

2 0 0 7

# 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**

# CORPORATE SPONSORS

 <p><b>A-Performers.com</b> Career Site for the Talented</p>	<p>A-Performers.com</p>	 <p><b>BEA 東亞銀行</b></p>	<p>The Bank of East Asia</p>
 <p><b>CIM</b> The Chartered Institute of Marketing</p>	<p>The Chartered Institute of Marketing</p>	 <p><i>Cartier</i></p>	<p>Cartier</p>
 <p><b>CHUNG &amp; TANG</b> COMMUNICATIONS CONSULTANTS</p>	<p>Chung &amp; Tang Communications Consultants</p>	 <p><b>CIC</b> CIC BANQUE PRIVÉE</p>	<p><b>CIC Investor Services Limited</b> a subsidiary of Crédit Industriel et Commercial, France</p>
 <p><b>CLP 中電</b></p>	<p>CLP Power Hong Kong Limited</p>	 <p><i>Coca-Cola</i></p>	<p>Coca-Cola China Ltd</p>
 <p><b>CSL</b></p>	<p>Hong Kong CSL Limited</p>	 <p><b>FUJIFILM</b></p>	<p>Fuji Photo Products Company Limited</p>
 <p><b>GREYGLOBAL GROUP</b></p>	<p>Grey Global Group</p>	 <p>恒基兆業地產代理有限公司 HENDERSON REAL ESTATE AGENCY LIMITED</p>	<p>Henderson Real Estate Agency Ltd</p>
 <p><b>煤氣 Towngas</b></p>	<p>The Hong Kong and China Gas Company Limited</p>	 <p>香港經濟日報 HONG KONG ECONOMIC TIMES www.hkett.com</p>	<p>Hong Kong Economic Times</p>
 <p>香港賽馬會 The Hong Kong Jockey Club</p>	<p>The Hong Kong Jockey Club</p>	 <p><b>HONG KONG L.P. GAS (HOLDINGS) LTD.</b> 香港殼牌氣(集團)有限公司</p>	<p>Hong Kong L.P. Gas (Holdings) Ltd</p>
 <p><b>KMB</b> 九巴服務 日日進步</p>	<p>The Kowloon Motor Bus Co (1933) Limited</p>	 <p><b>Langham Place Hotel</b> Mongkok, Hong Kong</p>	<p>Langham Place Hotel</p>
 <p><b>MARKETING</b> marketing interactive.com</p>	<p>MARKETING magazine . e-newsletters . website . events</p>	 <p><b>McDonald's</b> i'm lovin' it</p>	<p>McDonald's Restaurants (Hong Kong) Limited</p>
 <p><b>PCCW</b></p>	<p>PCCW Limited</p>	 <p><b>Recruit</b></p>	<p>Recruit Advertising Limited</p>
 <p><b>smei</b> hong kong</p>	<p>Sales and Marketing Executives Club</p>	 <p><b>SHANGRI-LA</b> HOTELS and RESORTS</p>	<p>Shangri-La Hotels and Resorts</p>
 <p><b>tns</b></p>	<p>TNS</p>	 <p><b>Zung Fu</b></p>	<p>Zung Fu Company Limited</p>

# I INTRODUCTION TO THE AWARDS

## ABOUT THE AWARDS

Now in its 22nd year, 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.

## HOW THE AWARDS BENEFIT

### YOU

- Provide 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

- Confer the prestigious recognition and endorsement of the HKMA on the company's product or service and the company itself
- Strengthen the company's reputation within the trade and in the community at large
- Provide 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;
  - exposure on TVB Jade and TVB Pearl in the Award promotion campaign in 2008.
- Increase 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 Awards
- Individual Awards

### Campaign Awards

The following prizes will be granted to the top six marketing campaigns by the Panel of Judges and the Board of Examiners, comprising members of the Marketing Awards Organizing Committee and the Marketing Management Committee of the Association:

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

### Individual Awards

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

- CIM Marketer of the Year Award\*  
(selected from amongst the Distinguished Marketer Awardees)
- Distinguished Marketer Awards
- Outstanding Young Marketing Professional Awards

\* *The Chartered Institute of Marketing (CIM) is the title sponsor of the CIM Marketer of the Year Award.*

# CAMPAIGN AWARDS |

## ELIGIBLE MARKETING CAMPAIGN

- A marketing campaign for a product, a service or a public service issue.
- A marketing campaign launched after October 2005 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 Outstanding Small Budget Campaign and Citation for Excellence in Mainland Marketing 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 Question & Answer 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 4 September 2007.

