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 稻香集團 TAO HEUNG GROUP	Tao Heung Group		HKMA/TVB AWARDS FOR MARKETING EXCELLENCE

INTRODUCTION TO THE AWARDS

ABOUT THE AWARDS

Now in its 26th 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 2012.
- 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
- Three Excellence Awards

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:

- Certificate(s) of Merit
- Citation for Outstanding TV Campaign
-  Citation for Innovation
(MassMutual Asia Ltd is the Title Sponsor of the Citation for Innovation)
-  Citation for Outstanding Small Budget Campaign
(Tao Heung Group is the Title Sponsor of the Citation for Outstanding Small Budget Campaign)
- Other Special Citations (e.g. Citation for Impact on the Community, Citation for Excellence in Mainland Marketing)

Best Marketing Partner Awards will be awarded to companies such as advertising, research, PR and media agencies in recognition of their important role to the success of different marketing campaigns.

Individual Awards

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

- Marketer of the Year Award
(selected from amongst the Distinguished Marketing Leadership Awardees)
- Distinguished Marketing Leadership Awards
- Outstanding Marketing Professional Awards

MARKETING AWARDS ORGANIZING COMMITTEE

Mr S K Cheong (Chairman)

General Manager - Broadcasting
Television Broadcasts Ltd

Mr Robert Chan

Executive Director
Peninsular Asia Group

Mr Daniel Chong

Managing Director
Yata Department Store

Mr Andrew Kam

Managing Director
Hong Kong Disneyland Resort

Mr Bruce Lam

General Manager, Markets, Hong Kong & Macau
Nokia (Hong Kong) Limited

Mr Martin Lee

General Manager, Cakes & Bakery,
Branded Products & Leasing
Maxim's Caterers Ltd

Mr Vincent Leung

Senior Vice President
SKECHERS Hong Kong Limited

Mr Lim Meng Teng

Founder and Managing Director
Neo Derm Group Ltd

Mr Timothy Lo

Managing Director
CIC Investor Services Ltd

Dr Kim Mak BBS JP

Executive Director, Corporate Affairs
The Hong Kong Jockey Club

Ms Winnie Ng

Director
The Kowloon Motor Bus Co Ltd

Mr Stanley Sun

Managing Director
Fuji Photo Products Company Limited

Mr Larry Sze

CEO
Gilman Group

Mr K K Tsang

Chief Executive Officer
GroupM Hong Kong

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, General Manager

Tel: 2774 8580 / Email: titaniawoo@hkma.org.hk

Ms Sunnie Ma, Manager

Tel: 2774 8579 / Email: sunniema@hkma.org.hk

Ms Tyona Lee, Executive Officer

Tel: 2774 8519 / Email: tyonalee@hkma.org.hk

Ms Candy Sun, Executive Officer

Tel: 2774 8547 / Email: candysun@hkma.org.hk

or by fax on 2365 1000.

I CAMPAIGN AWARDS



ELIGIBLE MARKETING CAMPAIGN

- A marketing campaign for a product, a service or a public service issue.
- A marketing campaign launched after October 2009 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 together with a one-page executive summary in English or Chinese to be reviewed by the Board of Examiners. The written entries should cover all the Judging Criteria.

Winners of the Certificate(s) of Merit, Citation for Outstanding TV Campaign,  Citation for Innovation,  Citation for Outstanding Small Budget Campaign and other Special Citations 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, followed by 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 three Excellence Awards.

Best Marketing Partner Awards

All entrants of the campaign awards are required to cite a maximum of three external parties such as their advertising, research, PR and media agencies contributing to the success of their programmes. Winners of the Best Marketing Partner Awards will be selected according to the following scoring system:

Agency being recognized in the participating campaign
Participating campaign being ranked top 50% or above among all the entries
Participating campaign being selected as a Special Citation recipient
Participating campaign being selected as a Certificate of Merit recipient
Participating campaign being short-listed as a Finalist
Participating campaign being awarded the Bronze Prize
Participating campaign being awarded the Silver Prize
Participating campaign being awarded the Gold Prize

Points Awarded

1
2
3
4
5
2
3
5

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 Thursday, 29 September 2011.

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 Member: HK\$5,800 per programme
Non-Member: HK\$6,200 per programme

The participation fee covers:

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

CAMPAIGN AWARD SCHEDULE

Deadline for Entries

Tuesday, 3 May 2011

Deadline for Submission of Write-ups

Friday, 27 May 2011

Final Judging

Saturday, 27 August 2011

Award Seminar

Thursday, 29 September 2011

Award Presentation Dinner

Monday, 17 October 2011

MASSMUTUAL ASIA CITATION FOR INNOVATION

About MassMutual Asia Ltd.

In 2009, the "MassMutual Jr. Space Camp" programme, sponsored by MassMutual Asia Ltd (MassMutual Asia), was awarded the coveted "HKMA/TVB Awards for Marketing Excellence – Citation for Innovation" in recognition of its innovative and unique marketing strategies. Since then, MassMutual Asia has been the title sponsor of the "MassMutual Asia Citation for Innovation" in 2010 and 2011.

