

Organizer:



Sponsor:



HKMA/TVB AWARDS FOR MARKETING EXCELLENCE 2016
DINNERSOUVENIRPROGRAMME

Flying High with TVB Colours

Approaching the golden jubilee, TVB continues to offer you vibrant colours of strong production, diversified platforms and enormous influence.



Television Broadcasts Limited

電視廣播有限公司

© Television Broadcasts Limited 2016



周大福

CHOW TAI FOOK

完美婚嫁系列

HONG KONG MAXIM'S GROUP





Hong Kong Maxim's Group

Founded in 1956, Hong Kong Maxim's Group is a leading food & beverage company comprising of Chinese, Asian and European restaurants, quick service restaurants, bakery shops and institutional catering, while providing a range of festive products, including the award-winning Mei-Xin Mooncakes. The Group is also the licensee of renowned brands including Starbucks Coffee, Genki Sushi and IPPUDO ramen and The Cheesecake Factory in various territories. Altogether, the Group operates over 960 outlets in Hong Kong, PRC, Vietnam and Cambodia. It also established the first Sino-Foreign joint venture in PRC in 1980 and now delivers air catering service in 11 cities through joint ventures.

"Maxim's" and any name, logo, or trademark of any restaurants and any intellectual property right therein used or referenced in this article belong to Maxim's Caterers Limited, a company operating in Hong Kong, and/or its affiliates. The copyright of this article belongs to Maxim's Caterers Limited. All rights are hereby reserved.

Website: www.maxims.com.hk

Facebook: 美味人心by Maxim's HK

Instagram: **MaximsHK**



共攜手 打天下

HKT
商業寬頻及方案
與各大小企業



作為各大小企業一直以來的合作夥伴，HKT掌握市場發展趨勢，以前瞻視野，透過強大網絡，提供創新、更具優勢及市場應變力之產品和服務，冀能配合各大小企業之攻守步伐，助其在市場上求突破、抓商機、打天下。

商業客戶服務專線 **10088**
專人接聽 • 更快 • 更全面



www.hkt-sme.com/UnitedWeWin

電訊盈科集團成員

世界
×
命題

FUJIFILM



X-T2

FUJIFILM
STUDIO 館

查詢電話
2673 8835



Fujifilm Hong Kong





香港賽馬會
The Hong Kong Jockey Club

同心同步同進 共創更好未來

*RIDING HIGH TOGETHER
FOR A BETTER FUTURE*



香港賽馬會是世界頂級賽馬機構，亦是致力為社會謀福祉的非牟利企業，為香港創造可觀的經濟及社會價值。馬會是香港最大的單一納稅機構，亦為全球最大慈善公益機構之一，並提供有節制博彩，協助政府打擊非法賭博。馬會與市民「同心同步同進 共創更好未來」。

The Hong Kong Jockey Club is a world-class racing organisation dedicated to community betterment. As a not-for-profit enterprise the Club generates substantial economic and social value for Hong Kong. It is Hong Kong's largest single tax payer and one of the world's largest charity and community donors. Through its responsible wagering, the Club also assists the Government in combatting illegal gambling. The Club is always "riding high together for a better future" with the community.



TASTE THE FEELING™

新包裝
KEEP 住好 FEEL

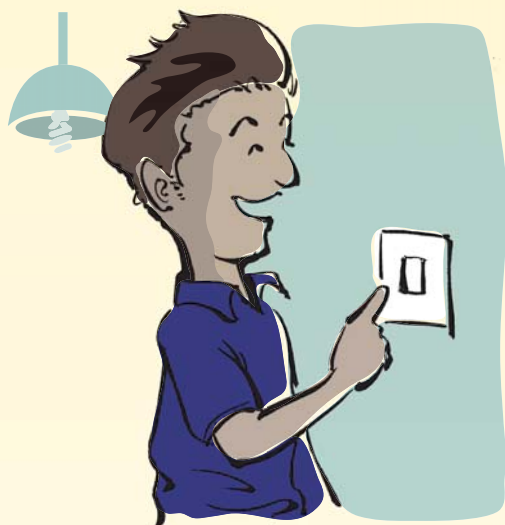


燃點生活力量

CLP 中電

有一種慳電

可以幫到人



OFF 用少D燈



為他帶來光明 ON

全城過電 Love
Power your Love

無添加。

小瓶



看得見的新鮮。

護膚品開瓶後，接觸空氣便會逐步氧化，養分不知不覺流失！

唯有「小瓶」，才能鎖定營養黃金期，確保產品開瓶後，
仍能一直保持「新鮮」，讓護膚功效極致發揮。

配合「密封包裝」及標註「生產日期」，
新鮮保證，給你更高效的護養。

FANCL LESS IS **MORE**。



Service from the heart

Carrying an average of 10.5 million* passengers worldwide every weekday, the MTR operations now reach into other cities in mainland China and overseas, connecting and growing the communities with caring service.

* figure in 2015

caring for life's journeys





EXO 亞太區
形象代言人



SKECHERS
D'Lites²
FLOW RIDER

Customer Enquiry: (852) 2485 8800

www.skechers.com.hk

 [skechershongkong](https://www.facebook.com/skechershongkong)

 [skechershk](https://www.instagram.com/skechershk)



Mia Cucina

KITCHENS BY TOWNGAS

Total Kitchen Solution



Towngas

Wan Chai
2367 2708

North Point
2367 2709

Tsim Sha Tsui
2367 2707

Mong Kok
2398 1111





Contents

Messages

- 14 Mr James Thompson GBS, Chairman, The Hong Kong Management Association
- 15 Mr Mark Lee, Executive Director and Group Chief Executive Officer, Television Broadcasts Limited
- 16 Mr S K Cheong, Chairman, Organizing Committee, HKMA/TVB Awards for Marketing Excellence 2016
- 17 Dr Victor Lee, Executive Director, The Hong Kong Management Association

The Organizer

- 18 An Introduction to The Hong Kong Management Association
- 19 About the Awards
- 20 Panel of Judges: Campaign Awards
- 21 Panel of Judges: Individual Awards
- 22-23 Board of Examiners: Marketing Awards Organizing Committee 2016
- 24-25 Board of Examiners: Marketing Management Committee 2015/16

Campaign Awards

- 27 Judging Criteria and Campaign Award Winners
- 29 Gold Award: CSL Mobile Limited
- 31 Silver Award: Manulife (International) Limited
- 33 Bronze Award: Tai Hing Catering Group
- 35 Excellence Award: AIA International Limited
- 37 Excellence Award: Crown Motors Ltd
- 39 Excellence Award: McDonald's Restaurants (Hong Kong) Ltd
- 41 Merit Award: 3HK
- 43 Merit Award: FWD Life Insurance Company (Bermuda) Limited
- 45 Merit Award: McDonald's Restaurants (Hong Kong) Ltd
- 47 Merit Award: Standard Chartered Bank (Hong Kong) Limited
- 48-50 Past Campaign Award Winners

Individual Awards

- 53 Judging Criteria and Individual Award Winners
- 54-55 Marketer of the Year, Distinguished Marketing Leadership Awardees and Outstanding Marketing Professional Awardees
- 56-57 Past Individual Award Winners



Message from Mr James Thompson GBS



Mr James Thompson GBS
Chairman
The Hong Kong Management Association

We live in an age of disruption. Everything is changing or being disrupted at an accelerating pace due to technology advancement. Among them, the cutting-edge digital technology has reshaped our daily lives and the way of marketing.

As we spend more time on mobiles, tablets and laptops, companies and marketers realize the importance of combining technology and creativity to provide the customers with real-time interaction and personalized experience through these devices. Marrying the need-provoking messages to intrigue customers' interests to visit the website or app with digital engineering and analytics is the survival guide for marketers in a disruptive world.

The HKMA/TVB Awards for Marketing Excellence attracts a pool of marketing elites, who grasp the marketing trends at their fingertips. On behalf of The Hong Kong Management Association, I take pride in thanking the intelligent and impartial Panel of Judges and Board of Examiners for their tireless effort in the judging process. My deepest appreciation also goes to members of the Organizing Committee, under Mr S K Cheong's able chairmanship, for their insightful guidance that keep the Awards move forward.

My deepest gratitude goes to Television Broadcasts Ltd, which has given its persistent support for the Awards since 1989. I am also greatly indebted to this year's three Special Citation Title Sponsors, 19 Corporate Sponsors and Supporting Organization for their generous contribution.

We are immensely grateful to Mr Graham Allan, Group Chief Executive of The Dairy Farm Group for the inspiring sharing at the Award Presentation Dinner.

Finally, my warmest congratulations go to all the winners of the Campaign and Individual Awards. I salute your tremendous achievement!