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

HKMA / CIM Member: HK\$3,900 per programme  
Non-Member: HK\$4,200 per programme

The participation fee covers:

- FOUR free seats at the Award Seminar
- ONE free seat at the Award Presentation Dinner

## CAMPAIGN AWARD SCHEDULE

### Briefing Session

Friday, 16 March 2007

### Deadline for Entries

Friday, 4 May 2007

### Deadline for Submission of Write-ups

Friday, 25 May 2007

### Final Judging

Saturday, 1 September 2007

### Award Seminar

Tuesday, 4 September 2007

### Award Presentation Dinner

Wednesday, 3 October 2007

# CAMPAIGN AWARD

## JUDGING CRITERIA

	<b>POINTS ALLOCATED</b>
<b>1. RATIONALE BEHIND THE MARKETING CAMPAIGN</b>	<b>20</b>
1.1 Analysis of the market, consumer/customer needs, and the competition	
1.2 Definition of objectives	
<b>2. STRATEGIC INTENT</b>	<b>55</b>
2.1 Development and positioning of product or service	10
- Relevance to local market needs	
- For international product/service, adaptations for local market (e.g., reformulation, repackaging, reformatting, new applications)	
2.2 Pricing	10
- Relevance to market environment and profit and sales objectives	
2.3 Sales or distribution channels	10
- Alignment of marketing objectives, resources, and target users	
- Efficiency of channels used to reach target users	
2.4 Communication and promotion	10
- Impact on consumer/customer awareness, attitudes, usage	
2.5 People	10
- 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	5
<b>3. ORIGINALITY OF THE CAMPAIGN</b>	<b>10</b>
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	
<b>4. RESULTS</b>	<b>25</b>
4.1 Marketing Results	15
- 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	10
- The extent to which the results met financial objectives	
- Quantifiable measures (profitability, return on investment etc.)	
<b>5. OTHER MERITORIOUS ASPECTS OF CAMPAIGN</b>	<b>10</b>
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	
<b>TOTAL: 120</b>	

# PAST CAMPAIGN AWARD WINNERS

## 2006

- GOLD** Love Hong Kong, Love Ocean Park !  
**SILVER** CLP Power Create the Market  
 – Induction Cooking  
**BRONZE** apm – a retail breakthrough for HK

## 2005

- GOLD** Revolution of Pizza Hut's Business Concept  
**SILVER** Repositioning of e-zone  
**BRONZE** Cathay Pacific - It's the little things we remember

## 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

# CAMPAIGN AWARD ENTRY FORM

To: The Secretariat  
HKMA/TVB Awards for Marketing Excellence 2007  
The Hong Kong Management Association  
Top Floor, Unit M  
Phase III, Kaiser Estate  
11 Hok Yuen Street  
Hungghom  
KOWLOON

Attn: Ms Titania Woo, Senior Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)  
Ms Sunnie Ma, Assistant Manager (Tel: 2774 8579 Email: sunniema@hkma.org.hk)  
Ms Christie Chan, Executive Officer (Tel: 2774 8581 Email: christiechan@hkma.org.hk Fax: 2365 1000)

My company intends to enter the competition for the HKMA/TVB Awards for Marketing Excellence 2007.

Name of Campaign: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Deadline for submitting the completed write-up is Friday, 25 May 2007.

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

[HK\$3,900 (HKMA or CIM Member) / HK\$4,200 (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 Friday, 4 May 2007)

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

# INDIVIDUAL AWARDS |

## 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 **CIM 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.

## CIM MARKETER OF THE YEAR AWARD

### About the Chartered Institute of Marketing (CIM)

The Chartered Institute of Marketing (CIM) is the title sponsor of the CIM Marketer of the Year Award. Founded in 1911, with headquarters in Moor Hall, Maidenhead, UK, The Chartered Institute of Marketing is the world's leading professional body for marketing, with a global membership of around 50,000 in 130 countries. The mission of the Institute is to deliver world-class professional support to marketing professionals.

The Chartered Institute of Marketing was awarded the Royal Charter from the Privy Council in 1989 and in 1998 was granted the right to award individual Chartered Status to its members who had completed the required qualifications.

The Chartered Institute of Marketing, Hong Kong was inaugurated in 1996 under the leadership of Mr Linus Cheung, President; Professor Enoch Young, Vice President and Mr S K Cheong, Chairman. It has celebrated its 10th Anniversary in November 2006. Currently it has around 3,000 members including 440 Chartered Marketers in Hong Kong.

