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HKMA/TVB AWARDS FOR MARKETING EXCELLENCE 2017



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Message from Mr James Thompson GBS



Mr James Thompson GBS
Chairman
The Hong Kong Management Association

We're living in a world with advanced technology and accelerating automation where artificial intelligence is becoming an increasing part of many industries. It's predicted that robotics will take up more and more jobs in the coming decades. The role of marketing will become increasingly vital as we enter this new era of automation. Marketing professionals will face new challenges – and opportunities – in dealing with what the future holds for them.

Every year, the HKMA/TVB Awards for Marketing Excellence recognize the superior marketing managers who are excelling in their profession. These true talents demonstrate the highest level of creativity in generating great new ideas and excellent integration of state-of-the-art technology into their winning campaigns. These developments mark an important level of progress in the marketing industry and The Hong Kong Management Association is very pleased to recognize them.

On behalf of The HKMA, I would like to extend my personal thanks to the Panel of Judges and Board of Examiners for their time and effort in evaluating the numerous applicants and making the winning selections. My deepest appreciation also goes to members of the Organizing Committee, chaired by Mr S K Cheong, for their significant commitment to make the Awards a success.

My most sincere gratitude goes to Television Broadcasts Ltd, which has once again given its support for the Awards. I am also greatly indebted to this year's six Special Award Title Sponsors and seventeen Corporate Sponsors for their generous contribution. I also thank the Hong Kong Advertisers Association for being our Supporting Organization.

We are immensely grateful to Professor Tony Buzan, the inventor of Mind Mapping and the world renowned creativity thinking expert, for sharing his views at the Award Presentation Dinner.

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



Message from Mr Mark Lee



Mr Mark Lee

Executive Director and Group Chief Executive Officer
Television Broadcasts Limited

TVB is delighted to be in collaboration with the HKMA to feature the prestigious “HKMA/TVB Awards for Marketing Excellence” which dedicates to the recognition of the industry’s relentless pursuit of excellence. Such a culture of excellence is vital for driving success and sustaining further growth in all businesses.

The dynamic market environment is ever-changing, evolution in technologies, emerging new media and intensified competition are posing great challenges as well as opportunities to marketers nowadays. As the pace of change accelerates, it requires our marketing efforts to evolve at an equal speed. The importance of marketing has never been greater, and the stakes never higher. For this reason, we are pleased to see the growing significance of the Awards and the increasing support from the community.

I would like to take this opportunity to express my sincere thanks and appreciation to our panel of distinguished judges and all parties who have contributed to make the Awards one of the most prominent events in the profession. My heartfelt congratulations go to the award winners who have inspired us with their professionalism, novelty and vision.



Message from Mr S K Cheong



Mr S K Cheong

Chairman, Organizing Committee
HKMA/TVB Awards for Marketing Excellence 2017

The marketing landscape in Hong Kong is at an ever-changing pace. The use of digital media spreads across the territory and it is impossible to ignore the trend if one wishes to vie for a pie in the market. Media activities go multifarious and multidimensional. In order not to get lost in the sea of digitalization, we need winning strategies. And this credits to the stellar efforts of our talented marketers.

This year, the HKMA/TVB Awards for Marketing Excellence granted new awards and new citations to recognize different players in the field who outperform in particular areas, including Digital Marketing Practice Champion, Citation for Mobile Marketing and Citation for Innovative Social Media Marketing. I am grateful to witness the Awards blooming with new citations for celebrating such thriving industry.

I would like to take this opportunity to thank all members of the Organizing Committee, Board of Examiners and Panel of Judges for their professional judgement in upholding the standard and quality of the Awards. My sincere gratitude also goes to Television Broadcasts Limited, Special Awards Title Sponsors, Corporate Sponsors and the Supporting Organization for their continuous support. In addition, may I extend my appreciation to our Guest of Honour, Professor Tony Buzan for giving us good food for thought at the Award Presentation Dinner.

Lastly, congratulations to all the merry achievements of the winners tonight!



Message from Dr Victor Lee



Dr Victor Lee
Executive Director
The Hong Kong Management Association

On the ever-flourishing marketing industry where marketers play with all sorts of technologies, data intelligence and creative ideas to work with their strategies, it is important to recognize essential trends of the market in order not to lose out the key insights from the blue ocean.

The HKMA/TVB Awards for Marketing Excellence is proud to inaugurate the Digital Marketing Practice Champion, to give due recognition to the most successful campaign with victorious achievements in digital marketing. We hope to inspire more innovative and creative marketing campaigns with incorporation of digital intelligence.

Every year, the Awards showcase the master campaigns and acknowledge outstanding practitioners in marketing. With the glimpse of these winning campaigns and marketing elites, I hope these special recognitions will continue to energize the industry.

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. I would also like to thank Mr S K Cheong for his able leadership of the Awards. My appreciation also goes to Television Broadcasts Limited, all Special Award Title Sponsors, Corporate Sponsors, and the Supporting Organization for their long-lasting support.