Message from Mr Mark Lee



Mr Mark Lee

Executive Director and Group Chief Executive Officer
Television Broadcasts Limited

TVB is honoured to be in partnership with The Hong Kong Management Association in delivering the HKMA/TVB Awards for Marketing Excellence over the past decades. This prestigious Awards has achieved many successes with impressive work accomplished and standard elevated.

The importance of marketing in today's world can never be overstated. Every type of business can be uplifted by the increased sales and heightened brand awareness that a great campaign can offer. With technological advancement, marketers and agencies have to be proficient and visionary in utilizing integrated tools and platforms to attain successful campaigns.

At this special event, we have the great opportunities to get inspired by the immense successes achieved by the distinguished marketers in the industry as well as the insights shared by the honourable guest speakers.

I would like to express my appreciation for the enormous contribution by the panel judges and organizing committee in furthering and strengthening the essence of the Awards. My congratulations go to the HKMA for their continued success, as well as to all the award winners who have played an essential role to keep the industry blooming and innovative.



Message from Mr S K Cheong



Mr S K Cheong
Chairman, Organizing Committee
HKMA/TVB Awards for Marketing Excellence 2016

In the rapidly changing information age, breakthroughs in technology have a vital impact on business transformation. It is always critical for marketers to identify the key change in the market and the unforeseen consumer needs in the latest development and application of technology. Marketers and organizations are required to make precise forecast and response timely or even ahead of the trend so as to outperform other players in the game.

Every year, the HKMA/TVB Awards for Marketing Excellence bestow honours on the forerunners of marketing in recognition of their tremendous contribution and achievement in the industry.

I would like to extend my heartfelt thanks to the Panel of Judges, Board of Examiners and my fellow members of the Awards Organizing Committee. My sincere gratitude is also extended to the three Special Award Title Sponsors and all the Corporate Sponsors and supporting organization, a number of whom have supported the Awards over many years.

In addition, it is our privilege to have Mr Graham Allan, Group Chief Executive of The Dairy Farm Group as the Guest of Honour of the Award Presentation Dinner. May I extend my whole-hearted appreciation to Mr Allan for sharing with us his enlightening speech.

Lastly, congratulations to all the award winners for their overwhelming achievement, which has set the bar high for the industry.



Message from Dr Victor Lee



Dr Victor Lee
Executive Director
The Hong Kong Management Association

How the brand stays visible and attracts the eyeballs of customers should be the key challenges facing marketers every day, as customers are becoming more individualized and fragmented. Given loads of information, customers are losing their patience easily.

To capture the hearts and minds of the target customers, the winning formula is to offer differentiating customer experience, combining both digital and physical contents that create value for them and instill an emotional connection with the brand, which can convert to be buyers into real customers and win their wallets ultimately.

Every year, the HKMA/TVB Awards for Marketing Excellence bring us latest marketing trends and showcase the best applications of marketing strategies and insights. These highest accolades represent the intelligence, creativity and efforts of the marketing leaders in Hong Kong.

At this important occasion, I would like to extend my sincerest thanks to members of the Panel of Judges, the Board of Examiners and the Marketing Awards Organizing Committee for their invaluable time and expertise to make the Awards such a great success. My appreciation also goes to Television Broadcasts Limited, all Special Citation Title Sponsors, Corporate Sponsors and Supporting Organization for their long-lasting support.

Last but not least, I would like to extend my heartfelt gratitude to Mr Graham Allan, Group Chief Executive of The Dairy Farm Group, for gracing us with his presence at this Award Presentation Dinner.



An Introduction to 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 Hong Kong Sustainability Award and the Award for China Marketing Excellence. 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

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. The Award has been established in 1985 and sponsored by the Television Broadcasts Limited.

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 Digital Marketing
- ◆  Citation for Innovation
- ◆  Citation for Outstanding TV Campaign
- ◆ Citation for Outstanding Small Budget Campaign
- ◆ 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 Campaign Awards



Mr Abraham Chan
Chairman
PuraPharm International (HK) Ltd



Mr Sunny Cheung
Chief Executive Officer
Octopus Cards Ltd



Mr Albert Ip
Executive Director & CEO
Langham Hospitality Investments Ltd



Ms Alice Ip
Executive Director
Sino Land Company Ltd



Mr Paul Poon
Managing Director
CLP Power Hong Kong Ltd



Mr Joseph Wong
Chairman & Chief Executive Officer
Stelux Holdings International Ltd



Panel of Judges Individual Awards



Mr Stephen Ho
Chief Executive Officer
CITIC Telecom International CPC Limited



Mr S K Cheong (Chairman)
Executive Director and General Manager
Television Broadcasts Limited



Mr Bankee Kwan
Chairman & CEO
CASH Group



Mr Raymond Lam
General Manager
Mars Food Inc.



Mr Frank Lee
President
Tom Lee Music Co. Ltd



Ms Susanna Liew
Chief Executive Officer
PrimeCredit Limited



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



Mr Lennard Yong
Regional Chief Executive Officer
FTLife Insurance Company Limited



Mr Robert Young
Member
Marketing Management Committee



Board of Examiners Marketing Awards Organizing Committee



Mr S K Cheong (Chairman)
Executive Director and General Manager
Television Broadcasts Limited



Ms Vicki Au
Managing Director
Estée Lauder (HK) Limited



Mr Tom Chan
Managing Director,
Commercial Group
HKT Limited



Mr Horace Chow
General Manager
Microsoft Hong Kong Limited



Ms Grace Ho
General Manager
Nestlé (Hong Kong) Limited



Mr Stephen Ho
Chief Executive Officer
CITIC Telecom International CPC Limited



Board of Examiners

Marketing Awards Organizing Committee



Mr Bankee Kwan
Chairman & CEO
CASH Group



Mr Raymond Lam
General Manager
Mars Food Inc.



Mr Frank Lee
President
Tom Lee Music Co. Ltd



Ms Susanna Liew
Chief Executive Officer
PrimeCredit Limited



Mr Theodore Ma
Co-Founder
CoCoon



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



Mr Lennard Yong
Regional Chief Executive Officer
FTLife Insurance Company Limited



Board of Examiners Marketing Management Committee 2015/16



Mr S K Cheong (Chairman)
Executive Director and General Manager
Television Broadcasts Limited



Ms Rosetta Fong
Group Vice Chairman & Executive Director
Convoy Financial Holdings Ltd



Miss Randy Lai
Managing Director
McDonald's Restaurants (HK) Ltd



Mr Bruce Lam
Chief Marketing Officer
CSL Mobile Limited



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



Board of Examiners

Marketing Management Committee 2015/16



Mr Vincent Leung
President
SKECHERS Hong Kong Ltd



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



Mr Stanley Sun
Managing Director
Fuji Photo Products Co Ltd



Mr Larry Sze
Chief Executive Officer
Gilman Group



Mr Kent Wong
Managing Director
Chow Tai Fook Jewellery Group Ltd



Ms Jeny Yeung
Commercial Director
MTR Corporation Ltd



Mr Robert Young
Member
Marketing Management Committee



Mr Titus Yu
Senior Regional Director
Prudential Hong Kong Ltd

Rooms and Facilities Rental 場地及設施租用



Advancing Management Excellence

We provide rooms and venues for hire at Central/Admiralty, Wanchai, Causeway Bay and Tsim Sha Tsui East which suit a wide variety of uses such as meetings, training sessions, lectures, seminars, conferences, professional examinations, presentations, sales talks, etc.

