

2 0 0 5

I N V I T A T I O N

YOU ARE INVITED TO PARTICIPATE IN THE
HKMA/TVB AWARDS FOR MARKETING EXCELLENCE



Organizer:

**HK
MA** THE HONG KONG
MANAGEMENT ASSOCIATION

Sponsor:



Television Broadcasts Limited

INTRODUCTION | TO THE AWARDS

ABOUT THE AWARDS

Now in its 20th year, the HKMA/TVB Awards for Marketing Excellence bestows 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.

HOW THE AWARDS BENEFIT

YOU

- Provides a valuable experience-sharing occasion
- Excellent opportunity to prove your ability and success
- Gain recognition from peers in the marketing profession and the business community
- Fun, exciting and enriching

YOUR COMPANY

- Confers the prestigious recognition and endorsement of the HKMA on the company's product or service and the company itself
- Strengthens the company's reputation within the trade and in the community at large
- Provides a high-profile, positive image for the company and its product or service via
 - a 30-minute programme on TVB Pearl;
 - coverage in the major Chinese and English language press;
 - exposures on TVB Jade and TVB Pearl in the Award promotion campaign in 2006.
- Increases the morale and motivation of the staff of Award recipients by publicly recognizing their efforts; and
- The winners will be allowed to use the award logo on their stationery, promotional literature and in advertising.

AWARD CATEGORIES, PRIZES AND RECOGNITION FOR WINNERS

There are two categories for the awards:

- Campaign Award
- Individual Award

Campaign Award

The following prizes will be granted to the top six marketing campaigns by the Panel of Judges:

- Gold Prize
- Silver Prize
- Bronze Prize
- 3 Certificates of Excellence

A recipient of the Best Presentation Award will be selected by all participants attending the Award Seminar.

Recipients of the following awards will be selected by the Board of Examiners from amongst all the participating marketing campaigns:

- Citation for Outstanding TV Campaign
- Citation for Innovation
- Citation for Excellence in Mainland Marketing
- Citation for Outstanding Small Budget Campaign

Individual Award

The following awards will be granted to outstanding marketers by the Board of Examiners:

- Distinguished Marketer Awards
 - "CIM Marketer of the Year Award" will be selected from amongst the winners of the Distinguished Marketer Awards.
- Outstanding Young Marketing Professional Awards

I CAMPAIGN AWARD

ELIGIBLE MARKETING CAMPAIGN

- A marketing campaign for a product, a service or a public service issue.
- A marketing campaign launched after October 2003 and with demonstrable results.
- The campaign is substantially different from previous submissions by the same company or organization.
- The marketing campaign is developed for either the Hong Kong market or the Mainland China market, although supporting materials need not have been produced locally.
- The campaign for the Mainland China market should be run by a Hong Kong company or organization.

JUDGING PROCESS

Written Submission

All entrants will be invited to submit a five-page summary of their marketing campaign, which will be reviewed by the Board of Examiners. The written entries should cover all the Judging Criteria.

Winners of the Citation for Outstanding TV Campaign, Citation for Innovation, Citation for Excellence in Mainland Marketing and Citation for Outstanding Small Budget Campaign will be selected by the Board of Examiners.

The top six marketing campaigns will be shortlisted for Final Judging.

Final Judging

The six finalists will be invited to deliver a 30-minute presentation, and a 10-minute Questions & Answers session, before the Panel of Judges at the Final Judging.

The Judges will then decide on the winners of the Gold, Silver, Bronze Prizes and the 3 Certificates of Excellence.

Award Seminar

All six finalists are requested to present their marketing campaigns at the Award Seminar which is open to all executives. The seminar will be held on Monday, 12 September 2005.

Winner of the Best Presentation Award will be decided by the number of votes received from participants during the Award Seminar.

(The Secretariat may request verification of the data submitted by contestants during the judging process.)

PARTICIPATION FEE

A participation fee of \$3,200 (HKMA or CIM Member) / \$3,800 (Non-Member) will be charged for each participating marketing campaign of the Award. The participation fee covers TWO free seats at both the Award Seminar and the Award Presentation Luncheon.

