

Organizer:

55th
Anniversary



Sponsor:



Television Broadcasts Limited

HKMA/TVB AWARDS FOR MARKETING EXCELLENCE 2015



Dinner
Souvenir
Programme



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Message from Mr Alfred W K Chan BBS



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

It is every marketer's dream to have a crystal ball to look into the future and predict the next big trend for their brands or their customers. Particularly in this rapidly changing and digitally advanced epoch, it is no doubt that marketers are facing tougher situation ever to achieve their goals.

Entering into its 30th Year of establishment, the HKMA/TVB Awards for Marketing Excellence grows with the marketing industry in Hong Kong. From the impressive list of Marketing Award winners of the past, you will be amazed to witness how these trendsetters and innovators have challenged the industry norms to find a brand way of marketing, hence have created long term impact to their respective industries and brought tremendous contribution to the competitiveness of Hong Kong.

To commemorate this important milestone of the Awards, 15 eminent corporations will be presented with the 30th Anniversary Award for Achievement in Marketing Excellence in recognition of their enthusiastic support of the Award and well demonstrated achievements in marketing.

On behalf of The Hong Kong Management Association, I would like to thank the Board of Examiners and the Panel of Judges for their inexhaustible effort in the judging process. I also take great pleasure in expressing my gratitude to members of the Organizing Committee, for their wisdom and advice on making the Award programme a huge success.

I am particularly grateful to Mr S K Cheong, who has offered his robust leadership as Chairman of the Award Organizing Committee since 2001, and for his tireless energy and remarkable contribution to raising the standard of marketing in Hong Kong.

My deepest appreciation goes to Television Broadcasts Ltd, who has given its generous support for this meaningful annual competition since 1989. I am also greatly indebted to this year's three Special Citation Title Sponsors and 19 Corporate Sponsors for their unfailing support.

Finally, my warmest congratulations goes to all the winners of the 30th Anniversary Awards as well as this year's Campaign and Individual Awards for their over whelming accomplishment.

Last but not least, my deepest gratitude goes to Miss Randy Lai, Managing Director of McDonald's Restaurants (Hong Kong) Limited for gracing us and delivering such an insightful speech at the Award Presentation Dinner.



Message from Mr Mark Lee



Mr Mark Lee

Executive Director and Group Chief Executive Officer
Television Broadcasts Limited

This year marks the 30th anniversary of the HKMA/TVB Awards for Marketing Excellence. In the past decades, TVB has been partnering with the HKMA to feature this prestigious Awards to identify and recognize outstanding marketing works in Hong Kong.

The Awards continues to champion and celebrate the creativity and vitality of our marketing talents in different industries. It is a testimony of the marketers' expertise in launching effective campaigns and innovative marketing strategies. The Awards give them the recognition they deserve.

The business landscape is changing at the speed of technology. As such, most of us are thinking in terms of marketing in a digital world. But the fundamentals of marketing are always likely to be the same. Brands will need to differentiate and stand for something meaningful to consumers. What matters is a balance between getting ahead of the trends, on the one hand, and remaining focused on the interest of our consumers on the other. I would like to take this opportunity to record my sincere thanks and appreciation to the Organising Committee, the Panel of Judges, the Board of Examiners and all other parties who have devoted their time and experience 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 2015

This year we celebrate 30 years of the Awards.

In these 3 decades, more than 900 noteworthy marketing campaigns and over 100 marketing professionals have participated and over 700 CEO's and CMO's have helped us to organize, examine and judge the Awards.

To all the selfless companies and marketing professionals that have shared their campaigns and successes with us and all the committee members, examiners and judges who have given their invaluable time so generously to advance marketing skill in Hong Kong, I thank you most sincerely on behalf of the HKMA and the marketing community in Hong Kong.

Thanks are also due to all former Chairmen of the Organizing Committee, to the Secretariat, to our corporate sponsors and to our special guest at this 30th Awards, Mrs Randy Lai, Managing Director of McDonald's Restaurants (Hong Kong) Limited.

In celebration of the 30th Anniversary, we are presenting a series of awards that recognize the companies that have done especially well in the last 30 years. This is a very meaningful way for us to honour the generous outstanding achievers of the last 30 years and for us all to reflect on Hong Kong's marketing success over the last 3 decades.

I hope you will find tonight's Awards presentation to be especially meaningful and I wish everyone great marketing success for another 30 years!



Message from Dr Victor Lee



Dr Victor Lee
Executive Director
The Hong Kong Management Association

Over the past three decades, there are groundbreaking changes in the marketing profession. The prevalent promotion tools, such as mobile devices and gadgets, social media platform as well as big data analytics and research, did not even exist three decades ago. Now, new technologies and trends come faster than ever. And it is essential for marketers to embrace change and innovation in this dynamic business environment.

To keep pace with changing trends and the Hong Kong's economic development, the HKMA/TVB Awards for Marketing Excellence has given out different special citations to signify stages of development in marketing. In 2000, Citation for Innovation was introduced to emphasize the importance of incorporating innovative ideas in marketing strategies. Since 2005, Citation for Outstanding Small Budget Campaign has been given to encourage small and medium enterprises to strive for marketing excellence. With increasing business opportunities in the Mainland, Citation for Excellence in Mainland Marketing was introduced in 2011 to those outstanding marketing campaigns targeting at the Mainland China market. With the opportunity of digital technology, Citation for Digital Marketing was set up in 2012 to recognize the effective use of digital channels.

Among all the special citations, the Citation for Outstanding TV Campaign, first launched in 1992, is the most long-standing one. To celebrate the Award's 30th anniversary this year, we are proud to present the "30th Anniversary Award – The Most Favourite TV Commercial" to the most memorable and popular TV commercial chosen from all the Citation for Outstanding TV Campaign recipients over the years.

I would like to take this special occasion to extend my sincere thanks to members of the Panel of Judges, Board of Examiners and the Marketing Awards Organizing Committee for sharing their invaluable time and expertise. My gratitude also goes to Television Broadcasts Limited, all Special Citation Title Sponsors and Corporate Sponsors for their continuous support. And I would like to express my utmost admiration to the award winners for their creativity and hard work.