我們在中環/金鐘、灣仔、銅鑼灣和尖東提供場所及設施租用。我們的場地和房間適合各類需要，例如會議、培訓、課堂、座談會、討論會、專業考試、演講、推銷活動等。



Central/Admiralty 中環 / 金鐘

Located adjacent to Lippo Centre, rooms with city view and partial sea view
鄰近力寶中心，房間有城市景觀及部分海景



Wan Chai 灣仔

Opposite to Revenue Tower, with large rooms which can accommodate up to 80 persons each
稅務大廈對面，大房可容納多達80人



Causeway Bay 銅鑼灣

Conveniently situated at the prime business district of Causeway Bay, near Times Square and next to Leighton Centre

位於銅鑼灣的黃金商業區，交通便利，鄰近時代廣場及禮頓中心



Tsim Sha Tsui East 尖沙咀東

NEW

Newly renovated and is equipped with contemporary facilities and well served by the efficient public transport system

位於尖沙咀東部，全新裝修並配有現代化設施，交通便捷



Contact us at 聯絡我們:

Rooms & Facilities Rental Division 場地及設施租用服務部

Email電郵: roomrental@hkma.org.hk Tel電話: 2526 6516



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

"csl Hit the BIG time on a BIG network"
CSL Mobile Limited

Silver Award

"ManulifeMOVE"
Manulife (International) Limited

Bronze Award

"My Hero II: The Rise of Hero Chef"
Tai Hing Catering Group

Excellence Awards*

"Love is in Every Moment – Father & Daughter"
AIA International Limited

"FUND2GATHER" Toyota Sienta & Spade"
Crown Motors Ltd

"Next Generation of Customer Experience"
McDonald's Restaurants (Hong Kong) Ltd

Merit Awards*

"Making Better"
3HK

"FWD Savie Insurance 'Simply Unbeatable' Campaign"
FWD Life Insurance Company (Bermuda) Limited

"A Surprise in Disguise"
McDonald's Restaurants (Hong Kong) Ltd

"Standard Chartered x Asia Miles Launch Campaign"
Standard Chartered Bank (Hong Kong) Limited



Citation for Digital Marketing

"YOUPON – Your style Your taste"
Pizza Hut Hong Kong Management Ltd



"ManulifeMOVE"
Manulife (International) Limited



Citation for Outstanding TV Campaign

"My Hero II: The Rise of Hero Chef"
Tai Hing Catering Group

Citations for Outstanding Small Budget Campaign*

"Locals Support Locals"
Hong Kong Football Association

"Yahoo Mobile Everyday"
Yahoo Hong Kong

Citations for Excellence in Mainland Marketing*

"Freely On Silk Road"
Chow Tai Fook Jewellery Company Limited

"Knife – The Taste & Health of HK"
Lam Soon Hong Kong Group

Best Marketing Partner Awards*

PHD
Uth Creative Group Limited

Best Presentation Award

Mr Clive Chow
Vice President, Marketing
CSL Mobile Limited

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



csl.

大網絡 大時代

375M[†]最高速度引領生活每步

這個時代，每一個細節，每一個可能，全由速度牽引。
csl打破香港流動網絡最高速度規格，凝聚更大力量，
讓你走得更快，成就更大。

csl. 產品快線：2888 2123



香港電訊附屬公司

[†] 375Mbps為本公司4G LTE-A網絡下載之網絡規格(上載為50Mbps)及在三段4G頻譜(兩段各有連續20MHz頻寬及一段10MHz頻寬上提供)，只適用於指定地區及客戶需使用指定的CAT 9裝置。然而客戶所體驗之實際速度會少於網絡規格，並會因應所使用之裝置、地點、網絡情況及其他因素而有所影響。比較截至2016年6月20日已在香港推出可供客戶使用的流動網絡。 csl有權隨時終止或更改優惠、服務計劃及有關條款及細則而不作另行通知。如有任何爭議，我們保留最終決定權。受有關條款及細則約束，詳情請向店員查詢。 csl 流動通訊服務及手機由香港移動通訊有限公司提供。



Gold Award

"csl Hit the BIG time on a BIG network"
CSL Mobile Limited

PCCW mobile and one2free merged into one brand in 2014 – and the resultant csl brand came to represent the biggest mobile operator in Hong Kong. The merger brought together two very different entities in all aspects, such as brand positioning, networks, systems, employees and cultures. This new brand also faced the challenge of competing in a saturated market.

csl adopted a leadership position by deploying 375Mbps technology to launch one of the fastest networks in the world. Greater efficiency gave csl the capacity to venture outside traditional market territories by introducing new technology and mobile solutions to communities that included pet lovers, senior citizens and pre-schoolers.

The campaign was planned to launch in phases in order to build momentum, reaching a climax when celebrity Dayo Wong endorsed the csl brand and exerted an influence on both online and offline worlds. A "big" network enabled csl to deliver more lifestyle enjoyment and achievement to customers, who were encouraged to "live big" in tune with its slogan: "Hit the BIG time on a BIG network".

csl linked their hotline, retail outlets and online store as one big sales network to deliver a better customer experience. It also transformed its retail outlets from mere points-of-sale to full service stations at which customers could learn, sample and understand what technology really had to offer.

Groundbreaking campaigns were instrumental to helping csl become a role model in telecoms industry development, as well as the most preferred mobile operator brand in Hong Kong. csl has since established a firm foothold in the high-value segment, generating loyalty alongside higher ARPU and better customer retention.

Comments from the Judges:

It was commended as an impressive and unbeatable marketing campaign, which has effectively capitalized on the synergy of merging two different culture companies and has established a strong brand identity as the giant player in the industry.

The overall strategies were comprehensive and extraordinary. In order to gain market share in the highly saturated market, csl strived to identify and capture the untapped segments. It successfully amazed its customers with world-class products and pioneering retail experience. Sending 100 frontline staff to Korea for training was highly impressive. The use of Mr Dayo Wong as the spokesperson together with the well-executed advertisement was extremely powerful and the message was clearly communicated to the audience.

csl emerged as a game-changer and walked the talk in empowering its customers to "live big" in the "big time" era. The campaign has set new standards for the telecoms industry, not only locally but also around the world.

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

1. Uth Creative Group Limited
2. OMD

MOVE

您的一步一動，從此更有價值！



ManulifeMOVE創新保險概念 將每日活動量，轉換保費折扣。

全新ManulifeMOVE計劃，配合智能運動手帶及
手機應用程式，記錄您每日活動量，兌換成保費折扣。
健康，不只是一份保障，更是屬於自己的獎賞。



了解更多
即上 www.ManulifeMOVE.hk
或致電MOVE熱線 2510 3941

 宏利
Manulife



Silver Award

"ManulifeMOVE"
Manulife (International) Limited

Nearly half of Hongkongers exercise for less than 30 minutes per week. That has big implications for Hong Kong's health, so as an insurer, Manulife was keen to encourage healthier living. But today's digital-savvy consumers are used to having everything at their fingertips, personalized to them and accessible through mobile while they're on the go. So to connect with Manulife's target audience it had to create a completely new health insurance concept.

Enter Manulife**MOVE**: linking protection and wearable technology through an innovative, proprietary mobile app, allowing Manulife to engage with customers on an ongoing basis and shift insurance away from "risk protection" toward a more holistic program of "risk prevention." The idea was simple: move more, stay active and Manulife will reward customers with discounts on their insurance premiums.

MOVE made a splash with a high-energy, high-visibility ATL campaign. Online promotion targeted audiences with specific interests like running and fitness, and mobile ads pinpointed people in particular office buildings or restaurants through geo-fencing technology. Context relevant content on social media ensured Manulife's message stayed relevant and KOL engagement drove online conversation.

But Manulife knew that wouldn't be enough. To work, people had to want to use MOVE; it had to be fun. So the MOVE app congratulates or encourages Movers based on their recent activity, and issues special challenges to keep them active around festival seasons or other times when activity levels might drop, helping reinforce positive behavioural change.

MOVE made Manulife radically changed the way they work, becoming nimble and more collaborative to unleash innovation with outstanding results; successfully engaging the Gen Y audience, elevating the brand consideration and promoting healthier living in Hong Kong (Movers had already logged enough steps to get to the moon and back **ten times!**).

Comments from the Judges:

Embracing the wave of technology on-the-go, it was commended as an innovative campaign, which enabled Manulife to engage the new generations in a simple and accessible way.

The marketing campaign was well thought-out and highly integrated. Combining with technologies, Manulife formulated a strong proposition that life insurance was applicable to healthy persons inducing people to pursue happier and healthier lifestyle. It was innovative to link prevention with claims. With the creative premium reward scheme, Manulife successfully distinguished its health insurance offerings from the others in the market.

Apart from the remarkable sales results, more importantly, there was also positive impact to the community. The campaign not only 'moved' Hong Kong people to pursue a healthy lifestyle, but also 'moved' the century-old industry to new ground. It was definitely a win-win-win case for Manulife, customers and the community at large.

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

1. Dentsu HK Limited/ mcgarrybowen Hong Kong
2. PHD
3. HeathWallace

太興
TAI HING

MP HERO

太好味道

識英雄重英雄 合力捍衛港式味道



Bronze Award

"My Hero II: The Rise of Hero Chef"
Tai Hing Catering Group

Cha chaan teng (茶餐廳), the unique culinary culture of Hong Kong is in jeopardy. The market is oversaturated with over 2,500 HK-styled restaurants and faces challenges from financial turbulence, retail recession, inbound tourist downtrend and rising raw material costs.

Tai Hing albeit had pioneered unique proposition of "My Hero", understood the need to create new momentum and had evolved herself for creating the next hero, stir-fries so as to sustain business growth profitably in light of weakened consumer confidence as well as the fierce and diverse competition from various market sectors.