CAMPAIGN AWARD SCHEDULE

Briefing Session

Monday, 9 May 2005

Deadline for Entries

Monday, 23 May 2005

Deadline for Submission of Write-ups

Monday, 20 June 2005

Final Judging

Saturday, 3 September 2005

Award Seminar

Monday, 12 September 2005

Award Presentation Luncheon

Thursday, 13 October 2005

CAMPAIGN AWARD JUDGING CRITERIA

1. RATIONALE BEHIND THE MARKETING CAMPAIGN

- 1.1 Analysis of the market, consumer/customer needs, and the competition
- 1.2 Definition of objectives

2. STRATEGIC INTENT

- 2.1 Development and positioning of product or service;
 - Relevance to local market needs
 - For international product/service, adaptations for local market (e.g., reformulation, repackaging, reformatting, new applications)
- 2.2 Pricing
 - Relevance to market environment and profit and sales objectives
- 2.3 Sales or distribution channels
 - Alignment of marketing objectives, resources, and target users
 - Efficiency of channels used to reach target users
- 2.4 Communication and promotion
 - Impact on consumer/customer awareness, attitudes, usage
- 2.5 Overall integration of campaign elements

3. ORIGINALITY OF THE CAMPAIGN

- 3.1 For local campaign, elements of the campaign which are highly original
- 3.2 For international campaign, efforts to adapt to local market needs

4. RESULTS

- 4.1 Marketing Results
 - 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 Business Results
 - The extent to which the results met business objectives
 - Quantifiable measures (profitability, return on investment, impact on company etc.)

5. OTHER MERITORIOUS ASPECTS OF CAMPAIGN

- 5.1 Creativity, tracking methods, consumer/customer orientation, staff motivation and training, relevance to local market needs, etc.
- 5.2 Meeting corporate mission and longer term goals, enhancement of the company culture
- 5.3 Cost efficiency of marketing funds budgeted

I CAMPAIGN AWARD ENTRY FORM

To: The Secretariat
HKMA/TVB Awards for Marketing Excellence 2005
The Hong Kong Management Association
Top Floor, Unit M
Phase III Kaiser Estate
11 Hok Yuen Street
Hung Hom
KOWLOON

Attn: Ms Titania Woo, Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)
Ms Sunnie Ma, Senior Executive Officer (Tel: 2774 8579 Email: sunniema@hkma.org.hk)
Mr Simon Chung, Executive Officer (Tel: 2774 8581 Email: simonchung@hkma.org.hk Fax: 2365 1000)

My company intends to enter the competition for the HKMA/TVB Awards for Marketing Excellence 2005.

Name of Campaign: _____

Name of Organization: _____

Address: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____

Email: _____

Deadline for submitting the completed write-up is Monday, 20 June 2005.

A crossed cheque no: _____ of HK\$ _____ made payable to
"The Hong Kong Management Association" is enclosed.
[HK\$3,200 (HKMA or CIM Member) / HK\$3,800 (Non-Member) for each participating marketing campaign]

(Companies may submit more than one entry. Please complete a separate form for each entry.)

Signature: _____ Date: _____

(not later than Monday, 23 May 2005)

* Personal data will be used for the purposes of market research, programme development and direct mailing.

PAST AWARD WINNERS |

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

2003

- GOLD** One2Free SMS Lovers
- SILVER** The Power of Love - The Power of Music
- BRONZE** Ocean Park Halloween Bash 2002

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

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

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

1999

- GOLD** A Sentimental Journey
- SILVER** Tierra Verde – Breaking Through A Bleak Market
- BRONZE** Panadol Cold & Flu Campaign

1998

- GOLD** Lipton Ming Han Ching Tea Bags
- SILVER** The Launch of 5th C Jewellery Consultancy Service – A New Dimension in Diamond Marketing
- BRONZE** Dai Pai Dong – Passion of Hong Kong

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

1995

- GOLD** The Kingswood Villas Metamorphosis
- SILVER** Standard Chartered Credit Card Real Life Privilege
- BRONZE** Launching of HMV Superstores: Music at its Best

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

1993

- GOLD** Dairy Farm Hi-Calcium Milk
- SILVER** Taipan Snowy Mooncake
- BRONZE** Hongkong Telecom CSL 1010 Digital Launch

1992

- GOLD** Recruit
- SILVER** K-Swiss Sports Shoes
- BRONZE** MTR Customer Service Campaign

1991

- GOLD** Just Gold Concept
- SILVER** IKEA Showflat Campaign
- BRONZE** Mazda 121 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

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

I INDIVIDUAL AWARD

ELIGIBILITY

The Award is intended 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.

There are two categories for individual awards:

1. Distinguished Marketer Awards

Executives who have

- at least 10 years' experience; and
- occupy a senior position; and
- play a leading marketing role in the company or play a leading role in the marketing development and marketing execution of client companies.

A Marketer of the Year Award recipient will be selected from amongst the winners of the Distinguished Marketer Awards.

2. Outstanding Young Marketing Professional Awards

Executives who have at least 5 years' experience in the marketing profession.

JUDGING PROCESS

All entrants need their company's nomination to enter the Judging Process.

Company Nomination

All entrants have to be nominated by their companies which are required to send in the Company Nomination Form on or before Monday, 27 June 2005.

Each year, a company can nominate one candidate for the Distinguished Marketer Awards and a maximum of three candidates for the Outstanding Young Marketing Professional Awards.