Last but not least, I would like to extend my heartfelt gratitude to Professor Tony Buzan, inventor of Mind Mapping, 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 Corporate University Scheme, 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 seven 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 Awards have 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

- ◆  Digital Marketing Practice Champion
- ◆  Citation for Innovation
- ◆  Citation for Mobile Marketing
- ◆  Citation for Innovative Social Media Marketing
- ◆  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



Dr Helen Chan
Chief Executive Officer
Vita Green Health Products Co Ltd



Mrs Michelle Ma Chan
Executive Director
Fantastic Natural Cosmetics Limited



Mr Joseph Lau
Managing Director
BMW Concessionaires (HK) Limited



Mr Samuel Lau
Managing Director
Hong Kong Disneyland



Mr Billy Wong
Managing Director, Greater China
Crown Worldwide (HK) Ltd



Panel of Judges Individual Awards



Mr Calvin Chan
Chairman & CEO
CATALO Natural Health Foods Limited



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



Ms Grace Ho
General Manager
Nestlé Hong Kong Limited



Mr Stephen Ho
Chief Executive Officer
CITIC Telecom International CPC Limited



Mr Bankee Kwan JP
Chairman & CEO
CASH Group



Mr Raymond Lam
Former General Manager
Mars Food Inc.



Mr Frank Lee
President
Tom Lee Music Co Ltd



Mr Patrick Lee
Chief Executive Officer, Greater China
Inchcape Hong Kong



Mr Lennard Yong
Regional Chief Executive Officer and
CEO Hong Kong
FTLife Insurance Company Limited



Board of Examiners

Marketing Awards Organizing Committee



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



Mr Calvin Chan
Chairman & CEO
CATALO Natural Health Foods Limited



Mr Tom Chan
Managing Director, Commercial Group
HKT Limited



Mr Horace Chow
Microsoft Vice President and
Chief Operating Officer, China
Microsoft (China) Co Ltd



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 JP
Chairman & CEO
CASH Group



Mr Raymond Lam
Former General Manager
Mars Food Inc.



Mr Frank Lee
President
Tom Lee Music Co Ltd



Ms Susanna Liew
Chief Executive Officer
PrimeCredit Limited



Dr Kim Mak BBS JP
President
Caritas Institute of Higher Education
and Caritas Bianchi College of Careers



Mr Lennard Yong
Regional Chief Executive Officer and
CEO Hong Kong
FTLife Insurance Company Limited



Board of Examiners

Marketing Management Committee 2016/17



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
Chief Executive Officer
McDonald's Hong Kong



Mr Bruce Lam
Chief Marketing Officer
CSL Mobile Limited



Mr Patrick Lee
Chief Executive Officer, Greater China
Inchcape Hong Kong



Board of Examiners

Marketing Management Committee 2016/17



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



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

Judging Criteria for Digital Marketing Practice Champion

1. Objectives
2. Strategy and Execution
3. Measurement and Results

Campaign Award Winners

Gold Award

"1010 – Be Distinctive"
CSL Mobile Limited

Silver Award

"Disrupting Traditional Loan"
WeLend Limited

Bronze Award

"NESCAFÉ South East Asian Range Campaign"
Nestlé Hong Kong Limited

Excellence Awards*

"If Carlsberg Did Marketing"
Carlsberg Group Hong Kong

"Disruptive New Business Innovation for Millennial Entrepreneur – K11 Natural"
K11 Concepts Limited

"WeWa New Brand Launch Campaign – WeShake WeWin WeWa"
PrimeCredit Limited

Merit Awards*

"FWD Drivamatics Mobile App"
FWD General Insurance Company Limited

"This is How Insurance Works Today"
FWD Life Insurance Company (Bermuda) Limited

"Revolutionize Hong Kong Financial Market"
MoneySQ Limited

"Roulette Cheesy Bites Pizza: The Brave-or-Crave Challenge"
Pizza Hut Hong Kong Management Limited

周大福
CHOW TAI FOOK

Digital Marketing Practice Champion

"NESCAFÉ South East Asian Range Campaign"
Nestlé Hong Kong Limited



Campaign Awards

Citations for Innovation*

"FWD Drivamatics Mobile App"

FWD General Insurance Company Limited

"Disruptive New Business Innovation for Millennial Entrepreneur – K11 Natural"

K11 Concepts Limited

"Revolutionize Hong Kong Financial Market"

MoneySQ Limited



Citations for Mobile Marketing*

"FWD Drivamatics Mobile App"

FWD General Insurance Company Limited

"Disrupting Traditional Loan"

WeLend Limited



Citations for Innovative Social Media Marketing*

"If Carlsberg Did Marketing"

Carlsberg Group Hong Kong

"NESCAFÉ South East Asian Range Campaign"

Nestlé Hong Kong Limited

"Disrupting Traditional Loan"

WeLend Limited



Citations for Outstanding TV Campaign*

"If Carlsberg Did Marketing"

Carlsberg Group Hong Kong

"Revolutionize Hong Kong Financial Market"

MoneySQ Limited

"NESCAFÉ South East Asian Range Campaign"

Nestlé Hong Kong Limited



Citation for Outstanding Small Budget Campaign

"Loan Fighter"

WeLend Limited

Citation for Excellence in Mainland Marketing

"Chow Tai Fook T MARK"

Chow Tai Fook Jewellery Company Limited

Best Marketing Partner Awards*

METTA communications

OMD

Zenith

Best Presentation Award

Ms Macy Ng

Assistant Vice President, Brand & Communications, CSL Mobile Limited

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



1010 delivers superior services while fostering a spirit of distinction – so be respectful, care for others, lead the way and pass it on.

1010. Be distinctive.



Gold Award

"1010 – Be Distinctive"
CSL Mobile Limited

An adverse economic climate was made worse for telecom industry when an operator began a cut-throat price war. 1010 turned the challenge into a revenue opportunity by acting on the realization that the premium segment had been neglected.

1010 decided Hong Kong citizens possess a certain "inner substance", so based a campaign on the phrase **"Be distinctive"** in order to engage customers emotionally. This approach articulated the essence of a distinctive person as being **respectful, caring for others and leading the way**.