Instead of a simple, one-way and aloof TVC, a prelaunch parody of 'Hero Election' was deployed leveraging on the By-Election of Legislative Council in real life. Through online-to-offline engagement, the outpost content marketing preemptively generated 479k video views and successfully fostered impactful customer engagement of over 120,000 votes in 2 weeks.

Tai Hing then bombed the city with 3600 trans-media thematic commercial "My Hero II: The Rise of Hero Chef" coupling with owned, earned and shared media to convey the core message of guarding the authentic HK-styled taste and heroize all her real chefs behind the brand whose mission is ever serving authentic tasty HK-styled cuisines to energize Hongkongers. Strategically, she furthermore rolled out her patented AI wok system (智能炒鑊系統) sounding like a sophisticated secret weapon so as to guarantee the dish being done to a turn innovatively.

The campaign was a tremendous success including enhancing brand equity with No.1 recognized in many aspects ranging from innovative, good at stir-fries, serving delicious dishes to representing HK-styled taste, extending business horizon with the unprecedented levels of sales and profit growth as well as contributing in the sustainability of cha chaan teng heritage in a city renowned as the international gourmet paradise..

Comments from the Judges:

It was commended as an out-of-the-box marketing campaign, which has effectively created a new hero and has enhanced the brand equity of Tai Hing through a unique proposition strategy.

The campaign was an excellent example to use "International Character" to build distinctive brand image of a local restaurant. Tai Hing's traditional image has been completely changed and was so well placed to meet all walks of life in a refreshing manner. The online-to-offline engagement programmes effectively aroused customers' desire and created demand. The strategy of using a chef as a hero was a smart move and the adoption of AI wok at the stores gave people a sense of quality.

Both branding and financial results were achieved. The investment in product innovation and technical know-how successfully preserved the authentic Hong Kong styled taste, made Tai Hing an unconventional Hong Kong born-and-bred Cha Chaan Teng and paved the way for embracing future challenges.

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

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

網絡足本播放 Q| 愛在當下

愛在當下

愛，從來都要當下儲起！
十一天的旅程，連繫一輩子的回憶；
把握當下時光，及時去愛。
當下最真 讓愛無憾





Excellence Award

**“Love is in Every Moment – Father & Daughter”
AIA International Limited**

AIA faced two challenges: 1) insurance is intangible and perceived homogeneous; 2) the Company is a credible market leader but not emotionally connected to consumers. The Company therefore created a campaign with dual objectives: brand building and product promotion. Seeing a strong market demand for wealth accumulation, AIA promoted Bonus Power – a savings product that can fulfil people’s long-term financial needs at different life stages.

To achieve the dual objectives, AIA created a long-term and sustainable theme that emotionally connects with people and is intrinsic to its products – “Love is in Every Moment”, which encourages people to seize every moment to express love. This theme embraces human life cycle 生老病死, allowing target consumers to embed various AIA products that meet their needs along their life journeys.

Understanding from a survey that children are the biggest motivation to save, AIA chose a parenting story for this campaign. It was a real life story to provoke resonance and to reflect brand essence – HK father Marco acted on his love by taking his daughter on a memorable bike tour in Taiwan. Aaron Kwok was casted as Marco for his renowned acting skills and potential viral power.

To connect with the internet-savvy middle class, AIA’s key target segment, a digitally-led 360 campaign was implemented. Different initiatives served different roles: a minifilm highlighted “Love is in Every Moment” theme; print ads provided product details; PR events maximised awareness, etc.

The results were encouraging: the minifilm achieved 14 million views, over 300 earned coverages worth over HK\$6 million advertising value; the campaign also won Effie and TVB awards.

“Love is in Every Moment” is a sustainable theme. AIA had launched a further campaign for a critical illness product with the same theme in April 2016, which was also very successful.

Comments from the Judges:

This was commended as a well-thought out and well-executed marketing campaign which has successfully strengthened AIA’s brand position in a highly competitive insurance market through a focus message and excellent communication strategies.

The objectives were clearly defined. The strategic deployment of “Love is in Every Moment” was powerful, easy to understand and highly effective in emotionally engaging the audience. The adoption of a real touching story as the blue print of the mini-film was thoughtful and a rare move in recent years. The starring of Aaron Kwok in the mini movie successfully caught eyeballs of the public and the mini film became the viral hit yielding more than 10 million views in a short period of time.

The campaign has achieved overwhelming sales results. It has not only differentiated AIA as “The Real Life Company”, but also strengthened its leading position in wealth management market.

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

1. Uth Creative Group Limited



TOYOTA

ALWAYS A
BETTER WAY



シエント
SIENTA 

享 楽

放 送

ス ペード
SPADE 





Excellence Award

“‘FUN2GATHER’ Toyota Sienta & Spade”
Crown Motors Ltd

Toyota is a mass brand with a wide model range, renowned for its reliability and durability. Over the years, Toyota has been perceived as “conservative” and “practical” where the public does not expect “wow” factors. Typical Toyota customers are mature and aged above 45. To make a change, Toyota carried the mission to deploy the new marketing strategies in building an energetic and youthful brand.

With the introduction of the two Japanese K car models, Sienta and Spade, “FUN2GATHER” campaign had shown its ambitions to:

- Revolutionize the Japanese K Car trend in Hong Kong Automobile market
- Be the true leader within Automotive industry in emotional engagement
- Win the heart of the Younger Generation

Calling for the search of “lost of Sienta and Spade” had become the centralized communication message of “FUN2GATHER” during the teaser stage with comprehensive fun activations throughout consumers touch points: digital, offline and Guerrilla marketing. The “FUN2GATHER” elements were threefold: personification (creating Sienta-san and Spade-san character), iconic representation and strong storytelling. Throughout the consumer journey, the potential customers were filled with energetic fun and they were able to move their friends for a “Fun-together” Experience.

The campaign drew fascinating results and record-breaking achievements. Over 400 Sienta and Spade were sold in just 2 weeks’ time even during the economy downturn and became the best-selling models in their segments in H2 2015. Most importantly, Sienta and Spade successfully attracted to younger generation where 70% of the customers were aged 25-39. This campaign had helped to rejuvenate Toyota’s brand image.

Last but not least, the campaign had brought positive impact to automotive industry and revolutionized the way automotive marketers market their products and brands.

Comments from the Judges:

It was commended as a fun and playful campaign with a strong storytelling approach, which has successfully rejuvenated the brand image and captured younger customers.

Riding on the Japanese-ness of the two product models, Crown Motors was able to uniquely localize and popularize their differences and hence made them appealing to the younger generation. It was encouraging to see the company taking a bold step in the strategies of personifying its products. The campaign successful changed the brand perception from “conservative” to “energetic and youthful”. The strong support from internal staff demonstrated a truly team effort. The success of the campaign was based on an in-depth customer analysis and identification of latest consumer behavior trends.

The campaign has achieved significant financial result which largely exceeded its original target. Crown Motors’ innovative approach revolutionized the way of car launch and became a benchmark for automotive industry.

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

1. Uth Creative Group Limited
2. Vizeum Hong Kong
3. Imagine Lab

GOING FOR GOLD?
GIVE ME FRIES.



see
Bright Side 😊



Excellence Award

**"Next Generation of Customer Experience"
McDonald's Restaurants (Hong Kong) Ltd**

2015 marked an important crossroads for McDonald's in Hong Kong. Delivering to our customers' ever changing needs, while still maintaining healthy margins, had become far harder to achieve. Therefore, McDonald's set themselves the ambitious goal of leaving the arena of fast food, and instead entering a far more sustainable, and profitable, world of fast casual.

A simple marketing campaign, announcing McDonald's commitment to change, would not have been enough to convince customers how serious they were about adapting to their customers' evolving needs. So, believing in walking the talk before even talking the talk, McDonald's Hong Kong team initiated and decided to open a McDonald's concept restaurant in Hong Kong, that was first in the world.

Thus McDonald's NEXT was born. Physically, it was just a single store, but its birth marked a new era, one that unveiled a far bigger statement of how the entire McDonald's brand could be moved forward. Intuitive technology, customizable burgers and salads, premium coffee and desserts, sophisticated interior design: all of this had a huge halo effect on key brand scores. But even more importantly, the launch of NEXT allowed McDonald's to break through the resistance of customers to paying a price premium for the products.

The results speak for themselves: "Good Food Quality" scores across all the stores went up by 30%, and average check size for all of Hong Kong increased by a tremendous 8%, in less than 6 months. Also, it proved to be an extendable concept which were later deployed to other districts in Hong Kong, like Tai Po Centre & Cityplaza, with proven results and even set a global benchmark for future McDonald's, such as the McDonald's Next store that to be opened in Beijing.

Comments from the Judges:

It was commended as an ambitious and bold campaign which unveiled a big statement of how McDonald's could leave its comfort zone of fast food world and evolve to the territory of fast casual.