Written Submission

All entrants will be required to submit a written submission not more than four pages together with a one-page summary of personal information in English or Chinese to be reviewed by the Board of Examiners.

A full briefing on the submission requirements, judging criteria and judging process will be available at the Briefing Session of the Individual Award.

Final Judging

Shortlisted entrants of Distinguished Marketer Awards and Outstanding Young Marketing Professional Awards will be invited to a 20-minute interview session in English or Cantonese by the Board of Examiners.

Winners of the Outstanding Young Marketing Professional Awards, the Distinguished Marketer Awards as well as the CIM Marketer of the Year will be selected by the Board of Examiners.

(The Secretariat may request verification of the data submitted by contestants during the judging process.)

PARTICIPATION FEE

A participation fee of \$1,600 (HKMA or CIM Member) / \$1,900 (Non-Member) will be charged for each nominee of the Distinguished Marketer Awards and Outstanding Young Marketing Professional Awards. The participation fee covers ONE free seat at both the Award Seminar and the Award Presentation Ceremony.

INDIVIDUAL AWARD SCHEDULE

Briefing Session

Wednesday, 25 May 2005

Deadline for Nomination

Monday, 27 June 2005

Deadline for Submission of Write-ups

Monday, 1 August 2005

Final Judging

Thursday, 15 September 2005

Award Presentation Luncheon

Thursday, 13 October 2005

INDIVIDUAL AWARD JUDGING CRITERIA

1. SINGLE CAMPAIGN TRACK RECORD

Criteria 1.1-1.4 judged based on the contestant's submission of the single most outstanding marketing campaign launched after October 2001 in which he/she had played a key role as a case to demonstrate his/her:

1.1 Creativity/Innovativeness

- Creative or innovative contributions by the contestant to the marketing programme/campaign in the planning/ strategy development/ execution stages that made the campaign a success. (Contestants are required to specify their role and contributions)

1.2 Executional Excellence

- Thoroughness/smoothness of campaign execution
- Problem-solving
- Team-building
- Overall campaign management/leadership
(Contestants are required to specify their role and contributions)

1.3 Results

- In terms of sales achievement, or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty/retention, etc or in terms of any other criteria directly related to the campaign objectives.

1.4 Lessons Learned

- Key learnings that were applied in future campaigns.

2. TRACK RECORD HIGHLIGHTS

2.1 Marketing Achievement

- Other marketing campaigns worthy of mention (Judging will be based on the same criteria as from 1.1-1.4)

2.2 Personal Achievement

- Academic, professional awards and other public recognition related to marketing
- Career achievement

3. GENERAL CONTRIBUTIONS

- 3.1 Contributions to the marketing development of the business community (marketing-related aspects such as efforts in training, grooming, pro-bono work etc.)
- 3.2 Contributions to the development and improvement of marketing capability of the company such as staff development and so forth
- 3.3 Contributions in bringing influence to the direction and management of the company as a whole to be more marketing-oriented.

INDIVIDUAL AWARD NOMINATION FORM

To: The Secretariat
HKMA/TVB Awards for Marketing Excellence 2005
The Hong Kong Management Association
Top Floor, Unit M
Phase III Kaiser Estate
11 Hok Yuen Street
Hungghom
KOWLOON

Attn: Ms Titania Woo, Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)
Ms Sunnie Ma, Senior Executive Officer (Tel: 2774 8579 Email: sunniema@hkma.org.hk)
Mr Simon Chung, Executive Officer (Tel: 2774 8581 Email: simonchung@hkma.org.hk Fax: 2365 1000)

My organization would like to submit nomination(s) for Distinguished Marketer Awards as well as Outstanding Young Marketing Professional Awards of the HKMA/TVB Awards for Marketing Excellence 2005.

Name of Organization: _____

Address: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____

Email: _____

A. Nomination for Distinguished Marketer Awards

Nominee: _____ Job Title & Department: _____

B. Nomination for Outstanding Young Marketing Professional Awards

Nominee: _____ Job Title & Department: _____

Nominee: _____ Job Title & Department: _____

Nominee: _____ Job Title & Department: _____

Deadline for submitting the completed write-up is Monday, 1 August 2005.

A crossed cheque no: _____ of HK\$ _____ made payable to
"The Hong Kong Management Association" is enclosed.

[HK\$1,600 (HKMA or CIM Member) / HK\$1,900 (Non-Member) for each nomination for Distinguished Marketer Awards and
Outstanding Young Marketing Professional Awards]

Signature: _____ Date: _____

(not later than Monday, 27 June 2005)

* Personal data will be used for the purposes of market research, programme development and direct mailing.

BRIEFING SESSIONS |

BRIEFING SESSIONS

To enable companies have a better understanding of the Awards, two Briefing Sessions will be organized.