### Message from The Rt. Hon. Lord Michael Heseltine, President, The Chartered Institute of Marketing

"The Chartered Institute of Marketing is honoured to be the title sponsor of the CIM Marketer of the Year Award to recognize the marketing achievement of an individual. We wish to congratulate HKMA and TVB for organizing this meaningful and distinguished Marketing Excellence Awards campaign so successfully for the past 21 years.

As the President of the world's leading institute for professional marketers, I am pleased that CIM is associated with these two organizations in promoting marketing in Hong Kong. CIM will encourage its members, especially Chartered Marketers, to support this campaign."

# I INDIVIDUAL AWARDS

## 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 Friday, 15 June 2007.

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 of 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.

### Final Judging

Shortlisted entrants of the Distinguished Marketer Awards and the Outstanding Young Marketing Professional Awards will be invited to a 15-minute presentation to be followed by a 10-minute question-and-answer session in English or Chinese by the Panel of Judges at the Final Judging.

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

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

## PARTICIPATION FEE

HKMA or CIM Member: HK\$2,100 per nominee  
Non-Member: HK\$2,400 per nominee

The participation fee covers:

- TWO free seats at the Award Seminar
- ONE free seat at the Award Presentation Dinner

## INDIVIDUAL AWARD SCHEDULE

### Briefing Session

Friday, 16 March 2007

### Deadline for Nomination

Friday, 15 June 2007

### Deadline for Submission of Write-ups

Monday, 16 July 2007

### Final Judging

Saturday, 8 September 2007

### Award Presentation Dinner

Wednesday, 3 October 2007

# DISTINGUISHED MARKETER AWARD JUDGING CRITERIA

	<b>POINTS ALLOCATED</b>
<b>1. SINGLE CAMPAIGN TRACK RECORD</b>	<b>40</b>
Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2003.	
1.1 Please describe your contribution / involvement in the following areas:	
1.1.1 Creativity/Innovativeness	8
1.1.2 Leadership and Executional Excellence of the Campaign	8
1.1.3 Strategic Thinking behind the Campaign	9
1.2 Results	10
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 the business value to the organization	
1.3 Lesson Learned	5
Key learnings that were applied in future campaigns	
<b>2. TRACK RECORD HIGHLIGHTS</b>	<b>45</b>
Other than the single campaign track record above, please describe your achievements over the course of your career in the following areas:	
2.1 Marketing Achievements	20
Please cite up to 5 marketing campaigns over the last 10 years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.	
2.2 Achievements in the Leadership of the Marketing Function in the Organization	10
Please describe how you have helped to improve and develop the marketing capability of your current and / or previous organization(s).	
2.3 Contributions to the Strategic Business Direction of the Organization	10
Please describe very specifically how you have contributed to or influenced your current and / or previous organization(s) in following areas:	
2.3.1 Strategic Business Direction	
2.3.2 Business Growth	
2.3.3 Profitability	
2.4 Personal Achievements	5
- Academic, professional awards and other public recognition related to marketing	
- Career achievements	
<b>3. GENERAL CONTRIBUTIONS</b>	<b>15</b>
Contributions to the marketing development of the business community (marketing-related aspects such as efforts in training, grooming, pro-bono work etc.)	

**TOTAL: 100**

# OUTSTANDING YOUNG MARKETING PROFESSIONAL AWARD JUDGING CRITERIA

## POINTS ALLOCATED

### 1. SINGLE CAMPAIGN TRACK RECORD 60

Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2003.

1.1 Please describe your contribution / involvement in the following areas:

1.1.1 Creativity/Innovativeness 15

1.1.2 Executional Excellence 25

Please cite the efforts you have made in contributing to the executional excellence of the campaign including:

- achieving the campaign objectives
- meeting the campaign time-line
- meeting the campaign budget
- solving the problems encountered

1.2 Results 10

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 the business value to the organization

1.3 Lesson Learned 10

Key learnings that were applied in future campaigns

### 2. TRACK RECORD HIGHLIGHTS 15

Other than the single campaign track record above, please describe your achievements over the course of your career in the following areas:

2.1 Marketing Achievements 10

Please cite up to 3 marketing campaigns over the last 5 years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.

2.2 Personal Achievements 5

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

### 3. CASE STUDY 20

A case study will be provided by the Secretariat on 16 June 2007 by e-mail for which you are required to provide marketing solutions in not more than 500 words.

### 4. SELF-IMPROVEMENT PLAN 5

Please describe how you intend to improve yourself to further your marketing career.

