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Message from

Dr Dennis Sun BBS JP



Dr Dennis Sun BBS JP
Chairman
The Hong Kong Management Association

The recently launched free-trade zone in Shanghai has been widely seen as a major step for China to conform to the new trends in global trade. Restrictions on foreign investment will be eased within the zone and controls on a wide range of service sectors, such as finance, shipping, cultural services and so forth, will also be loosened. The age-old topic, competitiveness of Hong Kong versus Shanghai, is back on top of the local agenda.

Every coin has two sides. While it is too early to conclude the competitive threats and opportunities to Hong Kong in the face of Shanghai's new economic zone, only companies that are able to embrace change and be innovative will outperform under adversity.

Since its establishment in 1985, the HKMA/TVB Awards for Marketing Excellence have witnessed many vivid examples of how to achieve business success through strategic innovative marketing in times of change. They act as the role models in the marketing discipline and stand tall on the stage in their profession.

My warmest salutations go to our dedicated Panel of Judges, Board of Examiners and the Awards Organizing Committee. I would like to thank especially Mr S K Cheong, Chairman of the Marketing Management Committee and Marketing Awards Organizing Committee, for his enormous contribution to the Awards. My deepest gratitude also goes to Television Broadcasts Limited, four Special Citation Title Sponsors as well as all the Corporate Sponsors for their endless support to the Awards.

May I extend my sincere congratulation to all the award winners. Their commitment to marketing excellence has made the event so meaningful. Last but not least, I am indebted to Mr Fred Lam JP, Executive Director of Hong Kong Trade Development Council and Guest of Honour of the Award Presentation Dinner, for sharing with us his precious insights in marketing.



Message from

Dr Norman Leung GBS LLD JP



Dr Norman Leung GBS LLD JP
Executive Chairman
Television Broadcasts Limited

Advances in technologies, emerging new media, ever-changing market environments and intensified competition are posing great challenges as well as opportunities to marketers nowadays. To excel in the market place, marketers are now adopting innovative and dynamic approaches to measure and promote their businesses.

The HKMA/TVB Awards for Marketing Excellence has been celebrating the eminence of outstanding marketers for over two decades. It is a prestigious event in the industry to recognize and promote the achievements of these market leaders who have proven themselves to be pioneers, raising the standard in the marketing profession. Tonight, we have the chance to witness their remarkable and inspiring marketing campaigns.

The Awards has always had a substantial following, and demonstrates nothing but the best practices that exist in marketing today. I would like to express my heartfelt admiration to all the participants for their professionalism and dedication. In addition, I would like to extend my sincere gratitude to the Chairman, the Organizing Committee, the Panel of Judges and the Board of Examiners for their tremendous contribution.

Last but not least, it is my pleasure to congratulate all the winners of this year's Campaign and Individual Awards. I wish them continued success in the future.



Message from

Mr S K Cheong



Message from Mr S K Cheong
Chairman, Organizing Committee
HKMA/TVB Awards for Marketing Excellence 2013

One does not grow tired of being thankful to all who have contributed to the success of something as meaningful as the HKMA/TVB Awards for Marketing Excellence.

It is my pleasurable duty to acknowledge the dedicated work of the Organizing Committee, Board of Examiners and Panel of Judges. Together, a total of 32 leaders of marketing and business have put in more than 2,000 man hours of work to make this event successful.

I also want to thank Mr Fred Lam JP, Executive Director, Hong Kong Trade Development Council for sharing his valuable thoughts with us as our Guest of Honour.

Digital technology continues to provide marketers with new tools and new challenges. Marketing ideas and executions will continue to evolve rapidly. Thus we have so much to learn in the coming years of the HKMA/TVB Awards for Marketing Excellence.



Message from

Dr Victor Lee



Dr Victor Lee
Executive Director
The Hong Kong Management Association

The concept of sustainability is not new in the Hong Kong business community. It is the triple bottom line among environmental, social and commercial considerations of an organization. A general misconception is that investment in sustainability is only a cost and hence managers tend to give less attention to it. In reality, organizations which have integrated the concept of sustainability into their strategic planning will not only achieve better business performance and brand image, but also enhance competitive advantages in the market place.

This year, we are delighted to witness the participation of a number of outstanding campaigns focusing on green-related and socially responsible marketing in the HKMA/TVB Awards for Marketing Excellence. Sustainability is one of the essential elements that should not be ignored in any successful marketing strategy. We believe that more sustainable marketing campaigns will participate in the Awards in near future.

I would like to take this opportunity to thank the Panel of Judges, Board of Examiners and the Marketing Awards Organizing Committee for making this event such a huge success. My sincere appreciation also goes to Television Broadcasts Limited, all the Special Citation Title Sponsors and our Corporate Sponsors for their generosity and support.

My congratulations go to all the Campaign and Individual Award winners for their commendable achievement. They exemplify marketing excellence in Hong Kong.



An Introduction to The Hong Kong Management Association

The Hong Kong Management Association (HKMA) was established in 1960. As a non-profit-making professional organization, its mission is to improve the effectiveness and efficiency of management in Hong Kong.

The HKMA is one of the largest providers of management training and education in the Territory offering more than 2,200 training programmes to over 50,000 participants annually. A diverse range of programmes are provided including Distance Learning courses, seminars and workshops, work-oriented short courses, Certificate courses, Diploma and Professional Diploma programmes as well as Bachelor, Master and Doctoral degrees offered in association with various prestigious overseas universities.

The HKMA also offers free services to both members and the business community at large. The Hong Kong Manager, a bilingual professional journal on management, was first published in 1965. Members can now get access to it free of charge through the website of the Association: www.hkma.org.hk.

To cultivate a general culture of modern management, a series of Awards has been organized. These include the Best Annual Reports Awards, the HKMA Quality Award, the Award for Excellence in Training and Development, the HKMA/TVB Awards for Marketing Excellence, the Hongkong Management Game, the Distinguished Salesperson Award, the Award for China Marketing Excellence and the China Best Annual Reports Awards for Listed Companies.





About the Awards

INTRODUCTION

Now in its 28th 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.

AWARD CATEGORIES

1. Campaign Awards
2. Individual Awards

JUDGING PROCESS

Campaign Awards

All entrants were required to submit a five-page write-up on their marketing campaigns. From written submissions, ten finalists as well as recipients of special awards would be chosen by the Board of Examiners. Finalists would be invited to give a presentation before the Panel of Judges and the Board of Examiners who would then decide on the Gold, Silver, Bronze Awards, Excellence Awards and Merit Awards recipients.

Individual Awards

All entrants must be nominated by their companies. They were required to submit a write-up explaining their achievements in marketing to be reviewed by the Board of Examiners. Outstanding marketers would be shortlisted for a presentation and interview before the Panel of Judges who would then decide on the winners of the Marketer of the Year, Distinguished Marketing Leadership Awards and Outstanding Marketing Professional Awards.