Date: Monday, 9 May 2005 (Campaign Award)

Wednesday, 25 May 2005 (Individual Award)

Time: 9:00am - 10:00am

Venue: The Hong Kong Management Association

4/F Pico Tower

66 Gloucester Road

Wanchai

HONG KONG

Fees: Free of Charge

REPLY SLIP

All those interested are requested to complete the reply slip below and return it back to the Secretariat on or before Friday, 6 May 2005 for Campaign Award and Friday, 20 May 2005 for Individual Award.

To: The Secretariat
HKMA/TVB Awards for Marketing Excellence 2005
The Hong Kong Management Association
Top Floor, Unit M
Phase III Kaiser Estate
11 Hok Yuen Street
Hungghom
KOWLOON

Attn: Ms Titania Woo, Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)
Ms Sunnie Ma, Senior Executive Officer (Tel: 2774 8579 Email: sunniema@hkma.org.hk)
Mr Simon Chung, Executive Officer (Tel: 2774 8581 Email: simonchung@hkma.org.hk Fax: 2365 1000)

I would like to attend the following Briefing Session(s): (Please tick where appropriate)

Campaign Award

Individual Award

Name: Mr/Ms _____ Position: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

Signature: _____ Date: _____

* Personal data will be used for the purposes of marketing research, programme development and direct mailing.

MARKETING AWARDS ORGANIZING COMMITTEE

Mr S K Cheong (Chairman)

General Manager – Broadcasting
Television Broadcasts Ltd

Mr Cheang Yoon Hoong

Managing Director
Morning Star Resources Ltd

Mr Sunny Cheung

Managing Director & Head of Consumer Banking
DBS Bank (Hong Kong) Limited

Mr Antony Chow

Managing Director
Euro RSCG Hong Kong

Mr C H Fan

Managing Director
Synergis Holdings Ltd

Mr Roy Tan Hardy

Vice President of Marketing and Sales
Hong Kong Disneyland

Mr Adolf Ho

Managing Director, Greater China
Campbell Soup Asia Ltd

Ms Marisa Kwok

Managing Director, Commercial Group
PCCW Ltd

Mr Samuel Lai

Chief Executive Officer - Acting
Kowloon-Canton Railway Corporation

Mr Joseph Lau

Managing Director
McDonald's Restaurants (Hong Kong) Ltd

Ms Annie Leung

Managing Director
Longman Hong Kong Education

Ms Winnie Ng

Executive Director
The Kowloon Motor Bus Co (1933) Ltd

AWARD POLICIES

All information and documents supplied by Award entrants including entrant identities and commentaries developed during the review of entries are kept confidential and will be used only for the judging of the Award.

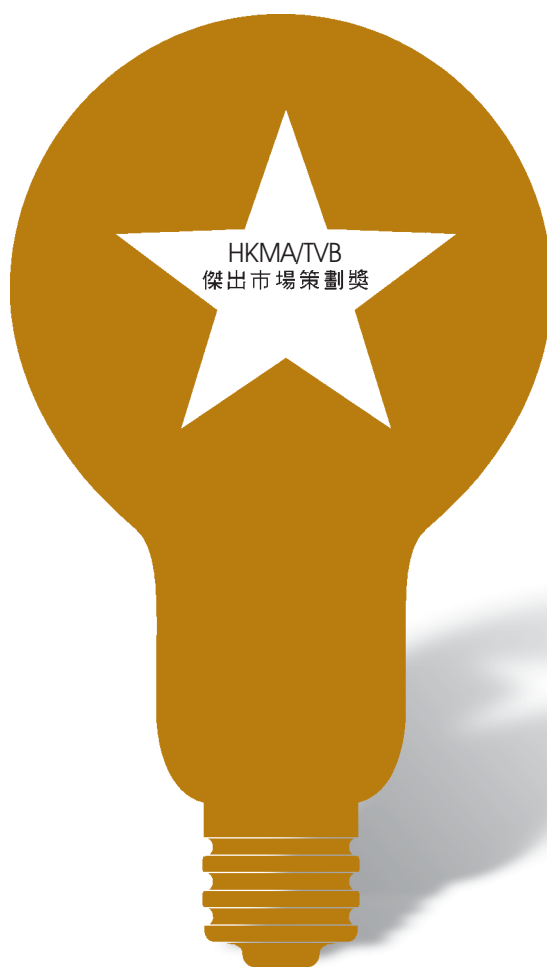
All Judges and Examiners are required to declare in advance to the Award Secretariat any cases or situations which may create any apparent or potential conflict of interest. The Judge or Examiner in question would be barred from reviewing the entries concerned or handling in any manner the materials submitted by the award entrants involved.

ENQUIRIES

For enquiries please contact Ms Titania Woo, Manager on 2774 8580 (Email: titaniawoo@hkma.org.hk) or Ms Sunnie Ma, Senior Executive Officer on 2774 8579 (Email: sunniema@hkma.org.hk) or Mr Simon Chung, Executive Officer on 2774 8581 (Email: simonchung@hkma.org.hk) or by fax on 2365 1000.

