



CAMPAIGN AWARDS JUDGING CRITERIA

INDICATIVE RATINGS

1. RATIONALE BEHIND THE MARKETING CAMPAIGN	15
<ul style="list-style-type: none"> 1.1 Analysis of the market, consumer/customer needs, and the competition 1.2 Consumer insights behind the campaign 1.3 Definition of objectives 	
2. MARKETING EXECUTION	40
<ul style="list-style-type: none"> 2.1 Development and positioning of product or service <ul style="list-style-type: none"> - Relevance to local market needs - For international product/service, adaptations for local market (e.g. reformulation, repackaging, reformatting, new applications) 2.2 Pricing <ul style="list-style-type: none"> - Relevance to market environment and profit and sales objectives 2.3 Sales or distribution channels <ul style="list-style-type: none"> - Alignment of marketing objectives, resources, and target users - Efficiency of channels used to reach target users 2.4 Communication and promotion <ul style="list-style-type: none"> - Impact on consumer/customer awareness, attitudes and usage 2.5 People <ul style="list-style-type: none"> - Whether staff are appropriately trained and well motivated to deliver the objectives of the campaign? - How the people issues have been appropriately considered? - How the people element was used to add value to the campaign? 2.6 Overall integration of campaign elements and challenges in the process of marketing execution 	
3. ORIGINALITY AND STRATEGIC IMPACT OF THE CAMPAIGN	15
<ul style="list-style-type: none"> 3.1 For local campaign, elements of the campaign which are highly original and creative 3.2 For international campaign, efforts to adapt to local market needs and elements which are highly creative 3.3 The extent to which the campaign broke new ground in the industry and created a unique position for the company 	
4. RESULTS	20
<ul style="list-style-type: none"> 4.1 Marketing Results <ul style="list-style-type: none"> - The extent to which the results met marketing objectives - Quantifiable measures (sales, market share, image improvement, changes in consumer/customer perceptions, consumer/customer satisfaction, etc.) 4.2 Financial Results <ul style="list-style-type: none"> - The extent to which the results met financial objectives - Quantifiable measures (profitability, return on investment etc.) - Cost efficiency of marketing expenditure 	12 8
5. EXCEPTIONAL MERITORIOUS ASPECTS OF THE CAMPAIGN	10
<ul style="list-style-type: none"> 5.1 Impact on and benefits to the future development of the company and/or the industry 5.2 Learning for the company 	

TOTAL: 100



市場策劃獎項 評審準則

	評分指標
1. 實行市場推廣計劃的理念及目標	15
1.1 市場、消費者／顧客需要及市場競爭分析	
1.2 市場推廣策劃背後的消費者洞察	
1.3 目標的確立	
2. 市場推廣策略	40
2.1 產品或服務的發展及定位	
－ 本地市場需要的適切性	
－ 國際產品或服務為迎合本地市場而作出的改變（例如從新配制、包裝、設計及應用）	
2.2 定價	
－ 配合市場環境及盈利和銷售目標	
2.3 銷售或分銷渠道	
－ 市場目標、資源，以及目標顧客的互相配合	
－ 接觸目標顧客所採用的渠道的成效	
2.4 推廣及宣傳	
－ 對消費者／顧客意識、態度及使用的影響	
2.5 人的因素	
－ 有否為員工提供適當的培訓及推動力，令這項市場策劃達到預期的目的？	
－ 有否適切考慮與人有關之問題？	
－ 如何運用人的因素替這項市場策劃增值？	
2.6 整體市場推廣策略原素的整合，以及在執行過程中遇到的挑戰	
3. 市場推廣計劃之原創性及策略效應	15
3.1 本地產品或服務：推廣計劃中富高度原創性及創意的原素	
3.2 國際產品或服務：為迎合本地市場需要而作出的改變及當中富高度創意的原素	
3.3 市場推廣策劃如何為業界帶來革新並為公司奠下獨特定位	
4. 成效	20
4.1 市場推廣成效	12
－ 市場推廣目標達到的程度	
－ 量度數據（銷售量、市場佔有率、形象改善、消費者／顧客喜好的轉變及消費者／顧客滿足感等）	
4.2 財務成效	8
－ 財務目標達到的程度	
－ 量度數據（盈利、投資回報率等）	
－ 市場推廣開支的成本效益	
5. 市場推廣計劃的特別優勝之處	10
5.1 對於公司及行內未來發展的影響及好處	
5.2 公司從中得到的經驗累積	

總分：100