AWARDS AND RECOGNITION

Campaign Awards

- ◆ Gold Award
- ◆ Silver Award
- ◆ Bronze Award
- ◆ Excellence Awards
- ◆ Merit Awards
- ◆  Citation for Innovation
- ◆  Citation for Digital Marketing
- ◆  Citation for Outstanding TV Campaign
- ◆  Citation for Outstanding Small Budget Campaign
- ◆ Citation for Excellence in Mainland Marketing
- ◆ Best Marketing Partner Award
- ◆ Best Presentation Award

Individual Awards

- ◆ Marketer of the Year
- ◆ Distinguished Marketing Leadership Awards
- ◆ Outstanding Marketing Professional Awards



Panel of Judges

Campaign Awards



Mr Ivan Chu
Chief Operating Officer
Cathay Pacific Airways Limited



Mr Eric Hui
Chief Executive Officer
General Insurance Hong Kong
Zurich Insurance Company Ltd



Mrs Monica Lee-Müller
Managing Director
Hong Kong Convention and
Exhibition Centre (Management) Ltd



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



Ms Catherine Wang
Operating Director, President Office
The eslite Spectrum Hong Kong Limited



Panel of Judges

Individual Awards



Mr Robert Chan
Executive Director
Peninsular Asia Group



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



Ms Christine Lam
Country Business Manager
Citibank Hong Kong



Mr William Leung BBS JP
Executive Director and
Chief Executive Officer
Sun Hung Kai Financial Limited



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



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



Mr Wilson Shao
Managing Director
Ngong Ping 360 Ltd



Mr Larry Sze
CEO
Gilman Group



Mr Kent Wong
Managing Director
Chow Tai Fook Jewellery Group Ltd



Board of Examiners

Marketing Awards Organizing Committee



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



Mr Robert Chan
Executive Director
Peninsular Asia Group



Mr Tom Chan
Managing Director
Commercial Group
HKT Limited



Mr Raymond Fung
Vice President - Business
Imaging Solution Group
Canon Hongkong Co Ltd



Ms Christine Lam
Country Business Manager
Citibank Hong Kong



Mr Eric Leung
Chief Executive Officer
Tao Heung Group



Mr Vincent Leung
Senior Vice President
SKECHERS Hong Kong Limited



Board of Examiners

Marketing Awards Organizing Committee



Mr William Leung BBS JP
Executive Director and
Chief Executive Officer
Sun Hung Kai Financial Limited



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



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



Mr Wilson Shao
Managing Director
Ngong Ping 360 Ltd



Mr Stanley Sun
Managing Director
Fuji Photo Products Company Limited



Mr Larry Sze
CEO
Gilman Group



Mr K K Tsang
CEO & Founder
The Bees



Mr Joseph Wong
Chairman & CEO
Stelux Holdings International Ltd



Mr Kent Wong
Managing Director
Chow Tai Fook Jewellery Group Ltd



Board of Examiners

Marketing Management Committee 2012/13



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



Professor T S Chan BBS
Shun Hing Chair Professor of Marketing
Department of Marketing and
International Business
Lingnan University



Ms Lily Chan
Chief Executive Officer
The Dairy Farm Co Ltd - Mannings (HK & Macau)



Ms Deborah Cheng
Vice President
International Business
I.T Limited



Ms Rosetta Fong
Chief Executive Officer
Convoy Financial Services Ltd



Ms Randy Lai
Managing Director, Hong Kong &
Regional Director, Taiwan
McDonald's Restaurants
(Hong Kong) Limited



Board of Examiners

Marketing Management Committee 2012/13



Mr Bruce Lam
Chief Marketing Officer
Wireless Business
HKT Ltd



Mr Paul Pei
Executive Director, Sales & Marketing
Ocean Park Corporation



Mr Alfred Tsoi
Chief Executive Officer
JDB Holdings Ltd



Ms Jeny Yeung
Commercial Director
MTR Corporation Limited



Mr Robert Young
CEO
Food For Good Limited



Mr Titus Yu
Senior Regional Director
The Prudential Assurance Co. Ltd



Campaign Awards

Judging Criteria

1. Rationale Behind the Marketing Campaign
2. Marketing Execution including Development and Positioning of Product / Service / Behaviour / Idea; Pricing / Cost of Target Audience; Sales or Distribution Channels; Communication and Promotion; People; and Overall Integration of Campaign Elements
3. Originality and Strategic Impact of the Campaign
4. Results including Marketing and Financial Results
5. Exceptional Meritorious Aspects of Campaign

Campaign Award Winners

Gold Award

"PCCW - HKT mobile service 'Ultimate Mobility'"
HKT Limited

Silver Award

"Doraemon Brings Innovative Surprises through Joyful Experiences"
Harbour City Estates Limited

Bronze Award

"Love the Planet 4.22 Hong Kong Goes Green Monday"
Green Monday Limited

Excellence Awards*

"Turning Brand Culture into Customer Benefit - Fairwood 40th Anniversary"
Fairwood Holdings Limited

"Breakthrough the Dark Side of Hong Kong Disneyland"
Hong Kong Disneyland

"i'm Amazing"
McDonald's Restaurants (Hong Kong) Limited

Merit Awards*

"Low Low Price Watcher"
The Dairy Farm Company Ltd - Wellcome

"Happy Wednesday"
The Hong Kong Jockey Club

"It's Mac Time Tonight"
McDonald's Restaurants (Hong Kong) Limited

"TSL | 謝瑞麟 Brand Revitalization – Rising from The Gloom"
TSL | 謝瑞麟



Citation for Innovation

"Pricerite Express"
Pricerite Stores Limited

citibank Citations for Digital Marketing*

"Breakthrough the Dark Side of Hong Kong Disneyland"
Hong Kong Disneyland

"Pricerite Express"
Pricerite Stores Limited



Citations for Outstanding TV Campaign*

"Cathay Pacific 'ALWAYS GAME' Rugby Sevens Campaign"
Cathay Pacific Airways

"PCCW - HKT mobile service 'Ultimate Mobility'"
HKT Limited



Citation for Outstanding Small Budget Campaign

"Love Our Planet 4.22 Hong Kong Goes Green Monday"
Green Monday Limited

Citation for Excellence in Mainland Marketing

"Chow Tai Fook The Perfect One Wedding Campaign 2012"
Chow Tai Fook Jewellery Company Limited

Best Marketing Partner Award

OMD

Best Presentation Award

Mr Clive Chow
Assistant Vice President, Mobile Marketing
HKT Limited

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



Gold Award

“PCCW-HKT mobile service ‘Ultimate Mobility’” HKT Limited

Hong Kong’s mobile communications industry is in a state of logjam and market saturation. As the last market entrant, PCCW-HKT mobile service set out to break the impasse by launching the pioneering ‘Ultimate Mobility’ campaign – a game-changer in developing, packaging, pricing and launching services. The campaign components were included as follows:

- ◆ ‘Ultimate Network’ combined its mobile data, Wi-Fi and optical-fiber networks to create a role model capability for service providers, who seek to offer users the ultimate overall experience.
- ◆ ‘Ultimate Voice’ encapsulated PCCW-HKT mobile service achievement of becoming the world’s first operator in launching the unlimited local mobile voice offering, complemented by the unique ‘King King’ app (「傾King」) to provide users with unlimited voice via Wi-Fi when roaming overseas. The concept behind was crystallized into the emotive mantra of ‘Ultimate Voice’ that is ‘Only Voice Feels Real’ (「只有聲音，感受至真」).
- ◆ ‘Ultimate Service’ was exemplified by PCCW-HKT mobile service to become the first in Hong Kong to introduce data transfer equipment – dubbed as ‘Tin Gay’ (「天機」) – to facilitate high-speed transference of phonebook, SMS and other data from the old handset to the new one. ‘Tin Gay’ is based on the Chinese proverb ‘no leakage of destiny’s secrets’ (「天機不可洩漏」). This dispelled security fears over data being transferred from old to new gadgets among consumers.

Since the launch, PCCW-HKT mobile service has taken on the character as an unconventional player that constantly seeks to redefine the standard and to lead the market in many aspects of the multi-faceted industry. This approach has been enhancing the overall customer experience every step of the way, while influencing the user behavior via innovative applications of new technologies.

Lastly, PCCW-HKT mobile service has been differentiating itself by insisting on a customer-centric approach that keeps banging up to speed with ever-changing customer needs and aspirations.

Comments from the Judges:

This was commended as a top-class marketing campaign which has successfully achieved a breakthrough in the highly saturated and competitive mobile communications market through excellent product development and highly professional marketing execution.

Being a late entrant in the mobile communications market, HKT was confronted with huge challenges in establishing its brand and expanding its market share. With excellent consumer insights, HKT developed two revolutionary products/services ‘Ultimate Voice’ and ‘Ultimate Data Safe’ which truly reflected the customer-centric belief of the company. The marketing campaign was professionally executed with all 5Ps of strategic marketing seamlessly integrated. The excellent choice of celebrities being featured in the TV commercials, all promotional materials and events and the effective use of multiple marketing channels have created enormous coverage and visibility throughout the city. The timing and execution of the two phases of campaign was perfectly orchestrated and clearly highlighted HKT’s brand positioning and core values.