**TOTAL: 100**

# PAST INDIVIDUAL AWARD WINNERS

## 2006

### CIM Marketer of the Year

**Ms Randy Lai**

Vice President of Marketing  
McDonald's Restaurants (Hong Kong) Limited

### Distinguished Marketer Awardees\*:

**Ms Fanny Chan**

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

**Mr James Hong, Aklo**

Senior Manager, Marketing Department  
Sony Computer Entertainment Hong Kong Limited

**Ms Randy Lai**

Vice President of Marketing  
McDonald's Restaurants (Hong Kong) Limited

**Ms Rita Li**

Director of Consumer Marketing  
PCCW

**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 Limited

**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 (Hong Kong) Limited

## 2005

### CIM Marketer of the Year

**Ms Amanda Lui**

Director & Chief Operations Officer  
RoadShow Holdings Limited

### Distinguished Marketer Awardees\*:

**Ms Anita S Y Chan**

Deputy General Manager  
Sun Hung Kai Real Estate Agency Ltd

**Ms Melanie Lee**

Vice President, Marketing  
New World Mobility

**Mr Terence Lee**

Marketing Communications Manager  
The Hong Kong and China Gas Company Limited

**Ms Amanda Lui**

Director & Chief Operations Officer  
RoadShow Holdings Limited

**Ms Eunice Wong**

Marketing Director  
Jardine Restaurant Group, Pizza Hut Hong Kong

### Outstanding Young Marketing Professional Awardees\*:

**Ms Lau Yeuk Hung, Sandy**

Senior Marketing Officer  
Double A

**Ms Camellia Lee**

Market Development Manager  
Double A

**Ms Elman Lee**

Marketing Manager  
FORTRESS

**Ms Joanne Tang**

Assistant Marketing Manager  
Warner Music Hong Kong Limited

**Ms Nancy Yau**

Senior Marketing Manager  
Jardine Restaurant Group, Pizza Hut Hong Kong

The above-mentioned Award recipients occupied the positions shown in their companies during the year of the Award indicated.

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

# INDIVIDUAL AWARD NOMINATION FORM

To: The Secretariat  
HKMA/TVB Awards for Marketing Excellence 2007  
The Hong Kong Management Association  
Top Floor, Unit M  
Phase III, Kaiser Estate  
11 Hok Yuen Street  
Hungghom  
KOWLOON

Attn: Ms Titania Woo, Senior Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)  
Ms Sunnie Ma, Assistant Manager (Tel: 2774 8579 Email: sunniema@hkma.org.hk)  
Ms Christie Chan, Executive Officer (Tel: 2774 8581 Email: christiechan@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 2007.

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Nominator: \_\_\_\_\_ Job Title: \_\_\_\_\_

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, 16 July 2007.

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to  
"The Hong Kong Management Association" is enclosed.  
[HK\$2,100 (HKMA or CIM Member) / HK\$2,400 (Non-Member) for each nomination for Distinguished Marketer Awards or  
Outstanding Young Marketing Professional Awards]

Signature of Nominator: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Friday, 15 June 2007)

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

# BRIEFING SESSION |

## BRIEFING SESSION

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

Date: Friday, 16 March 2007  
Time: 3:00pm - 4:00pm (Campaign Awards)  
4:00pm - 5:00pm (Individual Awards)  
Venue: The Hong Kong Management Association  
CYMA Charity Fund Management Development Centre  
Room 201, 2/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 Wednesday, 14 March 2007.

To: The Secretariat  
HKMA/TVB Awards for Marketing Excellence 2007  
The Hong Kong Management Association  
Top Floor, Unit M  
Phase III, Kaiser Estate  
11 Hok Yuen Street  
Hung Hom  
KOWLOON

Attn: Ms Titania Woo, Senior Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)  
Ms Sunnie Ma, Assistant Manager (Tel: 2774 8579 Email: sunniema@hkma.org.hk)  
Ms Christie Chan, Executive Officer (Tel: 2774 8581 Email: christiechan@hkma.org.hk Fax: 2365 1000)

I would like to attend the Briefing Session held on Friday, 16 March 2007.

Name: Mr/Ms \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

(R)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Wednesday, 14 March 2007.)

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

## MARKETING AWARDS ORGANIZING COMMITTEE

### Mr S K Cheong

General Manager - Broadcasting  
Television Broadcasts Limited

### Mr Joseph Lau

Managing Director  
McDonald's Restaurants (Hong Kong) Limited

### Mr Michael Lee

Chief Operating Officer  
Zung Fu Company Limited

### Ms Annie Leung

Chief Executive Officer  
CEO mindPower Ltd.