A father-and-son story was told in which a well-mannered boy was portrayed as a credit to his father – a man of dignity, character and refinement. The campaign suggested such attributes should be passed to future generations.

1010 also redefined luxury by staging impressive lifestyle events, so customers could experience the finer things in life, expand their horizons and learn from experts. Customers have never expected such added value from a mobile operator.

1010 launched services in the knowledge that the premium segment's potential spending power was actually much greater than had been previously thought. Such offerings included handset upgrades, roaming and value-added apps. The move saw lifetime spending among 1010 customers rise to 10 times that of other brand users.

1010 also sought to make its retail outlets much more than sales channels, so 1010 shops were designed as comfortable lounges to exude a ritzy lifestyle. And priority 1010 counters and lounges were established throughout csl shops.

The result was ground-breaking and set a new luxury standard among mobile brands.

Comments from the Judges:

It was commended as a glorious and deluxe campaign, which successfully redefined the luxury and distinctive brand image of 1010 and "tangibly" differentiated the brand from competitors by offering inside out privilege experience to its premium customers.

The positioning strategy was well thought-out and brought high business potential. By starting with a father-and-son story and incorporating lifestyle and inner values elements, the campaign successfully transformed 1010 into an upscale and sophisticated brand. The wide array of enlightening marketing activities effectively captured the awareness of the high spending customers and aspiring millennials. The thoughtful emergency services excited the premium customers and reframed their expectation on luxury services. Collaboration with international renowned brands demonstrated its unshakable "Distinctive" market position.

The campaign has achieved phenomenal marketing and financial results. With the excellent market insight, 1010 successfully unleashed the untapped spending power and paved way for promising future revenue streams.

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

1. Bravo Asia
2. OMD
3. ABN



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Silver Award

**“Disrupting Traditional Loan”
WeLend Limited**

WeLend’s campaign not only launched a new brand in a highly competitive personal loan market, but also created a New Product Category - the “Online Loan” - which completely upended the traditional consumer experience from being offline to becoming online, and more significantly, converted the consumer mindset and behaviour from expecting to be served to becoming willingly self-served.

WeLend applied advanced technologies and breakthrough operational processes to bring a faster and cheaper loan to the market. WeLend even overcame consumer concerns of having no physical branches by transforming the resulting lower operational costs into the unique tangible benefit of “lower interest rates”. It successfully created a blue ocean, a market with no direct competitors for its “Truly Online Loan”, allowing it to surpass all existing players with a more competitive product.

WeLend faced the immense challenge of contending in an oversaturated market, with over 2,000 licensed money-lenders. To win the battle, WeLend strategically appealed to a Post-80s and 90s target audience, a segment which welcomes change, believes in standing against the status quo and embraces the David vs. Goliath spirit. Thus, WeLend chose to symbolize its mission by depicting WeLend as a Fighter, a progressive and adventurous character revolting against a Giant, which represented oppressive and outdated loan competitors. The Fighter provoked the target audience to rebel against Traditional Loans and turn to Online Loans instead, emphasizing its unique proposition of “Disrupting Traditional Loans”.

This unique proposition brought WeLend success through tremendous customer and sales growth. More importantly, it pushed existing players to reform their antiquated practices, in effect promoting the advancement of the loan industry. A number of new brands followed suit and launched their own Purely Online Loan, and old-guard industry players began promoting similar Online Loan channels. Without a doubt, WeLend created the “Online Loan” category that disrupted the Hong Kong loan industry.

Comments from the Judges:

It was commended as a bold and tech-savvy campaign, which changed the rule of the game by introducing a completely new “Zero Branch, All Online” customer experience and successfully turned WeLend from a new comer to a giant player in the competitive personal loan industry.

The success of the campaign was backed by the extremely passionate team with in-depth understanding of the market needs and trend. The breakthroughs in operational process and the human-less touch yet humanized services were genius design catering for the customer needs. The unique proposition empowered by advanced technology and product innovation were highly successful and made other competitors hard to follow.

The results were overwhelming. The campaign has exerted far-reaching influence on people’s behaviour shifting from traditional offline to disruptive online borrowing. The campaign not only broke new ground in the conventional person loan industry, but also fostered FinTech development in Hong Kong.

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

1. METTA communications
2. Mindshare Hong Kong Limited
3. Innovative Digital Media Limited

NESCAFÉ 全新

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—— 東南亞風味系列 ——



Bronze Award

“NESCAFÉ South East Asian Range Campaign”
Nestlé Hong Kong Limited

NESCAFÉ instant coffee encountered three challenges: NESCAFÉ declined market share in instant coffee market, stagnant penetration of instant coffee category and NESCAFÉ was perceived as old fashioned and low relevancy to younger generation.

To make a change, NESCAFÉ launched the South East Asian Range campaign with the revamp of NESCAFÉ Premium White coffee and new product launch of NESCAFÉ Café Viet with ambitions of arresting NESCAFÉ's market share and reigniting the market share growth in instant coffee market; also rejuvenating the brand image and strengthen NESCAFÉ instant coffee relevancy to consumers.

NESCAFÉ launched two talk-of-the-town digital videos, 《情深咖啡未曾飲》 & 《對不起我愛越南啡》 that drew remarkable results and record-breaking achievements. It substantially uplifted the profitability of NESCAFÉ instant coffee, successfully rescued the NESCAFÉ market share and strengthened its market leader position in instant coffee market. The campaign also recorded 10 million video views with 99.9% positive engagement. NESCAFÉ had created a memorable campaign and rejuvenated the brand image of NESCAFÉ.