MassMutual Asia is a member of the US-based MassMutual Financial Group¹. Established in 1851, MassMutual has 160 years of experience in risk- and wealth-management services and is ranked in the renowned FORTUNE 500 as one of the "Five Largest US Life Insurance Companies."² As the group's flagship company in Asia, MassMutual Asia has its headquarters in Hong Kong and operates a branch office in Macau, and is dedicated to offering high quality one-stop risk- and wealth-management services. In addition, MassMutual Asia operates several subsidiaries in Hong Kong, including MassMutual Asia Investors Ltd, which provides an array of wealth-management services, MassMutual Trustees Ltd, which focuses on MPF, and MassMutual Insurance Consultants Ltd, which handles general insurance.

Living the vision of "Dare to Dream a Brighter Future", MassMutual Asia is committed to developing flexible and innovative products and to delivering professional services to help customers realize their long-term goals and dreams.

1. MassMutual Financial Group is a marketing designation for the Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliates.
2. Ranked according to the aggregate results of [Insurance: Life, Health (Mutual)] and [Insurance: Life, Health (Stock)] on the total revenues for 2009, based on the FORTUNE 500 as published on May 3, 2010.

Message from Ms Jeanne Sau Chief Marketing Officer MassMutual Asia Ltd.

"Dare to Dream a Brighter Future – 'Dare to dream' is the spark that creates a vision of a brighter future. A remarkable creative idea is usually inspired by the customer's lifestyle and needs, and grows from the vision of 'dare to dream'.

The HKMA/TVB Award for Marketing Excellence is the annual highlight event in the marketing industry. By sponsoring the 'Citation for Innovation,' MassMutual Asia aims to advocate unique and 'dare-to-dream' marketing strategies, and to raise the overall standard of the marketing profession."

TAO HEUNG CITATION FOR OUTSTANDING SMALL BUDGET CAMPAIGN

About Tao Heung Group - A diverse multi-brand restaurant experience

Since 1991 and up until now, Tao Heung has built a network of more than 80 restaurants in Hong Kong (66) and Southern China (14). These restaurants are at prime locations hence enjoy high customer flows and draw patronage of primarily affluent middle-end diners.

Tao Heung adopts a successful multi-brand strategy, with 14 key brands under the name of Tao Heung. Each brand represents a unique dining style and targets a specific clientele or dining preference. As such, they can profitably co-exist in popular dining areas. Tao Heung's restaurant brands are also differentiated by their fine style and décor, including staff uniforms, tableware and interior decoration.

Tao Heung has innovative and effective marketing strategies that have helped to capture new customers for its restaurants and reinforce the different brands in the public mind. Its speciality restaurants, for example, are known and appreciated for not charging for tea, seasonings and service, while its Chung's Cuisine restaurant is popular for its "no MSG, no artificial colour ingredient" promise.

Message from Ms Iva Au General Manager, Corporate Affairs Tao Heung Group

"As we all know, Hong Kong is a top innovative city in the world. Many different impressive marketing strategies are being generated everyday, especially some are good at controlling at small budget. For the sake of impressing customers, Innovation and creativity should be a key success factor, even the valuable assets, to enrich the unforgettable product experience to customers.

Tao Heung Group is used to stay on its own mission - 'Willing to work, having courage and devoted to innovation'. Hence, by sponsoring the 'Citation for Outstanding Small Budget Campaign', Tao Heung Group would like to support this annual highlight event in the marketing industry - the HKMA/TVB Awards for Marketing Excellence, which enhances the competitive advantages within brands and encourages creative ideas, as well as strengthens the overall professional standard in Hong Kong."

CAMPAIGN AWARD

JUDGING CRITERIA

POINTS ALLOCATED

1. RATIONALE BEHIND THE MARKETING CAMPAIGN	15
1.1 Analysis of the market, consumer/customer needs, and the competition	
1.2 Definition of objectives	
2. MARKETING EXECUTION	55
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
3. ORIGINALITY AND STRATEGIC IMPACT OF THE CAMPAIGN	15
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	25
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.)	
- Cost efficiency of marketing expenditure	
5. EXCEPTIONAL MERITORIOUS ASPECTS OF CAMPAIGN	10
5.1 Impact on and benefits to the future development of the company and/or the industry	
5.2 Learning for the company	

TOTAL: 120

PAST CAMPAIGN AWARD WINNERS

2010

GOLD

"Maxim's Angel and Devil"

SILVER

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

BRONZE

"McDonald's Moments Delivered"

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"

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

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

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 2011
The Hong Kong Management Association
16/F, Tower B, Southmark
11 Yip Hing Street
Wong Chuk Hang
Hong Kong

(ACM-42412-2011-1-NL)

Attn: Ms Titania Woo, General Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)
Ms Sunnie Ma, Manager (Tel: 2774 8579 Email: sunniema@hkma.org.hk)
Ms Candy Sun, Executive Officer (Tel: 2774 8547 Email: candysun@hkma.org.hk Fax: 2365 1000)

My company intends to enter the competition for the HKMA/TVB Awards for Marketing Excellence 2011 .

Name of Campaign: _____

Name of Organization: _____

Address: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____

Email: _____

Deadline for submitting the completed write-up is Friday, 27 May 2011.