### Mr Timothy Lo

Managing Director  
CIC Investor Services Limited

### Mr Nigel Luk

Managing Director, Greater China  
Richemont Asia Pacific Limited

### Dr Kim Mak JP

Executive Director, Corporate Development  
The Hong Kong Jockey Club

### Ms Winnie Ng

Executive Director  
The Kowloon Motor Bus Co (1933) Ltd

### Ms Clara Shek

Managing Director, Hong Kong & Southern China  
Ogilvy Public Relations Worldwide

### Ms Karen So

Regional Manager - Hong Kong & Macau Region  
Coca-Cola China Ltd

## AWARD POLICIES

All information and documents supplied by Award entrants including their identities, written submissions 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, Senior Manager

Tel: 2774 8580 / Email: [titaniawoo@hkma.org.hk](mailto:titaniawoo@hkma.org.hk)

Ms Sunnie Ma, Assistant Manager

Tel: 2774 8579 / Email: [sunniema@hkma.org.hk](mailto:sunniema@hkma.org.hk)

Ms Christie Chan, Executive Officer

Tel: 2774 8581 / Email: [christiechan@hkma.org.hk](mailto:christiechan@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

# 機構贊助

 <p><b>A-Performers.com</b> Career Site for the Talented</p>	 <p><b>東亞銀行</b></p>
 <p><b>英國特許市務學會</b></p>	 <p><b>Cartier</b></p>
 <p><b>Chung &amp; Tang 公關顧問公司</b></p>	 <p><b>法國工商投資服務有限公司</b> 法國工商銀行全資附屬機構</p>
 <p><b>中華電力有限公司</b></p>	 <p><b>可口可樂中國有限公司</b></p>
 <p><b>香港流動通訊有限公司</b></p>	 <p><b>富士攝影器材有限公司</b></p>
 <p><b>精信整合傳播集團</b></p>	 <p><b>恒基兆業地產代理有限公司</b></p>
 <p><b>香港中華煤氣有限公司</b></p>	 <p><b>香港經濟日報</b></p>
 <p><b>香港賽馬會</b></p>	 <p><b>香港液體氣(集團)有限公司</b></p>
 <p><b>九龍巴士(一九三三)有限公司</b></p>	 <p><b>朗豪酒店</b></p>
 <p><b>MARKETING</b> magazine . e-newsletters . website . events</p>	 <p><b>麥當勞有限公司</b></p>
 <p><b>電訊盈科有限公司</b></p>	 <p><b>才庫廣告有限公司</b></p>
 <p><b>市場推銷研究社</b></p>	 <p><b>香格里拉酒店集團</b></p>
 <p><b>TNS</b></p>	 <p><b>仁孚行有限公司</b></p>

## 獎項簡介

HKMA/TVB傑出市場策劃獎，舉辦至今已進入第二十二年，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2008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

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及評判團將從六項最傑出市場推廣計劃中選出下列獎項得主：

- 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。

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
- 小預算市場策劃獎
- 傑出中國內地市場策劃獎

## 個人獎項

評審委員會及評判團將頒發下列獎項予傑出的市場策劃從業員：

- CIM最傑出市場策劃人\*  
(由「傑出市場策劃人」得獎者中選出。)
- 傑出市場策劃人
- 優秀新晉市場策劃專才

\* 英國特許市務學會 (The Chartered Institute of Marketing, CIM)是「CIM最傑出市場策劃人」的冠名贊助機構。

# 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。
- 推廣計劃須於二〇〇五年十月後推行，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」、「小預算市場策劃獎」及「傑出中國內地市場策劃獎」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二〇〇七年九月四日舉行的「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