The achievements in both marketing and financial values were truly remarkable. The campaign could be a case study for the best practice of strategic marketing.

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

1. Uth Creative Group Limited
2. MediaWise



Silver Award

“Doraemon Brings Innovative Surprises through Joyful Experiences” Harbour City Estates Limited

2012 was a challenging year for the people of Hong Kong. Harbour City was also affected by these negative factors that threatened its leading position in sales figures, foot traffic and customer perception.

Harbour City, the leading mall growing alongside the people of Hong Kong since 1966, aimed to create a ‘100 years before the birth of DORAEMON’ project and bring innovative surprises through joyful experiences. The project had achieved phenomenal success in branding, awareness and sales.

Brainstorming with the creative agencies, Harbour City realized 2012 marked the 100th year BEFORE DORAEMON’s birthday. Both Harbour City and DORAEMON evoke fond childhood memories in many Hong Kong people’s eyes. An entirely ORIGINAL campaign was created, including 100 DORAEMON figures with different secret gadgets at Ocean Terminal Forecourt, three famous scenes in different locations, art exhibition at the Gallery, DORAEMON Café, and limited-edition premiums. An invisible route was created to surprise shoppers.

A 360-degree marketing strategy had been adopted, which integrated traditional, new and social media to increase customers’ awareness and create a powerful viral effect both online and offline. The marketing team worked closely with the project curator ‘AllRightReserved’, two PR agencies and 4 social media agencies and connected different internal and external parties to ensure optimum synergetic effects.

The project offered Hong Kong people free joyful experiences and successfully made 2012 another record-breaking year to Harbour City, increasing total retail sales by 13.7% to HK\$30.8 billion (representing 6.91% of total retail sales in Hong Kong). During the campaign period, HK\$23 million in media exposure was generated and foot traffic reached over 215,000 on a daily basis.

The project was taken to regional destinations including Taiwan, Japan and Shanghai, and was awarded ‘The Best Promotion Campaign’ of The Asian Licensing Awards 2012 by Asian Licensing Association, which affirmed its success.

Comments from the Judges:

This was commended as an exemplary campaign, which has achieved phenomenal marketing and financial results, while at the same time reinforced the company’s leading position in the shopping mall industry.

The campaign had applied a 360 marketing approach which created extraordinary media coverage, especially through on-line and social media and made the campaign a talk of the town. The expansion of marketing network by engaging multiple artists and celebrities and tapping on their extensive social media network has led to phenomenal marketing results. Every small detail in the planning and execution of the programme was well thought through to create a unique customer experience. Other than being innovative, prudently and effectively implementing the series of campaign activities, the Marketing team has closely monitored the campaign and successfully fine-tuned and enhanced the programme in a timely manner, in order to achieve optimal results. The excellent synergy across all stakeholders to create value for all business partners was a key to the programme success.

The results were overwhelming as evident in the highly impressive marketing and financial achievements. The ‘think big’ mentality was excellent and it was amazing that Doraemon has enhanced the ‘Happiness’ not just for shoppers but also Hong Kong people across different age group.

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

1. AllRight Reserved
2. Muse’s Network
3. Integrated Publicity Services Ltd



Bronze Award

“Love Our Planet 4.22 Hong Kong Goes Green Monday” Green Monday Limited

Background

- ◆ April 22 was the international Earth Day and April 22, 2013 marked the first anniversary of Green Monday.
- ◆ Total meat consumption per capita in Hong Kong is the highest in the world. If every Hong Kong citizen goes meatless one day a week, annual accumulative carbon emission reduction would be 1.5million tonnes!

Objectives

- ◆ Increase awareness of Green Monday and global warming issues.
- ◆ Advocate reduction of meat consumption by influencing more people to act to go meatless on Mondays.
- ◆ Promote green banquet to minimize wastage while eating green.
- ◆ Promote green lifestyle by starting with green diet.

Mass Penetration through Cross-Sector Collaboration

- ◆ In collaboration with 17 major school caterers, the School Programme the covered over 500 secondary and primary schools, reaching over 350,000 students and their families.
- ◆ Partnered with over 600 Restaurants Outlets to provide convenience choices for the general public to go green.
- ◆ Engaged Corporate Partners to offer green menus at their company cafeterias.

Achievements

- ◆ Successfully gained over HK\$1 million corporate sponsorship on the campaign.
- ◆ Of the 500 schools and 350,000 students participating, majority ordered green lunch on April 22.
- ◆ Over 600 partner restaurants had provided customized Green Monday menus.
- ◆ Numerous corporate partners had gone Green Monday on regular basis.
- ◆ As Hong Kong people’s first ever participation in the North Pole Marathon, Green Monday arouse city-wide attention on green initiatives and global warming issue.
- ◆ Brand and campaign awareness of Green Monday: 34% & 39% respectively.
- ◆ 76% respondents either were shown as ‘support’ or ‘quite support’ with Green Monday’s mission.
- ◆ Among those who are aware of Green Monday, 72% indicated their intention to go for green diet on Mondays.
- ◆ Over 100 free media coverage from TV broadcasts, radio shows, online media, newspapers, magazines, etc.
- ◆ Apple Daily ‘救冰行動’ series, which covered North Pole Marathon, global warming and advocacy on green lifestyle, recorded over 10-million viewership in total.
- ◆ Green Monday Facebook reached over 300,000 views during the campaign.

Comments from the Judges:

It was commended as a highly cost effective marketing campaign which has successfully aroused Green awareness and the need for reducing meat consumption in order to save the Planet.

The programme was well executed. The slogan ‘Hong Kong Goes Green Monday’ was brilliant, clear and easy to remember. The appearance and support from various celebrities and artists greatly enhanced the penetration of the Green message in different sectors of the society. They also added weight to the campaign’s credibility. The collaboration with school caterers, restaurants and sizable corporations was a smart and effective approach that brought desirable results almost instantly. Featuring Hong Kong’s people first ever participation in the North Pole Marathon on TV has effectively aroused public awareness of the importance of going green.

Driven by a group of passionate missionaries who are marketing savvy, the campaign has exerted far-reaching influence on people’s behaviour. The education value and the actual benefits to the Planet that the campaign has achieved and continued to achieve were remarkable, especially when it was operated under a relatively small budget and a lean organization. As a whole, it was not only a successful marketing project but an on-going mission deserving widespread community support.

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

1. Sixstation Work
2. Social Alliance Communications Consultancy



Excellence Award

“Turning Brand Culture into Customer Benefit - Fairwood 40th Anniversary” Fairwood Holdings Limited

2012 marked Fairwood’s 40th Anniversary in Hong Kong. This celebration was used to turn brand culture into customer benefits, with the campaign goal of reinforcing Fairwood’s brand likeability in order to build a brand with sustainable growth.

Although Fairwood had been a popular local fast food chain throughout its 40 years, there were numerous challenges including high rental, labour, and food costs, limited manpower supply and keen competition. Despite these challenges, Fairwood opted to seize their 40th anniversary as an opportunity to grow a happy brand culture and give solid benefits to its customers.

The following strategies implemented were:

- ◆ Building a Happy Culture – A series of staff programs were created to boost staff morale and make them feel more valued. Strategic partners received personalised thank you cards and vouchers, and shareholders received special dividends.
- ◆ Turning a Happy Brand Culture into Consumer Benefits – Customer delight was spread through the 1970’s pricing, Fairwood \$4 Meal Campaign, a scratch-and-win competition, and developing a product pillar line consisting of classics and nostalgic products with a modern twist.

Establishing Fairwood’s brand culture of ‘Enjoy Great Food, Live a Great Life’ and turning this into solid consumer benefits was a roaring success. This formed a sustainable platform for future growth and a great foundation for Fairwood’s 2013 brand campaign and beyond.