邀 請 函

誠意邀請貴公司參與
HKMA/TVB傑出市場策劃獎



主辦機構：

**HK
MA** 香港管理專業協會

贊助機構：



電視廣播有限公司

獎項簡介

獎項簡介

HKMA/TVB傑出市場策劃獎，舉辦至今已進入第二十年，目的在於表揚本港傑出的市場推廣計劃及從業員，並提高其專業水準。

參選為您帶來的收獲

- 獲得交流寶貴經驗的機會
- 證明您的能力和成就的絕佳機會
- 您的成就能獲得市場策劃從業員及社會各界的認同
- 有趣、刺激、令您獲益良多

參選為貴公司帶來的收獲

- 貴公司在產品或服務推廣之卓越成就，獲香港管理專業協會肯定及嘉許
- 提高貴公司在同業中的聲譽及獲得社會各界的嘉許
- 藉著以下一連串的宣傳活動，為貴公司及其產品或服務建立合適及正面的形象
 - 參與無線電視明珠台有關此獎項的三十分鐘特備節目
 - 獲得各大中英文報紙廣泛的報導
 - 於2006年獎項宣傳廣告中，在無線電視翡翠台及明珠台出現
- 增強貴公司員工的士氣
- 得獎公司可使用「HKMA/TVB傑出市場策劃獎」之標誌作宣傳用途

獎項類別

HKMA/TVB傑出市場策劃獎主要分兩個類別：

- 市場策劃獎項
- 個人獎項

市場策劃獎項

評判團將於進入決賽的六項市場推廣計劃，選出下列獎項得主：

- 金獎
- 銀獎
- 銅獎
- 卓越獎三名

「最佳演繹獎」之得主將由「HKMA/TVB傑出市場策劃獎」研討會之參加者選出。

由HKMA/TVB傑出市場策劃獎籌委會及香港管理專業協會銷售管理委員會組成之評審委員會，將於參賽市場推廣計劃中選出下列獎項得主：

- 優異電視推廣策略獎
- 最具創意獎
- 傑出中國內地市場策劃獎
- 小預算市場策劃獎

個人獎項

評審委員會將頒發下列獎項予傑出的市場策劃從業員：

- 傑出市場策劃人
「CIM 最傑出市場策劃人」將由「傑出市場策劃人」得獎者中選出。
- 優秀新晉市場策劃專才

市場策劃獎項

參選資格

- 為任何產品、服務或公共服務所推行的市場推廣計劃
- 推廣計劃須於二〇〇三年十月後推行，並已完成成效評估
- 若該公司曾參與此獎項，所提交的推廣計劃必須與以往的參選計劃有顯著分別
- 參選的市場推廣計劃須為本地或中國內地市場而設，惟輔助之推廣素材則不需一定在本地創作
- 為中國內地市場而設的市場推廣計劃，參選公司須為本地機構

評審過程

詳盡報告

所有參賽機構必須提交一份不多於五頁的詳盡報告，並由評審委員會評核。報告內容必須覆蓋所有評審準則。

「優異電視推廣策略獎」、「最具創意獎」、「傑出中國內地市場策劃獎」及「小預算市場策劃獎」的得主，將由評審委員會選出。

最優秀的六項市場推廣計劃，將由評審委員選出並參加最後評審。

最後評審

進入最後評審的六間機構，將以三十分鐘時間向評判團介紹其推廣計劃及接受十分鐘的答問。

評判團將決定「金獎」、「銀獎」、「銅獎」及三名「卓越獎」得獎者。

「HKMA/TVB傑出市場策劃獎」研討會

入選決賽的六間機構須出席於二〇〇五年九月十二日（星期一）舉行的「HKMA/TVB傑出市場策劃獎」研討會，並於會上向與會者分享其市場推廣計劃。

「最佳演繹獎」得主，由與會者以一人一票形式選出。

（秘書處在評審過程中有可能要求參賽者提交有關其已呈交資料的證明。）

參賽費用

每個參賽的市場推廣計劃須繳付HK\$3,200（管協或英國特許市務學會會員）/ HK\$3,800（非會員）的參賽費用。此費用已包括兩位參與「HKMA/TVB傑出市場策劃獎」研討會及午宴頒獎禮的名額。

參賽重要事項

獎項簡介講座

二〇〇五年五月九日（星期一）

截止報名日期

二〇〇五年五月二十三日（星期一）

截止提交詳盡報告日期

二〇〇五年六月二十日（星期一）

最後評審

二〇〇五年九月三日（星期六）

「HKMA/TVB傑出市場策劃獎」研討會

二〇〇五年九月十二日（星期一）

午宴頒獎禮

二〇〇五年十月十三日（星期四）

市場策劃獎項評審準則

1. 實行市場推廣計劃的理念及目標

- 1.1 市場、消費者／顧客需要及市場競爭分析
- 1.2 目標的確立

2. 市場推廣策略

- 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效率
- 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 整體市場推廣策略原素的連環作用及連鎖效應

