

# The 4th **HONGKONG PUBLICRELATIONS AWARDS2018**



*Enhancing  
Professional  
Excellence*

**PRPA**

HK PUBLIC RELATIONS  
PROFESSIONALS' ASSOCIATION LTD  
香港公共關係專業人員協會

EARLY BIRD ENTRY DEADLINE : **29 NOVEMBER 2018**  
FINAL ENTRY DEADLINE : **13 DECEMBER 2018**

[www.prpa.com.hk/hkprawards](http://www.prpa.com.hk/hkprawards)

# MESSAGE FROM THE CHAIRPERSON



The Hong Kong Public Relations Awards (HKPRA), organised by the Hong Kong Public Relations Professionals' Association (PRPA), have been recognised as the "Oscars" of the Hong Kong public relations industry, and have become a signature event for the industry and the PRPA since its inception in 2010. Thanks to the rigour of the competition and the judging mechanism, the three previous Awards have received great support and a high degree of recognition and appreciation from the industry.

I am deeply honoured to have been invited to serve as Chairperson of the Hong Kong Public Relations Awards Organising Committee again, this time for the 4th Awards. On behalf of the Organising Committee, I would like to thank all the sponsors and supporting organisations for their contributions to the HKPRA 2018 and, in particular, extend my sincere gratitude to Professor Paul Lee who will again serve as the Chief Judge; and the twelve other members of the Judging Panel who are esteemed senior professionals in the business, public relations, media and academic fields.

I would also like to extend my special thanks to Professor Anthony Wu for leading the Distinguished Professional of the Year Nomination Committee, which has been established since the 3rd Awards in 2016. Professor Wu and three other members of the Nomination Committee, who are business leaders or experienced public relations practitioners, will nominate candidates for this award.

The number of campaign categories remains at eight for the HKPRA 2018. In view of increasing exchanges between Hong Kong and mainland China, a new campaign category – Cross-boundary Communications – has been created, to replace the SME Communications category. Small and medium-sized enterprises are encouraged to compete in the other seven categories. The NGOs/NPOs/Social Enterprises Communications award category, which was established for the last Awards in 2016 and overwhelmingly welcomed by participating organisations, is retained this year.

It is my great honour to have been an advisor of the PRPA since it was founded in 1995. The PRPA serves as an excellent platform for sharing experiences and for exchanges within the industry. The Hong Kong Public Relations Awards programme has also effectively elevated the professional status and standards of the public relations profession, showcasing its functions and contributions to society.

A handwritten signature in black ink, appearing to read 'John Chan', followed by a long horizontal line.

**Dr John Chan, GBS, JP**

Chairperson

The 4th Hong Kong Public Relations Awards (2018) Organising Committee

# MESSAGE FROM THE SECRETARY-GENERAL



I am greatly honoured to serve as the Secretary-General of the Organising Committee of The Hong Kong Public Relations Awards (HKPRA) for the fourth time.

The previous three Awards – held in 2010, 2014 and 2016, received enthusiastic support and participation from the industry. With outstanding award-winning public relations campaigns that received high praise from the Judging Panel, HKPRA has become a biennial signature event of the public relations industry and the Hong Kong Public Relations Professionals' Association (PRPA).

I would like to extend my heartfelt gratitude to Dr John Chan, Chairperson of the Awards Organising Committee, for his continued support and leadership; and to Professor Paul Lee and Professor Anthony Wu, for their continued leadership of the Judging Panel and the Distinguished Professional of the Year Nomination Committee, respectively. It is hoped that, with the joint efforts of the Organising Committee members, PRPA colleagues and the Award Secretariat, The 4th Hong Kong Public Relations Awards (2018) will be another success.

The Organising Committee continually reviews the campaign categories, considering the latest development trends in the public relations industry and social needs. This year, we have established a new campaign category – Cross-boundary Communications – to replace SME Communications. We encourage small- and medium-sized enterprises to participate in the other categories. The eight Campaign Awards Categories include Reputation/Brand Management, Corporate Social Responsibility, Stakeholder Communications, Integrated Marketing Communications, New Media/Digital Communications, Event Management, NGOs/NPOs/Social Enterprises Communications and Cross-boundary Communications. There are two Individual Awards Categories, namely, the Young Professional of the Year and the Distinguished Professional of the Year.

We have received very positive response to the NGOs/NPOs/Social Enterprises Communications award category established in the last Awards. The Organising Committee will again waive the entry fee for NGOs/NPOs competing in this category in order to encourage their participation and experience sharing, as well as fulfilling our social responsibility, and demonstrating how best these organisations can utilise public relations to contribute to society.

HKPRA 2018 will present Gold Awards, Silver Awards, Merit Awards, Special Awards and Individual Awards. The number of Merit Awards will be determined by the Judging Panel based on the quality of the entries.

