. Not only was it a fun and effective approach that brought deeper understanding of the subject to the customers, the campaign also helped CLP to collect information on household usage of electricity for future business development.

The results were impressive. The campaign has made measurable positive impact on energy saving as well as the extensive involvement of stakeholders. CLP has successfully improved the mindset and behaviour of its target audience towards energy efficiency and paved way for future revenue streams.

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

1. Television Broadcasts Limited
2. Yellow Creative
3. Agenda HK Limited



# Excellence Award

**"Chow Tai Fook 'The Perfect One' Bridal Campaign 2013"**  
**Chow Tai Fook Jewellery Co., Ltd**

## **The perfect marriage of online virality and product strategy**

The media landscape has changed drastically since the invention of user generated content (UGC) platforms. The jaded audience roll their eyes at the slightest sign of a hard-core sales pitch. Marketers need new ways to engage with potential customers and Chow Tai Fook, the leading jeweller in the Greater China region, has nailed it by the clever use of viral-ready UGC and social media, successfully winning the heart of a young generation of brides and grooms.

## **Proprietary products**

The campaign was themed around a marriage journey - a love story that spanned across generations and Chow Tai Fook witnessed all their treasured moments. The Entire One, a new line of solitaire diamond engagement rings boasting the proprietary one-prong setting was launched to reinforce the story.

## **Viral online campaigns**

Both The Proposal Challenge (「求婚大作戰」) and Milan Wedding Tour (「米蘭夢幻婚嫁之旅」) aimed to generate buzz by circulating user-submitted proposal videos. The latter also featured an online polling system where contestants were encouraged to lobby for votes on social media. As the videos went viral, the jeweller successfully spread the idea of proposing while creating linkage among the brand, marriage proposal and the diamond ring she can't say no to. By sending the winners to an overseas wedding tour, the jeweller witnessed the most important moment of their life, building an indissoluble emotional bonding with them.

## **The outcome**

In Hong Kong alone, the two campaigns attracted over 970,000 views, about 23,000 votes and over 26,000 comments. In Mainland China, the videos attracted over 210,000 views and over 800,000 votes. Related posts were forwarded 100,000 times on Weibo, reaching 84 million Weibo users. In the meantime, Chow Tai Fook fans on Weibo grew by 60.5% to 390,000 and Facebook fans grew by 52.8% to 33,000.

## **Comments from the Judges:**

This was commended as an innovative and well thought-out marketing campaign which enabled Chow Tai Fook to tap into the tremendous wedding segment through a powerful viral strategy together with an ingenious integration across the elements of product, retail shops and people.

The objectives were clearly identified and targeted. As a long-established prestigious brand of gold jewellery, Chow Tai Fook took a bold step in embracing web technology. The strategy of helping customers make marriage proposals and win a trip to Milan was a brilliant idea, which successfully stipulated a massive buzz among the online community and effectively made the brand a great appeal for young people. The campaign also addressed the need to initiate a cultural shift of wedding proposals in order to drive more diamond sales for Chow Tai Fook.

The strategy has direct proof of its success, in the result of enticing the use of jewellery to propose, and the new record in both the brand image and financial value. The campaign has successfully ingrained the western style of marriage proposal in the mind of the younger generation and turned it into a sustainable cross-generation business.



# Excellence Award

## **"Food Wise Hong Kong"** **Environmental Protection Department**

An estimate of 3,500 tons of food waste in Hong Kong everyday imply that all local landfills are likely to be filled up by 2020! The 'Food Wise Hong Kong Campaign' ('FWHKC') initiated by the Environmental Protection Department of Hong Kong Special Administrative Region Government is launched to tackle this environmental time bomb with the objectives:

- ◆ To arouse community awareness of food wastage problems and consequences;
- ◆ To co-ordinate concerted efforts within the Government and public institutions to educate and lead by example in food waste reduction;
- ◆ To instill and propel mindset and behavioural changes on both individual and household level that help to reduce food waste generation;
- ◆ To promote good practices on food waste reduction within commercial and industrial establishment;
- ◆ To facilitate food donation amongst establishments with food surplus to charitable organizations.