3. 市場推廣計劃之原創性

- 3.1 本地產品或服務，推廣計劃中富高度原創性的原素
- 3.2 國際產品或服務，為迎合本地市場需要而作出的改變

4. 成效

- 4.1 市場推廣成效
 - － 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 商業成效
 - － 商業目標達到的程度
 - － 量度數據（盈利、投資回報率、對公司整體影響等）

5. 市場推廣計劃的其他優勝之處

- 5.1 創意、成效跟進、滿足消費者／顧客需求之程度、員工動力、訓練及本地市場需要的適切性等
- 5.2 達到公司的使命及長遠目標，加強公司文化
- 5.3 預算市場推廣費用的成本效益

市場策劃獎項報名表

致：「二〇〇五年度HKMA/TVB傑出市場策劃獎」秘書處
九龍紅磡鶴園街十一號凱旋工商中心第三期頂樓M座

收件人：胡志君小姐（電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk）
馬森沂小姐（電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk）
鍾震宇先生（電話：二七七四 八五八一 電郵：simonchung@hkma.org.hk）
傳真：二三六五 一〇〇〇

本公司欲參加「二〇〇五年度HKMA/TVB傑出市場策劃獎」。

市場策劃名稱：_____

公司名稱：_____

公司地址：_____

聯絡人：先生／女士 _____ 職位：_____

公司電話：_____ 公司傳真：_____

電子郵箱：_____

截止提交詳盡報告日期為二〇〇五年六月二十日

現付上已填妥之報名表格及劃線支票（抬頭：「香港管理專業協會」）

支票號碼：_____ 支票金額：港幣\$ _____

〔每項市場策劃參賽費用為HK\$3,200(管協或英國特許市務學會會員) / HK\$3,800(非管協會會員)〕

(提交多於一個市場策劃，請另填表格。)

聯絡人簽名：_____ 日期：_____

(截止提交報名表日期為二〇〇五年五月二十三日)

* 閣下之個人資料將供本會作市場調查、發展課程及推廣之用。

歷屆得獎者

2004年

- 金** YOHO Town - 從物業飛躍成爲一個「風格」品牌
- 銀** Swire Homes' Distinctive New Living - The Orchards
- 銅** 推出新品牌:VAGO無痛高跟鞋

2003年

- 金** One2Free訊短繫戀人
- 銀** The Power of Love - The Power of Music
- 銅** 2002海洋公園十月全城哈囉喂

2002年

- 金** RoadShow - 革新媒體，革新視野
- 銀** 國泰航空萬張機票贈全城
- 銅** 大家樂見
不一樣的社區 不一樣的孩子
(愉景灣海澄湖畔一段推廣計劃)

2001年

- 金** 禮頓山 - 一個貴族的誕生
- 銀** Orangeworld無線上網服務
- 銅** 突破市場界限 - 手提利賓納

2000年

- 金** Sunday獨立日
- 銀** 維景灣畔 - 最好的，給您最好的
- 銅** 創意定位 - 萬事得Premacy Capsule V 5-7 Seater