Comments from the Judges:

It was commended as a role model of viral marketing campaign by utilizing the emerging digital communication landscape. With digital-first strategy, the campaign successfully rejuvenated the brand, re-energized brand relevance to the younger generation and strengthened NESCAFÉ's its leading position in instant coffee market.

With the right choice of celebrity at the right time, Nestle launched two viral videos effectively combining entertainment and advertising contents. The videos easily caught the eyeballs of the younger generation and quickly became a talk-of-the-town. It was a well orchestrated digital campaign, which brought a very positive ripple effect. Thus, a synergy to the entire brand was also achieved.

The campaign drove meritorious financial and marketing results and generated a record breaking number of views with almost 100% positive engagement. With the highly integrated and innovative use of emerging tools, the campaign became a best-in-class case study for the use of digital and KOL strategy in town.

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

1. 100 most
2. Zenith
3. Paciwood

Carlsberg

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Excellence Award

"If Carlsberg Did Marketing" **Carlsberg Group Hong Kong**

Carlsberg is one of the most popular lager in Hong Kong since 1923. Despite that the city never lacks beer lovers, with more novel choices young beer lovers shifted their attention to more "trendy brands", perceiving Carlsberg as a beer belongs to their father's generation. To sustain and grow the business, Carlsberg's aimed to rejuvenate their drinker's profile by reconnecting with younger beer lovers (aged 25 -34), yet in a classically Carlsberg way.

"If Carlsberg Did" was the communication platform that saw Carlsberg demonstrated their superior quality by showing what the world would be like if it was as superior as Carlsberg beer. Adopting a witty and responsive approach, Carlsberg's Facebook page became one of the most loved brand page in Hong Kong. It worked side by side with their TVC that spread "If Carlsberg Did" across. But Carlsberg's communication was always about involvement. Creating three experiential stunts – "If Carlsberg Did Fitting Room", "If Carlsberg Did Euro Party" & "If Carlsberg Did taxi", they tapped into consumers' tension to immerse them into the world of Carlsberg. The initiatives impressed the audiences, amazed many KOLs and media, as well as improved Carlsberg's image among our core target audiences.

In their pricing and distribution strategy, they missioned themselves to think about how Carlsberg could fit into different occasions that help consumers enjoy the most out of their gatherings. Carlsberg ensured consumers could get what fit their occasions most and enriched their fun time by injecting novelty. A better drinking experience was proven to be rewarding, not just consumers enjoyed better time with their family and friends, an upsized basket of consumption benefitted Carlsberg's business.

Supported by the vastly improved brand liking and business results, they could proudly say,

IF CARLSBERG DID MARKETING, PROBABLY THE BEST CAMPAIGN IN THE WORLD.

Comments from the Judges:

With strong local adaptation, it was commended as a truly unique and innovative campaign, which has successfully rejuvenated a 170-year heritage brand and re-connected the brand with young beer lovers through exceptional distribution and communications strategies.

The idea of turning mundane and day-to-day occurrences such as catching a taxi or waiting at a fitting room into an immersive, engaging and fun experience to wow the audience while connecting people with the brand was bravo! The refreshing and memorable TV commercials effectively touched the hearts of the target audience in a most appealing way. The introduction of innovative party games and experiences through extensive distribution channels laid the cornerstone of success of the campaign.

It was a highly successful marketing programme and the results were promising in terms of growth in sales volume and awareness among young drinkers. The "If Carlsberg Did" series demonstrated the "go the extra miles" spirit of the organization.

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

1. OMD
2. UM Rally
3. Ogle production

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Excellence Award

**“Disruptive New Business Innovation for Millennial Entrepreneur – K11 Natural”
K11 Concepts Limited**

K11 is the world's 1st Art Mall combining Art•People•Nature as core values. To further reinforce the 'Nature' element, a disruptive & innovative business model – K11 Natural was born. It created a new market for millennials and set an example for the retail industry on how to do business with millennials and for millennials.

From conception to tenant mix, K11 Natural aimed to revolutionize the norms of retail concept. Spanning nearly 9,000 sq.ft, K11 Natural featured a number of dining and retail brands promoting nature, wellness and craftsmanship, 11 of which are debut shops in Hong Kong.

K11 provided a direct platform for millennial start-ups. Its Innovative team provided 360-degree support to tenants' marketing strategies. With flexible leasing terms, K11 strategically transformed the 9,000 sq.ft into a number of pop-up size stores which were suitable for small scaled and high potential start-ups with comparatively low initial investment. With the joint efforts, K11 Natural created win-win results for customers, tenants and operator.

STRATEGIC IMPACT OF THE CAMPAIGN

- **1st Nature x Craft Experiential Zone in HK** – K11 Natural was a groundbreaking project focusing on sustainability that advocated a brand new retail ecology in HK where nature combined with craft.
- **GAME CHANGER** – Created disruptive impacts to the retail ecology by attracting online shops to open their 1st offline stores at the zone despite the emergence of e-commerce nowadays.
- **MARKET LEADER** – Pioneered in initiating new business model which was difficult to be imitated.
- **1st RETAIL STORE** – Over 70% of tenants opened its first-ever physical store or brand new concept store.
- **100% ORIGINAL** – In-house K11 Innovative team created creative event ideas and Brand Curation team curated unique brand concept.
- **STRATEGIC IMPACT** – With proven success of K11 Natural, this unique Nature x Craft concept will expand across the upcoming K11 projects in China.

Following the launch of K11 Natural in K11 HK, the successful, innovative and sustainable business model will be incorporated and expanded to China.

Comments from the Judges:

It was commended as a highly original, insightful and pioneering campaign, which has successfully turned an immediate risk into sustainable business by intelligently engaging the millennial entrepreneurs to create and capture the untapped potential market niches.