The whole campaign was well-planned and well-integrated. With thorough understanding and insights on the ever changing needs of the customers, the campaign reshaped the informal eating out landscape by offering a more premium food menu and service, which was new to its original fast and low margin catering business. McDonald's Next flagship store proved that the little Hong Kong market could lead the world in innovation, and a perfect place for pilot test of big and small ideas.

The results were very encouraging. The launch of McDonald's NEXT has not only changed the consumer perception, but has also become a historical landmark in its Hong Kong history.

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

1. DDB Group Hong Kong
2. OMD

Making Better

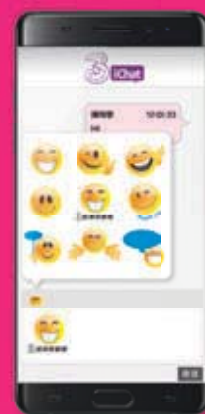
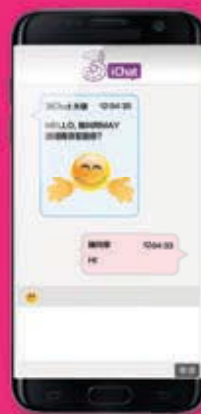


就係好服務

全TEAM一心
服務更霖

iChat 24/7 網上客戶服務

- 客戶服務專員即時線上對話
- 全日24/7無間斷服務
- 智能手機或電腦均可連繫服務
- 登入iChat體驗至貼心服務



3ichat.three.com.hk



Merit Award

"Making Better"
3HK

The high penetration of smartphones has fueled the mobile telecommunication business. Each of the four telecommunication giants in the market is well-established with enormous resources to inject in product and services development and marketing investment. Although 3HK is seen as THE YOUNG & INNOVATIVE brand, innovation alone is no longer sustainable. In view of this, 3HK reflected on its role and questioned the real value it can bring to customers' lives. And that is human connection.

3HK MAKING BETTER – Making better became 3HK's brand concept, brand promise to customers supported by three strategic pillars:

Making Products Better

People are using their phones to take photos, play games, watch movies and more. To provide better entertainment, 3HK formed strategic partnerships with TVB, Le Sports, and Google, bringing a new standard of video and gaming contents to customers from one device to another.

Making Services Better

To improve customer service, 3HK expanded contact points beyond store and hotline, spearheading digital customer service solutions with a human touch. My3 App was introduced, a centralized service hub for customers to easily check account information and launched industry's first instant messaging platform – 3iChat, making 3HK accessible 24/7 to not only 3HK users, but non-users too.

Making Connections Better

To inspire better human connection, 3HK looked at human stories and adopted a transmedia storytelling strategy in its communication. It created a range of social content including "Tony Electronic x Dr Tso Wung Wai Best Invention Series", "Microfilm Connection" and "Making Better Movie behind the scenes" to influence and inspire every Hong Konger to share better lives together.

Through **MAKING BETTER**, 3HK changed the way people looked at mobile service operators, shifting the competition away from homogenous offerings to what a brand can really give to make people's lives better.

Comments from the Judges:

It was commended as an all-rounded and multifaceted campaign, which has successfully enhanced the brand equity by upgrading its products and services to make Hong Kong people's lives better.

The campaign has demonstrated a passionate execution. While major telecoms players have been emphasizing on cutting-edge technology and innovation, 3HK was very smart to differentiate itself from the competitors and to direct customers' focus on better products, services and human connections. The company was also bold to highlight interpersonal communications and discourage people from addiction to smartphones. The introduction of TVC, which went beyond products and enhanced relevancy by tapping into people's daily lives was highly innovative.

The strategic partnership successfully captured the business opportunities and the trend of entertainment on-the-go. Furthermore, the campaign has achieved promising marketing and financial results, enhanced customer experience across all brand contacts and generated goodwill for the company.

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

1. Metta
2. PHD
3. TVB

隨時供

隨時拎

隨時停

\$0 收費



咁至係

冇得輸

Savie自助息理財壽險計劃

敢至係人生
FWD.COM.HK





Merit Award

**“FWD Savie Insurance ‘Simply Unbeatable’ Campaign”
FWD Life Insurance Company (Bermuda) Limited**

Savie Insurance “Simply Unbeatable” Campaign took an unconventional approach to engage young segment, who were young professionals aged 25-34, aspirational and optimistic, the “soon-to-be” customers of insurance. However, this segment typically disengaged with the conventional insurance category due to lacking of knowledge, perceived intangible benefits of insurance, and low level of trust.

To create strong appeal to young segment, FWD started with breaking industry norms to satisfy their unmet needs:

Firstly, Savie Insurance was designed to let customers enjoy guaranteed good return and all-time flexibility at the same time. The product offered (1) guaranteed return of 3% p.a. for 3 years, (2) freedom to deposit and withdraw any time without any fee; (3) life insurance benefits. The product offering was unmatched in the market – “Simply Unbeatable”.

Secondly, Savie Insurance was purposely designed for e-commerce - simple, transparent and risk-free. FWD developed the industry’s first Online-to-Offline (O2O) model to capture online buying behaviour and fulfill regulatory requirements, by completing transactions at FWD Insurance Solution Centres at customers’ convenience.

Thirdly, FWD took an unconventional “conversation-driven approach” to TALK WITH CUSTOMERS, not talking to them. The “Simply Unbeatable” (咁至係冇得輸) campaign adopted “Musicification” to participate in young people’s life. FWD collaborated with FAMA to publish an unbranded song to portray issues and events in young people’s life and resonated strongly with them. It was then followed by a series of Social Amplifications. KOLs and media were invited to jump on the bandwagon of talking about “Simply Unbeatable” (咁至係冇得輸) in social and media spaces stretching through beauty, motor, and healthy eating etc. In addition, Outdoor TVs, print ad, OOH, online banners, had been used to compliment the digital and social initiatives and generated higher mass awareness for the campaign.

Comments from the Judges:

It was commended as a brilliant and highly original marketing campaign. In the over-crowded insurance market, FWD has wisely identified and addressed the needs of the niche young segment through innovative product and distribution strategies.

With genuine understanding of the market situation, Savie insurance, was thoughtfully designed and “simply unbeatable” to cater for the interests of the young professionals, who desired for flexibility and freedom. The company further captured the hearts of the target customers with a “Rap Out Loud” communication strategy talking to the young people that they could be in control of their lives as well as their savings. The industry’s first Online-to-Offline (O2O) model laid the cornerstone of the success of the campaign.

The use of disruptive approach was an excellent marketing case of creating a blue ocean. FWD, being a comparatively young player in the market, effectively generated high awareness among the younger generation and achieved impressive financial and marketing results.

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

1. Whazzup Limited
2. MEC/ PHD
3. CMRS

**celebrating Even
Brighter Ideas**




**see
Bright Side** 

OCT © 2016 McDONALD'S

DDB	Job No.: 01MCD16080247	Revision: 01	Date Modify: 11 Oct 2016	Client: McDonald's	Trim Size: 210mm(w) x 285mm (h)	Display Size: 216mm(w) x 291mm (h)	Output Supplier: -	Material Deadline: -	Insertion Date: -
	Item Name: 2016 HKMA Print Ad_210x285H_V2	Job Description: 2016 HKMA Print Ad			Bleed Size: @3mm	Color: 4C	Scale: 1 : 1	Output Material: -	Publication: -
AW Approval Label	Traffic: Zoe	Studio: jack	Chi / Eng Copywriter: -		Art Director: -	Creative Director: Roy	AS: Daniel	Client: -	



Merit Award

"A Surprise in Disguise"

McDonald's Restaurants (Hong Kong) Ltd

In order to gradually reset brand and reclaim the higher ground of burger leadership, McDonald's started a long-term initiative to uplift quality perceptions. By taking the first step in elevating the Quarter Pounder with Cheese to an icon of quality, McDonald's aimed to tell the story that it is not just producing value burgers for the masses, but also going beyond to democratize premium burgers. To achieve this, McDonald's Hong Kong partnered with renowned Mauritian-Hong Kong chef, Christian Yang, to develop two premium variations of the Quarter Pounder with Cheese.

After the burgers were developed, a pop-up restaurant was then opened to convince even the most skeptic that the burger was worth a second try. The pop-up restaurant's menu featured three versions of the Quarter Pounder with Cheese (QPC), and everything about the restaurant appeared to be normal when you walked in. The twist, however, was that the burgers were not priced. Instead, customers were asked to pay what they thought the burgers were worth. And only then then did Chef Christian Yang reveal that these were in fact McDonald's burgers, and not just burgers, but new versions of the venerable QPC.