The 'FWHKC' initiative achieved overwhelming and favorable responses from the general public at all ages. The eye-catching utilization of the Big Waster character and, the 'Don't be a Big Waster' jingle that encapsulated the 4 punchy slogans cum smart tips which have captured the heartshare and mindshare of the public –

- ◆ Think before you order food;
- ◆ Think before you buy food;
- ◆ Think before you cook food;
- ◆ If you can't finish your food, don't waste it.

Other noteworthy achievements include:

- ◆ A popular 'Big Waster' humorous image and witty messages struck a chord with all HongKongers of all ages and all walks of life;
- ◆ A jingle with high recall whereby people sang or rapped;
- ◆ 'Big Waster' has been gaining popularity and helped to encourage the community and relevant sectors to take proactive action in tackling the food waste problem.

By communicating a realistic and yet a practical issue that concerns each and every HongKonger, the 'FWHKC' remains well on track to achieve its targeted 10% reduction in waste by 2015.

### **Comments from the Judges:**

This was commended as a highly effective and well-designed marketing campaign, which has exerted far-reaching influence on the community's behaviour towards food waste reduction through exceptional promotion tactics.

The success of the campaign was based on the comprehensive analysis on the social problem and identification of a clear 'Just Cause' for the society to act on. The rationale of the campaign was clear and much needed for the benefit of Hong Kong. The overall communication campaign was creative, easy to understand and impactful. In addition, the creation of 'Big Waster' as the campaign icon was impressive while the monster itself helped convey a clear and cohesive message to the target audience. Appearance of 'Big Waster' across all communication channels and its presence at different festive events entirely maximized the exposure and awareness of the campaign.

The education value and actual benefits to the society that the campaign has achieved and continued to achieve were praiseworthy. As a whole, it was not only a successful marketing project but also an on-going mission deserving community-wide support.

### **Parties to be Recognized for Contributing to the Success of the Programme:**

1. Adbrownies Advertising Limited





# Excellence Award

## **"Golden-teeth Promise"** **PrimeCredit Limited**

For years, PrimeCredit has focused on the Card Debt Segment. Unfortunately, with the card rollover balance dropping by 20% over the past five years leading to a reduced market size, PrimeCredit needed to expand its target segment and revisit the Cash Loan market. However, since PrimeCredit was regarded as a retired player in the Cash Loan segment, connecting with targeted consumers would be difficult, especially with their skepticism towards advertising, reaffirmed through overpromising promotional offers for loans throughout the years. However, this led PrimeCredit to an insight – a sense of certainty on loan approval and the lack of trustworthiness in Hong Kong.

With comprehensive research, PrimeCredit developed a new positioning 'Make Everything Happen for You with PrimeCredit's Three Biggest Promises'. The 360 campaign launched the idea of its 'Golden-teeth Promise' (meaning 'you have my word' in Chinese). PrimeCredit promised to approve a loan in 10 minutes, to waive documents required on loan refinancing and to offer a 14-day repayment postponement. To engage the audience, PrimeCredit even created a popular Interactive Game.

With the right product and promotion, PrimeCredit encouraged their Direct Sales to drive incremental sales with an 'Early Bird Sales' Scheme and Frontline Sales with an incentive that was based on new KPIs that measured the cash loan sales and number of new customers. Departments were united to deliver a P-loan service with the fastest approval time, the least amount of application documents required for refinancing and the most flexible arrangement for repayment. Also, a Brand Commitment Day was held along with staff trainings and services were monitored regularly to ensure its delivery.

Indicated by Post-campaign Research, PrimeCredit was ranked No. 1 in many categories – ranging from being the Best Financial Institution to being the preferred brand for the Cash Loan segment. Most importantly, application volume and sales were significantly boosted.

### **Comments from the Judges:**

It was commended as a thoughtful and well-executed thematic marketing campaign, which has, based on a good analysis of the business environment and thorough understanding of consumers' needs, identified a niche market for the business to re-focus and develop.

The catchy slogan, 'Golden-teeth Promise', was perfectly orchestrated. It reiterated the unique 'brotherhood' personality of PrimeCredit Brothers and clearly highlighted its brand positioning and core values. With the new theme song named 'Commitment is priceless', the message was effectively communicated to the audience in a most appealing way, which enabled the company to get ahead of the Cash Loan market within a short period of time. Staff buy-in and operational performance were the keys to the success of the programme. Staff members were well-trained and motivated to overcome the operational challenge, in order to streamline the approval process and provide a lenient repayment grace period.