Measurable campaign results include:

- ◆ A positive impact to society, increased brand likeability, and significant improvement in stakeholders’ satisfaction.
- ◆ The Fairwood \$4 Meal Campaign was the talk of Hong Kong, with free buzz worth \$9.5 million generated.
- ◆ Exceptional sales growth with sales targets exceeded for classic products by 40% which sustained at 30% of the product sales mix.
- ◆ 35 months of consecutive same stores sales growth.
- ◆ Extraordinary performance in benchmarking results over its major competitors.

Comments from the Judges:

This was commended as a well planned and well devised marketing campaign, which has successfully ridden on Fairwood’s 40th Anniversary celebration to enhance its unique brand culture and equity among the general public.

It was a great people-oriented campaign and touched the target segment very effectively. The objectives of strengthening the brand equity and customer retention were commonly shared by the staff. Through training and motivation, the loyal and happy employees became the brand ambassadors who interacted directly with the customers, and helped create a friendly and warm dining environment. Coupled with the rejuvenated classic and signature products, the Fairwood’s 40th Anniversary became a celebration and collective memory shared by Hong Kong citizens.

The campaign has successfully boosted sales and improved the brand’s likeability through promoting its brand culture. The fully integrated campaign, which was wrapped around by lots of caring messages and gestures, has generated enormous emotional impact that strengthened the long-term relationship with customers and other stakeholders. The campaign was a wonderful showcase of Fairwood’s love and care for their customers.

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

1. Metta Communications
2. Strategic Communications Consultants Limited
3. CMRS Digital Solutions Limited



Excellence Award

“Breakthrough the Dark Side of Hong Kong Disneyland” Hong Kong Disneyland

In 2012, Hong Kong Disneyland (HKDL) launched the ‘Choose Your Dark Side Challenge’ marketing campaign, an event that redefined Halloween by creating an immersive guest experience rooted in Disney storytelling and aimed at better penetrating the young adult segment.

Featuring an original story involving a battle between the evil Vampire Coven and Were Tribe, this event changed the way young adults in Hong Kong conceptualize Halloween events by creating an adventurous, capricious, playful and immersive (rather than a ‘scary’) Halloween experience. The ‘Choose Your Dark Side Challenge’ marketing campaign was as revolutionary as the event itself, and utilizing a mobile app and augmented reality technology to extend the experience beyond HKDL to include a Hong Kong-wide virtual footprint. The use of these anytime, anywhere technologies stretched the event from one night into an interactive experience spanning several weeks. HKDL also used celebrities popular with young adults to act as the leaders of the two forces, which rapidly built awareness and enticed people to visit the park.

HKDL cast a wide net and generated prolonged buzz by leveraging the customer bases and retail coverage of its co-marketing partners — Yahoo!, Giordano, CSL, Circle K, Harbour City and 5 Gum — and widened its sales channels to include buy-outs, group buys and special ticket offers to drive visitation and interest. HKDL also mobilized annual pass holders and Cast Members through various initiatives, including preview nights, special training sessions and contests.

The ‘Choose Your Dark Side Challenge’ campaign boosted young adult attendance by 49% over the previous year, with total park attendance jumping by more than 25% and corporate buy-outs increasing by 500%. The success of this Halloween campaign improved young adults’ perception of HKDL, embodying a breakthrough that would facilitate and help guide the park’s future development.

Comments from the Judges:

This was commended as a bold and original marketing campaign which enabled Hong Kong Disneyland (HKDL) to enhance its penetration into the young adult market.

The campaign was commended for its well thought out marketing strategy and high quality execution. HKDL has successfully translated local consumers’ and competitors’ insights into a unique campaign. Instead of attempting a head-to-head competition with the existing major market player, the campaign made use of Disney’s advantage on storytelling to engage young adults outside of the Park and bring them into the Park to continue the Halloween story. The campaign utilized new technology to develop a virtual interactive experience that transformed the traditional Hong Kong Halloween experience from a single-night scary to a festive entertainment experience that span weeks.

The significant increase in young adult guests and corporate buyouts was critical element to validate the success of the campaign. The campaign has brought a new festive park entertainment experience for all people in Hong Kong.

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

1. Ogilvy & Mather
2. Mindshare
3. Green Tomato



Excellence Award

“I’m Amazing” McDonald’s Restaurants (Hong Kong) Limited

Families have always been a key business pillar of McDonald’s Hong Kong, representing about 35% of its total visits. But its recent focus on other business segments resulted in McDonald’s losing connection with Hong Kong’s parents and kids.

What started out as a simple campaign idea to re-connect with the core audience, turned into a big idea that generated excitement, wonder and appreciation for what is truly innate in children – creativity.

‘I’m Amazing’ was original in conception and execution. It leveraged the power of creativity, not just to engage with consumers, but to generate and disseminate the very content of the campaign.

McDonald’s asked the kids, ‘If you could build the McDonald’s of your dreams, what would it be in it?’ The company got kids to draw their ideas on traymats in-store and on its website, and then it asked the people of Hong Kong to vote on the ideas. The company took the top 20 ideas, and brought them to life by building the first ever McDonald’s restaurant that was designed entirely by kids and for kids. To show parents the power of their children’s imagination, the company auctioned-off the kids’ designs to raise money for the Ronald McDonald House Charity.

The campaign was activated across a broad range of media and exceeded all its marketing and business objectives.

McDonald’s IEO (Informal Eating Out) market share, penetration, and frequency of visits grew outstandingly among the target audience. The campaign achieved HKD5.2 million in earned media, and its raised HKD500,000 for charity. The image of McDonald’s was re-elevated among parents and kids, improving all its key brand attributes relevant to this segment of audience.

Ultimately, the company gave more reasons for parents to be proud of their children, while allowing McDonald’s to bring a little more happiness to the kids of Hong Kong. Now isn’t that amazing?!

Comments from the Judges:

This was commended as an innovative and well-integrated campaign, which has successfully enhanced the brand preference for McDonald’s and re-connected the brand with its target customers in a highly creative way.

The target market, decision makers of families with young children, was clearly defined through meticulous examination of the demographic, psychographic and behavioural difference among the customers. Applying emotional marketing by highlighting family value and nurturing children’s in-born talents and creativity, the campaign offered an irresistible theme to the parents. The most impressive part of the campaign was the conversion of kids’ imaginative drawings into actual decorations, paintings and furniture. It was a powerful visual evident that continued to communicate the underlining value of the campaign.

The results were very encouraging in view of the increase in market share, brand awareness and fund raising. Most importantly, the campaign contributed to the enhancement of McDonald’s socially responsible image. It has definitely raised young parents’ attention to the healthy development of kids in Hong Kong.

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

1. DDB Group Hong Kong
2. OMD Hong Kong
3. The Marketing Store



Merit Award

“Be a Low Low Price Watcher” The Dairy Farm Company Ltd - Wellcome

In Hong Kong’s highly competitive supermarket industry, a clear understanding of shopper’s decision-making criteria is required to increase traffic and sales. Research confirmed time and again ‘Low Price’ is among the top-three reasons in choosing a supermarket. The message is clear: whoever owns the ‘Low Price’ perception will win shoppers’ hearts.

In the past few decades, supermarkets have spent millions to seize this ‘Low Price’ badge. Through an endless procession of celebrity spokespeople, price guarantees, and newspaper and TV product-and-price ads, this prolonged ‘push marketing’ has gradually diluted the message. The battlefield still had no clear winner.

To break the tie, Wellcome decided to reinvent their approach. Inspired by the latest trends in digital consumer engagement, Wellcome created an interactive TVC game that transformed the traditional one-way medium into an interactive platform.

The ‘Low Low Price Watcher’ campaign turned product-and-price TVCs into a fun quiz with instant prizes (i.e. instant gratification to encourage participation). The core objective was to engage shoppers – and on a wider scale, engage the whole family.