The campaign effectively leveraged the power of millennials both internally of the K11 innovative team and externally of the young tenants to amaze the market. The behind-the-scene effort from tabling the new idea to execution was extraordinarily outstanding. The success of the campaign was based on the ability to embrace the momentum of the millennials and to capture the mounting demand of “art and craft” and “organic and natural” lifestyle in the local market.

Impressive financial and marketing results were achieved. The campaign was impactful and revolutionary in the shopping mall industry. It enhanced K11's unique proposition and took the brand to a new status in trend setting and being innovative.



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Excellence Award

**“WeWa New Brand Launch Campaign – WeShake WeWin WeWa”
PrimeCredit Limited**

WEWA is not just a credit card. It's a totally new and unique customer experience. Major Banks focus on high-net-worth individuals, there's a gap in the market with no card providers serving young spenders. To tap this segment, PrimeCredit launched the first and only credit card for the young people.

Young people live life in the moment and love to share their fun experiences. So PrimeCredit created a new brand, called WeWa. It stands for instant fun, excitement and rewarding interaction. WeWa means excitement in Cantonese. WeWa comes with its unique card design and interactive mobile app.

The card had a fun design with thermos-sensitive ink that will “lit up” with Emoji expressions at touch. PrimeCredit offered a “WeWa, we shake, we win” instant lucky draw that gave out instant prizes if a user “shook” his/her phone installed WeWa app after each spending.

Mass communication, like TV and print, are necessary to build brand awareness, but definitely not enough to embed Brand Recognition among target customers. Therefore, PrimeCredit adopted a marketing strategy of “Go Direct, Go Digital, Go Viral”. PrimeCredit established their brand identity by bringing real brand experience to young segment, no matter they are offline in the street or online in the digital and social media.

PrimeCredit invited two popular KOLs to do live Facebook broadcasts during the street event, and created two viral videos to reinforce the brand in social media. Also, PrimeCredit launched rounds of mobile app games. People can win prizes by shaking their iPhone the most or the fastest within 30sec.

The result was overwhelming. Brand awareness and card acquisition also increased among the young consumers while most of them applied it through online application.

Wewa set a new standard of what a great credit card proposition should be. ‘We Shake We Win - WEWA!!’

Comments from the Judges:

It was commended as an interactive, fun and playful campaign, which has successfully generated market buzz and captured the attention of young customers by offering them a unique and integrated experience driven credit card.

With thorough market analysis, the campaign had clear identification of target group and well-defined brand positioning. The product development strategies were notable, in particular the thermal technology. In addition, the blending of fun mobile app and lifestyle experiences with physical credit card fit the tech-savvy target group and created amazing and delightful customer experience. The use of online platform and social media were wise and highly effective in engaging the audience and attracting applications.

The results were remarkable in terms of increase of card retail sales and brand awareness. The campaign has broken a lot of old rules to transform PrimeCredit from a traditional credit card service provider to a mobile-enabled industry leader.

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

1. Uth Creative Group Limited
2. Maxus communications Limited
3. Fimmick

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FWD
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Merit Award

“FWD Drivamatics Mobile App”
FWD General Insurance Company Limited

Traditionally, the premium rate of motor insurance could only be calculated by general driving behavior statistics, genders, age, car type and previous claim records. However, driver's own driving behavior had never been reflected on his/her own premium rate, which was not entirely fair to safe drivers.

FWD made a breakthrough by introducing the first driving technique assessment app – FWD Drivamatics. It recorded each ride in detail and rate the safe-driving quality based on a comprehensive range of factors including smooth acceleration, braking technique, turning technique, concentration and safe speed. It gave rise to the 3 key features of this app:

SCORE – The system tracked over 40 driving attributes, including speeding, sudden acceleration, hard braking, sharp turn and using phone when driving, to score a trip. Immediate feedback was given after each trip so that drivers can improve their driving skills.

SHARE – Social element was built in to make it fun and easy for users to add friends and view their scores and rankings among their friends' groups.

SAVE – Users could enjoy an exclusive privilege of up to 30% cash rebate on top of the No Claim Discount (NCD) if they also purchased FWD MotorSmart Insurance. The reimbursement scheme was simple and transparent, and also tangibly encouraged safer driving.

In addition, high scoring users could enjoy the Drivamatics NCD Protector, which meant their NCD would not be affected even they make claims.

With these features, FWD aimed to develop the true User-Based Insurance (UBI) concept in practice, rewarding safe and careful drivers. And ultimately every driver in HK could truly enjoy a pleasurable and safe driving experience.

Comments from the Judges:

It was commended as an innovative and pioneering campaign. Combining the use of the most avant-garde app technology, big data analytics and IoT, the campaign enabled FWD to develop a new disruptive business model, which has shaken the traditional motor insurance industry.

The use of driving-telematics to instill safer driving behaviour by rewarding drivers with more accurate and competitive insurance rates was well thought-out and creative. The subtle linkage between the free mobile app and the insurance products was approachable to the target audience. The patented big data processing algorithm collecting information of people's driving behaviour would become a powerful tool for providing FWD with insights into drivers' lifestyle.

The result of the campaign was excellent with high app penetration after its launched for just eight months. The renowned industry awards reaffirmed the leadership role of FWD in InsurTech development. More importantly, the campaign has exerted an influence on people's driving attitude at large.