Both branding and financial results were achieved and PrimeCredit has successfully entered into its target market segment. The campaign not only delivered one-time results but also laid the cornerstone for its future success by maneuvering the business from one lending arena to another and clearly differentiating itself from the competitors.

### **Parties to be Recognized for Contributing to the Success of the Programme:**

1. Uth Creative Group Limited
2. Maxus Communications Ltd



# Merit Award

## **"From CNY to WNY: Making the Most of the New Year" McDonald's Restaurants (Hong Kong) Limited**

In late 2013, McDonald's Hong Kong saw an opportunity: to extend the successful emotive engagement approach developed to tap into Chinese New Year (CNY), and customize it to the Western New Year (WNY) occasion. This was new white space for McDonald's with both brand and business opportunities on tap if the right strategy was created.

2013 had been an especially difficult year for Hongkongers: a combination of social and political tensions had taken its toll even on the hardy people of Hong Kong, negatively affecting their views of 2014. Since McDonald's is a brand that is fuelled by the fueling of its customers' optimism and happiness, it wanted to encourage Hongkongers to cast off their negative frame of mind, and re-ignite their sense of optimism for the coming year.

McDonald's believed that great beginnings should last longer - so it decided to kick the year off right and keep the feeling going all the way to CNY. Needless to say, it was important to step away from traditional advertising, and make sure that people not only see what we had to say, but also felt it, tangibly, through experiential touchpoints.

The results were record-breaking. By branding and owning a time of the year and by creating an emotional territory around it, McDonald's recorded the highest daily sales and guest count in the history of McDonald's Hong Kong, while at the same time driving brand scores and brightening up people's views of the year ahead.

### **Comments from the Judges:**

This was commended as a simple yet effective marketing campaign which enabled McDonald's to achieve the highest daily sales in its Hong Kong history, through new product launches during a specific time of the year and executing solid marketing mix elements.

McDonald's has demonstrated a thorough understanding of the Chinese culture and the sentiments of the society as a whole. Combining Western New Year (WNY) and Chinese New Year (CNY) lengthened the joyous holiday mood, and therefore created a longer promotion period. The concept of bringing new hopes and good mood for a new year fitted very well with the positive and optimistic brand image. The creative TV commercial of the chicken and cow characters as well as the choice of celebrities successfully attracted a lot of amusement and attention. Giving free newspapers with happy news was an innovative and excellent strategy to create emotional value to the overall dining experience.

McDonald's was able to drive the brand loyalty, guest counts and sales record which went far beyond the target. This campaign was a classic example demonstrating the power of creative marketing in brand engagement.

### **Parties to be Recognized for Contributing to the Success of the Programme:**

1. DDB Group Hong Kong
2. OMD Hong Kong



# Merit Award

**“RunOurCity ‘Free to Run 3.23 Hong Kong Streetathon’”**  
**RunOurCity Foundation Ltd**

Long distance running delivers positive energy, however, it is often perceived as boring, lonely, and difficult. Teenagers nowadays are losing hope given various social challenges. They need will power from within to improve their own lives and the world around them.

RunOurCity believes that running transforms life! The ‘Free to Run’ campaign was launched to establish a new running culture engaging the community and youth. Through the Youth Street Run Program (YSRP) and the STREETATHON, RunOurCity was building a platform that radiated compassion, creativity, and a cool brand to make running desirable and accessible.

As a new race in a crowded market with keen competitions, RunOurCity quickly established its unique position:

STREETATHON (街馬), an invented term to capture the ‘Free to Run’ spirit. This mega-event demonstrated how races could be fun!

- ◆ Communal - starts at reasonable time;
- ◆ Charitable - raises fund for four charity organizations;
- ◆ Creative - personalized bib, surprising music performances along the route;
- ◆ Caring - loads of spectators, hot chocolate, finishing medals at the finishing line, etc;
- ◆ Carnival - 10,000 runners/friends/family/volunteers joining the celebration!
- ◆ Cool!

The YSRP, the ‘soul’ of the campaign, has helped teenagers build confidence and stamina.