A crossed cheque no: _____ of HK\$ _____ made payable to

"The Hong Kong Management Association" is enclosed.

[HK\$5,800 (HKMA Member) / HK\$6,200 (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 Tuesday, 3 May 2011)

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

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 Marketing Leadership 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 Marketing Leadership Awards.

2. Outstanding Marketing Professional Awards

Executives who excel in a general marketing role or in a specialist marketing function including:

- Advertising
- Digital Marketing
- Direct Marketing
- Public Relations
- Research

are eligible to enter the Award.

BENEFITS AND RECOGNITION

Winners of the Distinguished Marketing Leadership Awards and the Outstanding Marketing Professional Awards will enjoy the following benefits and recognitions:

1. For **Distinguished Marketing Leadership Awardees**, they will be granted:
 - HKMA Professional Manager status. The membership fee and the CPD requirements for the first two years will be waived;
 - Membership at the HKMA Sales and Marketing Executives Club. The membership fee for the first two years will be waived.
2. For **Outstanding Marketing Professional Awardees**, they will be granted:
 - HKMA Full Membership or Associate Membership status, depending on their work experience and academic qualifications. The membership fee for the first two years will be waived;
 - Membership at the HKMA Sales and Marketing Executives Club. The membership fee for the first two years will be waived.

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, 3 June 2011**.

Each year, a company can nominate one candidate for the Distinguished Marketing Leadership Awards and a maximum of five candidates for the Outstanding 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 Marketing Leadership Awards and the Outstanding Marketing Professional Awards will be invited to the Final Judging which will include two parts as follows:

Part One:

Presentation on "Single Campaign Track Record"
(10-minute)
Question-and-Answer Session (5-minute)

Part Two:

Presentation on a case topic (5-minute)
(All finalists will be given 30 minutes to prepare a case topic before his/her assigned interview time.)
Question-and-Answer Session (8-minute)

Winners of the Marketer of the Year, the Distinguished Marketing Leadership Awards as well as the Outstanding 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 Member: HK\$3,800 per nominee

Non-Member: HK\$4,200 per nominee

The participation fee covers:

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

INDIVIDUAL AWARD SCHEDULE

Deadline for Nomination

Friday, 3 June 2011

Deadline for Submission of Write-ups

Monday, 4 July 2011

Final Judging

Saturday, 3 September 2011

Award Presentation Dinner

Monday, 17 October 2011

DISTINGUISHED MARKETING LEADERSHIP AWARD

JUDGING CRITERIA

POINTS ALLOCATED

1. SINGLE CAMPAIGN TRACK RECORD

40

Please describe the single most successful marketing campaign which you have played a key role.
The campaign should be launched after October 2007.

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

1.1.1 Creativity / Innovativeness

8

1.1.2 Leadership and Executorial 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

2. TRACK RECORD HIGHLIGHTS

45

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 three marketing campaigns over the last ten 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 / or Client 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 / or Client 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

3. GENERAL CONTRIBUTIONS

15

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 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 2007.

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

30

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 three marketing campaigns over the last five years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.