Last but not least, my heartfelt appreciation goes to Miss Randy Lai, Managing Director of McDonald's Restaurants (Hong Kong) Limited, for being the Guest of Honour of the 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 Award for China Marketing Excellence and the China Best Annual Reports Awards for Listed Companies. These prestigious awards, which are now regarded as the highest accolades of the business community, provide an exemplary model for business professionals to follow and benchmark.

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



About the Awards

INTRODUCTION

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. Since it has been established in 1985 and sponsored by the Television Broadcasts Limited, the HKMA/TVB Awards for Marketing Excellence celebrate their 30th Anniversary this year.

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

30th Anniversary Awards

- ◆ 30th Anniversary Award - The Most Favourite TV Commercial
- ◆ 30th Anniversary Awards for Achievement in Marketing Excellence

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



Milestones



1985

Marketing Award was launched with the aim to give recognition to outstanding marketing campaigns and to upgrade the profession of marketing in Hong Kong.

1987

The Award was renamed as Golden Arrow for Marketing Excellence.



1989

Television Broadcasts Limited became the title sponsor of the Award. The Award was renamed as HKMA/TVB Award for Marketing Excellence.

1990

The Award laid the framework that six best marketing campaigns were selected for Final Judging.

1992

Six finalists were recognized with Gold, Silver, Bronze Awards and Certificates of Merit.

Citation for Outstanding TV Campaign was given to those campaigns with impressive TV commercials which could effectively bring out the message of the campaign and successfully achieve the campaign objectives.



1994

The logo of the Award adopted the light-bulb design.

1997

Six finalists were invited to share their marketing campaigns at the HKMA/TVB Awards for Marketing Excellence – Award Seminar, which was attended by over 600 marketing professionals at the Hong Kong Convention and Exhibition Centre.





Milestones

2000

Citation for Innovation was introduced to recognize those campaigns which had incorporated innovative marketing ideas or made use of innovative promotional media, channels or methods.



2002

Citation for Excellence in Mainland Marketing was introduced to recognize those outstanding marketing campaigns targeting at the Mainland market.

2005

The Awards extended its scope to develop the Individual Awards to recognize the outstanding achievement of marketers who have made significant contribution to the marketing development of their companies or clients as well as the business community.

Best Presentation Award was introduced. Winners were chosen by participants attending the HKMA/TVB Awards for Marketing Excellence – Award Seminar.

Citation for Outstanding Small Budget Campaign was given to outstanding marketing campaigns with total marketing expenses less than HK\$2 million.



2006

The Award Presentation Ceremony was held as a dinner function.

2010

Ten best marketing campaigns were shortlisted for the Final Judging instead of six. They were recognized with one Gold, one Silver, one Bronze Award, three Excellence Awards and four Merit Awards.

2010

Best Marketing Partner Award was introduced to recognize companies such as advertising, research, PR and media agencies for their contributions to the success of different marketing campaigns.



2012

Citation for Digital Marketing was given to those marketing campaigns which have demonstrated effective use of digital distribution channels such as Internet, mobile platform and other interactive channels.

2015

The Awards celebrates its 30th Anniversary.



Panel of Judges Campaign Awards



Dr Helen Chan
Co-Founder and Managing Director
Vita Green Health Products Co., Ltd



Mr William Fu
Managing Director
YGM Trading Ltd



Mr Frank Lee
President
Tom Lee Music Co Ltd



Mr Lim Meng Teng
Founder and Managing Director
NEO DERM Group Limited



Mr Allen Ma
Chief Executive Officer
Hong Kong Science and
Technology Parks Corporation



Mr Henry Yim
Group Managing Director
Amoy Food Limited



Panel of Judges Individual Awards



Mr Tom Chan
Managing Director,
Commercial Group
HKT Limited



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



Mr Thomson Cheng
President
Walton Brown Group



Mr Stephen Ho
Chief Executive Officer
CITIC Telecom International CPC Limited



Mr Bankee Kwan
Chairman & CEO
CASH Group



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



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



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



Ms Angela Wong
Deputy Chairman and
Managing Director
Midland Holdings Limited



Board of Examiners Marketing Awards Organizing Committee



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



Mr Tom Chan
Managing Director,
Commercial Group
HKT Limited



Mr Thomson Cheng
President
Walton Brown Group



Mr Horace Chow
General Manager
Microsoft Hong Kong Limited



Mr Stephen Ho
Chief Executive Officer
CITIC Telecom International CPC Limited



Mr Bankee Kwan
Chairman & CEO
CASH Group



Board of Examiners Marketing Awards Organizing Committee



Ms Christine Lam
Head of Operations & Technology,
Asia Pacific and Managing Director
Citibank, N.A.



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



Ms Susanna Liew
Chief Executive Officer
PrimeCredit Limited



Mr Theodore Ma
Co-Founder
CoCoon



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



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



Ms Angela Wong
Deputy Chairman and
Managing Director
Midland Holdings Limited



Board of Examiners

Marketing Management Committee 2014/15



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



Professor T S Chan BBS
Vice President (Quality Assurance)
UNESCO Hong Kong Association



Ms Rosetta Fong
Chief Executive Officer & Executive Director
Convoy Financial Services Limited



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



Mr Bruce Lam
Chief Marketing Officer
CSL Mobile Limited



Board of Examiners

Marketing Management Committee 2014/15



Mr Vincent Leung
President
SKECHERS Hong Kong Ltd



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 Limited



Mr Robert Young
Member
Marketing Management Committee



Mr Titus Yu
Senior Regional Director
Prudential Hong Kong Ltd



30th Anniversary Awards

30th Anniversary Awards

To celebrate the 30th Anniversary of the HKMA/TVB Awards for Marketing Excellence this year, two sets of 30th Anniversary Awards will be granted.

30th Anniversary Award - The Most Favourite TV Commercial



"The Launch of One2Free" in 1997
CSL Mobile Ltd

30th Anniversary Awards for Achievement in Marketing Excellence



American Express International, Inc.