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

1. Whazzup Limited
2. MEC Global
3. Basil Digital

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fwd.com.hk





Merit Award

“This is How Insurance Works Today”
FWD Life Insurance Company (Bermuda) Limited

“Waiting” had become service pain point of insurance company, when customers were unable to get a timely response from a service hotline or a claim procedure when they are in need. As customers were always connected to the digital world, exposing under quick accessible information at a snap in various digital mediums, they were hungry for breakthrough services in tune with their busy lives.

Therefore, FWD took a “Phygital” step to redesign the whole service model as a hybrid one combining digital & conventional for connecting with them in customers’ preferred ways anytime, anywhere.

- **24-hour Hotline Customer Service and Instant Online Live Chat** for timeless support;
- Proactive and instant insurance claiming service from **“Claim Ambassador”**;
- **“Insurance Solution Centre”** to handle face-to-face enquiries and provide tailor-made financial planning service.

Greatest effectiveness and fastest speed of amplification:

- Social talkability: **Created Social Media Curiosity** – Collaborated with Andrew Lam and Ronald Cheng, two well-known comedians as their 1st partnership to spark off social buzz.
- Differentiate: **Revealed Service Uniqueness as a Challenger** – Challenged competitor’s service handicap in FWD scenario to expose FWD’s wait-free service uniqueness and innovation.
- Local Relevancy: **Fun to Watch & Inspiring** – Communicated service innovation with resonating local humors, it was not just making consumer to laugh, but to reconsider FWD.

Pre-shot video content:

- 兩點炒車傾傾偈 for **24-hour Hotline Customer Service and Instant Online Live Chat**,
- 特異功能即場批 for **Claim Ambassador**,
- 無幫襯亦幫你睇 for **Insurance Solution Centre** performed by the two celebrity comedians was strategically crafted upon the peculiar local sense of humor and language rhetoric to create a social media buzz in HK to build up an Emotion-First and Engagement-Driven awareness and resonance.

Comments from the Judges:

It was commended as an unconventional and creative campaign, which has set new norm for insurance industry by initiating first of its kind services and successfully changed the way how people felt about insurance.

As a young challenger brand, FWD has taken a bold step to introduce “Wait-Free Service” and “service to non-existing customers” to amaze the insurees. These personified services shifted the paradigm both within the organization and extended to the industry as a whole. The use of celebrity comedians Mr Andrew Lam and Mr Ronald Cheng was effective to boost talkability. The outside-in management philosophy walked the talk in delighting the target customers at the key moments of needs.

The result was encouraging in view of the increase in brand awareness and consideration. With new thinking, a new culture and readiness to take up more challenges ahead, the campaign successfully transformed FWD from a young challenger to a formidable player in the market.

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

1. Saatchi & Saatchi Services (HK) Ltd
2. Vizeum
3. Social Power Limited



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^ 網貸平台由 MoneySQ Limited 管理

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Merit Award

**“Revolutionize Hong Kong Financial Market”
MoneySQ Limited**

“Create Value Through Sharing” is the pursuit of MoneySQ.com. As Hong Kong’s first “Crowdfunding + Online Lending” Platform, a win-win case is brought to both credit-worthy borrowers and intelligent investors as they can truly create value through sharing. Furthermore, by forming a strategic alliance with TransUnion, MoneySQ.com launched CreditView™ service to enlighten customers the importance of Credit Score.

MoneySQ never settles with convention. They deployed an integrated 3-phase marketing campaign with the ground-breaking theme of “Financial Revolution” to symbolize the radical nature of MoneySQ.com and aimed to cultivate the correlation that **“MoneySQ.com= Financial Revolution”**.

To amplify the result, the marketing strategies engaged audiences through various customers touch points: produced a creative TVC featured Anthony Wong and some young celebrities; title sponsored of a popular TVB game show “I Love Hong Kong” (《我愛香港》) to bring the brand name to each household; and organized PR event promotions named “Check TU•Cash for U” (「Check TU • 全民派錢」) to educate the general public the use of CreditView™ service and created a positive connectivity to the brand.

MoneySQ further enhanced brand awareness and engagement through online platform: Social Media Marketing to engage social media community by adopting unconventional communication strategies in Facebook Fans Page and collaborated with selected popular fans pages to drive awareness; Search Engine Marketing to compliment digital initiative; and Website Optimization to provide the best user experience with user-friendly application procedures and high quality content.

The campaign brought positive impact to the finance industry and created significant financial result for the company in short period of time. The outstanding performance is reflected by various business indicators as shown below:

- Achieved 86.7% brand recognition
- Attracted more than HK\$300 million of investment
- Received nearly 3,000 loan applications
- MoneySQ.com acquired more than 110,000 members
- MoneySQ.com Facebook Fans Page gained over 30,000 page followers, with 67% engagement rate

*Data accumulated from July 2016 till August 2017.

Comments from the Judges:

It was commended as a revolutionary and highly creative campaign, which has disrupted Hong Kong’s financial service sector by launching the first ever, “Crowdfunding and Online Leading” platform and successfully distinguished MoneySQ.com as the undisputed pioneering leader in the competitive market.

With unconventional communications strategy, the campaign was effective to create curiosity and noise on this new financial platform. The thematic TVC with Anthony Wong as the endorser was overwhelming and impactful and generated talking points among the mass public. The strategy to roll out the TVC in phases was particularly successful to deepen the resonance.

The campaign has achieved tremendous results in terms of brand building, attracting investors and loan applications. The concept of Share Economy through innovative financing solution to truly create value for different stakeholders was groundbreaking and steering the financial market a new direction.

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

1. METTA communications
2. AQ Communications Ltd



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Merit Award

“Roulette Cheesy Bites Pizza: The Brave-or-Crave Challenge” Pizza Hut Hong Kong Management Limited

Challenging young customers to play Roulette Cheesy Bites Pizza put a new spin on Pizza Hut’s old marketing mantra: “A great way to share good times with others.”