This eye-opening experience increased food quality perceptions by a tremendous 30%, and lifted brand trust by an astounding 46%. To top it all off, sales went through the roof, over-achieving the initial target by 48%.

Comments from the Judges:

It was commended as a smart strategic execution with the use of premium chef to lift the brand and product quality in matching with the customer expectation.

It was a great marketing campaign which brought attention to the reinvention of its famous Quarter Pounder Cheese burger. The overall strategies were well thought out and effective to increase the popularity of the burger. The use of pop-up restaurants was truly a surprise and a great idea. It was a good choice to partner with Mr Christian Yang, who became the vehicle to transmit the greatness of the product and did not steal the limelight of the food. More importantly, the campaign demonstrated McDonald's efforts to retain customers by stimulating them with new excitement and continuous improvement.

Results of the campaign were remarkable in terms of product sales and brand trust. Developing new Quarter Pound variant was a good example of "Glocal", a key ingredient to win in a highly competitive market.

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

1. DDB Group Hong Kong
2. OMD



“BANKING都賺里數
只有渣打做得到”



sc.com/hk

Here for good



Merit Award

"Standard Chartered x Asia Miles Launch Campaign"
Standard Chartered Bank (Hong Kong) Limited

"Shopping? Dining? I like them both. But what I like most, is Banking. Because it earns me more miles". This line from the Standard Chartered Asia Miles MasterCard TV commercial captures the very essence of Standard Chartered's value proposition; enabling customers to earn miles not just from credit card spend but also from banking services such as Time Deposit, Mortgage and Insurance.

The unique product proposition from Standard Chartered made a seismic impact to the banking scene. Complementing this strategic launch was an integrated and innovative marketing approach featuring canto-pop Diva and movie star Sammi Cheng. Extending beyond TV, Outdoor and Print, the campaign pioneered the use of new digital and social media breakthroughs such as Facebook live, blogger partnership and content marketing to effectively communicate the key messages to target audience. Facebook Live broadcasted the launch event through various KOL and blogger Facebook pages, essentially 'bringing' fans to feel and participate in the atmosphere of the launch event. This generated a huge buzz and excitement as a precursor to the grand launch.

In addition to the thematic TVC evolving around Banking Obsession, the team also created a humorous parody music video aired in social media starring Sammi. The music video was an instant viral hit with views of more than one million in one day, driving not only awareness but also applications in card and banking services. Overall, the campaign help generated huge commercial success and set a new benchmark on marketing excellence.

Comments from the Judges:

It was commended as a simple yet powerful marketing campaign which has successfully leveraged on two powerful and trustful brands to develop a right product to reach the right target audience through effective communication strategies.

The objectives and rationale were clearly defined. Being the only retail bank to offer Asia Miles for banking services, Standard Chartered broke new grounds in the market in terms of its product innovation, where both cards and banking benefits wow-ed the market. With the use of celebrity, Ms Sammi Cheng, in addition to various promotional tools, the message was effectively communicated to the audience in a most appealing way. The campaign applied a comprehensive marketing approach which created extraordinary media coverage, especially through on-line and social media and made the campaign a talk of the town.

The results were exemplary as evidenced by the record high of monthly card application and exponential growth in Asia Miles Time Deposit. It was definitely a win-win case for both parties.

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

1. TBWA Hong Kong
2. PHD
3. Fingertips



Past Campaign Award Winners

2015

GOLD

Coca-Cola China Ltd - Share A Coke

SILVER

British Motors Limited - The Unexpected – All New Discovery Sport

BRONZE

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

EXCELLENCE AWARDS

Arome Bakery (HK) Co Ltd - Arome Anew & Beyond

Pricerite Stores Limited - Small Space: Big Universe

Nestle Hong Kong Ltd - Frutips Relevancy Campaign

MERIT AWARDS

The Hong Kong and China Gas Company Limited - Cook For Love

The Hong Kong and China Gas Company Limited - Total Kitchen Solution

K11 Concepts Limited - The Revolutionary Art x Commerce Retail Model – Local Customer Recognition As Our Continued Driving Force

PrimeCredit Limited - Turning Property into Cash

2014

GOLD

Harbour City - Rubber Duck Joy to the World Campaign

SILVER

Wellcome's 'Like Always' Campaign

BRONZE

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

EXCELLENCE AWARDS

Chow Tai Fook 'The Perfect One' Bridal Campaign 2013

Environmental Protection Department - Food Wise Hong Kong

PrimeCredit - Golden-teeth Promise

MERIT AWARDS

RunOurCity 'Free to Run 3.23 Hong Kong Streetathon'

McDonald's Restaurants - From CNY to WNY: Making the Most of the New Year

Tai Hing Catering Group - My Hero 太好味道

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

2013

GOLD

PCCW - HKT mobile service 'Ultimate Mobility'

SILVER

Harbour City - Doraemon Brings Innovative Surprises through Joyful Experiences

BRONZE

Love the Planet 4.22 Hong Kong Goes Green Monday

EXCELLENCE AWARDS

Turning Brand Culture into Customer Benefit – Fairwood 40th Anniversary

Breakthrough the Dark Side of Hong Kong Disneyland

McDonald's Restaurants – i'm Amazing

MERIT AWARDS

Dairy Farm - Wellcome – Low Low Price Watcher

The Hong Kong Jockey Club – Happy Wednesday

McDonald's Restaurants – It's Mac Time Tonight

TSL | 謝瑞麟 Brand Revitalization – Rising from The Gloom

2012

GOLD

Coca-Cola Summer 'Chok' Campaign

SILVER

Hong Kong Breast Cancer Foundation – Three Steps to Breast Health

BRONZE

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

EXCELLENCE AWARDS

FUJIFILM X-series – The sect of wandering photographing – The Re-birth of a Camera Giant

McDonald's - The Road to Becoming Hong Kong's Coffee Destination

iButterfly – Turning the Sky into a Canvas

MERIT AWARDS

PopCorn's Opening Campaign

Okamoto - Water Temptation, Thinner than Super Thin

Pizza Hut - Pizza and More

SOLVIL ET TITUS: Time is Love

2011

GOLD

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

SILVER

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

BRONZE

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

EXCELLENCE AWARDS

Citibank Banks on New Standards to Break Banking Inertia

Free Golden Bangle

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

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



Past Campaign Award Winners

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

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 Café de Coral

BRONZE

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

CERTIFICATES OF MERIT

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

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



Past Campaign Award Winners

1999

GOLD

A Sentimental Journey

SILVER

Tierra Verde – Breaking Through A Bleak Market

BRONZE

Panadol Cold & Flu Campaign

CERTIFICATES OF MERIT

DFS Galleria – Targeting A Changing Customer

Festival Walk: Set Your Own Boundaries

Swire Properties: StarCrest – 5-Star Luxury at a 9-Star Location

1998

GOLD

Lipton Ming Han Ching Tea Bags

SILVER

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

BRONZE

Dai Pai Dong – Passion of Hong Kong

CERTIFICATES OF MERIT

The Launch of Colgate Sensation Whitening Toothpaste

Hang Seng SmartInvest Services

SpeedPost – We Put Time on Your Side

1997

GOLD

The Launch of One2Free

SILVER

Shell Supercharged 881 Friends of the Road

BRONZE

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

CERTIFICATES OF MERIT

1996 American Express Credit Card Launch

903 id club Programme

Shanghai Tang – Made by Chinese

1995

GOLD

The Kingswood Villas Metamorphosis

SILVER

Standard Chartered Credit Card Real Life Privilege

BRONZE

Launching of HMV Superstores: Music at its Best

CERTIFICATES OF MERIT

DHL Jumbo Box – Air Freight Made Easy

Open Learning Institute of Hong Kong - MBA Degree Programme

Rinnai Gas Clothes Dryer – A Breakthrough for Towngas

1994

GOLD

Kalm's – A Gift from the Heart Marketing Campaign

SILVER

All I Want for Christmas is Pacific Place

BRONZE

City Telecom Marketing Campaign 1994

CERTIFICATES OF MERIT

ABC Communications Limited – QK Youth Programme

MTR 15th Anniversary Charity Drive

Virgin Atlantic Airways Limited

1993

GOLD

Dairy Farm Hi-Calcium Milk

SILVER

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

Café de Coral

Exchange Square

Mitsubishi 4-Seater Taxi

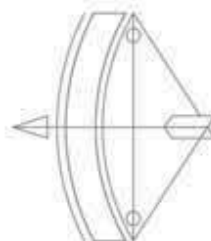
* The order of presentation of the campaigns receiving the same award is based on the alphabetical order of the company name.