Cathay Pacific Airways Limited



CLP Power Hong Kong Limited



Coca-Cola China Limited



The Dairy Farm Company, Limited - Wellcome



Harbour City Estates Limited



HKT



Maxim's Group



i'm lovin' it®

McDonald's Restaurants (Hong Kong) Limited



MTR Corporation Ltd



Ocean Park Corporation



Pizza Hut Hong Kong Management Limited



Standard Chartered Bank (Hong Kong) Limited



Sun Hung Kai Properties



Swire Properties Limited

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



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

"Share A Coke"
Coca-Cola China Limited

Silver Award

"The Unexpected – All New Discovery Sport"
British Motors Limited

Bronze Award

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

Excellence Awards*

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

"FRUTIPS Relevancy Campaign"
Nestle Hong Kong Ltd

"Small Space: Big Universe"
Pricerite Stores Limited

Merit Awards*

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

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

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

"Turning Property Into Cash"
PrimeCredit Limited



Citations for Digital Marketing*

"The Unexpected – All New Discovery Sport"
British Motors Limited

"Share A Coke"
Coca-Cola China Limited

"A Twinkle Surprise' Christmas Campaign"
Starbucks Hong Kong Ltd

citibank[®] Citation for Innovation

"Share A Coke"
Coca-Cola China Limited



Citations for Outstanding TV Campaign*

"Like Always For 70 Years"
The Dairy Farm Company Limited - Wellcome

"Small Space: Big Universe"
Pricerite Stores Limited

Citations for Outstanding Small Budget Campaign*

"TOYSOUL 2014: Create An Exhibition to Establish Hong Kong
as the ART TOY Center in Asia"
How Amazing Company Limited

"Easy Easy Little Good Deeds' Campaign"
Jireh Fund Ltd

Citation for Excellence in Mainland Marketing

"The Red Universe – Shining through generations"
Chow Tai Fook Jewellery Company Limited

Best Marketing Partner Awards*

Communion W
PHD Hong Kong
UM Hong Kong

Best Presentation Award

Ms Beatrice Lo
Brand Director – Sparkling Beverages, HK & Macau Regions
Coca-Cola China Limited

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



Gold Award

"Share a Coke"

Coca-Cola China Limited

With the young generation gravitating towards novelties and digital gadgets, Coca-Cola was in need to close the emotional gap with them and enhance their loyalty. In order to connect with them, the company needed to jump start some real conversations with them. Not just any conversations, but conversations in their digital world.

In view of this, Coca-Cola decided to bring the Australia Share a Coke campaign to Hong Kong - the campaign that printed English names onto the Coca-Cola packs. But it wasn't just an adaptation of a global campaign, Coca-Cola has decided to make the programme uniquely for Hong Kong and contagious in the digital world. Coca-Cola included some of the most social and local nicknames, like "男神", "Chok王", etc.

Unlike a traditional marketing approach that started with "Paid" media, Coca-Cola focused first on "Earned" media through the widest ever celebrity seeding programme. Share a Coke packs with the name of the most popular celebrities, radio DJs and KOLs were sent to them. These personal gifts were simply irresistible, even the most popular celebrities couldn't help but take their selfies with their own Coca-Cola named packs and share on their own social platforms. Coca-Cola became a phenomenon in social media, making itself one of the "most selfied" brands in social media.

Coca-Cola then fueled the trend with its ATL communications, which suggested different ways of sharing expressions and feelings with friends, families and colleagues, such as combining the Chinese names and expressions in its TVC, or the different outdoor billboards that are localized according the locations.

The campaign was a smash hit. The campaign did the corporation proud in turning around its relationship with youth in Hong Kong, not only it was on "first name basis", Coca-Cola became a new way of sharing expressions among the young generation!

Comments from the Judges:

It was commended as a unique and full of fun campaign, which has successfully strengthened the bonding between Coca-Cola and the young generation by embracing the new wave of social media and the advantage of its exclusive packaging.

The social seeding in phase one by tailor-making Coke cans to the popular celebrities was highly efficacious. There was a direct connection with consumers of all ages. In addition, the popular and up-to-date slangs or names added immediate relevancy to the targeted youth sector. It was an extremely effective approach which brought out both the creativity and sensitivity of this globally recognized brand. The engagement of staff and business partners also deserved applause.

This programme was a classic case of "Content is King". The rejuvenation of the brand without altering any existing brand value of an international icon was certainly a momentous task. With clear understanding and precious execution to address the local market needs and trends, Coca-Cola successfully turned an overseas idea into a blockbuster campaign in Hong Kong that well surpassed its original intent.

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

1. Communion W Limited
2. Universal McCann Hong Kong



Silver Award

"The Unexpected – All New Discovery Sport"
British Motors Limited

March 14, 2015 was a day to remember. Land Rover Hong Kong presented the highly anticipated all-new Discovery Sport in an unexpected venue, supported with effective marketing strategies that generated extensive media coverage and valuable word-of-mouth for the British marque. Land Rover Hong Kong has also succeeded in reinventing marketing event executions with impactful ideas that sets a new benchmark for the local automotive industry.

With the unmistakable dynamic silhouette, versatile interior and legendary Land Rover capabilities, the all-new Discovery Sport is celebrated as the perfect partner for metropolitan inhabitants with uncompromised off-road functionalities. Themed "The Unexpected", the campaign showcased the beauty and power of the latest Land Rover model that truly impressed thousands of audiences in front of the scenic Victoria Harbour.

Set in a first-ever car launch venue, the event succeeded in offering customers with a complete and exclusive Land Rover experience - unprecedented water-wading and off-road simulation driving opportunities. The unique customer experience echoed perfectly with "Above and Beyond" Land Rover brand promise and set apart from normal sale-focused test driving practice that often seen locally.

Going 100% on digital communication was another bold move. Not only successfully captured the target customers online, the digital strategy helped boost the engagement rate of Land Rover Facebook fan page to a record high of 34%, comparing to industry reference of below 3%.

The campaign drew unprecedented levels of event traffic, brand awareness and financial results, which included a 950% of ROI and generated new car orders equivalent to 58% of the total units sold by Land Rover in 2014. Hong Kong has also become the best-selling market for Discovery Sport in the Region.

Comments from the Judges:

This was commended as an excellent and audacious marketing campaign with well-balanced risks, which enabled British Motors to achieve phenomenal marketing and financial results by creating an exhilarating experience to its target customers.