2.2 Personal Achievements

10

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

3. SELF-IMPROVEMENT PLAN

10

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

TOTAL: 100

PAST INDIVIDUAL AWARD WINNERS

2010	2009	2008	2007	2006	2005
Marketer of the Year	CIM Marketer of the Year	CIM Marketer of the Year	CIM Marketer of the Year	CIM Marketer of the Year	CIM Marketer of the Year
Ms Rhoda Chan Head of Corporate Responsibility, Corporate Affairs, Hong Kong Standard Chartered Bank (Hong Kong) Limited	Ms Diane Chiu Marketing Director The Dairy Farm Company Ltd – Wellcome	Ms Koby Kwan Marketing Head Cerebos (Hong Kong) Limited	Mr Lewis Soo Manager, Residential Market CLP Power Hong Kong Limited	Ms Randy Lai Vice President of Marketing McDonald's Restaurants (HK) Limited	Ms Amanda Lui Director & Chief Operations Officer RoadShow Holdings Limited
Distinguished Marketing Leadership Awardees*:	Distinguished Marketing Leadership Awardees*:	Distinguished Marketing Leadership Awardees*:	Distinguished Marketer Awardees*:	Distinguished Marketer Awardees*:	Distinguished Marketer Awardees*:
Ms Elaine Chan Deputy Head of Corporate Communication New World First Bus Services Limited	Ms Diane Chiu Marketing Director The Dairy Farm Company Ltd – Wellcome	Ms Bertha Chan Marketing Manager Ngong Ping 360 Limited	Ms Susanna Lau General Manager Hong Thai Travel	Ms Fanny Chan Publisher & Chief Executive Officer Job Market Publishing Ltd, Sing Tao News Corporation	Ms Anita S Y Chan Deputy General Manager Sun Hung Kai Real Estate Agency Ltd
Ms Rhoda Chan Head of Corporate Responsibility, Corporate Affairs, Hong Kong Standard Chartered Bank (Hong Kong) Limited	Ms Clare Ho Director of Consumer Mobile Marketing, Consumer Group PCCW Limited	Mr Stanley Cheung General Manager, Asia Pacific Region Okamoto Industries (HK) Limited	Ms Vivian Lee Marketing Director Ocean Park Hong Kong	Mr James Hong, Akio Senior Manager, Marketing Department Sony Computer Entertainment Hong Kong Limited	Ms Melanie Lee Vice President, Marketing New World Mobility
Ms Helen Cheung Director of Corporate Communications & Relations McDonald's Restaurants (HK) Limited	Ms Betty Leong General Manager – Investment Property MTR Corporation Limited	Ms Koby Kwan Marketing Head Cerebos (Hong Kong) Limited	Mr Lewis Soo Manager, Residential Market CLP Power Hong Kong Ltd	Ms Randy Lai Vice President of Marketing McDonald's Restaurants (HK) Limited	Mr Terence Lee Marketing Communications Manager The Hong Kong and China Gas Company Limited
Mr Jacky Hui Senior Manager, Marketing & PR EGL Tours Co Ltd	Ms Lena Tsang Vice President Sir Hudson International Limited	Ms Karen Tam Senior Manager – Promotions and Advertising Harbour City Estates Limited	Mr Gilman Too Marketing Director – Greater China Luxottica Retail China Limited	Ms Rita Li Director of Consumer Marketing PCCW Limited	Ms Amanda Lui Director & Chief Operations Officer RoadShow Holdings Limited
Ms Tracy Leung Head of Cathay Pacific Co-brand Portfolio American Express International Inc	Outstanding Marketing Professional Awardees*:	Outstanding Marketing Professional Awardees*:	Outstanding Young Marketing Professional Awardees*:	Mr Joseph Wong Head of Marketing Hong Kong Philharmonic Orchestra	Ms Eunice Wong Marketing Director Jardine Restaurant Group, Pizza Hut Hong Kong
Outstanding Marketing Professional Awardees*:	Ms Emily Chow Deputy Head of Marketing PrimeCredit Limited	Ms Pinky Chiang Manager, Corporate Communication Convoy Financial Group	Mr Alan Wong Director of Marketing DHL Express (Hong Kong) Limited	Mr Harold Yip General Manager Double A	Outstanding Young Marketing Professional Awardees*:
Ms Esther Chung Assistant Marketing Manager McDonald's Restaurants (HK) Limited	Ms Wendy Leung Senior Marketing Manager McDonald's Restaurants (HK) Ltd	Ms Avis Lau Fuels Brand Manager Shell Hong Kong Limited	Mr Wilson Chung Senior Marketing Manager Pacific Century Premium Developments Limited	Outstanding Young Marketing Professional Awardees*:	Ms Lau YeukHung, Sandy Senior Marketing Officer Double A
Ms Mary Shek Senior Branding Manager Standard Chartered Bank (Hong Kong) Limited	Mr Ivan Wong Vice President – Mobile Marketing, Consumer Group PCCW Limited	Mr Andrew Yeung Promotions and Advertising Manager – Dalian Times Square Wharf Estates China Limited	Mr Joseph Lau Sales Manager, Residential CLP Power Hong Kong Limited	Ms Vivian Lee Product Manager MTR Corporation Limited	Ms Camellia Lee Market Development Manager Double A
Ms Rebecca Tse Assistant General Manager YATA Department Store		Ms Florence Yiu Division Manager, Projection Systems 3M Hong Kong Limited	Ms Canny Leung Executive Director BMA Marketing & Advertising Ltd	Ms Clara Lo Group Product Manager Amoy Food Limited	Ms Elman Lee Marketing Manager FORTRESS
			Ms Canace Lin Assistant Marketing Manager McDonald's Restaurants (HK) Ltd	Ms Sharon Siu Marketing Director Job Market Publishing Ltd, Sing Tao News Corporation	Ms Joanne Tang Assistant Marketing Manager Warner Music Hong Kong Limited
			Mr Balwin Yeung Senior Marketing Manager Hong Thai Travel	Ms Anisa Tio Marketing Manager McDonald's Restaurants (HK) 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 (ACM-42412-2011-2-NL)
HKMA/TVB Awards for Marketing Excellence 2011
The Hong Kong Management Association
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

Attn: Ms Titania Woo, General Manager (Tel: 2774 8580 Email: titaniawoo@hkma.org.hk)
Ms Sunnie Ma, Manager (Tel: 2774 8579 Email: sunniema@hkma.org.hk)
Ms Candy Sun, Executive Officer (Tel: 2774 8547 Email: candysun@hkma.org.hk Fax: 2365 1000)

My organization would like to submit nomination(s) for Distinguished Marketing Leadership Awards as well as Outstanding Marketing Professional Awards of the HKMA/TVB Awards for Marketing Excellence 2011.

Name of Organization: _____

Address: _____

Name of Nominator: _____ Job Title: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____

Email: _____

A. Nomination for Distinguished Marketing Leadership Awards

Nominee: _____ Job Title: _____

Email: _____ Tel: _____ Fax: _____

B. Nomination for Outstanding Marketing Professional Awards

Nominee: _____ Job Title: _____

Email: _____ Tel: _____ Fax: _____

Nominee: _____ Job Title: _____

Email: _____ Tel: _____ Fax: _____

Nominee: _____ Job Title: _____

Email: _____ Tel: _____ Fax: _____

Nominee: _____ Job Title: _____

Email: _____ Tel: _____ Fax: _____

Nominee: _____ Job Title: _____

Email: _____ Tel: _____ Fax: _____

Deadline for submitting the completed write-up is Monday, 4 July 2011.