CHUNG & TANG
COMMUNICATIONS CONSULTANTS

Hitting the Target

Insightful & Solution-oriented



- ▶ Corporate and Government Affairs
- ▶ Marketing Communications
- ▶ Community Relations
- ▶ Media Relations
- ▶ Event Management and Publicity
- ▶ Skills Training
- ▶ Research
- ▶ Corporate Editorial
- ▶ Design and Production Services
- ▶ Internet and CRM Programming

Chung & Tang Communications Consultants

Tel : 2861 3021

Email : info@cnt.com.hk

Website : [http:// www.cnt.com.hk](http://www.cnt.com.hk)

NESCAFÉ®

升級
新配方

極品白咖啡

啡更醇 奶更滑



原味



無甜口味

—— 新包裝 ——

f NESCAFÉ Q

® Reg. Trademark of Société des Produits Nestlé S.A.

150 Years
Nestlé



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 Isabella Lau
Chief Customer Officer
Manulife International Limited

Distinguished Marketing Leadership Awardees*

Ms Ivy Chan
Marketing Communications Manager
The Hong Kong and China Gas Co Ltd

Ms Esther Chung
Marketing Director/Digital Lead
McDonald's Restaurants (Hong Kong) Limited

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

Ms Isabella Lau
Chief Customer Officer
Manulife International Limited

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

Outstanding Marketing Professional Awardees*

Mr Chan Kin Hong
Manager, Marketing Communications
New World Facilities Management Company Limited

Ms Lam Mei Shan
Marketing Manager
McDonald's Restaurants (Hong Kong) Limited

Ms Huey Tyng, Voon
Assistant Manager, Lending and Proprietary Card Services
American Express International Inc

* 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 Isabelbella Lau
Chief Customer Officer
Manulife (International) Limited

I am greatly honoured to receive the Marketer of the Year and Distinguished Marketing Leadership Award. It not only serves as a recognition of my career in marketing, but also as a tribute to the dedication and excellent work of my team at Manulife. To be able to do a job that you love – and then to be rewarded for it in this memorable way is surely as much as anybody could ever ask for. My sincerest thanks.

Distinguished Marketing Leadership Awardees*



Ms Ivy Chan
Marketing Communications Manager
The Hong Kong and China Gas Company Limited

I am truly honoured to receive the Distinguished Marketing Leadership Award. I would like to thank the respected judges and examiners for this recognition, which will drive me to pursue continual excellence. My heartfelt gratitude also goes to Towngas Management who uphold “leadership at all levels”, to my dedicated and talented teammates and to all our professional partners.



Ms Esther Chung
Marketing Director/Digital Lead
McDonald’s Restaurants (Hong Kong) Limited

It is my great honour to be given the Distinguished Marketing Leadership Award, which propels me to higher heights. I would like to extend my sincere gratitude to McDonald’s Hong Kong management team for their leadership and to marketing team for their unfailing support.



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

It is my great honour to receive the Distinguished Marketing Leadership Award. Winning this award would not have been possible without the support and trust from my bosses, teammates and working partners, for whom I have derived the strength to challenge myself and perform better at each stage. This recognition is a shot in my arm for further pursuing marketing excellence. As the tagline goes: It all starts with a NESCAFÉ.

* 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



Mr Simon Shing

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

It is my great honour to receive the Distinguished Marketing Leadership Award. The recognition continues to fuel my passion in marketing, and fortify my endeavour in doing marketing differently. My heartfelt thanks to judges and examiners, all my supporters, and to FWD for being "Dare to be Different".

Outstanding Marketing Professional Awardees*



Mr Chan Kin Hong

Manager, Marketing Communications
New World Facilities Management Company Limited

It was truly an honour to take part in the award and present a case study that a successful marketing campaign is not necessarily measured by monetary terms, instead, its social impact and value to the community where we grow, learn and play do matter.



Ms Lam Mei Shan

Marketing Manager
McDonald's Restaurants (Hong Kong) Limited

I am so glad that to be able to join this year's Outstanding Marketing Professional Award. It is not easy to be here without my supervisor and agency's support all the way. I have gained a lot during the progress and finally extra effort has been paid off.



Ms Huen Tyng, Voon

Assistant Manager, Lending & Proprietary Card Services
American Express International Inc.

Know your objective, be focused and be passionate, eventually it will be a good marketing plan.

* 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

2015

Marketer of the Year

Ms Eve Leung

Senior Marketing Manager – Branded Products
Maxim's Caterers Limited

Distinguished Marketing Leadership Awardees*:

Ms Sandy Hung

Business & Marketing Director
Well Synergy International Limited

Ms Tania Lau

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

Ms Eve Leung

Senior Marketing Manager – Branded Products
Maxim's Caterers Limited

Mr John Leung

Director of Customer Communication
Pricerite Stores Limited

Outstanding Marketing Professional Awardees*:

Ms Anny Ho Yin Wa

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

Ms Nicole Lam

Manager, Marketing and Brand Management
Pricerite Stores Limited

Ms Wong Ki Man

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

Mr Anthony Jim

Director – Group Marketing
TSL | 謝瑞麟

Ms Elman Lee

Group Marketing Manager
The Dairy Farm Company Limited – Wellcome

Mr Richard Leong

Marketing Director
Pizza Hut Hong Kong Management Limited

Ms Yvonne Tang

Marketing Director
McDonald's Restaurants (Hong Kong) Limited

Outstanding Marketing Professional Awardees*:

Ms Karen Chan

Marketing Manager
The Dairy Farm Company Limited - Wellcome

Mr Wallis Chow

Chief Marketer
Okamoto Industries (H.K) Limited

Ms Janet Lau

Deputy Group Marketing Manager
The Dairy Farm Company Limited – Wellcome

Ms Catherine Law

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

Ms Ivy Sung

Marketing Manager
The Dairy Farm Company Limited – Wellcome

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



Past Individual Award Winners

2009

CIM Marketer of the Year

Ms Diane Chiu
Marketing Director
The Dairy Farm Company Ltd – Wellcome

Distinguished Marketing Leadership Awardees*:

Ms Diane Chiu
Marketing Director
The Dairy Farm Company Ltd – Wellcome

Ms Clare Ho
Director of Consumer Mobile Marketing, Consumer Group
PCCW Limited

Ms Betty Leong
General Manager – Investment Property
MTR Corporation

Ms Lena Tsang
Vice President
Sir Hudson International Limited

Outstanding Marketing Professional Awardees*:

Ms Emily Chow
Deputy Head of Marketing
PrimeCredit Limited

Ms Wendy Leung
Senior Marketing Manager
McDonald's Restaurants (HK) Ltd

Mr Ivan Wong
Vice President - Mobile Marketing, Consumer Group
PCCW Limited

2008

CIM Marketer of the Year

Ms Koby Kwan
Marketing Head
Cerebos (Hong Kong) Limited

Distinguished Marketing Leadership Awardees*:

Ms Bertha Chan
Marketing Manager
Ngong Ping 360 Limited

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

Ms Koby Kwan
Marketing Head
Cerebos (Hong Kong) Limited

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

Miss 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

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

Ms Rita Li
Director of Consumer Marketing
PCCW Limited

Mr Joseph Wong
Head of Marketing
Hong Kong Philharmonic Orchestra

Mr Harold Yip
General Manager
Double A

Outstanding Young Marketing Professional Awardees*:

Ms Vivian Lee
Product Manager
MTR Corporation

Ms Clara Lo
Group Product Manager
Amoy Food Limited

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

Ms Anisa Tio
Marketing Manager
McDonald's Restaurants (HK) Limited

2005

CIM Marketer of the Year

Ms Amanda Lui
Director & Chief Operations Officer
RoadShow Holdings Limited

Distinguished Marketer Awardees*:

Ms Anita S Y Chan
Deputy General Manager
Sun Hung Kai Real Estate Agency Ltd

Ms Melanie Lee
Vice President, Marketing
New World Mobility

Mr Terence Lee
Marketing Communications Manager
The Hong Kong and China Gas Company Limited

Ms 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.

Excellent service

Novel ideas

Outstanding team

香港經濟日報
HONG KONG ECONOMIC TIMES

香港經濟日報

You are reading
the number ONE financial daily*

Outstanding 傑出	Novel 嶄新	Excellent 卓越
-------------------	-------------	-----------------

公信力第一**

* 根據 Nielsen Media Index 2016年第2季讀者人數數據

** 根據香港中文大學傳播與民意調查中心在2016年的新聞傳媒公信力調查



周大福

CHOW TAI FOOK

完美婚嫁系列



Hong Kong's most trustworthy newspaper

Signifying the public trust that it holds, **The Standard** ranks as the most credible among all of Hong Kong's print media – including both paid and free newspapers.