The campaign was comprehensive, well-thought through and interactive. With clear proposition and market segmentation, British Motors had genuine understanding of the target customers and demonstrated excellent use of social media to reach out to them. The installation of a reality off-road experience right in the city, utilizing a matching unique dock venue with full harbour view, offered the target customers a truly "unexpected experience". The utilization of AR in the showroom definitely gave a running start to the campaign. Moreover, the People Strategy to enhance the passion towards the new SUV before introducing to the potential customers was impressive.

The campaign was extremely successful in achieving top-of-mind product awareness and retail sales in the highly competitive market. The 100% digital strategy and spectacular launch event challenged the industry players to change their way of automotive marketing.

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

1. Uniplan Hong Kong Limited
2. Zenith Integrated Communications Limited



Bronze Award

“Mooncake Market Revolution – Maxim’s Egg Custard Mooncake 2014”
Maxim’s Caterers Limited

For continuous 16 years, Maxim’s Mooncake has been enjoying No. 1 sales in the Hong Kong Mooncake market. As a leader, it always looks for new opportunities to grow further and exceed beyond customers’ expectation. On the other hand, a new potential category - Egg Custard Mooncake has been growing while a 6-stars hotel has been the leader for years.

To defend its leader position, Maxim’s Mooncake was determined to take over the category leader position in 2014. It has conducted a consumers’ focus group to gain more insights and hence developed unique selling point of “雙重烘焗 (double-baking process)” for the real best taste, together with a premium pearl white paper box and sold at an affordable price.

Nevertheless, Maxim’s Mooncake understood consumers were looking for something “extraordinary”. It decided to create its own unique new product. Under intense rounds of taste tests and making numbers of samples in just one year, the market -first Lava Custard Mooncake (流心奶黃月餅) was launched in four pieces per box for trial.

“Extraordinary” product also needs an “extraordinary” campaign. Maxim’s Mooncake has adopted an unconventional 360 degree campaign to “WOW” the market in only three months!

- ◆ Proactively Target Reach & Build Credibility – Launched first tasting tours in major media groups and large corporate
- ◆ Outreach Teens – Launched LINE Custard Mooncake to expand the consumers’ base
- ◆ Celebrities’ Influence – Premium hampers with new Lava Custard delivered and successfully created curiosity
- ◆ Reach the Mass - New TVC, the first of its kind in the category and highlighted our unique selling point of “雙重烘焗 (double-baking process)” and finally became talk of the town!

The results were a revolutionary success! Maxim’s Mooncake became the leader of the egg custard category and continued its market leader position. Sales of the whole Egg Custard series also doubled. It became the most preferred brand. Furthermore, Maxim’s Lava Custard Mooncake now becomes a new alternative and new trend of the festive food.

In 2015, Maxim’s Egg Custard series further expanded its presence in over 25 cities in the world. It became so popular for its unique flavor with strong local characteristics. The market expansion also led to tremendous sales growths in our China and Global markets.

Comments from the Judges:

This was commended as a bold and ambitious campaign which has successfully overtaken the market leader in the egg custard mooncake market through innovative product design and differentiation.

Despite the success in the traditional mooncake market, Maxim’s identified and determined to extend its dominance to the rising custard mooncake segment. However, it is never an easy task for a market follower to outperform the rivals. With carefully designed product features and well-thought out packaging, Maxim’s revolutionary product effectively attracted a lot of attention and amusement from the consumers and swiftly differentiated itself from the market leader. Kicking off with real world taste-testing and exceeding the expectation of the guests placed the campaign on the express track to success.

The results were remarkable and exemplary as evidenced by the triple-digit growth in sales. This signature product not only improved Maxim’s profitability of the egg custard mooncake business, but also benefited the overall mooncake market in general by offering alternatives to the traditional choices.

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

1. Collaboration Group
2. DDB Group Hong Kong
3. Maxus Hong Kong



Excellence Award

"Arome Anew & Beyond"
Arome Bakery (HK) Co., Ltd

After the acquisition by Maxim's Group in 2008, Arome Bakery's business remained futile with 1/3 stores at negative return despite three years of integration and streamlining. To turnaround the business performance, Arome completed a brand revolution!

Arome's rejuvenation journey was led by Arome Rebranding Team (A.R.T), comprising talents from Hong Kong and Japan. With the vision of re-positioning Arome as leading premium modern Japanese Cake & Bakery brand to break-through the fierce competition, two strategies were formulated:

- ◆ "Halo Effect" – only seven strategic stores were rebuilt as "Bakery Room". Through extensive marketing campaign, we leveraged the entire store network (67 stores) to create positive customer perception with minimal investment.
- ◆ "Crossover Collaboration" – we purchased raw materials and award-winning branded ingredients from Japan, crossover with Japanese renowned brands and characters in promotion campaigns.

2014 Brand Campaign kicked-off after the transformation of entire business spectrum, from revitalizing brand identity, product development with the consultancy of Japanese patisserie chef Ms Chieko Go, to new store design together with multi-format operations modes (Bakery Room, Bake+Drink and Café) and staff training scheme. We also appointed Japanese celebrity AKB48 Ms Haruna Kojima as the spokesperson for massive marketing communication plan, Summer cake little campaign, to ignite emotional bonding with customers.

In 2014, Arome achieved promising financial results (sales revenue +52% and profits +40% vs 2011), became No.1 Favorite Brand in Cake Category in Nielsen research, and won several marketing and service awards.

Arome's rejuvenation story came to success with the passion and collaborative effort of A.R.T., even under unfavorable conditions brought by 3.11 Earthquake. Arome's philosophy, "Dedication to Quality", established new benchmark – affordable luxury quality cakes infused with authentic Japanese ingredients – to the market. The extraordinary results of the campaign stood as a testament to the team's bold version and commitment towards marketing excellence.

Comments from the Judges:

This was commended as a well-organized and well-integrated marketing campaign which has successfully rejuvenated a tired brand and turned the threats into opportunities through comprehensive brand transformation strategies.

To struggle in the highly competitive bakery market, Arome clearly understood the increasingly sophisticated customer needs and identified a niche market by positioning itself as a leading premium modern Japanese Cake and Bakery brand. Leveraging the power of the "Halo Effect", it was a smart move to start up the "Arome Bakery Room" in seven stores where customers' perception could be changed at a cost-effective way. The emphasis on authenticity and high quality products helped enhance the brand equity and customer satisfaction. The bold company vision and commitment with a passionate team was the key success factor of the campaign.