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

[HK\$3,800 (HKMA Member) / HK\$4,200 (Non-Member) for each nomination for Distinguished Marketing Leadership Awards
or Outstanding Marketing Professional Awards]

Signature of Nominator: _____ Date: _____
(not later than Friday, 3 June 2011)

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

機構贊助

 BEA 東亞銀行	東亞銀行		卡地亞
 CHUNG & TANG COMMUNICATIONS CONSULTANTS	Chung & Tang 公關顧問公司	 CIC <small>CIC BANQUE PRIVÉE</small> <small> A MEMBER OF CIC PRIVATE BANKING </small>	法國工商投資服務有限公司 法國工商銀行全資附屬機構
	可口可樂中國有限公司	 CONVOY  康宏 your finance navigator	康宏金融集團
 TOYOTA CROWN MOTORS LTD.	皇冠汽車有限公司		牛奶有限公司-惠康
	FANCL	 豐澤  FORTRESS Watsons 屈臣氏	豐澤 屈臣氏個人護理店
	富士攝影器材有限公司	 煤氣 Towngas	香港中華煤氣有限公司
 香港經濟日報 <small>HONG KONG ECONOMIC TIMES</small> <small>www.hket.com</small>	香港經濟日報	 香港賽馬會 <small>The Hong Kong Jockey Club</small>	香港賽馬會
 HONG KONG L.P. GAS (HOLDINGS) LTD. <small>香港液體氣(集團)有限公司</small>	香港液體氣(集團)有限公司	 MaBelle It's Diamond. It's Different.	MaBelle
 MARKETING <small>THE ART & SCIENCE OF CONNECTING WITH CONSUMERS</small> <small>marketing-interactive.com</small>	MARKETING Magazine	 MassMutual FINANCIAL GROUP™	美國萬通保險亞洲有限公司
	美心集團	 i'm lovin' it®	麥當勞。有限公司
	港鐵公司		Neo Derm Group Ltd
	合迪汽車有限公司		Recruit Advertising Limited
 smei hong kong	市場推銷研究社		SKECHERS Hong Kong Limited
 稻香集團 TAO HEUNG GROUP	稻香集團		HKMA/TVB傑出市場策劃獎

獎項簡介

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：

- 優異獎
- 優異電視推廣策略獎
-  最具創意獎
(美國萬通保險亞洲有限公司是「最具創意獎」的冠名贊助機構。)
-  小預算市場策劃獎
(稻香集團是「小預算市場策劃獎」的冠名贊助機構。)
- 其他特別獎(如積極社群效應獎、傑出中國內地市場策劃獎)

「優秀市場推廣夥伴獎」是表揚對市場推廣計劃的成功推行，有著重大貢獻及擔當重要角色的廣告公司、市場研究公司、公關公司及媒體策劃機構。

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：

- 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
- 優秀市場策劃專才

獎項簡介

HKMA/TVB傑出市場策劃獎，舉辦至今已進入第二十六年，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2012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-總經理
(電話:2774 8580/電郵: titaniawoo@hkma.org.hk)
或

馬森沂小姐-經理
(電話:2774 8579/電郵: sunniema@hkma.org.hk)
或

辛芷嫻小姐-行政主任
(電話:2774 8547/電郵: candysun@hkma.org.hk)
或傳真至2365 1000。

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 - 電視廣播業務

陳浩弘先生

半島亞洲集團有限公司
執行董事

莊偉忠先生

一田百貨
常務董事

金民豪先生

香港迪士尼樂園度假區
行政總裁

林國誠先生

諾基亞(香港)有限公司
香港及澳門，市場營運總經理

李文賢先生

美心食品有限公司
總經理(西餅、美心產品、租務)

梁成永先生

SKECHERS HONG KONG LIMITED
高級副總裁

林明盛先生

Neo Derm Group Ltd
董事總經理

羅國章先生

法國工商投資服務有限公司
董事總經理

麥建華博士

香港賽馬會
公司事務執行總監

伍穎梅女士

九龍巴士有限公司
董事

孫道弘先生

富士攝影器材有限公司
董事總經理

施國耀先生

太平洋行國際集團
CEO

曾錦強先生

GroupM
行政總裁(香港區)

市場策劃獎項

被參賽機構表揚的公司
參賽的市場推廣策劃排名於前50%以上
參賽的市場推廣策劃被選為特別獎的得獎者
參賽的市場推廣策劃被選為優異獎的得獎者
參賽的市場推廣策劃被選為最後六強
參賽的市場推廣策劃榮獲銅獎
參賽的市場推廣策劃榮獲銀獎
參賽的市場推廣策劃榮獲金獎

分數

1
2
3
4
5
2
3
5

「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二〇一一年九月二十九日(星期四)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：

管協會員：港幣\$5,800
非會員：港幣\$6,200

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

截止報名日期

二〇一一年五月三日(星期二)

截止提交詳盡報告日期

二〇一一年五月二十七日(星期五)