The entrants of the HKPRA 2018 will compete through two rounds of adjudication. With a fair and impartial judging mechanism, all award winners fully deserve the honours. The HKPRA has become a premier event with strong industry recognition, highlighting the functions and contributions of public relations in society. We and all colleagues of PRPA are deeply encouraged, hoping that the Awards can be sustained and will progress well into the future.

A handwritten signature in black ink, reading 'Linda Tsui'.

**Dr Linda Tsui**

Secretary-General

The 4th Hong Kong Public Relations Awards (2018) Organising Committee

# OBJECTIVES OF THE AWARDS

- To give due recognition to organisations, teams and individual public relations practitioners who have planned and executed excellent and highly effective public relations campaigns that have contributed to the success of the organisations that they serve.
- To increase awareness of the significant role of public relations in helping organisations to achieve their goals by fostering better understanding and improve relationships between the organisations and their stakeholders.
- To help raise professional standards of public relations in Hong Kong, so that public relations will better serve the business community, government bodies, non-government organisations and the Hong Kong community at large.

# ABOUT HONG KONG PUBLIC RELATIONS PROFESSIONALS' ASSOCIATION

**Established** in May 1995, the Hong Kong Public Relations Professionals' Association ("PRPA") is an independent body comprising public relations practitioners in Hong Kong. Its founding members include public relations professionals from the commercial and public sectors, either working in-house or in consultancies. Since its inception, the Association has been actively promoting public relations as a profession and providing regular meetings and forums to exchange views and share experience. It is the belief of PRPA that public relations will play an increasingly significant role in organisations as well as the development of Hong Kong's economy.

Throughout the years, by organising a wide variety of activities such as talks, conferences, tours and overseas exchanges, PRPA aims to: (a) promote public relations as a profession and enhance public understanding of the public relations profession; (b) provide a platform for practitioners to exchange views and share experiences for individual development, as well as for the development of the industry; (c) provide a unified voice for practitioners on issues relevant to the public relations profession; and (d) advocate a Code of Professional Standards to be observed by all public relations practitioners and members.

PRPA has established links and enhanced collaboration with public relations associations in mainland China and around the world such as Australia, Canada, Singapore, The Philippines, India and Taiwan. We have built close ties with the China International Public Relations Association (CIPRA), International Public Relations Association (IPRA) and International Association of Business Communicators (IABC) Hong Kong Chapter. PRPA has been appointed by CIPRA since 2003 to collect cases for the Best China PR Case Awards in Hong Kong and Macau.

For more information about PRPA, please visit our website [www.prpa.com.hk](http://www.prpa.com.hk)

# ORGANISING COMMITTEE THE 4th HONG KONG PUBLIC RELATIONS AWARDS (2018)



Chairperson

**Dr John CHAN**  
GBS, JP



Vice Chairpersons

**Professor Paul S N LEE**  
BSocSc, Mphil, PhD



**Professor Anthony T Y WU**  
GBS, JP



**Ms Ruby WAN**



Secretary-General

**Dr Linda TSUI**



Deputy Secretary-General

**Ms Cecilia KO**



**Ms Pamela LEUNG**



Treasurer

**Ms Shelly CHENG**



Members

**Mr Calvin CHAN**



**Ms Agnes HUI**



**Ms Rainnie IP**



**Mr William IP**



**Ms Clara LI**



**Ms Stella LUNG**



**Ms Amy MOK**



**Ms Jenny TAM**



**Ms Elin WONG**

Work Group Member  
**Ms Elaine Chan**

Secretariat  
**Ms Joey Siu / Mr Vincent Tam**

Tel: 3159 2953 / 3159 2954

Fax: 2372 0490

Email: [entry.prawards@prpa.com.hk](mailto:entry.prawards@prpa.com.hk)



# AWARDS CATEGORIES

## PUBLIC RELATIONS CAMPAIGN AWARDS

- |  |   |
|--|---|
| 1. Reputation/Brand Management                 | Eligibility: Campaign(s) designed to build up, promote or protect the reputation/brand/image of a business corporation. The campaign(s) may cover issue/crisis management.  |
| 2. Corporate Social Responsibility             | Eligibility: Campaign(s) designed to promote the corporate social responsibility for the sustainable development of a business corporation.   |
| 3. Stakeholder Engagement                      | Eligibility: Campaign(s) designed to make the most effective use of communication to improve or enhance stakeholder relations and engagement by a public sector or private sector entity/organisation. The stakeholders may include the public, the public service users, customers, the government, the mass/targeted community, the media, and employees. |
| 4. Integrated Marketing Communications         | Eligibility: Campaign(s) designed to promote a product, service and/or brand of the product or service for its launch or sustained publicity to corporate/business clients (B2B) or individual consumers/users (B2C), primarily through public relations and a variety of forms of communication, such as advertorials or sponsorships and so forth.        |
| 5. New Media/Digital Communications            | Eligibility: Campaign(s) designed to promote a product, service, brand, new technology, or new business models of a business firm, primarily through online or digital tools/mobile platforms/social media, including but not limited to forums, Facebook, YouTube/other video-sharing websites, blogs, mobile applications and etc.                        |
| 6. Event Management                            | Eligibility: Campaign(s) based primarily on a key public relations event of any scale to promote a product, service or brand, which involves meticulous planning, execution, multi-party participation and the most effective use of budget and manpower.   |
| 7. NGOs/NPOs/Social Enterprises Communications | Eligibility: Campaign(s) owned and organised by non-government organisations (NGOs) or non-profit making organisations (NPOs) or social enterprises designed to promote the welfare/well-being of their target audiences and/or community at large.   |
| 8. Cross-boundary Communications               | Eligibility: Campaign(s) hosted by a corporation/organisation in Hong Kong to promote a product, service, or brand across the boundary. The strategic planning of the project is primarily in Hong Kong with the tactical planning and execution to be carried out across the boundary in other parts of the Greater China region.                          |