1999年

- 金** 舞台劇「劍雪浮生」
- 銀** 逆市順勢 - 盈翠半島致勝之謎
- 銅** 必理痛傷風感冒丸

1998年

- 金** 立頓茗閒情三角立體茶包
- 銀** 鑽石第5C - 謝瑞麟專業珠寶顧問
- 銅** 大排檔 - 香港情懷

1997年

- 金** One2Free「自由2」通訊選擇真自由
- 銀** 雷霆881Shell馬路之友
- 銅** 全新推出李錦記蒸魚豉油

1995年

- 金** 長江實業有限公司 - 扭轉乾坤話嘉湖
- 銀** 渣打銀行 - 渣打信用咭專利計劃
- 銅** HMV音樂無限如何成功進入香港市場

1994年

- 金** Kalm - 一份心意 一份真摯
- 銀** 太古廣場凝聚無盡聖誕歡欣
- 銅** 城市電訊市場推廣計劃1994

1993年

- 金** 牛奶公司高鈣牛奶 - 成功之道
- 銀** 新月傳奇 - 大班冰皮月餅
- 銅** 香港電訊CSL1010數碼流動電話網絡

1992年

- 金** Recruit
- 銀** K-Swiss運動鞋
- 銅** 地下鐵路「服務至上」推廣計劃

1991年

- 金** 「破舊立新之鎮金店」推廣計劃
- 銀** 宜家「模範家居」推廣計劃
- 銅** 「萬事得121成功之道」推廣計劃

1990年

- 香港經濟日報促銷計劃

1989年

- 富士彩色專賣店計劃
- 渣打銀行更家好計劃

1988年

- 第一太平銀行珍寶CCU定期存款計劃

1987年

- 美國運通卡「運通美膳滿香江」
- 快圖美錄影會

1986年

- 翡翠廣告套餐
- 三禾米市場推廣運動

1985年

- 大家樂
- 交易廣場
- 三菱四座位的士

* 由一九九七年起，獎項之年份根據頒獎禮之年份訂定

參選資格

個人獎項旨在表揚傑出的市場策劃從業員，為其所屬機構、客戶及整體商業社會所作的貢獻。

個人獎項主要為兩個類別，分別為：

1. 傑出市場策劃人

參賽者必需

- 擁有十年或以上工作經驗；及
- 任職高級行政管理工作；及
- 負責領導公司的整體市場策劃或為其客戶之市場推廣發展及推行擔當重要角色。

「2005年度最傑出市場策劃人」將由「傑出市場策劃人」得獎者中選出。

2. 優秀新晉市場策劃專才

參賽者必需在市場推廣專業上有五年或以上的經驗。

評審過程

所有參賽者必須由所屬公司提名方可進入評審過程。

公司提名

所有參賽者必須由公司提名，並於二〇〇五年六月廿七日(星期一)前遞交公司提名表格。

每間公司每年可提名一位參賽者參與「傑出市場策劃人」及最多三位參賽者參與「優秀新晉市場策劃專才」獎項。

詳盡報告

每位被提名之參賽者必須呈交一份不多於四頁、以中文或英文撰寫的詳盡報告，及一份一頁的個人資料簡介，並由評審委員評核。

有關詳盡報告、評審準則及評審過程的詳盡資料，將於個人獎項簡介講座中公佈。

最後評審

進入最後評審的「傑出市場策劃人」及「優秀新晉市場策劃專才」參賽者，將接受評審委員會二十分鐘的面見，參賽者可選擇以英語或廣東話進行。

「優秀新晉市場策劃專才」、「傑出市場策劃人」及「CIM 最傑出市場策劃人」得獎者將由評審委員會選出。

(秘書處在評審過程中有可能要求參賽者提交有關其已呈交資料的證明。)

參賽費用

每位「傑出市場策劃人」或「優秀新晉市場策劃專才」獎項之提名須繳付HK\$1,600(管協或英國特許市務學會會員)/HK\$1,900(非會員)的參賽費用。此費用已包括一位參與「HKMA/TVB傑出市場策劃獎」研討會及午宴頒獎禮的名額。

參賽重要事項

獎項簡介講座

二〇〇五年五月二十五日 (星期三)

截止提名日期

二〇〇五年六月二十七日 (星期一)

截止提交詳盡報告日期

二〇〇五年八月一日 (星期一)

最後評審

二〇〇五年九月十五日 (星期四)

午宴頒獎禮

二〇〇五年十月十三日 (星期四)

個人獎項評審準則

1. 單項市場推廣計劃成就

以下四項評審準則是基於參賽者在二〇〇一年十月後曾經參與之其中一項最成功市場推廣計劃。參賽者須於該計劃內擔當主要角色，以證明參賽者之：

- 1.1 創造力/革新精神
 - 於市場推廣計劃、策略發展及執行等階段，有助計劃成功的創新構思
(參賽者必須界定其角色及貢獻)
- 1.2 實行/執行計劃能力
 - 市場推廣計劃的仔細執行及流暢性
 - 解決問題能力
 - 建立團隊精神能力
 - 整體計劃的管理及領導才能
(參賽者必須界定其角色及貢獻)
- 1.3 計劃成效
 - 銷售量或其他市場推廣成效例如分銷、品牌認知、品牌形象、顧客忠誠等及任何與計劃目標相關的成效指標
- 1.4 經驗累積
 - 獲取經驗以應用於日後的市場推廣計劃

2. 其他出色成就

- 2.1 市場推廣成就
 - 其他曾參與的市場推廣計劃(評審會基於準則1.1至1.4)
- 2.2 個人成就
 - 曾獲得與市場推廣有關的學術、專業獎項及公眾嘉許成就
 - 工作上的成就

3. 其他貢獻

- 3.1 對商業社會的市場推廣發展所作出的貢獻(與市場推廣有關的培訓工作、專門訓練及社會服務工作)
- 3.2 對公司的市場推廣實力發展及改善所作出的貢獻，例如員工發展等
- 3.3 對公司的整體方向及管理所作出的影響，使其更重視市場推廣