It was in fact a last-ditch attempt to save the brand and Arome has achieved very encouraging financial results. The cross-over collaboration with successful Japanese brands not only differentiated Arome from other competitors, but also turned around a loss business.

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

1. GroupM Hong Kong
2. The Nielsen Company
3. Turn Creative Limited



Excellence Award

"FRUTIPS Relevancy Campaign"

Nestle Hong Kong Limited

FRUTIPS' target consumers, teenagers, are highly impulsive and not brand loyal. In the past, FRUTIPS was perceived as old fashioned and not innovative, it slowly lost relevancy with its consumers. Facing this, FRUTIPS aimed for a breakthrough to become relevant again with teenagers in 2015.

Knowing that studying is a core part of consumers' lives, FRUTIPS determined to become their companion while studying. On top of hard work, students all wish to be blessed with LUCK. FRUTIPS' brand name in Chinese (能得利), to be interpreted as "capable of" (能), "gaining" (得), "good luck/victory/benefit" (利), it started with a new positioning as the candy that can give you good luck by simply eating it, creating a brand platform that is not only unique and ownable, but also resonates with teenagers, establishing relevancy with them.

To win the heart of consumers, FRUTIPS wisely picked two celebrities – Korean Lee Kwang Soo to deliver his comedian character & Hong Kong popular actress Lo Fun to retain local relevancy, using them in the viral video with a traditional CNY song adding with funky lyrics and quirky dance to deliver the message of "Good Luck in CNY" to feature the new product CNY Lucky Bag in a non-traditional way. In the lucky bag, there are red envelopes, fai chun and stickers to wish receivers good luck in exam, work, health etc., bringing the Good Luck elements to their everyday lives and spread it to their families.

With the start off in CNY then continue to the rest of the year promoting Good Luck in exams to students, across different scenarios such as love, back to school, Christmas etc., the series of digital videos reinforce the message "eat FRUTIPS and you will have good luck!". The campaign surpassed all success metrics at the marketing and financial levels, ranked No.1 in many aspects, ranging from top views in YouTube to brand loyalty level, with sales value boosted up significantly.

Comments from the Judges:

This was commended as a well-devised and well-implemented marketing campaign with a combination of re-launch and rejuvenation of a long-established candy brand in the highly competitive and heavily crowded snack market.

The company demonstrated thorough understanding and analysis of the target market. The creative TV commercial and genius use of two perfectly unmatched but trendy celebrities in the communication strategy hit the mind of young people and created viral marketing effect. Turning the Chinese brand name into blessing for good fortune and success was another masterstroke. All these features led to massive online social media exposure that allowed Fruitips to pass the competition in share of mind during the key campaign period. In addition, internal marketing was well-executed to help spread the message.

Impressive financial results and volume growth were achieved. Fruitips became the No.1 top of mind candy brand in Hong Kong after the campaign launched. It was a classic example demonstrating how an old-fashioned and conservative brand could be reinvigorated through a creative and excellent marketing campaign.

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

1. Publicis Hong Kong
2. Zenith Optimedia



Excellence Award

"Small Space: Big Universe"
Pricerite Stores Limited

The Hong Kong residential market underwent radical changes in its landscape during the past decade, leading to drastic changes in the furniture consumer market. The conventional furniture supply was largely unable to meet the aggravating space management challenge. Committed to facilitating customers in managing home spaces, Pricerite presciently saw the market opportunity, pioneered a fresh approach and developed the "Smart" solution series catering for maximising space utilisation.

Pricerite formulated the "Small Space: Big Universe" (小小空間：大大宇宙) campaign to substantiate its brand equity by addressing customers' needs to design and decorate small apartments. It created stronger bonds with customers and communicated its philosophy across --- "Home is where we truly enjoy life and build our own universe". Pricerite therefore developed a series of flexible and versatile home furnishing products, enabling a Small Space to become its customers' Big Universe."

The 360° branding campaign set out to project a warm yet fun and creative image for Pricerite. Featuring "multi-talented" artists Ivana Wong (王菀之) and Kandy Wong (糖妹), they served as symbols of the "smart", creative and talented professionals who typify Pricerite's younger customers. The variety of "looks" adopted by the artistes in the TVC tied in with the "flexible and transformable" concept of Pricerite's "Smart" series. Backed by golden oldie Childhood (小時候), the TVC brought to mind a cosy and imaginative home – just like Pricerite's innovative, stylish and comfortable products for young couples and individuals. The song was given memorable new lyrics emphasising that, no matter how small, a home could still feel and look good. Alongside traditional mass media channels, the campaign strategically used digital media to broaden its reach and, in particular, captured younger audiences.

The "Small Space: Big Universe" campaign was phenomenally successful as it did not only elevate the brand, substantially increased its furniture sales with record-breaking brand liking rate, but also transformed the whole market by offering solutions to the pressing space management problem of Hong Kong.

Comments from the Judges:

This was commended as an outstanding customer needs driven business model, which has successfully transformed Pricerite from a low-end mass furniture supplier to a specialist solution provider and effectively raised its brand awareness.

Based on genuine understanding of the living environment in Hong Kong, Pricerite accurately identified a market opportunity and addressed the real needs of local customers by introducing notable product offerings, which were of high flexibility and versatility. The communication strategy with a tailor-made oldie was creative and easy to understand. The use of celebrities and the message, "Small Space: Big Universe" in the TV commercial was effectively communicated to the right target segment in the most appealing way. The use of omni channel was pioneering and wise in capturing the hearts of young couples.

The results of the campaign were excellent with an increase in both retail and online sales and a stronger bonding with its target customers. Pricerite has made an incisive attempt to reinforce its brand equity and values by improving its products and brand image.

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

1. Acorn
2. OMD
3. Uth Creative Group Limited



Merit Award

"Cook For Love"

The Hong Kong and China Gas Company Limited

Flame-cooking is one of Towngas core drivers in residential business but it faced a multitude of challenges for a sustainable growth including the growing popularity of induction cookers, busier lifestyle and cooking as an dying art.