每個參賽市場推廣計劃：

管協或英國特許市務學會會員：港幣\$3,900

非會員：港幣\$4,200

費用包括：

- 四位「HKMA/TVB傑出市場策劃獎」研討會名額
- 一位「HKMA/TVB傑出市場策劃獎」頒獎禮晚宴名額

## 參賽重要事項

### 獎項簡介講座

二〇〇七年三月十六日（星期五）

### 截止報名日期

二〇〇七年五月四日（星期五）

### 截止提交詳盡報告日期

二〇〇七年五月二十五日（星期五）

### 最後評審

二〇〇七年九月一日（星期六）

### 「HKMA/TVB傑出市場策劃獎」研討會

二〇〇七年九月四日（星期二）

### 頒獎禮晚宴

二〇〇七年十月三日（星期三）

# 市場策劃獎項 評審準則

	<b>分數</b>
<b>1. 實行市場推廣計劃的理念及目標</b>	<b>20</b>
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	
<b>2. 市場推廣策略</b>	<b>55</b>
2.1 產品或服務的發展及定位	10
— 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	10
— 配合市場環境及盈利和銷售目標	
2.3 銷售或分銷渠道	10
— 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	10
— 對消費者／顧客意識、態度及使用的影響	
2.5 人的因素	10
— 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？	
— 如何運用人因素替這項市場策劃增值？	
2.6 整體市場推廣策略原素的連環作用及連鎖效應	5
<b>3. 市場推廣計劃之原創性</b>	<b>10</b>
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	
<b>4. 成效</b>	<b>25</b>
4.1 市場推廣成效	15
— 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	10
— 財務目標達到的程度	
— 量度數據（盈利、投資回報率等）	
<b>5. 市場推廣計劃的其他優勝之處</b>	<b>10</b>
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	
	<b>總分 120</b>

# 歷屆市場策劃獎項 得獎者

## 2006年

- 金 愛香港 愛海洋公園
- 銀 中華電力「IC電磁爐煮食 開創新市場」
- 銅 新鴻基「首創香港商場破格零售概念」

## 2005年

- 金 全方位革新必勝客經營模式
- 銀 新定位 新e-zone
- 銅 國泰航空公司 - 見微知著

## 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「劍雲浮生」
- 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
- 渣打銀行更佳好計劃

## 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

# 市場策劃獎項 報名表

致： 「二〇〇七年度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-高級經理 (電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk)  
馬森沂小姐-助理經理 (電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk)  
陳凱詠小姐-行政主任 (電話：二七七四 八五八一 電郵：christiechan@hkma.org.hk)  
傳真：二三六五 一〇〇〇)

本公司欲參加「二〇〇七年度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二〇〇七年五月二十五日

現附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港幣\$3,900(管協或英國特許市務學會會員) / 港幣\$4,200(非會員)]

(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二〇〇七年五月四日)

\* 個人資料將供本會作市場調查、發展課程及推廣之用。

# 個人獎項

## 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。

「CIM 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。

## CIM 最傑出市場策劃人

### 英國特許市務學會簡介

英國特許市務學會(CIM)是「CIM最傑出市場策劃人」獎項的冠名贊助機構。總部位於英國Maidenhead的CIM於1911年建立，是一個國際性的專業市務推廣組織。CIM於全球一百三十個國家擁有多達五萬名會員。而CIM的使命是提供國際專業水平的支援予市務專家。

英國樞密院在1989年授予CIM皇家名銜，及後於1998年樞密院更授予CIM權力頒發完成了所須資格的CIM會員個別特許身份。

英國特許市務學會香港分會於1996年在主席張永霖先生，副主席楊健明教授及會長鄭善強先生的領導下成立。去年剛慶祝CIM香港分會成立十週年。CIM香港分會目前有3,000名成員，當中包括440名特許市務師。

### 英國特許市務學會主席

**The Rt. Hon. Lord Michael Heseltine**

#### 致辭

「英國特許市務學會很榮幸成為『CIM 最傑出市場策劃人』獎項的冠名贊助商，該項年獎對個別人士在市務方面的成就給予肯定。過去二十一年，香港管理專業協會及電視廣播有限公司一直致力合辦此項富有意義及別具心裁的「傑出市場策劃獎」活動，我們謹此恭賀他們在此項活動上繼續取得卓越的成功。

作為全球最具代表性的專業市務人員學會主席，本人樂見英國特許市務學會與上述兩個組織合作，合力在香港推動市務工作。英國特許市務學會將鼓勵其會員，特別是「特許市務師Chartered Marketer」，支持此項活動。」

## 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，並於二〇〇七年六月十五日(星期五)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以中文或英文撰寫，不多於四頁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。

### 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，將被邀向評判團作十五分鐘的口頭介紹，展示參賽者於市場推廣界中的卓越成就及貢獻，並接受評審團十分鐘的答問，參賽者可選擇以英語或廣東話進行。

「CIM 最傑出市場策劃人」、「傑出市場策劃人」及「優秀新晉市場策劃專才」得獎者將由評判團選出。

(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」獎項之參賽費用：

管協或英國特許市務學會會員：港幣\$2,100  
非會員：港幣\$2,400

費用包括：

- 兩位「HKMA/TVB傑出市場策劃獎」研討會名額
- 一位「HKMA/TVB傑出市場策劃獎」頒獎禮晚宴名額

## 參賽重要事項

### 獎項簡介講座

二〇〇七年三月十六日 (星期五)