個人獎項提名表格

致： 「二〇〇五年度HKMA/TVB傑出市場策劃獎」秘書處
九龍紅磡鶴園街十一號凱旋工商中心第三期頂樓M座

收件人： 胡志君小姐（電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk）
馬森沂小姐（電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk）
鍾震宇先生（電話：二七七四 八五八一 電郵：simonchung@hkma.org.hk）
傳真：二三六五 一〇〇〇

本公司欲提名員工競逐「二〇〇五年度HKMA/TVB傑出市場策劃獎」之「傑出市場策劃人」獎項及「優秀新晉市場策劃專才」獎項。

公司名稱：_____

公司地址：_____

聯絡人：先生／女士 _____ 職位：_____

公司電話：_____ 公司傳真：_____

電子郵箱：_____

截止提交詳盡報告日期為二〇〇五年八月一日

甲. 「傑出市場策劃人」提名名單

被提名人：_____ 職位及部門：_____

乙. 「優秀新晉市場策劃專才」提名名單

被提名人：_____ 職位及部門：_____

被提名人：_____ 職位及部門：_____

被提名人：_____ 職位及部門：_____

現附上已填妥之提名表格及劃線支票（抬頭：「香港管理專業協會」）

支票號碼：_____ 支票金額：港幣\$_____

〔每位「傑出市場策劃人」或「優秀新晉市場策劃專才」之提名，須繳付HK\$1,600(管協或英國特許市務學會會員) / HK\$1,900(非會員)的參賽費用。〕

聯絡人簽名：_____ 日期：_____

（截止提交報名表日期為二〇〇五年六月二十七日）

* 閣下之個人資料將供本會作市場調查、發展課程及推廣之用。

I 簡介講座

簡介講座

為使有興趣參加二〇〇五年度「HKMA/TVB傑出市場策劃獎」之公司對此獎項計劃有進一步的認識，現誠邀出席本會所舉辦之兩個簡介講座，詳情如下：

日期： 二〇〇五年五月九日（星期一）〔市場策劃獎項〕及
二〇〇五年五月二十五日（星期三）〔個人獎項〕
時間： 上午九時至十時
地點： 香港管理專業協會
香港灣仔告士打道六十六號筆克大廈四樓四〇一室
費用： 全免

回條

凡有興趣出席獎項簡介講座者，請填妥下列表格，並於五月四日〔市場策劃獎項〕/五月二十日〔個人獎項〕或之前郵寄、電郵或傳真至秘書處收。

致： 「二〇〇五年度HKMA/TVB傑出市場策劃獎」秘書處
九龍紅磡鶴園街十一號凱旋工商中心第三期頂樓M座

收件人： 胡志君小姐（電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk）
馬森沂小姐（電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk）
鍾震宇先生（電話：二七七四 八五八一 電郵：simonchung@hkma.org.hk）
傳真：二三六五 一〇〇〇）

本人欲參加以下之簡介講座：（請在適當位置 ）

- 市場策劃獎項
 個人獎項

姓名：先生／女士 _____

職位： _____

公司名稱： _____

公司地址： _____

公司電話： _____ 公司傳真： _____

電子郵箱： _____

簽名： _____ 日期： _____

* 閣下之個人資料將供本會作市場調查、發展課程及推廣之用。

市場策劃獎籌委會成員

鄭善強先生（主席）

電視廣播有限公司總經理-廣播業務

鄭潤洪先生

星晨集團有限公司董事總經理

張耀堂先生

星展銀行(香港)有限公司董事總經理
零售銀行業務總監

周路聲先生

靈智廣告董事總經理(香港)

樊卓雄先生

新昌管理集團有限公司董事總經理

陳敬考先生

香港迪士尼樂園
市務及銷售副總裁

何炳右先生

金寶湯亞洲有限公司董事總經理

郭婉雯女士

電訊盈科有限公司董事總經理－商業市務

黎文熹先生

九廣鐵路公司署理行政總裁

劉士盛先生

麥當奴(香港)有限公司董事總經理

梁安妮女士

朗文香港教育董事總經理

伍穎梅女士

九龍巴士(一九三三)有限公司執行董事

獎項方針

參賽機構及個人所提交的一切資料及文件，包括參賽者及機構的身份，以及在遴選過程中所有對參賽者及市場策劃的評價，均絕對保密並只作評審之用途。

所有評判及評審委員，必須於賽前向獎項秘書處申報與參賽者及機構間是否存在利益衝突。如有，該評判或評審委員將不可對有關參賽者或市場策劃作出評審，或以任何方式處理由有關機構及個人所呈交的資料及文件。

查詢

查詢請致電：

胡志君小姐（電話：2774 8580/

電郵：titaniawoo@hkma.org.hk）或

馬森沂小姐（電話：2774 8579/

電郵：sunniema@hkma.org.hk）或

鍾震宇先生（電話：2774 8581/

電郵：simonchung@hkma.org.hk）或

傳真至2365 1000。