To sustain the demand for flame cooking, Towngas had to revive the tradition of family sitting together over a home cooked meal and its taste and liven up Chinese family values with cooking. In fact, cooking for loved ones is a sign of love, enjoyment, taste and warmth. Towngas saw its opportunity to own a new emotional territory by championing an overlooked truth about cooking to shift the public perception of Towngas from "another utility" company that is focused on a provider-user relationship to a "lifestyle enabler" that has a meaningful purpose.

Towngas created the "COOK FOR LOVE" movement to encourage more Hong Kongers to express their love to lovers, friends and family and inspire those who do not yet cook to start cooking, and those cooking to cook more.

At the heart of its campaign, Towngas called for a simple commitment – "我決定今晚返屋企食飯!" at receptive touch points across Hong Kong. Through its communications and beyond its thematic TVC "Cook for Love", from online and offline mass movement, engagement for adults, kids and those in need as well as the efforts Towngas made in its retail stores and with its partners through charitable causes all generated a never-ending cycle of influence that built up a sustainable movement. With a budget of just HK\$7million, Towngas garnered 1,585,642 pledges to cook for love! With Cook for Love, it lived up to Towngas "Wenxin" (溫馨) mission. Towngas are now all guided by a single vision – to make Hong Kong a warmer city.

Comments from the Judges:

This was commended as a sentimental yet influential marketing campaign, which has changed the usage habit of Hong Kong people with impressive results and created a long term impact on the society.

With a clear mission to preserve the culture and values of cooking at home, Towngas identified the need to remind the community of the irreplaceable intrinsic benefits of a home cooked meal. "Cook for Love" was a good idea to encourage cooking to express love and care for the loved ones. "Towngas KIDchen" was a thoughtful and long-term strategy to nurture the cooking culture early from the kids. It was praiseworthy that resources generated from the paid cooking classes benefited the underprivileged through "CookEasy" food packs. This helped further enhanced Towngas' good corporate citizenship.

The results were most impressive, especially over 1.5 million pledges to cook for love were generated shortly after the campaign launched. The campaign was altruistic as, "Cook For Love", was an open message to all the Hong Kong people to cook more for their loved ones regardless of the mode of cooking, whether flame or induction.

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

1. PHD Hong Kong
2. Pixo Punch Limited



Merit Award

"Total Kitchen Solution"

The Hong Kong and China Gas Company Limited

This is the story about how Towngas' Total Kitchen Solution smartly created an emotional connection with the consumers to generate B2B demand from property developers.

TGC is Towngas' flagship kitchen appliance brand. In recent years, TGC's market share among developers' projects suffered a declining trend due to Hong Kong people's chase for premium living, they prefer kitchens equipped with European appliances from the same and single brand.

Brand building campaign alone wouldn't resolve this challenge. So, Towngas evolved from a provider of flame-cookers and exhaust hoods to a single provider of "Total Kitchen Solution" who met Hong Kong's emerging market needs, by expanding product portfolio with the launches of Mia Cucina (premium kitchen cabinet brand) and Scholtès (French kitchen appliances) to grow the category for kitchen solution.

Total Kitchen Solution was...

- ◆ The FIRST kitchen solution that combined the best of both European aesthetics and Chinese cooking habits. Built-in with Michelin-programmed system and a distinctive high flame wok burner hob that elevated cooking to a whole new level.
- ◆ The FIRST single supplier who allowed developers and retail consumers to talk to ONE contact, from gas pipes, appliances selection to whole kitchen cabinet installation. Efficiency in project management and cost negotiations couldn't be higher.
- ◆ The FIRST provider for kitchen cabinet solution who adopted smart hybrid solution for Hong Kong. That is, use of European materials and locally tailored carcass to fit Hong Kong humid weather. Saving cost for developers and consumers, yet providing quality equivalent to the most premium European brands.

Towngas revolutionizes its expertise and operations to create a blue ocean with the launch of "Total Kitchen Solution" business model. Compared to 2012, the addition of Total Kitchen Solution drove a 394% increase in revenue for Towngas' Kitchen Business by 2014!

By reinventing Towngas' kitchen solution, Towngas won the hearts of many homeowners and developers who no longer needed to settle for less! It empowered home living!

Comments from the Judges:

This was commended as a strategic and highly original marketing campaign which enabled Towngas to fill the gap of an emerging market need and find new avenues of business growth through excellent premium products and effective positioning.

Traditionally, B2B marketing is more difficult than B2C. Towngas took a bold step to develop a revolutionary product strategy, which broke new ground in the industry. Riding on its strong business relationship, the identification of property developers as synergistic partners and the expansion of product portfolio to become their total kitchen solution provider were brilliant ideas. The combined approach to developers and end customers was creative and smart to hit two birds with one stone. Towngas reinvented its business and positioned itself as a total kitchen solution provider by providing premium product design and quality at reasonable price thus effectively differentiated itself from and avoiding direct competition with the rivals.

The results were encouraging, with impressive achievement in both marketing and financial aspects. It was an excellent marketing case of creating a blue ocean through innovative product development.

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

1. Cheil Hong Kong Limited
2. PHD Limited
3. Such Films Limited



Merit Award

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

K11 has buzzed the market by a revolutionary position since 2009: The first art mall in Hong Kong and the world, a breakthrough in retail model by Art X Commerce. However, it had been facing countless challenges: unfavorable location, constraints in size and tenant mix, limited acceptance among the public and stakeholders, traditional one-stop shopping stereotype, the introduction of Individual Visit Scheme and internal conflicts between Art and Marketing teams. Thus, K11 has to rebrand the Art X Commerce strategy in all marketing campaigns from creative, development to operation, to rebuild brand awareness and improve the overall sales performance:

- ◆ Development and Positioning: K11 commits to promoting Hong Kong local consumption and providing a unique museum retail experience with a well-planned trade mix to create affordable luxury, lifestyle, art and design shopping environment.
- ◆ Pricing strategy: Big revamp of tenant mix and introduce Cooperative Leasing Strategy by adopting low base rent and sharing profits to attract and incubate tenants with unique business model.
- ◆ Distribution channels: Leverage innovative tools and third party collaborations to promote its brand and reach its target customers, like New World Group and its business units, government as well as local and international art communities.
- ◆ Communication & Promotions: Heavily ride on digital communications platforms to reach out target audience with Digital, Lifestyle, Direct, Storytelling, Personalized Experience, Exclusiveness, Art X Commerce communication and promotion strategies.
- ◆ People Strategy: Create synergy among staff, tenants, stakeholders and lovers by developing clear slogans, strategic priorities, community engagement and regular communication.