最後評審

二〇一一年八月二十七日(星期六)

「HKMA/TVB傑出市場策劃獎」研討會

二〇一一年九月二十九日(星期四)

頒獎禮晚宴

二〇一一年十月十七日(星期一)



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。
- 推廣計劃須於二〇〇九年十月後推行，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以中文或英文撰寫，不多於五頁的詳盡報告及一頁報告概要，並由評審委員會評核。報告內容必須覆蓋所有評審準則。

「優異獎」、「優異電視推廣策略獎」、「 最具創意獎」、「 小預算市場策劃獎」及其他特別獎的得主，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。

「優秀市場推廣夥伴獎」

所有參賽機構均可表揚最多三間為參賽市場推廣計劃作出重大貢獻的機構如廣告公司、市場研究公司、公關公司或媒體策劃機構等。大會將以下列計分制度選出榮獲「優秀市場推廣夥伴獎」的得獎機構：

稻香集團小預算市場策劃獎

稻香集團簡介

稻香集團 — 多元化品牌食肆

稻香由1991年成立至今，已建立了坐擁超過80間食肆的龐大網絡，分別在香港及華南地區擁有逾66間及超過14間食肆。這些食肆均位於黃金地段，人流暢旺，吸引了大量生活豐裕的中檔市場顧客。

集團成功採用多元化品牌的策略，在「稻香」旗下設有14個品牌。各品牌自有不同的飲食風格，針對個別顧客群或喜好，因此不同品牌的食肆不僅能在同一飲食旺區共存，而且均能表現理想。此外，不同食肆品牌的風味和裝潢，如員工制服、餐具和室內裝修等也各具特色。

稻香利用創新而有效的市場推廣策略，成功為食肆吸引新的顧客，並加強了各品牌在市民心目中的地位。例如其「特色食肆」就以不收取茶芥和服務費而著稱，而「鍾菜」則因其「不加味精、不加人造色素」的承諾而深受歡迎。

稻香集團企業事務總經理

區鳳儀小姐

「香港早已被公認為全球極具創意的城市，每天均有五花八門的市場策略誕生，能夠以最低成本去吸引顧客，擴闊客源，實屬優秀的市場策劃。芸芸市場策略當中，「創意、創新」— 兩個最有價值的元素，開創史無前例的難忘新體驗，成功地打動顧客的心，脫穎而出成為行業中的一支獨秀。

集團一直都本著『肯捱、肯搏、肯創新』的稻香精神，今年首次贊助一年一度市場推廣界的盛事 — HKMA/ TVB傑出市場策劃獎，集團特意贊助『小預算市場策劃獎』，鼓勵以小額成本開拓創意新概念，共同發揮稻香精神，加強品牌之間的競爭力，提昇業界的專業水平。」

美國萬通亞洲最具創意獎

美國萬通保險亞洲有限公司簡介

於2009年，美國萬通保險亞洲有限公司（美國萬通亞洲）憑藉「美國萬通小太空人訓練計劃」的獨特理念及創新的市場推廣策略，榮獲「HKMA/TVB傑出市場策劃獎 — 最具創意獎」殊榮。及後，美國萬通亞洲為2010年及2011年「美國萬通亞洲最具創意獎」的冠軍贊助機構。

美國萬通亞洲乃是美國萬通金融集團¹之成員。成立於1851年，美國萬通至今已累積160年豐富的風險及財富管理經驗，並名列國際知名《FORTUNE 500》「全美5大壽險公司」之一²，實力雄厚。作為集團亞洲區的旗艦公司，美國萬通亞洲的總部設於香港，並於澳門設有分公司，致力為客戶提供優質的一站式風險及財富管理服務。另外，美國萬通亞洲於香港設有多家附屬公司，包括「美國萬通財富管理有限公司」提供全面的財富管理服務、「美國萬通信託有限公司」經營強積金業務，以及「美國萬通保險顧問有限公司」專注發展一般保險服務。

傳承「敢想，未來才會更精彩」的理念，美國萬通亞洲一直以「敢想」的精神，開拓具靈活彈性及創意的產品，以及提供專業服務，協助客戶實現長遠的目標及人生夢想。

1. 「美國萬通金融集團」乃「美國萬通人壽保險公司（美國萬通）」及旗下各附屬公司的統稱。
2. 「全美5大壽險公司」乃按2010年5月3日《FORTUNE 500》公佈的「互惠壽險公司」及「上市股份壽險公司」2009年度收入排名榜合併計算。

美國萬通亞洲首席市場總監

蕭莉玲小姐

「敢想，未來才會更精彩。創意往往源自一念『敢想』，是這遠見令未來更精彩。優秀的創意多從用家的生活模式和需要出發，擷取靈感，與『敢想』的意念融為一體。

『HKMA/TVB傑出市場策劃獎』是市場推廣界一年一度的盛事，美國萬通亞洲藉著贊助其『最具創意獎』，以表揚獨特的計劃意念及『敢想』的市場推廣策略，從而推動業界精益求精，邁向更高的專業水平。」

市場策劃獎項

評審準則

	分數
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 目標的確立	
2. 市場推廣策略	55
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連環作用及連鎖效應	5
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定獨特定位	
4. 成效	25
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）	
— 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 120