The game was simple enough for everyone to play:

1. Watch the TVC for the price of the daily featured item
2. Send an SMS in this format: *Wellcome’s Low Low Price: \$XX*
3. Receive an instant notification if you’ve won

By encouraging viewers to pay close attention to the TVC, then typing the slogan in the SMS, the campaign became a powerful way to inject the ‘Low Low Price’ message into shoppers’ minds.

The campaign was a tremendous success. In a 2013 IPSOS survey, Wellcome was voted ‘the Most Liked Supermarket’ for the third year in a row. Various researches showed that Wellcome led the market in ‘Low Price’ and ‘Value for Money’. Sales surged during the campaign.

In short, the ‘Low Low Price Watcher’ Campaign was a win-win-win for Wellcome, shoppers and business partners alike.

Comments from the Judges:

This was commended as an innovative and highly effective marketing campaign which has successfully reinforced Wellcome’s brand value and created a strong bonding with its target customers through an interactive push-and-pull marketing strategy.

Supermarket is normally perceived as a low-tech industry. It was a pleasant surprise for Wellcome to adopt an innovative approach through the combination of SMS and TV commercials to engage its target customers and bring them joyful experience. High attention rate of consumers was drawn in a highly saturated media scene. With genuine understanding of the target customers and thorough analysis of the competitors, a successful pricing strategy was formulated. The excellent application of relationship marketing, which secured the lowest price and sufficient stock of specific products from the suppliers, was one of the key success factors and helped build a long-term relationship with key stakeholders.

In addition to an impressive increase in sales, the campaign has greatly enhanced the perception of Wellcome as a low price leader as well as an ‘IN’, trendy and customer centric supermarket chain.

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

1. UM
2. Joints Marketing



Merit Award

“Happy Wednesday” The Hong Kong Jockey Club

The Hong Kong Jockey Club (HKJC) is one of Hong Kong’s most prominent non-profit organizations, dedicated to horse racing, responsible gambling, as well as charity funding.

With its loyal customers decreasing in number and aging, its vision is to create a young, trendy, vibrant and worldly racing experience for the target segment through ‘Happy Wednesday’. The ‘Happy Wednesday’ concept can be summarized into four main offerings, which are Multi-Touch Entertainment Tables, which allow visitors to participate without having to learn the complexity of racing and betting; New Food and Beverage Concepts, accommodating a truly wide variety of social occasions; Themed Events, featuring popular performers and entertainment from around the world; and Apps and Customer Service Professionals, making racing and all related facilities more approachable and understandable to the non-racing fans. No other racecourse had undergone such comprehensive transformation of facilities, technology, infrastructure, staffing, F&B outlets, and branding.

To accomplish this, HKJC employed a highly targeted strategy to reach the affluent 25-34 year old audience. It created a Facebook community, partnered with 38 F&B partners through ‘I Love LKF/SOHO’, conducted three roadshows, used digital & cinema advertising, created Mini Movies written by the award-winning script writer of ‘Love in a Puff’, and also created an online reality show series to educate about racing. HKJC has also created new positions of ‘Novice Racing Specialist’, ‘Customer Relation Officers’ and ‘Technical Staff’ to better serve and satisfy non-racing fans with limited racing knowledge.

‘Happy Wednesday’ had been a tremendous success, raising the average Wednesday attendance by 4%, and increasing F&B spending by 75%. In comparison to previous year, HKJC had succeeded in attracting affluent 25-34 year olds with an increment from 35% of the total visitors to 39%, and average number of accounts opened by whom had increased 8 times.

‘Happy Wednesday’ has become a new iconic phenomenon, and an example of unique and unparalleled social scene. It is also creating new paths for the sustainability of racing culture in Hong Kong, and it truly represents a new frontier into the future.

Comments from the Judges:

This was commended as an outstanding and well-thought out marketing campaign which has, through clear market segmentation and exceptional promotional tactics, successfully expanded and tapped the younger generation market and revitalized the brand of The Hong Kong Jockey Club (HKJC).

Changing perception takes time; however, ‘Happy Wednesday’ was a great start. The campaign demonstrated HKJC’s strong understanding of its market positioning, business performance by various segments and the changing customers’ expectation. The marketing strategy was very focus and it was a right move to provide good food, dining experience and easy-to-bet application to attract the young generation customers. The formation of Novice Racing Specialists and Customer Relation Officers was an excellent element to help improve repeated visits. The campaign has created a hip hop, fun and even romantic image of the Happy Valley Race Course.

A significant increase in young visitors was a key proof of success. ‘Happy Wednesday’ has created and continued to stimulate demand for the prospective customers to have a mid-week entertainment experience coupling with the excitement of horse racing.

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

1. Ogilvy & Mather



Merit Award

“It’s Mac Time”

McDonald’s Restaurants (Hong Kong) Limited

As an existing Informal Eating Out (IEO) market leader, McDonald’s challenge has always been about finding new sources of growth when it has already been one of the highest-volume-per-store operations in the world. Dinner offered a massive opportunity, but one in which McDonald’s needed to overcome was the indifference young consumers to its offering, and a strong re-engineering of perceptions towards McDonald’s at that time of the day, in order to achieve the breakthrough required to take the business to the next level.

Strategically, McDonald’s knew its initiative would unlock a far bigger revenue stream. But recognizing the need to fundamentally change how youngsters viewed McDonald’s at night, it would require changing the perception that the brand was not just a quick filler on the way to better night experiences, but a place in which one could stay, have fun with friends, and actually enjoy as a destination in and of itself.

The ‘It’s Mac Time Tonight!’ campaign was original both in conception and execution. By tapping into an understanding of the primal role that nights play in the lives of young Hong-Kongers, a time when youth is un-caged from buildings and routines, and bond with friends while roaming the streets of the city, McDonald’s deployed a brand-new dining experience, and became an enabler of young people’s nights, every night.

The result? McDonald’s beat all of its sales targets, and achieved a double-digit share in the dinner IEO market. Ultimately, the campaign was able to make McDonald’s to be seen as a cool place when the night starts, and in the process, elevated all its key image attributes against this target.

Comments from the Judges:

This was commended as a well planned and well executed campaign which has, through a focused message and excellent communication strategies, effectively developed a new revenue stream by offering a brand-new dining experience to its core young consumers.

Given the high rental costs in Hong Kong, it was a smart move to make use of dinner to improve McDonald’s share in the Informal Eating Out (IEO) market and to maintain its market leader position. McDonald’s has done an excellent job in defining its market segments and understanding the young consumers’ desire to be free and to gather and share with friends at night time. Through attractive pricing strategy together with integrated marketing approach, the campaign has effectively connected with the young and liberal community. The TV Commercial was set in a right mood and created a fresh image of McDonald’s. The success of the campaign was based on in-depth customer analysis for business to develop and focus.

The campaign has achieved a sustainable growth in sales and IEO market share. It has effectively re-elevated the image of McDonald’s as a fun place for its core young consumers. A strong sense of association and affiliation with the brand was established.

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

1. DDB Group Hong Kong
2. OMD Hong Kong



Merit Award

“TSL | 謝瑞麟 Brand Revitalization – Rising from The Gloom”

TSL | 謝瑞麟

Tse Sui Luen Jewellery (TSL) faced some fundamental challenges in trying to capitalize on the rapid growth of the jewellery market: Aggressive competitions from local and international brands which weakened TSL's share-of-voice and negative publicity due to a corporate crisis which damaged TSL's reputation.

TSL embarked on a three-pronged brand revitalization journey to win back customers:

- ◆ Refocused the brand with a new position that rode on TSL's persistence for world-class quality in trendsetting craftsmanship, innovative designs and customer service.
- ◆ Reinvented the brand experience across all touch points, including digitalizing the retail experience, transforming frontline staff into Brand Ambassadors, and creative crossover campaigns with internationally renowned artisan and designer.
- ◆ Restored the love for the brand by celebrating the persistent nature of love.