K11 has revolutionized the retail scene: The company proves that the model of Art X Commerce is successful and sustainable. Because of the success, the model has been integrated by New World Group for various projects. Most importantly, the model helps K11 outperform in the uncertain market with local recognition. Looking forward, by evolving into a concept of museum retail, K11 will be a brand that brings proud, originality and representativeness to all Hong Kong locals, and the saga of "In Art We Live" will go on.

Comments from the Judges:

It was commended as a bold and surprising marketing campaign which has effectively differentiated K11 as a unique art mall and brought a fresh look to the industry in Hong Kong through an exceptional business model.

In Hong Kong, it was very rare for a shopping complex to highlight and partner with art. K11 successfully offered a truly different consumer experience to its visitors by incorporated more special business mix than other local shopping centres. The adoption of lower base rent and sharing profits allowed the move in of new tenants and even SMEs in a conveniently located shopping environment. The success of the campaign was backed by the insights and determination of the team, which has overcome the countless challenges.

The results were impressive as the sales revenue has outperformed the market growth rate. K11 is leading the way among commercial malls to adopt art as a continuous theme in the shopping arena. It is becoming a more prevalent form of business model among newly planned "art community as a priority" semi-commercial entities.

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

1. Cheil Hong Kong Limited
2. PHD Limited
3. Such Films Limited



Merit Award

"Turning Property Into Cash"
PrimeCredit Limited

For years, PrimeCredit had focused on the Balance Transfer Loan Segment and was losing its competitive edge in the emerging Property Owner Loan Segment (POL). Though PrimeCredit had first introduced its POL offerings in 2011, it did not create enough awareness in the market due to lack of promotion and fierce competition from market veterans.

With comprehensive research, PrimeCredit had identified the weakness of its key competitors being their loans were often relatively small. This led to the conception of "Large and sufficient amount of Loan 大額一筆過借到足" that defined the competitive edge for PrimeCredit's POL.

To echo the concept, PrimeCredit's 360 campaign launched the idea of "Turning Property Into Cash (有樓即有現金)" that showed numerous properties covered in banknotes. Aside from the promise of offering large cash loans, PrimeCredit had restructured its operation flow and trained its frontline staff to execute the process within an hour across all branches. The high standard of service enabled PrimeCredit to stand out among its competitors and deliver on its fast approval promise.

In order to make the application process easier to comprehend, PrimeCredit's POL was renamed "Property Owner Personal Loan" (業主私人貸款) to highlight its nature as a personal loan, and set apart from the commonly confused second mortgage loan. As an initiative to boost sales, an incentive programme was also created to motivate frontline staff, while the sales process was enhanced to ensure customers with properties were introduced to the POL.

Indicated by post-campaign research, PrimeCredit was ranked No. 1 in Future Brand Consideration, with a significant boost in overall application and sales volume.

Comments from the Judges:

This was commended as a well-designed and all-rounded marketing campaign which has, through precise positioning and excellent product development, identified a new business opportunity and addressed the unmet desires of the target market.

The challenges and marketing objectives were well thought-out and defined. Based on comprehensive market research and analysis, PrimeCredit developed a product tactically tackling the limitations on loan sizes and processing lead time in response to customers' concerns and competitors' shortcomings. The one-hour approval guarantee was a big differentiation from the existing market players. The TV commercial with very memorable caricatures was especially appealing to individual property owners and the clear and easy to understand message generated top of mind awareness among the target audience. Well-trained and motivated staff members to overcome the operational challenge were crucial to the success of the campaign.

The campaign achieved tremendous success in brand building and business performance. It successfully strengthened the brand presence from nobody to a dominant player in the property owner loan market.

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

1. Maxus Global Hong Kong
2. Uth Creative Group Limited



Past Campaign Award Winners

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 Our Planet 4.22 Hong Kong Goes Green Monday

EXCELLENCE AWARDS

Turning Brand Culture into Customer Benefits - Fairwood 40th Anniversary

Breakthrough the Dark Side of Hong Kong Disneyland

McDonald's 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

MaBelle Free Golden Bangle

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

2010

GOLD

Maxim's Angel and Devil

SILVER

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

BRONZE

McDonald's Moments Delivered

EXCELLENCE AWARDS

Endless Love - Rebranding BOCG Life

Cathay Pacific 'People & Service' Campaign

HKJC 125th Anniversary Campaign

2009

GOLD

MTR Rail Merger Campaign - The Unprecedented Marketing Challenge

SILVER

McDonald's Democratizing Premium Coffee

BRONZE

American Express Cathay Pacific Credit Card - Fly Faster

CERTIFICATES OF EXCELLENCE

Cathay Pacific New Cabin Designs Marketing Campaign

Dairy Farm - One Dollar Does Matter

The HKJC Olympic 2008 Campaign - How We Excelled in the World

2008

GOLD

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

SILVER

Pizza Hut Chessy Bites - Release the Child in You

BRONZE

Manhattan Hill - Magic Happens in West Kowloon

CERTIFICATES OF EXCELLENCE

Coca-Cola zero - Who Says You Can't Have Real Taste Zero Sugar

Ronald McDonald House Charities: Part of Me, Part of My Community

PCCW Mobile - Building A Brand with Passion Power



Past Campaign Award Winners

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 Cafe de Coral

BRONZE

An Exceptional Community for An Exceptional Childhood - Discovery

Bay Siena one Marketing Campaign

CERTIFICATES OF MERIT

Hang Seng Femina Banking - Lead a Fabulous Life

Hang Seng M.I. Kid" Account - Develop your Children's Potential for Great Achievements"