歷屆市場策劃獎項得獎者

2010年

- 金** 美心天使與魔鬼
銀 Standard Chartered Hong Kong
150th Anniversary Commemorative
Charity Banknote Marketing
Campaign
銅 麥當勞 - 麥麥送上滋味時刻

2009年

- 金** 兩鐵合併 - 史無前例的
市場策劃挑戰
銀 麥當勞 - 優質即磨咖啡與眾同享
銅 American Express Cathay Pacific
Credit Card - Fly Faster

2008年

- 金** 一個海港 只有一個海港城
銀 必勝客扭扭批 - 喚醒你心底的童真
銅 Manhattan Hill
- Magic Happens in West Kowloon

2007年

- 金** BEL-AIR No.8
- The New Landmark in Island South
銀 60年來順逆與共，國泰與香港一起
躍動向前
銅 高登眼鏡「為傳統品牌創造新商機」

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 - 從物業飛躍成為一個
「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 不一樣的房子
(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

市場策劃獎項 報名表

致：「二〇一一年度HKMA/TVB傑出市場策劃獎」秘書處
香港黃竹坑業興街十一號南匯廣場B座十六樓

(ACM-42412-2011-1-NL)

收件人：胡志君小姐－總經理（電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk）
馬森沂小姐－經理（電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk）
辛芷嫻小姐－行政主任（電話：二七七四 八五四七 電郵：candysun@hkma.org.hk）
傳真：二三六五 一〇〇〇）

本公司欲參加「二〇一一年度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二〇一一年五月二十七日

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\$5,800（管協會員）／港幣\$6,200（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二〇一一年五月三日）

* 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

收穫及認可

傑出市場策劃人及優秀市場策劃專才得獎者可享有以下收穫及認可：

1. 傑出市場策劃人得獎者

- 可獲得香港管理專業協會「專業經理」名銜，並豁免首兩年年費及持續專業發展學分；及
- 可成為香港管理專業協會市場推銷研究社會員，並豁免首兩年年費。

2. 優秀市場策劃專才得獎者

- 可因應個人工作經驗和學歷成為香港管理專業協會正式會員或普通會員，並豁免首兩年年費；及
- 可成為香港管理專業協會市場推銷研究社會員，並豁免首兩年年費。

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。

「最傑出市場策劃人」將由「傑出市場策劃人」得獎者中選出。

2. 優秀市場策劃專才

參賽者必需在全面市場推廣或以下任何一項市場推廣專業有卓越表現，包括：

- 廣告
- 數碼市場推廣
- 直銷
- 公共關係
- 市場研究

參賽費用

每位「傑出市場策劃人」或「優秀市場策劃專才」獎項之參賽費用：

管協會員：港幣\$3,800
非會員：港幣\$4,200

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

截止提名日期

二〇一一年六月三日（星期五）

截止提交詳盡報告日期

二〇一一年七月四日（星期一）

最後評審

二〇一一年九月三日（星期六）

頒獎禮晚宴

二〇一一年十月十七日（星期一）

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，並於二〇一一年六月三日（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」及最多五位參賽者參與「優秀市場策劃專才」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「優秀市場策劃專才」參賽者，將被邀向評判團作以下兩部份的口頭介紹：

第一部份

簡報單項市場推廣計劃成就：	10分鐘
答問環節：	5分鐘

第二部份

簡報市場策劃個案：	5分鐘
<i>（所有參賽者均於最後評審特定會面時間前給予三十分鐘，為市場策劃個案簡報作準備）</i>	
答問環節：	8分鐘

「最傑出市場策劃人」、「傑出市場策劃人」及「優秀市場策劃專才」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。）

傑出市場策劃人 評審準則

	分數
1. 單項市場推廣計劃成就	40
請詳述閣下於二〇〇七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	
2. 其他出色成就	45
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 領導所屬機構／客戶機構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 對所屬機構／客戶機構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
<ul style="list-style-type: none"> 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	15
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

優秀市場策劃專才 評審準則

	分數
1. 單項市場推廣計劃成就	60
請詳述閣下於二〇〇七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：	
<ul style="list-style-type: none"> - 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	
2. 其他出色成就	30
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	10
<ul style="list-style-type: none"> - 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. 個人提升計劃	10
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。	
總分	100