Campaign highlights:

Persistence for craftsmanship: TSL x Willard Wigan

Collaborating with a micro-sculpture artist was an unusual choice for a jeweler. Willard Wigan's sculptures are often placed in the eye of a needle, and his work has been described as 'The Eighth Wonder of The World'. TSL and Willard co-created the world's most precious micro-sculpture to encourage people to really appreciate the fine craftsmanship of his micro-sculpture and TSL's unique 100 faceted diamond.

Persistence for style: TSL x Vivienne Tam

TSL collaborated with internationally acclaimed fashion designer VIVIENNE TAM, and launched the first ever jewellery and fashion crossover at New York Fashion Week, one of the most prestigious stages in the fashion world. This mutual pursuit of trendsetting innovation transformed TSL from a more traditional fine jewellery brand into a more fashionable jewellery brand.

Persistence for love: TSL x Consumer

TSL's unconventional TVC campaign went against the usual clichés of the jewellery industry. The real and passionate story celebrated persistence, the true attribute of love. It resonated with customers, and at the same time highlighted an authentic characteristic of the brand. TSL's choice of media also overturned category norms and helped them break through the clutter. They launched a teaser campaign to induce interest, followed by a 3.5-minute TV premier.

Achievements and Key Learning

TSL achieved record-breaking quarterly sales for the last ten years, but more importantly this revitalization journey has reaffirmed TSL's commitment to inject fresh thinking and ideas that go beyond the usual conventions of a fine jewellery company.

Even though the journey is not over, TSL's revitalization stands as a genuine testimony to overcoming adversities.

Persistence conquers all.

Comments from the Judges:

This was commended as a well planned and well devised marketing campaign, which has successfully regained TSL's reputation and presented the brand in a completely new light through a comprehensive revitalization from the inside out.

'Rising from the Gloom' was more than a marketing campaign. It was in fact a brand recovery project. The courage of TSL to take an unconventional theme in the TV Commercial was admirable. The idea of collaborating with Vivian Tam, a home-grown international fashion icon and Willard Wigan, a world renowned microscopic artist was brilliant. It took the brand to a new status in trend setting and being fashionable. The creation of 100 facet cut diamond was indeed extraordinary and marked a unique milestone. The strong association with craftsmanship and creativity was important for the sustainability of the brand.

The record-breaking sales performance was the greatest testimony for the passion and tremendous efforts behind the campaign. The huge success of the campaign has certainly reinforced the company's commitment to quality and design.

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

1. DDB Group Hong Kong
2. OMD
3. PR Network



Past Campaign Award Winners

2012

GOLD

Coca-Cola Summer 'Chok' Campaign

SILVER

Hong Kong Breast Cancer Foundation - Three Steps to Breast Health

BRONZE

Disneyland's It's Playtime with Friends - The Power of Synergy

EXCELLENCE AWARDS

FUJIFILM X-series - The sect of wandering photographing - The Re-birth of a Camera Giant

McDonald's - The Road to Becoming Hong Kong's Coffee Destination

iButterfly - Turning the Sky into a Canvas

MERIT AWARDS

PopCorn's Opening Campaign

Okamoto - Water Temptation, Thinner than Super Thin

Pizza Hut - Pizza and More

SOLVIL ET TITUS: Time is Love

2011

GOLD

The House of Dancing Water, City of Dreams - A New Era of Entertainment in Macau

SILVER

Ocean Park's Aqua City - The re-birth of a miracle

BRONZE

China 3D's 3 Dimensional Marketing of 3D Sex and Zen

EXCELLENCE AWARDS

Citibank Banks on New Standards to Break Banking Inertia

MaBelle Free Golden Bangle

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

2010

GOLD

Maxim's Angel and Devil

SILVER

Standard Chartered Hong Kong 150th Anniversary

Commemorative Charity Banknote Marketing Campaign

BRONZE

McDonald's Moments Delivered

EXCELLENCE AWARDS

Endless Love - Rebranding BOCG Life

Cathay Pacific 'People & Service' Campaign

HKJC 125th Anniversary Campaign

2009

GOLD

MTR Rail Merger Campaign - The Unprecedented Marketing Challenge

SILVER

McDonald's Democratizing Premium Coffee

BRONZE

American Express Cathay Pacific Credit Card - Fly Faster

CERTIFICATES OF EXCELLENCE

Cathay Pacific New Cabin Designs Marketing Campaign

Dairy Farm - One Dollar Does Matter

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

2008

GOLD

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

SILVER

Pizza Hut Chesy Bites - Release the Child in You

BRONZE

Manhattan Hill - Magic Happens in West Kowloon

CERTIFICATES OF EXCELLENCE

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

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

PCCW Mobile - Building A Brand with Passion Power

2007

GOLD

Bel-Air No.8 - The New Landmark in Island South

SILVER

Cathay Pacific - Moving Forward with Hong Kong for 60 Years

BRONZE

Luxottica - Revitalized an Old Brand in a Stagnant Industry

CERTIFICATES OF EXCELLENCE

McDonald's 24 Hours 'Mac Tonight' Campaign

Pizza Hut Cheesy Lava 'Passion released, Record achieved'

Making babies' 'impossible mission' possible

2006

GOLD

Love Hong Kong, Love Ocean Park!

SILVER

CLP Power: Create the Market - Induction Cooking

BRONZE

apm - a retail breakthrough for HK

CERTIFICATES OF EXCELLENCE

Hong Kong Broadband - Be Ahead of Yourself

PCCW - Next Generation Fixed Line 'Brand Quality Campaign'

Prevail in Confectionery: Eclipse Mints

2005

GOLD

Revolution of Pizza Hut's Business Concept

SILVER

Repositioning of e-zone

BRONZE

Cathay Pacific - It's the little things we remember

CERTIFICATES OF EXCELLENCE

Be the True Soy Sauce Leader - The Launch of Amoy Premium Soy Sauce

Hutchison Live 3

The Arch - Imagination rules the world

2004

GOLD

YOHO Town - Transforming Residential Property into a Lifestyle Brand

SILVER

Swire Homes' Distinctive New Living - The Orchards

BRONZE

Launch of a New Brand: VAGO with INSOLIA - The Painless Hi-Heels

CERTIFICATES OF MERIT

Fairwood Re-branding

Hutchison - The Launch of 3

Regalia Bay

2003

GOLD

One2Free SMS Lovers

SILVER

The Power of Love - The Power of Music

BRONZE

Ocean Park Halloween Bash 2002

CERTIFICATES OF MERIT

New World PCS - Twins Mobile - Breakthrough Info-tainment Service Keeps Idols Close

McDull, Hong Kong One Egg Tart

Watsons Water - Wats Next

2002

GOLD

The Making of RoadShow

SILVER

Cathay Pacific - The World's Biggest Welcome

BRONZE

See You at Cafe de Coral

BRONZE

An Exceptional Community for An Exceptional Childhood - Discovery Bay Siena one Marketing Campaign