In the latest independent survey conducted by the Chinese University of Hong Kong to determine which media source is the most trusted, **The Standard** received a score of 6.56, which puts it in first place. This is a rise from fourth during the last survey.

The phone survey was conducted from August 15-25, 2016, among a random sample of 907

Hong Kong people aged 18 or above. The average score out of 10 was 5.58 for paid newspapers and 5.83 for free newspapers.

The Standard continues to be widely recognized as Hong Kong's most trusted newspaper as it remains firmly focused on editorial quality and is committed to its guiding principles of integrity and fairness in reporting.

Available in print and across all digital formats, **The Standard** is your most trusted source of local news and comment.



EASY AND ALWAYS AHEAD...

Hong Kong's best-read free English paper



Available on the
App Store



ANDROID APP ON
Google play



f thestandardhk

For details please go to: www.thestandard.com.hk



CREATE

POWER

TO CREATE MORE

蔣雅文
Multi-Media Creator

Surface Book

- 28.8mm纖薄機身
- 3000x2000超高清解像度
- NVIDIA GeForce dGPU獨立顯示卡





*The professional out of home
advertising solutions*

*We persist to go beyond
the best*

查詢熱線 / Enquiry

2739 3806

Head Office

Rm 303 Haiphong Mansion, 101 Nathan Rd., T.S.T. Kln., HK

辦事處

香港九龍尖沙咀彌敦道101號海防大廈303室

www.convey.com.hk



權 | 威 | 廣 | 告
CONVEY Advertising



phd



**Best
Marketing
Partner
2015 & 2016**



Finding a better way

Contact us to learn more.

www.phdmedia.com/Hong-Kong

Ray Wong, CEO HK | Ray.Wong@phdmedia.com



**HKMA/TVB AWARDS FOR
MARKETING EXCELLENCE 2016**



The Hong Kong
Advertisers Association
香港廣告客戶協會



The Hong Kong Advertisers Association (HK2A) is a non-profit organization formed by a volunteer group of dedicated advertising professionals. We have been representing the interests of Hong Kong advertisers for more than half a century and endeavour to:

- protect the legitimate interests of advertisers,
- promote higher professional standards and ethics,
- provide an effective channel for advertisers to voice their opinions to other industry bodies, the media and the Government, and
- encourage sharing of experience through various events like conferences, luncheons, round table meetings, study tours, company and media visits.

To learn more about us and our membership, please go to www.hk2a.com.



+852 2576 9009



info@hk2a.com



www.hk2a.com

YAHOO! LIVE

ONE-STOP CROSS PLATFORM LIVE VIDEO SOLUTION

A WIDE VARIETY OF LIVE CONTENT



TOP PROMINENT MEDIA EXPOSURE
AND EDITORIAL FEATURING

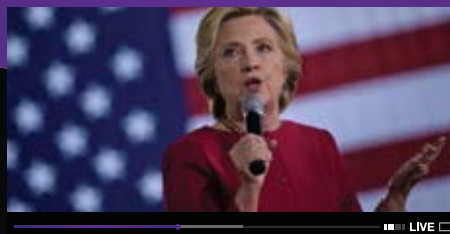


REAL-TIME LIVE CHAT AND PRODUCT PLACEMENT

EXTRAORDINARY LIVE QUALITY



LAUNCH CEREMONY & PRESS EVENT



NEWS & FINANCE



CONCERT & MUSIC SHOW



ENTERTAINMENT & AWARDS



SPORTS & GAMING

YAHOO!

ADVERTISING

YAHOO UNIFIED ADVERTISING SOLUTION

AUDIENCE • PREMIUM • MOBILE • ECOMMERCE • SEARCH • NATIVE • VIDEO

FOLLOW US ON



49th Distinguished Salesperson Award (DSA) Programme

"OSCAR" in Sales Excellence *Call for Nominations*



Organized by the Sales and Marketing Executives Club of the Hong Kong Management Association (HKMA), the Distinguished Salesperson Award (DSA) Programme aims to give due recognition to successful salespeople for their outstanding achievements. Nowadays, in its 49th year in the territory, the Award is recognized worldwide as the standard of excellence, or "OSCAR", in the field. For more information, please contact the Secretariat at 2826 0527.

www.hkma.org.hk/sme-dsa



CITIC TELECOM CPC



Innovation Never Stops

CITIC Telecom CPC. DEDICATION!

CITIC Telecom International CPC Limited is a preferred ICT partner by MNCs and business enterprises with multiple branches across the Asia Pacific region. We have been delivering a range of innovative products and services in the highest level of standards to partners and customers.

ICT Solutions. TRUSTED!

Comprehensive ICT Solutions

TrueCONNECT™
MPLS VPN Solutions

TrustCSI™
Information Security
Services

SmartCLOUD™
Cloud Computing
Solutions

DataHOUSE
Cloud Data Center





Citi Mobile® No.1 Stock Trading Platform* A New Era for Stock Trading

Citi Mobile® App brings you a faster and simpler mobile stock trading experience :

- 3-Step Stock Trading in 3 major world markets
- See the profits and losses of all your stocks with exclusive automated portfolio updates
- Taking trading to a new level - corporate action instructions on your mobile

Account opening : 2860 0248 | citibank.hk/stock



Citigold

Soar to greater success by planning ahead

Total Wealth Advisor helps you achieve your individual goals and manage your priorities in life.

Join Citigold to enjoy:

- A maximum offer of Europe round-trip tickets redemption or HK\$5,700 cash rebate
- Up to 4% p.a. Time Deposit upon subscription of designated investment products or stock trading
- For payroll account clients, a continuous waiver of your HK stock buy fee

Achieve more in life, starting with a gold conversation.

Account Opening Hotline 2860 0279

citigold





















Terms and Conditions: 1. The promotion period is valid from October 1 to December 31, 2016, inclusive of both dates. 2. To be eligible for the welcome offer (up to 860,000 credit card points or up to HK\$5,700 cash rebate), new Citigold clients must bring in a designated amount of new funds, set up an auto payroll service and open designated wealth management accounts. Please visit citibank.com.hk/citigold for more details and terms and conditions. 3. The above example (up to 860,000 points redeemable for round-trip tickets to Europe) is illustrated with the conversion rate of Citi PremierMiles Card (every 12 points equal 1 mile), then calculated by redeeming Economy class round-trip tickets with Asia Miles, and for reference only. The actual redemption is subject to the final announcement of the relevant frequent flyer program. The miles / points conversion rate may be different for specific credit cards, and subject to specific frequent flyer programs. Terms and Conditions of the Credit Card Reward Program apply. 4. The welcome offer is not applicable to U.S. persons (except deposit interest rate), existing banking clients of Citibank (Hong Kong) Limited ("the Bank"), and clients who had a banking relationship with the Bank in the past 12 months. 5. To be eligible for up to 4% Time Deposit interest rate offer (for HKD/USD/AUD/NZD/GBP/CAD/RMB Time Deposit), Citi Priority/Citigold/Citigold Private Client clients must subscribe to designated investment products with a designated amount, set up a 1-month Time Deposit with the same or less amount on or before Jan 31, 2017, with the Time Deposit amount capped at HK\$15,000,000 (or its equivalent in foreign currencies), and fulfill all relevant requirements of this program offer. Please contact our branch staff for details and terms and conditions. 6. The "Payroll for continuous stock fee waiver" is only applicable to new stock clients who open a stock account in promotion period and deposit monthly salary in a Citibank payroll account "Step-up Interest Account" in order to enjoy an unlimited HK stock buy fee waiver. Please visit Citibank.com.hk/stock for more details and terms and conditions.

© 2016 Citibank Citi and Arc Design and Citigold are registered service marks of Citibank, N.A. or Citigroup Inc. Citibank (Hong Kong) Limited

Special Citation Title Sponsors

	Chow Tai Fook Jewellery Group Limited (Citation for Digital Marketing)		Citibank (Hong Kong) Limited (Citation for Innovation)
	Maxim's Group (Citation for Outstanding TV Campaign)		HKMA/TVB Awards for Marketing Excellence

Corporate Sponsors

	Chung & Tang Communications Consultants		CITIC Telecom International CPC Limited
	CLP Power Hong Kong Limited		Coca-Cola China Limited
	Convey Advertising Company Limited		Fantastic Natural Cosmetics Limited
	Fuji Photo Products Company Limited		The Hong Kong and China Gas Company Limited
	Hong Kong Economic Times		The Hong Kong Jockey Club
	HKT Limited		JobMarket
	McDonald's Restaurants (Hong Kong) Limited		Microsoft Hong Kong Limited
	MTR Corporation		Sales and Marketing Executives Club
	SKECHERS Hong Kong Limited		The Standard

Supporting Organization



The Hong Kong Advertisers Association