歷屆個人獎項 得獎者

2010年	2009年	2008年	2007年	2006年	2005年
最傑出市場策劃人 陳淑慧 渣打銀行(香港)有限公司 香港公共事務企業責任主管	CIM 最傑出市場策劃人 趙敏 牛奶有限公司- 惠康 市務董事	CIM 最傑出市場策劃人 關筱娟 食益補(香港)有限公司 市場部主管	CIM 最傑出市場策劃人 蘇海亮 中華電力有限公司 住宅客戶業務經理	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	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* 陳燕玲 新世界第一巴士服務 有限公司, 城巴有限公司 企業傳訊副總監	傑出市場策劃人* 趙敏 牛奶有限公司- 惠康 市務董事	傑出市場策劃人* 陳衛良 昂坪360有限公司 市務經理	傑出市場策劃人* 劉美詩 康泰旅行社 總經理	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	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
陳淑慧 渣打銀行(香港)有限公司 香港公共事務企業責任主管	何立嘉 電訊盈科有限公司 個人客戶業務流動通訊 市務總監	張泰堅 岡本(香港)有限公司 亞太區總經理	李玲鳳 香港海洋公園 市務總監	項明生 Sony Computer Entertainment Hong Kong Ltd 市場推廣部高級經理	李惠儀 新世界傳動網 市務副總裁
張婉玲 麥當勞有限公司 企業傳訊及關係總監	梁美靈 香港鐵路有限公司 總經理- 投資物業	關筱娟 食益補(香港)有限公司 市場部主管	蘇海亮 中華電力有限公司 住宅客戶業務經理	黎韋詩 麥當勞有限公司 市場推廣部副總裁	李志恒 香港中華煤氣有限公司 市務傳訊經理
許仲麒 EGL東瀛遊旅行社 市場推廣及公關部高級經理	曾鈺羨 Sir Hudson International Limited 副總裁	譚嘉璧 海港城置業有限公司 高級經理- 推廣及廣告	堵冠偉 Luxottica Retail China Ltd 市場形象總監(大中華區)	李玉兒 電訊盈科有限公司 個人客戶市務總監	雷怡暉 路訊通控股有限公司 董事兼營運總裁
梁慧華 美國運通國際股份有限公司 Head of Cathay Pacific Co-brand Portfolio	優秀市場策劃專才* 周美華 安信信貸有限公司 市務部副主管	優秀市場策劃專才* 江萍 康宏理財集團 企業傳訊經理	黃德麟 敦豪國際速遞(香港)有限公司 市場推廣總監	黃志煒 香港管弦樂團 市場推廣主管	王靖傑(宇立) 怡和飲食集團, 香港必勝客 市務董事
優秀市場策劃專才* 鍾昭文 麥當勞有限公司 助理市場策劃經理	梁友彩 麥當勞有限公司 高級市場策劃經理	劉凱茵 香港蜆殼有限公司 燃油市場推廣經理	優秀新晉市場策劃專才* 陳淑萍 能量站 總監, 自然醫學醫生	葉文琪 Double A 總經理	優秀新晉市場策劃專才* 劉若虹 Double A 高級市務主任
石小蓮 渣打銀行(香港)有限公司 高級品牌經理	黃祠輝 電訊盈科有限公司 個人客戶業務流動通訊 市務副總裁	楊浩章 九龍倉中國置業有限公司 推廣及廣告經理- 大連時代廣場	鍾偉璇 盈科大衍地產發展有限公司 高級市務經理	優秀新晉市場策劃專才* 李詠姚 地鐵有限公司 產品經理	李群美 Double A 市場發展經理
謝素嫻 一田百貨 助理總經理		姚雪瑩 3M 香港有限公司 經理, 投影產品	劉騰頌 中華電力有限公司 住宅客戶銷售經理	盧瑞貞 淘大食品有限公司 產品組經理	李綺雯 豐澤 市務經理
			梁芷珊 博美市場推廣及廣告有限公司 執行董事	蕭雪敏 星島新聞集團求職廣場有限公司 市場推廣總監	鄧雅蔚 華納唱片有限公司 助理市務經理
			連思瑤 麥當勞有限公司 Assistant Marketing Manager	張恩琪 麥當勞有限公司 市場推廣部經理	邱曉嫻 怡和飲食集團, 香港必勝客 高級市務經理
			楊博雄 康泰旅行社 高級市場經理		

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：「二〇一一年度HKMA/TVB傑出市場策劃獎」秘書處
香港黃竹坑業興街十一號南匯廣場B座十六樓

(ACM-42412-2011-2-NL)

收件人：胡志君小姐-總經理 (電話：二七七四 八五八〇 電郵：titaniawoo@hkma.org.hk)
馬森沂小姐-經理 (電話：二七七四 八五七九 電郵：sunniema@hkma.org.hk)
辛芷嫻小姐-行政主任 (電話：二七七四 八五四七 電郵：candysun@hkma.org.hk)
傳真：二三六五 一〇〇〇)

本公司欲提名員工競逐「二〇一一年度HKMA/TVB傑出市場策劃獎」之「傑出市場策劃人」獎項及「優秀市場策劃專才」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：_____

電子郵件：_____

甲. 「傑出市場策劃人」提名名單

被提名人：_____ 職位：_____

電子郵件：_____ 公司電話：_____ 傳真：_____

乙. 「優秀市場策劃專才」提名名單

被提名人：_____ 職位：_____

電子郵件：_____ 公司電話：_____ 傳真：_____

被提名人：_____ 職位：_____

電子郵件：_____ 公司電話：_____ 傳真：_____

被提名人：_____ 職位：_____

電子郵件：_____ 公司電話：_____ 傳真：_____

被提名人：_____ 職位：_____

電子郵件：_____ 公司電話：_____ 傳真：_____

被提名人：_____ 職位：_____

電子郵件：_____ 公司電話：_____ 傳真：_____

截止提交詳盡報告日期為二〇一一年七月四日

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「優秀市場策劃專才」之提名，須繳付港幣\$3,800(管協會員) / 港幣\$4,200(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二〇一一年六月三日)

* 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。