Teens and young adults had become difficult to please in the digital age, when social networking and playing games on mobile phones had surpassed simply enjoying one another’s company over a meal.

The marketing team therefore set out to discover a way of getting gaming into gatherings at Pizza Hut outlets.

Then came the idea of turning every pizza into a game of roulette by adding a hidden spicy bite – all to generate suspense, surprise and good old-fashioned fun!

But what should be in the bite? After many trials, the R&D department found chili flakes would deliver the kind of palate punch acceptable to Hong Kong taste buds.

In a spirit of teamwork, the “baton” was then handed to the training department to design a module such that a single spicy bite would occur in an apparently random manner. That done, colleagues in operations formulated a secret code so staff would know the location of the spicy bite and motivate customers by providing clues.

Communicating the “Roulette Cheesy Bites Pizza Challenge” was about enticing youngsters to gather for a gaming challenge with fun food. The invitation went out via a TV commercial, print, billboards and digital media – featuring young people playing roulette with a pizza!

Getting staff onside involved offering a reward to the outlet that could prepare a roulette pizza and pinpoint a spicy bite’s location in the shortest times.

Roulette Cheesy Bites Pizza was a game-changer in every sense of the phrase. Year-on-year sales and transaction growth per store soared 11% and 12% respectively, while limited-time offer a la carte sales rocketed 31%. In fact, the Roulette Cheesy Bites Pizza became one of Pizza Hut’s best-selling products of 2016.

Comments from the Judges:

It was commended as an engaging and playful campaign, which has successfully combined gaming with an innovative product to excite the millennials with a unique customer experience.

The idea of gamifying an edible piece of food served in gatherings and reunions was incredibly interesting. It also tied with the brand’s positioning as a casual dining restaurant for sharing joy and happiness among families and friends. The product was reinvented with innovative and delicious taste and attracted more and more customers to take the challenge. All these made the game went viral and has successfully reconnected the brand with its customers.

The results were remarkable and exemplary as evidenced by the significant growth in year-on-year sales and store transaction. The campaign recalled customers’ memories that Pizza Hut was where for them to share good times with each other.

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

1. Havas Hong Kong
2. Zenith



Past Campaign Award Winners

2016

GOLD

csl Hit the BIG time on a BIG network

SILVER

ManulifeMOVE

BRONZE

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

EXCELLENCE AWARDS

AIA – Love is in Every Moment – Father & Daughter

Crown Motors – FUN2GATHER Toyota Sienta & Spade

McDonald's – Next Generation of Customer Experience

MERIT AWARDS

3HK – Making Better

FWD Savie Insurance 'Simply Unbeatable' Campaign

McDonald's – A Surprise in Disguise

Standard Chartered x Asia Miles Launch Campaign

2015

GOLD

Coca-Cola China Ltd - Share A Coke

SILVER

British Motors Limited - The Unexpected – All New Discovery Sport

BRONZE

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

EXCELLENCE AWARDS

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

Pricerite Stores Limited - Small Space: Big Universe

Nestle Hong Kong Ltd - Frutips Relevancy Campaign

MERIT AWARDS

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

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

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

PrimeCredit Limited - Turning Property into Cash

2014

GOLD

Harbour City - Rubber Duck Joy to the World Campaign

SILVER

Wellcome's 'Like Always' Campaign

BRONZE

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

EXCELLENCE AWARDS

Chow Tai Fook 'The Perfect One' Bridal Campaign 2013

Environmental Protection Department - Food Wise Hong Kong

PrimeCredit - Golden-teeth Promise

MERIT AWARDS

RunOurCity 'Free to Run 3.23 Hong Kong Streetathon'

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

Tai Hing Catering Group - My Hero 太好味道

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

2013

GOLD

PCCW - HKT mobile service 'Ultimate Mobility'

SILVER

Harbour City – Doraemon Brings Innovative Surprises through Joyful
Experiences

BRONZE

Love the Planet 4.22 Hong Kong Goes Green Monday

EXCELLENCE AWARDS

Turning Brand Culture into Customer Benefit – Fairwood 40th
Anniversary

Breakthrough the Dark Side of Hong Kong Disneyland

McDonald's Restaurants – i'm Amazing

MERIT AWARDS

Dairy Farm - Wellcome – Low Low Price Watcher

The Hong Kong Jockey Club – Happy Wednesday

McDonald's Restaurants – It's Mac Time Tonight

TSL | 謝瑞麟 Brand Revitalization – Rising from The Gloom

2012

GOLD

Coca-Cola Summer 'Chok' Campaign

SILVER

Hong Kong Breast Cancer Foundation – Three Steps to Breast Health

BRONZE

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

EXCELLENCE AWARDS

FUJIFILM X-series – The sect of wandering photographing – The

Re-birth of a Camera Giant

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

iButterfly – Turning the Sky into a Canvas

MERIT AWARDS

PopCorn's Opening Campaign

Okamoto - Water Temptation, Thinner than Super Thin

Pizza Hut - Pizza and More

SOLVIL ET TITUS: Time is Love

2011

GOLD

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

SILVER

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

BRONZE

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

EXCELLENCE AWARDS

Citibank Banks on New Standards to Break Banking Inertia

Free Golden Bangle

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

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



Past Campaign Award Winners

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

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.