The campaign turned out a ‘Talk of the Town’ movement. Approximately 5,200 runners signed up ranking the inaugural STREETATHON a top race in Hong Kong. 10,000 runners and spectators were attracted to the event, with overwhelming media coverage and positive endorsement from heavily weighted government and political leaders, District Councillors, influential runners, bloggers, columnists and celebrities; plus over HK\$5 million cash and in-kind sponsorship, in which over HK\$1 million was donated to four charities.

Races will be different in Hong Kong ‘running’ forward. More importantly, almost all students having completed the YSRP eight-week 10km challenge are saying, ‘Wow, I can do it too!’

## Comments from the Judges:

This was commended as a pioneering and original community programme targeting teenagers. The campaign has successfully built the brand identity and boosted patronage for a new running event, STREETATHON, through outstanding product innovation.

The Youth Street Run Programme was a direct move to help teenagers establish a positive attitude and a healthy lifestyle by instilling a new culture of running. The features of the event in terms of holding the race in streets plus providing diverse entertainment en route were unique and interesting. It successfully generated much fun and attraction to the runners and spectators. Participation of government officials and celebrities provided tremendous endorsement to the event. With the effective use of multiple marketing channels, the campaign has created citywide media coverage and made the event a talk of the town.

With limited budget and resources, the results were exemplary as evident in the overwhelming applications in three weeks’ time and the significant impact on the society. The campaign has achieved win-win results for all parties concerned in terms of brand building of the event, fund raising for charities, boost in community spirit and more importantly, personal improvement of the teenagers.

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

1. Sun International Auction Limited
2. The Frontier Business Development Limited



# Merit Award

**“My Hero 太好味道”  
Tai Hing Catering Group**

Cha Chaan Teng (「茶餐廳」) has been facing a declining market in recent years, leaving the marketers to ponder: How to uplift brands and become ‘top-of-mind’ again in the eyes of consumers?

For Tai Hing, the answer lies in a comprehensive market plan to build up its brand affinity, injecting quality values throughout its products and services, and attain the ultimate goal of market leadership in the category.

The resulting brand rejuvenation campaign, riding on the ‘My Hero 太好味道’ platform, was launched to convey the message that the most enjoyable Hong Kong cuisine offered by Tai Hing is unpretentious, familiar, and above all, authentic.

It is an understatement to say the campaign was a success. It achieved 83% awareness among the survey respondents, and generated free press coverage valued over HKD\$5 million. The TVC was ranked No.1 as the most watched advertisement on YouTube in Hong Kong for the first quarter in 2014, and conferred three awards including ‘Most Popular Dining’, ‘Most Popular Food & Beverage’ and ‘Most Popular Male Talent and Audience Choice Award’ in TVB Most Popular TV Commercial Award 2014. And of course, as the ultimate aim of a brand marketing campaign, the proof of success lies on the accountant’s desk: a 41.9% increase in profit.

With brand visibility at an all-time high, Tai Hing further capitalized on the marketing momentum, introducing its popular Canned Milk product to be available on all DragonAir flights. This joint initiative marked the first time in the history of DragonAir to offer a local restaurant-branded beverage in-flight. It was undoubtedly a major marketing coup for Tai Hing.

Not only delighting Hongkongers, the ‘My Hero 太好味道’ campaign also epitomised Tai Hing’s determination to stay fresh and relevant in a category-leading competitive position.

## Comments from the Judges:

It was commended as a well-structured and clearly defined marketing campaign. Through excellent product design and effective positioning, the campaign has successfully changed the customer perception towards the brand and has differentiated itself as a modern restaurant chain.

Founded on an in-depth analysis of the market, its competitors and the needs of customers, Tai Hing made an incisive attempt to reinforce its brand equity and values by improving its products, services and brand image. The strategy of associating the company with the TV series, ‘Heroes’, was intelligent as this transformed the image of the company as its own kind of ‘hero’. The story sequel also served as continuous reminders for consumers to relate to the company’s brand, by that creating a long-lasting effect. The use of celebrities in the TV commercials was proven to be effective in driving attention of local media and general public to the brand.

The results were overwhelming as evidenced by the substantial enhancement in brand recognition and financial results. This is indeed an excellent model of how marketing could liven up a traditional business.