2001

GOLD

The Leighton Hill - Home to the New Aristocracy

SILVER

Orangeworld - A World Where Your Fantasy Takes Flight

BRONZE

Ribena Mobile the Ultimate Breakthrough

CERTIFICATES OF MERIT

Allergan - Complete Repositioning Campaign

Manulife - The MPF Launch Campaign

SUNeVision - Launch of Propertystreet.net

2000

GOLD

SUNDAY Independence Day

SILVER

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

BRONZE

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

CERTIFICATES OF MERIT

BOC U-point Credit Card

Hong Kong's Tender - You Name the Price

Guangzhou-Kowloon Through Train Service Improvement Turned Business Around



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

Cafe de Coral

Exchange Square

Mitsubishi 4-Seater Taxi

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

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



Individual Awards

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 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 Communications
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

* 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 Eve Leung

Senior Marketing Manager – Branded Products
Maxim's Caterers Limited

It is my great honour to receive the Marketer of the Year and Distinguished Marketing Leadership Award. I would like to thank the respected judging panel and examiners. This is not only a recognition for my dedication to the marketing profession but also for the unfailing supports from my passionate teammates and working partners throughout my career. Lastly, big thanks to Maxim's Group Management for its support, trust and guidance.

Distinguished Marketing Leadership Awardees*



Ms Sandy Hung

Business & Marketing Director
Well Synergy International Limited

It is my great honour to receive the Distinguished Marketing Leadership Award. This award does not only go to my professionalism but also recognition to my company Well Synergy as it is more than a distributor with excellent achievement on brand management for international brands like Del Monte and Kikkoman. I would like to devote my heartfelt gratitude to my company proprietor and my team who always strive for the best with passion and ownership.



Ms Tania Lau

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

It is an exceptional honour and experience to be recognized in the 30th Distinguished Marketing Leadership Award. This accolade was a great testament of Yahoo's "Glocalization" marketing strategy in the past 16 years and how Yahoo close to hearts of millions of Hong Kongers. I do not have a marketing magic wand, but profoundly grateful for having a fantastic purple family from Yahoo's management to my superb Avengers team and also to the many great mentors, partners for their unwavering support along my digital path. Internet is constantly in flux, this recognition has further fueled my passion and pursuit of marketing excellence in digital space.



Mr John Leung

Director of Customer Communications
Pricerite Stores Limited

I am very honored to be one of the Distinguished Marketing Leaders. This is not only the glory of my effort, but also the collaboration of the whole Pricerite team. In the coming days, we are dedicated to creating a bigger universe for the space management needs of our customers.

* 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

Outstanding Marketing Professional Awardees*



Ms Anny Ho Yin Wa

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

It is my honor to receive the Outstanding Marketing Professional Award. I would like to thank the Judging Panel for the recognition and this accolade not only goes to myself but all my supportive teammates. My sincere thanks also go to McDonald's Hong Kong management for their continuous support and guidance all along!



Ms Nicole Lam

Manager, Marketing and Brand Management
Pricerite Stores Limited

I am truly honoured to receive the Outstanding Marketing Professional Award. The Award recognizes not only my effort but also Pricerite's dedication. I would like to devote my wholehearted gratitude to the Pricerite management and my fellow team members for their unfailing support. The award drives me forward for future challenges and breakthroughs.



Ms Wong Ki Man

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

I am truly honoured to receive the Outstanding Marketing Professional Award and would like to thank the Panel of Judges for the indelible experience. I always believe that marketing is about individual commitment to a group effort. My heartfelt thanks go to McDonald's management for their guidance, and to my team as well as working partners for their support.

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

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Past Individual Award Winners

2014

Marketer of the Year

Ms Karen Tam

Assistant General Manager –
Promotions and Marketing
Harbour City Estates Limited

Distinguished Marketing Leadership Awardees*:

Ms Amy Leung

Executive Director
Pricerite Stores Limited

Ms Karen Tam

Assistant General Manager –
Promotions and Marketing
Harbour City Estates Limited

Outstanding Marketing Professional Awardees*:

Ms Ophelia Fong

Marketing Manager
The Dairy Farm Company, Limited –
Wellcome

Mr Andrew Yeung

Manager – Promotions and Advertising
Harbour City Estates Limited

2013

Marketer of the Year

Ms Yvonne Tang

Marketing Director
McDonald's Restaurants (Hong Kong) Limited

Distinguished Marketing Leadership Awardees*:

Ms Emily Chow

Head of Marketing
PrimeCredit Limited

Mr Anthony Jim

Director – Group Marketing
TSL | 謝瑞麟

Ms Elman Lee

Group Marketing Manager
The Dairy Farm Company Limited – Wellcome

Mr Richard Leong

Marketing Director
Pizza Hut Hong Kong Management Limited

Ms Yvonne Tang

Marketing Director
McDonald's Restaurants (Hong Kong) Limited

Outstanding Marketing Professional Awardees*:

Ms Karen Chan

Marketing Manager
The Dairy Farm Company Limited - Wellcome

Mr Wallis Chow

Chief Marketer
Okamoto Industries (HK) 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

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



Past Individual Award Winners

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

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

Distinguished Marketer Awardees*:

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

Mr James Hong, Akio
Senior Manager, Marketing Department
Sony Computer Entertainment Hong Kong
Limited

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

Ms Rita Li
Director of Consumer Marketing
PCCW Limited

Mr Joseph Wong
Head of Marketing
Hong Kong Philharmonic Orchestra

Mr Harold Yip
General Manager
Double A

Outstanding Young Marketing Professional Awardees*:

Ms Vivian Lee
Product Manager
MTR Corporation

Ms Clara Lo
Group Product Manager
Amoy Food Limited

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

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

2005

CIM Marketer of the Year

Ms Amanda Lui
Director & Chief Operations Officer
RoadShow Holdings Limited

Distinguished Marketer Awardees*:

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

Ms Melanie Lee
Vice President, Marketing
New World Mobility

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

Ms 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

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Fuji Photo Products Company Limited



The Hong Kong and China Gas Company Limited



Hong Kong Economic Times



The Hong Kong Jockey Club



Hong Kong L.P. Gas (Holdings) Limited



HKT Limited



Inchcape Hong Kong Group



McDonald's Restaurants (Hong Kong) Limited



Microsoft Hong Kong Limited



MTR Corporation



SKECHERS Hong Kong Limited



The Standard



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HKMA/TVB Awards for Marketing Excellence