### 截止提名日期

二〇〇七年六月十五日 (星期五)

### 截止提交詳盡報告日期

二〇〇七年七月十六日 (星期一)

### 最後評審

二〇〇七年九月八日 (星期六)

### 頒獎禮晚宴

二〇〇七年十月三日 (星期三)

# 傑出市場策劃人 評審準則

	<u>分數</u>
<b>1. 單項市場推廣計劃成就</b>	<b>40</b>
請詳述閣下於二〇〇三年十月後曾經參與其中並擔當主要角色的一項最成功市場推廣計劃。	
1.1 請就以下項目說明閣下於該計劃的參與及貢獻：	
1.1.1 創造力/革新精神	8
1.1.2 領導才能及執行計劃能力	8
1.1.3 計劃背後的策略性思維	9
1.2 計劃成果	10
達到計劃的銷售或市場推廣目標（包括銷售量、分銷渠道、品牌認知、形象建立等）及對整體機構的商業價值	
1.2 經驗累積	5
獲取經驗以應用於日後的市場推廣計劃	
<b>2. 其他出色成就</b>	<b>45</b>
除上述之市場推廣計劃，請就以下項目說明閣下事業上的成就：	
2.1 市場推廣成就	20
請列出過去十年內，最多五項，閣下曾參與及具有代表性的傑出市場策劃，並簡述於當中擔任的角色及貢獻。	
2.2 領導市場推廣部門發展的成就	10
請說明閣下如何為現職／過往任職機構改善及發展其市場推廣實力。	
2.3 對公司策略性商業方針的貢獻	10
請就以下項目仔細說明閣下於現職／過往任職機構的貢獻及影響力：	
2.3.1 策略性商業方針	
2.3.2 商業增長	
2.3.3 盈利	
2.4 個人成就	5
– 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	
<b>3. 其他貢獻</b>	<b>15</b>
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）	

**總分 100**

# 優秀新晉市場策劃專才

## 評審準則

	<b>分數</b>
<b>1. 單項市場推廣計劃成就</b>	<b>60</b>
請詳述閣下於二〇〇三年十月後曾經參與其中並擔當主要角色的一項最成功市場推廣計劃。	
1.1 請就以下項目說明閣下於該計劃的參與及貢獻：	
1.1.1 創造力/革新精神	15
1.1.2 實行/執行計劃能力	25
請就以下項目說明閣下為整個市場策劃之順利推行所付出的努力：	
- 達成市場策劃目標	
- 按工作時間表完成市場策劃	
- 於預算經費內完成市場策劃	
- 解決遇到的困難	
1.2 計劃成果	10
達到計劃的銷售或市場推廣目標（包括銷售量、分銷渠道、品牌認知、形象建立等）及對整體機構的商業價值	
1.3 經驗累積	10
獲取經驗以應用於日後的市場推廣計劃	
<b>2. 其他出色成就</b>	<b>15</b>
除上述之市場推廣計劃，請就以下項目說明閣下事業上的成就：	
2.1 市場推廣成就	10
請列出過去五年內，最多三項，閣下曾參與及具有代表性的傑出市場策劃，並簡述於當中擔任的角色及貢獻。	
2.2 個人成就	5
- 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	
<b>3. 市場策劃個案研究</b>	<b>20</b>
秘書處將於二〇〇七年六月十六日以電郵形式傳送一項市場策劃研究個案，參賽者須就個案提供不多於五百字的解決方案。	
<b>4. 個人提升計劃</b>	<b>5</b>
請說明閣下之自我增值計劃，以進一步發展在市場推廣方面的事業。	
<b>總分</b>	<b>100</b>