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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 Canace Lin
CMO & Executive Director
CATALO Natural Health Foods Limited

Distinguished Marketing Leadership Awardees*

Ms Canace Lin
CMO & Executive Director
CATALO Natural Health Limited

Ms Angela Yam
Chief Marketing Officer
FTLife Insurance Company Limited

Outstanding Marketing Professional Awardees*

Ms Amanda Chan
Senior Manager, Communications
McDonald's Hong Kong

Mr Jordan Cheng
Founder and CEO
Dragon Creative Enterprise Solution Ltd

Ms Yvonne So
Brand Manager, Coffee
Nestlé Hong Kong Ltd

Marketer of the Year and Distinguished Marketing Leadership Awardee



Ms Canace Lin
CMO & Executive Director
CATALO Natural Health Foods Limited

It is truly a blessing and great honour to receive the Marketer of the Year and the Distinguished Marketing Leadership Award. Thank all the mentors who have inspired me and guided me in the past, and the CATALO family and business partners for supporting me and living out the CATALO's uncompromising spirit in pursuing quality excellence.



Individual Awards

Distinguished Marketing Leadership Awardee



Ms Angela Yam
Chief Marketing Officer
FTLife Insurance Company Limited

It is such a great honour to receive the Distinguished Marketing Leadership Award because it is a public recognition of the sterling work contributed by my teammates, which is a credit to the wider FTLife team and the support we all get from senior management.

Outstanding Marketing Professional Awardees*



Ms Amanda Chan
Senior Manager, Communications
McDonald's Hong Kong

It is my great honour to be awarded the Outstanding Marketing Professional Award, which propels me to higher heights for my career development in marketing and communications. I would like to extend my sincere gratitude to McDonald's Hong Kong management team for their leadership and to other colleagues for their unfailing support.



Mr Jordan Cheng
Founder and CEO
Dragon Creative Enterprise Solution Ltd

I am really honoured to receive the Outstanding Marketing Professional Award. To be recognized by the professional and experienced judging panel for my marketing excellence, is very valuable and means a lot to me. I would also like to take this opportunity to express my gratitude to the MAD Gaze team.



Ms Yvonne So
Brand Manager, Coffee
Nestlé Hong Kong Ltd

I am truly honoured to receive the Outstanding Marketing Professional Award. This is not only a recognition for my dedication at NESCAFÉ but also for the unfailing support and trust from my bosses, teammates and working partners. The award drives me forward to future challenges and breakthroughs.

* 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

2016

Marketer of the Year

Ms Isabella Lau
Chief Customer Officer
Manulife (International) Limited

Distinguished Marketing Leadership Awardees*:

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

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

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

Ms Isabella Lau
Chief Customer Officer
Manulife International Limited

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

Outstanding Marketing Professional Awardees*:

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

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

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

2015

Marketer of the Year

Ms Eve Leung
Senior Marketing Manager – Branded Products
Maxim's Caterers Limited

Distinguished Marketing Leadership Awardees*:

Ms Sandy Hung
Business & Marketing Director
Well Synergy International Limited

Ms Tania Lau
Director of Marketing, Yahoo Hong Kong
Yahoo! Hong Kong Limited

Ms Eve Leung
Senior Marketing Manager – Branded Products
Maxim's Caterers Limited

Mr John Leung
Director of Customer Communication
Pricerite Stores Limited

Outstanding Marketing Professional Awardees*:

Ms Anny Ho Yin Wa
Manager, Local Store Marketing and CSA
McDonald's Restaurants (Hong Kong) Limited

Ms Nicole Lam
Manager, Marketing and Brand Management
Pricerite Stores Limited

Ms Wong Ki Man
Manager – Marketing
McDonald's Restaurants (Hong Kong) Limited

2014

Marketer of the Year

Ms Karen Tam
Assistant General Manager – Promotions and Marketing
Harbour City Estates Limited

Distinguished Marketing Leadership Awardees*:

Ms Amy Leung
Executive Director
Pricerite Stores Limited

Ms Karen Tam
Assistant General Manager – Promotions and Marketing
Harbour City Estates Limited

Outstanding Marketing Professional Awardees*:

Ms Ophelia Fong
Marketing Manager
The Dairy Farm Company, Limited – Wellcome

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

2013

Marketer of the Year

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

Distinguished Marketing Leadership Awardees*:

Ms Emily Chow
Head of Marketing
PrimeCredit Limited

Mr Anthony Jim
Director – Group Marketing
TSL | 謝瑞麟

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

Mr Richard Leong
Marketing Director
Pizza Hut Hong Kong Management Limited

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

Outstanding Marketing Professional Awardees*:

Ms Karen Chan
Marketing Director
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 Joe Han 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



Past Individual Award Winners

2010	2009	2008
Marketer of the Year Ms Rhoda Chan Head of Corporate Responsibility, Corporate Affairs, Hong Kong Standard Chartered Bank (Hong Kong) Limited	CIM Marketer of the Year Ms Diane Chiu Marketing Director The Dairy Farm Company Ltd – Wellcome	CIM Marketer of the Year Ms Koby Kwan Marketing Head Cerebos (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	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	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 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	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	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

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

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



Past Individual Award Winners

2007	2006	2005
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	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	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.

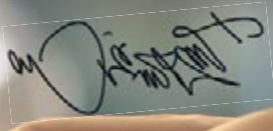
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* 根據 Nielsen Media Index 2017 年第2季報告顯示

** 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



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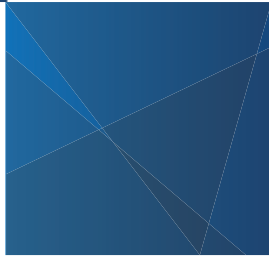
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	JobMarket		McDonald's Restaurants (Hong Kong) Limited
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