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

1. Uth Creative Group Limited
2. PHD
3. Strategic Communications Consultants Limited





# Merit Award

## **"Times Square: This is Your Time; Timely Transformation Of A Fading Meeting Place"** **Times Square Limited**

Times Square was once an iconic shopping mall that grew up with Hong Kong in the 1990s. However, by late 2000s, Times Square was evidently losing steam with its aging infrastructure coupled with unprecedented competition.

Knowing that it is high time to restore Times Square's positioning as a 'Timeless Meeting Place', the team took a vastly different approach from the usual 'marketing campaign':

- ◆ To truly revamp the brand at the core, the Times Square team first came up with a transformed product. They made the bold move of investing in a 5-year conversion programme from 2009 to 2013: Installation of the 'speed escalators', creation of a new cinema, remodeling of the Food Forum, etc.

With 2013 marking the culmination of the transformation, Times Square launched the unique 'This is Your Time' (「個時代係你嘅」) campaign:

- ◆ A one-year-long effort with a build-up of thoughtfully planned events such as 'Miss You Much Leslie' 10th Anniversary Memorial Exhibition and 'Gundam Docks at Hong Kong'. These mass-drawing events were instrumental in enabling Times Square to survive and thrive during the most difficult times when up to 20% of the mall was closed for conversion.
- ◆ Times Square purposely designed a personal campaign that touched hearts with a series of down-to-earth events such as free ice-cream giveaway and the first-ever Hong Kong Music Festival at its Open Piazza. Times Square's very first thematic TV commercial was also unique in featuring the 'voices' of typical Times Square shoppers.

Through strategic and timely implementation of the transformation plans, Times Square achieved double-digit upsurge in foot traffic and sales performance since late 2013 amidst challenging market conditions. This successful transformation reaffirmed Times Square's core belief: To be Timeless, one has to make Timely moves to grow with the times.

### **Comments from the Judges:**

It was commended as a well-planned and comprehensive marketing campaign which has effectively devoted effort to the challenges arising from the new waves of shopping malls, and has successfully turned the threats into opportunities through excellent product development and exceptional promotional tactics.

The decision to carry out the transformation was courageous, because alteration works entailed huge amount of time and space, and caused disruption to normal business. With the 'survival' burning platform, the whole company was mobilized to think out of the box and take calculated risk into thorough consideration. The campaign under a 3P approach (Personal, Phased and Partnership) was cleverly devised to reach out to the widest audience from all walks of life. The well-designed and diverse major events daringly broke through the traditional paradigm of losing traffic during revamp works and failing to regain the customers upon completion of the project.

The results were impressive as the growth in foot traffic has outperformed the market and competitors. It was a perfect showcase of how timely transformation with courage and innovation could stay ahead of the competition. This was what Hong Kong spirit about.

### **Parties to be Recognized for Contributing to the Success of the Programme:**

1. Dr Andy Wong - Assistant Dean of CUHK Business School, The Chinese University of Hong Kong
2. Occasions Events Marketing & Production Consultants
3. OMD Hong Kong



# Past Campaign Award Winners

## 2013

### **GOLD**

PCCW-HKT mobile service 'Ultimate Mobility'

### **SILVER**

Harbour City - Doraemon Brings Innovative Surprises through Joyful Experiences

### **BRONZE**

Love Our Planet 4.22 Hong Kong Goes Green Monday

### **EXCELLENCE AWARDS**

Turning Brand Culture into Customer Benefits - Fairwood 40th Anniversary

Breakthrough the Dark Side of Hong Kong Disneyland

McDonald's - I'm Amazing

### **MERIT AWARDS**

Wellcome - Low Low Price Watcher

The Hong Kong Jockey Club - Happy Wednesday

McDonald's - 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

MaBelle Free Golden Bangle

Breaking Out of the Price Prison - How McDonald's launched its first premium product, 35 years on

## 2010

### **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

## 2009

### **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

## 2008

### **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

## 2007

### **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



# Past Campaign Award Winners

## 2006

### **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

## 2005

### **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

## 2004

### **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

## 2003

### **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

## 2002

### **GOLD**

The Making of RoadShow

### **SILVER**

Cathay Pacific - The World's Biggest Welcome

### **BRONZE**

See You at Cafe 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"

## 2001

### **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

## 2000

### **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

### **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



# Past Campaign Award Winners

## 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**

Taipan 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

Cafe 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.