# 歷屆個人獎項得獎者

## 2006年

### CIM最傑出市場策劃人

#### 黎韋詩

麥當勞有限公司市場推廣部副總裁

### 「傑出市場策劃人」\*

#### 陳筱芬

星島新聞集團 求職廣場有限公司  
出版人及行政總裁

#### 項明生

Sony Computer Entertainment Hong Kong Ltd  
市場推廣部高級經理

#### 黎韋詩

麥當勞有限公司市場推廣部副總裁

#### 李玉兒

電訊盈科個人客戶市務總監

#### 黃志煒

香港管弦樂團市場推廣主管

#### 葉文琪

Double A 總經理

### 「優秀新晉市場策劃專才」\*

#### 李詠姚

地鐵有限公司產品經理

#### 盧瑞貞

淘大食品有限公司產品組經理

#### 蕭雪敏

星島新聞集團 求職廣場有限公司市場推廣總監

#### 張恩琪

麥當勞有限公司市場推廣部經理

## 2005年

### CIM最傑出市場策劃人

#### 雷怡暉

路訊通控股有限公司董事兼營運總裁

### 「傑出市場策劃人」\*

#### 陳秀賢

新鴻基地產代理有限公司副總經理

#### 李惠儀

新世界傳動網市務副總裁

#### 李志恆

香港中華煤氣有限公司市務傳訊經理

#### 雷怡暉

路訊通控股有限公司董事兼營運總裁

#### 王靖傑(宇立)

怡和飲食集團，香港必勝客市務董事

### 「優秀新晉市場策劃專才」\*

#### 劉若虹

Double A高級市務主任

#### 李群美

Double A市場發展經理

#### 李綺雯

豐澤市務經理

#### 鄧雅蔚

華納唱片有限公司助理市務經理

#### 邱璐嫻

怡和飲食集團，香港必勝客高級市務經理

上列得獎者之名銜及所屬機構乃跟據參賽時之資料。

\* 排名不分先後

# 個人獎項 提名表格

致： 「二〇〇七年度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-高級經理 (電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk)  
馬森沂小姐-助理經理 (電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk)  
陳凱詠小姐-行政主任 (電話：二七七四 八五八一 電郵：christiechan@hkma.org.hk)  
傳真：二三六五 一〇〇〇)

本公司欲提名員工競逐「二〇〇七年度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：\_\_\_\_\_

提名人：\_\_\_\_\_ 先生/女士 職位：\_\_\_\_\_

聯絡人：\_\_\_\_\_ 先生/女士 職位：\_\_\_\_\_

公司電話：\_\_\_\_\_ 公司傳真：\_\_\_\_\_

電子郵箱：\_\_\_\_\_

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：\_\_\_\_\_

截止提交詳盡報告日期為二〇〇七年七月十六日

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，須繳付港幣\$2,100(管協或英國特許市務學會會員) / 港幣\$2,400(非會員)的參賽費用。]

提名人簽名：\_\_\_\_\_ 日期：\_\_\_\_\_

(截止提交提名表日期為二〇〇七年六月十五日)

\* 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

為使有興趣參加二〇〇七年度「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簡介講座，詳情如下：

日期： 二〇〇七年三月十六日（星期五）

時間： 下午三時至四時〔市場策劃獎項〕  
下午四時至五時〔個人獎項〕

地點： 香港管理專業協會  
馬振玉慈善基金管理發展中心  
香港灣仔告士打道六十六號筆克大廈二樓二〇一室

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，並於三月十四日或之前郵寄、電郵或傳真至秘書處收。

致： 「二〇〇七年度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-高級經理（電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk）  
馬森沂小姐-助理經理（電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk）  
陳凱詠小姐-行政主任（電話：二七七四 八五八一 電郵：christiechan@hkma.org.hk）  
傳真：二三六五 一〇〇〇）

本人欲參加將於二〇〇七年三月十六日（星期五）舉行之簡介講座。

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：\_\_\_\_\_

(R)

簽名：\_\_\_\_\_ 日期：\_\_\_\_\_

（截止提交回條日期為二〇〇七年三月十四日）

\* 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。

## 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

### 劉士盛先生

麥當勞有限公司董事總經理

### 李達成先生

仁孚行有限公司營運總裁

### 梁安妮女士

思道有限公司行政總裁

### 羅國章先生

法國工商投資服務有限公司董事總經理

### 陸慧全先生

歷峯亞太有限公司大中華區行政總裁

### 麥建華博士

香港賽馬會公司發展事務執行總監

### 伍穎梅女士

九龍巴士(一九三三)有限公司執行董事

### 石嘉麗女士

奧美公共關係董事總經理, 香港及南中國

### 蘇薇女士

可口可樂中國有限公司總經理－香港及澳門區

## 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、詳盡報告、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。

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-高級經理

(電話:2774 8580/電郵: titaniawoo@hkma.org.hk)

或

馬森沂小姐-助理經理

(電話:2774 8579/電郵: sunniema@hkma.org.hk)

或

陳凱詠小姐-行政主任

(電話: 2774 8581/電郵: christiechan@hkma.org.hk)

或傳真至2365 1000。