CERTIFICATES OF MERIT

Hang Seng Femina Banking - Lead a Fabulous Life

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



Past Campaign Award Winners

2001

GOLD

The Leighton Hill - Home to the New Aristocracy

SILVER

Orangeworld - A World Where Your Fantasy Takes Flight

BRONZE

Ribena Mobile the Ultimate Breakthrough

CERTIFICATES OF MERIT

Allergan - Complete Repositioning Campaign

Manulife - The MPF Launch Campaign

SUNeVision - Launch of Propertystreet.net

2000

GOLD

SUNDAY Independence Day

SILVER

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

BRONZE

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

CERTIFICATES OF MERIT

BOC U-point Credit Card

Hong Kong's Tender - You Name the Price

Guangzhou-Kowloon Through Train Service Improvement Turned Business Around

1999

GOLD

A Sentimental Journey

SILVER

Tierra Verde - Breaking Through A Bleak Market

BRONZE

Panadol Cold & Flu Campaign

CERTIFICATES OF MERIT

DFS Galleria - Targeting A Changing Customer

Festival Walk: Set Your Own Boundaries

Swire Properties: StarCrest - 5-Star Luxury at a 9-Star Location

1998

GOLD

Lipton Ming Han Ching Tea Bags

SILVER

Tse Sui Luen Jewellery - The Launch of 5th C Jewellery Consultancy Service

- A New Dimension in Diamond Marketing

BRONZE

Dai Pai Dong - Passion of Hong Kong

CERTIFICATES OF MERIT

The Launch of Colgate Sensation Whitening Toothpaste

Hang Seng SmartInvest Services

SpeedPost - We Put Time on Your Side

1997

GOLD

The Launch of One2Free

SILVER

Shell Supercharged 881 Friends of the Road

BRONZE

Product Launch of Lee Kum Kee Seasoned Soy Sauce for Seafood in 1996

CERTIFICATES OF MERIT

1996 American Express Credit Card Launch

903 id club Programme

Shanghai Tang - Made by Chinese

1995

GOLD

The Kingswood Villas Metamorphosis

SILVER

Standard Chartered Credit Card Real Life Privilege

BRONZE

Launching of HMV Superstores: Music at its Best

CERTIFICATES OF MERIT

DHL Jumbo Box - Air Freight Made Easy

Open Learning Institute of Hong Kong - MBA Degree Programme

Rinnai Gas Clothes Dryer - A Breakthrough for Towngas

1994

GOLD

Kalm's - A Gift from the Heart Marketing Campaign

SILVER

All I Want for Christmas is Pacific Place

BRONZE

City Telecom Marketing Campaign 1994

CERTIFICATES OF MERIT

ABC Communications Limited - QK Youth Programme

MTR 15th Anniversary Charity Drive

Virgin Atlantic Airways Limited

1993

GOLD

Dairy Farm Hi-Calcium Milk

SILVER

Taipan Snowy Mooncake

BRONZE

Hongkong Telecom CSL 1010 Digital Launch

CERTIFICATES OF MERIT

Crown Motors'1993 Toyota Drive-Away Campaign

Lane Crawford Express

Ocean Park Kids' World

1992

GOLD

Recruit

SILVER

K-Swiss Sports Shoes

BRONZE

MTR Customer Service Campaign

CERTIFICATES OF MERIT

Lee Kum Kee XO Sauce

Mission Impossible: Nissan Gallery

Sea Horse Scandinavian Furniture Launch Campaign

1991

GOLD

Just Gold Concept

SILVER

IKEA Showflat Campaign

BRONZE

Mazda 121 Campaign

CERTIFICATES OF MERIT

Building Up of Fornari Jeans in Hong Kong

Nine Queen's Road Central - A Case History

Saab 900S (1992 Model) Launch Campaign

1990

Hong Kong Economic Times Circulation Driven Campaign

1989

Fujicolor Circle Campaign

Standard Chartered Bank's Mortgage Plus Enhancement Programme

1988

First Pacific Bank CCU Deposit Campaign

1987

American Express Card

Fotomax Video Club

1986

Jade VTR Package

Three Grains Rice

1985

Café Coral

Exchange Square

Mitsubishi 4-Seater Taxi

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



Individual Awards

Judging Criteria

Distinguished Marketing Leadership Awards

1. Single Campaign Track Record
2. Track Record Highlights including Marketing Achievements; Achievements in the Leadership of the Marketing Function in the Organization or Client Organization; Contributions to the Strategic Business Direction of the Organization or Client Organization; and Personal Achievements
3. General Contributions

Outstanding Marketing Professional Awards

1. Single Campaign Track Record
2. Track Record Highlights including Marketing Achievements and Personal Achievements
3. Self-improvement Plan

Individual Award Winners

Marketer of the Year

Ms Yvonne Tang
Marketing Director
McDonald's Restaurants (Hong Kong) Limited

Distinguished Marketing Leadership Awardees*

Ms Lee Yee Man, Elman
Group Marketing Manager
The Dairy Farm Company Ltd - Wellcome

Ms Emily Chow
Head of Marketing
PrimeCredit Limited

Ms Yvonne Tang
Marketing Director
McDonald's Restaurants (Hong Kong) Limited

Mr Anthony Jim
Associate Director, Group Marketing
TSL | 謝瑞麟

Mr Richard Leong
Marketing Director
Pizza Hut Hong Kong Management Limited

Outstanding Marketing Professional Awardees*

Ms Catherine Law
Assistant Manager - Brand and Loyalty, Digital Engagement
American Express International Inc.

Ms Ivy Sung
Marketing Manager
The Dairy Farm Company Limited - Wellcome

Ms Karen Chan
Marketing Manager
The Dairy Farm Company Limited - Wellcome

Mr Wallis Chow
Chief Marketer
Okamoto Industries (Hong Kong) Limited

Ms Janet Lau
Deputy Group Marketing Manager
The Dairy Farm Company Limited - Wellcome

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

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



Individual Awards

Marketer of the Year and Distinguished Marketing Leadership Awardee



Ms Yvonne Tang
Marketing Director
McDonald's Restaurants (Hong Kong) Limited

It is my great honour to be the Marketer of the Year and given the Distinguished Marketing Leadership Award by the respectable Panel of Judges and the Board of Examiners. This is not only a key milestone in my career but also an important recognition backing me to ever strive for the best. My wholehearted gratitude goes to the entire McFamily for their support, commitment to collaboratively building a stronger brand and dedication to leadership marketing.

Distinguished Marketing Leadership Awardees*



Ms Lee Yee Man, Elman
Group Marketing Manager
The Dairy Farm Company Ltd - Wellcome

I am very honoured to receive the prestigious HKMA Distinguished Marketing Leadership Award. This was made possible through sheer determination and courage to be different. I am very grateful for the support by the Wellcome management and dedication of my talented team and agencies.



Mr Richard Leong
Marketing Director
Pizza Hut Hong Kong Management Limited

I am truly honoured to receive my second Distinguished Marketing Leadership Award in two years. As marketers, we are all enemy of the same. The rules for success today do not and will not apply for tomorrow. The journey for growth continues. My big heartfelt thanks go to the Pizza Hut management, business partners and colleagues for their continued support.



Ms Emily Chow
Head of Marketing
PrimeCredit Limited

'Make it happen' - this is the motto for PrimeCredit and myself. With passion in marketing and supports from management, teammates and agencies, you can make any extraordinary marketing ideas happen. Without them, my marketing journey wouldn't be made so colourful. My heartfelt appreciation goes to everyone walking along with me on the rocky but exciting pathway throughout the years.



Mr Anthony Jim
Associate Director - Group Marketing
TSL | 謝瑞麟

Receiving this Distinguished Marketing Leadership Award is a very humbling experience, and I'm truly honored and sincerely grateful. I have been blessed with the opportunity to dream for our brand and made many of these dreams come true. I would like to dedicate my heartfelt thanks to the TSL management for their trust and support, and I'm excited to share this award with my colleagues and marketing partners who have demonstrated passion and persistence to achieving marketing excellence together.

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

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



Individual Awards

Outstanding Marketing Professional Awardees*



Ms Catherine Law

Assistant Manager – Brand & Loyalty, Digital Engagement
American Express International Inc.

I am truly honoured and excited to receive the Outstanding Marketing Professional Award 2013 on behalf of American Express International Inc. This award marks an important milestone and inspires me to excel further in my career. I am sincerely grateful for the recognition and I would like to express my deepest gratitude to all my colleagues and senior management who have been supportive and encouraging.



Ms Karen Chan

Marketing Manager
The Dairy Farm Company Ltd – Wellcome

Step Beyond Conventions. I hope I have been able to do so for the 'Add a Little Joy' campaign for which I win this award. My heartfelt thanks go to Dairy Farm, my seniors and my peers for their continuous coaching and mentorship. I will apply all that I have learned thus far and seek to continuously improve throughout my career.



Ms Janet Lau

Deputy Group Marketing Manager
The Dairy Farm Company Ltd – Wellcome

I am truly honoured to receive the Outstanding Marketing Professional Award. It has been a valuable experience for me to be able to share my views and learning throughout the award process and I really feel grateful for the recognition. My heartfelt thanks go to Wellcome management for their continuous guidance, and to my team as well as working partners for their great support.