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





# Individual Awards

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## 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 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 牛奶有限公司 – Wellcome

Mr Andrew Yeung  
Manager – Promotions and Advertising  
Harbour City Estates Limited

\* 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 company name.



# Individual Awards

## Marketer of the Year and Distinguished Marketing Leadership Awardee



**Ms Karen Tam**

Assistant General Manager – Promotions and Marketing  
Harbour City Estates Limited

I am honoured to receive the Marketer of the Year and the second Distinguished Marketing Leadership Award. I would like to thank the respected Panel of Judges and Board of Examiners for the recognition. This is a key milestone in my career and inspires me to continue pursuing excellence in the future. My heartfelt gratitude goes to the Harbour City management, my team and our valuable partners for always striving to be the best with the 'One Up' spirit.

## Distinguished Marketing Leadership Awardee\*



**Ms Amy Leung**

Executive Director  
Pricerite Stores Limited

It gives me great pleasure to be conferred with the Distinguished Marketing Leadership Award. It is not only an indelible experience to me but also an invaluable recognition to Pricerite as it truly appreciates our innovative 'Living Smart' philosophy and 'Can Do' spirit. The Award also drives me forward for further breakthroughs. I would like to devote my wholehearted gratitude to my fellow team members and Pricerite management for their unfailing support.

## Outstanding Marketing Professional Awardees\*



**Ms Ophelia Fong**

Marketing Manager  
The Dairy Farm Company, Limited 牛奶有限公司 – Wellcome

I am truly honoured to receive the Outstanding Marketing Professional Award. The recognition empowers me to face new challenges in the future. My heartfelt thanks go to Wellcome management for their continuous guidance, and to my team as well as working partners for their great support.



**Mr Andrew Yeung**

Manager – Promotions and Advertising  
Harbour City Estates Limited

I am very honoured to receive the Outstanding Marketing Professional Award again. This recognition does not only go to myself but also my passionate teammates and every supportive working partner. I always believe there is no 'Single Hero' in marketing and we all rely on brilliant teamwork to drive for marketing excellence. My heartfelt thanks also go to Harbour City Management for the trust, guidance and support.

\* 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 company name.



# Past Individual Award Winners

## 2013

### *Marketer of the Year*

**Ms Yvonne Tang**  
Marketing Director  
McDonald's Restaurants (Hong Kong) Limited

### *Distinguished Marketing Leadership Awardees\*:*

**Ms Elman Lee**  
Group Marketing Manager  
The Dairy Farm Company Limited – Wellcome

**Mr Richard Leong**  
Marketing Director  
Pizza Hut Hong Kong Management Limited

**Ms Emily Chow**  
Head of Marketing  
PrimeCredit Limited

**Mr Anthony Jim**  
Director – Group Marketing  
TSL | 謝瑞麟

**Ms Yvonne Tang**  
Marketing Director  
McDonald's Restaurants (Hong Kong) Limited

### *Outstanding Marketing Professional Awardees\*:*

**Ms Catherine Law**  
Assistant Manager - Brand and Loyalty, Digital Engagement  
American Express International Inc.

**Ms Karen Chan**  
Marketing Manager  
The Dairy Farm Company Limited - Wellcome

**Ms Janet Lau**  
Deputy Group Marketing Manager  
The Dairy Farm Company Limited – Wellcome

**Ms Ivy Sung**  
Marketing Manager  
The Dairy Farm Company Limited – Wellcome

**Mr Wallis Chow**  
Chief Marketer  
Okamoto Industries (HK) Limited

## 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 Limited

**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





# Past Individual Award Winners

**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

**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 Limited

**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 Amanda Lui**  
Director & Chief Operations Officer  
RoadShow Holdings Limited

**Ms Eunice Wong**  
Marketing Director  
Jardine Restaurant Group,  
Pizza Hut Hong Kong

### *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 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.



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	<b>McDonald's® Restaurants (Hong Kong) Limited</b>		<b>MTR Corporation</b>
	<b>SKECHERS Hong Kong Limited</b>		<b>South China Morning Post</b>
	<b>Stelux Holdings International Ltd</b>		<b>HKMA/TVB Awards for Marketing Excellence</b>