Ms Ivy Sung

Marketing Manager
The Dairy Farm Company Ltd – Wellcome

It is an honour to receive the Outstanding Marketing Professional Award as a milestone in my career. This award empowers me to further understand, engage and grow with Wellcome's customers. My sincere thanks go to the Wellcome management, marketing team and business partners for their support.



Mr Wallis Chow

Chief Marketer
Okamoto Industries (Hong Kong) Limited

I am honoured to receive the Outstanding Marketing Professional Award. It is not just a recognition of my work, but also for all the members in our Marketing team! I have to give my heartfelt thanks for the support from Okamoto management, my colleagues, and all our partners!

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

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



Past Individual Award Winners

2012

Marketer of the Year

Ms Beatrice Lo

Brand Director, Sparkling Beverages
Coca-Cola China Limited

Distinguished Marketing Leadership Awardees*:

Ms Susanna Lee

Head of Strategic Planning
Gilman Group

Mr Richard Leong

Marketing Director
Pizza Hut Hong Kong Management Limited

Ms Beatrice Lo

Brand Director, Sparkling Beverages
Coca-Cola China Limited

Mr Joehan Martinus

Director, Mass Marketing
CSL Limited

Mr Ngai Wah Sing, Francis

Founder & CEO
Social Ventures Hong Kong

Mr Ray Wong

CEO
PHD

Ms Phyllis Yau

Associate Director of Marketing
Bossini Enterprises Limited

Outstanding Marketing Professional Awardees*:

Ms Leung Kwai Yuk, Alice

Marketing Manager, Commercial Graphics
Division & Architectural Markets Department
3M Hong Kong Limited

Mr Deric Wong

Head of Strategy and Insights
Omnicom Media Group

2011

Marketer of the Year

Ms Josephine Wu

Marketing Director
Luxembourg Medicine Co Ltd

Distinguished Marketing Leadership Awardees*:

Ms Lo Bo Ki, Vocalis

Manager, Rewards
American Express International Inc

Mr Joseph Wong

Founder & Managing Director
Cookie Galerie

Ms Josephine Wu

Marketing Director
Luxembourg Medicine Co Ltd

Outstanding Marketing Professional Awardees*:

Ms Irene Au

Assistant Manager, Rewards
American Express International Inc

Mr Cheung Chi Kwong, Ricky

Division Manager, Industrial & Transportation
Business
3M Hong Kong Limited

2010

Marketer of the Year

Ms Rhoda Chan

Head of Corporate Responsibility, Corporate
Affairs, Hong Kong
Standard Chartered Bank (Hong Kong) Limited

Distinguished Marketing Leadership Awardees*:

Ms Elaine Chan

Deputy Head of Corporate Communication
New World First Bus Services Limited

Ms Rhoda Chan

Head of Corporate Responsibility, Corporate
Affairs, Hong Kong
Standard Chartered Bank (Hong Kong) Limited

Ms Helen Cheung

Director of Corporate Communications &
Relations
McDonald's Restaurants (HK) Limited

Mr Jacky Hui

Senior Manager, Marketing & PR
EGL Tours Co Ltd

Ms Tracy Leung

Head of Cathay Pacific Co-brand Portfolio
American Express International Inc

Outstanding Marketing Professional Awardees*:

Ms Esther Chung

Assistant Marketing Manager
McDonald's Restaurants (HK) Limited

Ms Mary Shek

Senior Branding Manager
Standard Chartered Bank (Hong Kong) Limited

Ms Rebecca Tse

Assistant General Manager
YATA Department Store

2009

CIM Marketer of the Year

Ms Diane Chiu

Marketing Director
The Dairy Farm Company Ltd - Wellcome

Distinguished Marketing Leadership Awardees*:

Ms Diane Chiu

Marketing Director
The Dairy Farm Company Ltd - Wellcome

Ms Clare Ho

Director of Consumer Mobile Marketing,
Consumer Group
PCCW Limited

Ms Betty Leong

General Manager - Investment Property
MTR Corporation Limited

Ms Lena Tsang

Vice President
Sir Hudson International Limited

Outstanding Marketing Professional Awardees*:

Ms Emily Chow

Deputy Head of Marketing
PrimeCredit Limited

Ms Wendy Leung

Senior Marketing Manager
McDonald's Restaurants (HK) Ltd

Mr Ivan Wong

Vice President - Mobile Marketing,
Consumer Group
PCCW Limited

2008

CIM Marketer of the Year

Ms Koby Kwan

Marketing Head
Cerebos (Hong Kong) Limited

Distinguished Marketing Leadership Awardees*:

Ms Bertha Chan

Marketing Manager
Ngong Ping 360 Limited

Mr Stanley Cheung

General Manager, Asia Pacific Region
Okamoto Industries (HK) Limited

Ms Koby Kwan

Marketing Head
Cerebos (Hong Kong) Limited

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

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



Past Individual Award Winners

Ms Karen Tam
Senior Manager - Promotions and Advertising
Harbour City Estates Limited

Outstanding Marketing Professional Awardees*:

Ms Pinky Chiang
Manager, Corporate Communication
Convoy Financial Group

Ms Avis Lau
Fuels Brand Manager
Shell Hong Kong Limited

Mr Andrew Yeung
Promotions and Advertising Manager - Dalian
Times Square
Wharf Estates China Limited

Ms Florence Yiu
Division Manager, Projection Systems
3M Hong Kong Limited

2007

CIM Marketer of the Year

Mr Lewis Soo
Manager, Residential Market
CLP Power Hong Kong Limited

Distinguished Marketer Awardees*:

Ms Susanna Lau
General Manager
Hong Thai Travel

Ms Vivian Lee
Marketing Director
Ocean Park Hong Kong

Mr Lewis Soo
Manager, Residential Market
CLP Power Hong Kong Ltd

Mr Gilman To
Marketing Director - Greater China
Luxottica Retail China Limited

Mr Alan Wong
Director of Marketing
DHL Express (Hong Kong) Limited

Outstanding Young Marketing Professional Awardees*:

Ms Jamie Chan
Director, Certified Naturopathic Doctor
Energy Source

Mr Wilson Chung
Senior Marketing Manager
Pacific Century Premium Developments
Limited

Mr Joseph Lau
Sales Manager, Residential
CLP Power Hong Kong Limited

Ms Canny Leung
Executive Director
BMA Marketing & Advertising Ltd

Ms Canace Lin
Assistant Marketing Manager
McDonald's Restaurants (HK) Ltd

Mr Balwin Yeung
Senior Marketing Manager
Hong Thai Travel

2006

CIM Marketer of the Year

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

Distinguished Marketer Awardees*:

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

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

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

Ms Rita Li
Director of Consumer Marketing
PCCW Limited

Mr Joseph Wong
Head of Marketing
Hong Kong Philharmonic Orchestra

Mr Harold Yip
General Manager
Double A

Outstanding Young Marketing Professional Awardees*:

Ms Vivian Lee
Product Manager
MTR Corporation 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 (HK) Limited

2005

CIM Marketer of the Year

Ms Amanda Lui
Director & Chief Operations Officer
RoadShow Holdings Limited

Distinguished Marketer Awardees*:

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

Ms Melanie Lee
Vice President, Marketing
New World Mobility

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

Ms Amanda Lui
Director & Chief Operations Officer
RoadShow Holdings Limited

Ms Eunice Wong
Marketing Director
Jardine Restaurant Group,
Pizza Hut Hong Kong

Outstanding Young Marketing Professional Awardees*:

Ms Lau Yeuk Hung, Sandy
Senior Marketing Officer
Double A

Ms Camellia Lee
Market Development Manager
Double A

Ms Elman Lee
Marketing Manager
FORTRESS

Ms Joanne Tang
Assistant Marketing Manager
Warner Music Hong Kong Limited

Ms Nancy Yau
Senior Marketing Manager
Jardine Restaurant Group,
Pizza Hut Hong Kong

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