One Gold Award, Two Silver Award for each Awards Category will be presented. Merit Awards may be presented, subject to Judging Panel's decision.

## SPECIAL AWARDS

A Grand Award of Excellence will be presented to the overall winner among the Gold Awards. A Most Creative Campaign Award will be presented to the entry that demonstrates the highest creativity in its communication strategies, tactics and execution. Merit Awards in Creativity may be presented, subject to Judging Panel's decision

## INDIVIDUAL AWARDS

There are two Individual Awards Categories:

- |  |  |
|--|--|
| • Two Awards for Young Professional of the Year        | Eligibility: Public relations professionals (full-time employees of either business organisations or public relations firms) with no more than eight years of experience in public relations have demonstrated outstanding performance and great potential for further advancement in the profession. Entries are by nomination.         |
| • One Award for Distinguished Professional of the Year | Eligibility: A seasoned public relations professional who has demonstrated outstanding performance and contributions to the profession and the public relations industry over a sustained period of time in Hong Kong. Candidates will be nominated by the Nomination Committee for the consideration and decision by the Judging Panel. |

## JUDGING CRITERIA

Entries for the Public Relations Campaign Awards are evaluated in three key areas:

- |                          |  |
|--------------------------|--|
| 1. Strategic planning    | Any sound research or study to support the development of clear campaign objectives, successful strategies, and quantitative or qualitative benchmarks for evaluation. |
| 2. Effective execution   | Planning and content, identifying the right target audience with creativity, quality, and technical excellence.  |
| 3. Evaluation and result | Any quantitative and qualitative evaluations, such as research findings or positive feedback from stakeholders or target audience and media.                           |

For Individual Awards entries, nominations will be assessed by:

- |   |  |
|---|--|
| 1. Knowledge and experience                 | Achievements that demonstrate how the individual has advanced in the profession of public relations. He/She should demonstrate how his/her public relations knowledge and techniques are applied efficiently and effectively in solving problems and making the most of opportunities. |
| 2. Contribution to organisation or industry | Evidence that recognises the performance and contribution made to the organisation that the individual has served or the public relations industry as a whole.   |

# JUDGING PANEL



**Prof Paul S N LEE** *BSocSc, Mphil, PhD*  
(Chief Judge)  
Professor  
School of Communication  
Hang Seng Management College



**Mrs Pamela CHAN WONG Shui** *BBS, JP*  
Independent Non-Executive Director  
MTR Corporation Limited



**Ms Quince CHONG** *JP*  
Chief Corporate Development Officer  
CLP Power Hong Kong Ltd



**Mr Andy HO On-Tat**  
Managing Director  
Andy Ho Public Affairs Consulting Co Ltd



**Prof HUANG Yi Hui Chrisitine** *PhD*  
Professor  
School of Journalism and Communication  
Programme Director  
Master of Social Science in Corporate  
Communication  
The Chinese University of Hong Kong



**Mr C F KWAN** *MH, JP*  
PRPA Founding Member  
Director – Corporate Communications and  
Investors Relations  
Hang Lung Properties Ltd



**Mr Peter W KWAN**  
Professor of Practice  
Programme Leader  
Department of Journalism and Communication  
Chu Hai College of Higher Education  
Treasurer, Executive Committee  
Journalism Education Foundation



**Ms Jane LAU**  
Chief Executive  
UNICEF Hong Kong



**Ms Winnie NG**  
Director  
The Kowloon Motor Bus Co (1933) Ltd



**Mr Richard TSANG**  
Chairman  
Strategic Public Relations Group Limited



**Mr Chris YEUNG**  
Chief Writer  
Citizen News  
Vice-chairman  
Hong Kong Press Council



**Mr George YUEN** *FHKIoD*  
Independent Non-Executive Director  
Industrial and Commercial Bank of China (Asia)  
Limited

# NOMINATION COMMITTEE FOR DISTINGUISHED PROFESSIONAL OF THE YEAR



**Professor Anthony Wu Ting-yuk** *GBS, JP*  
(Chairman)  
Standing Committee Member of the  
12th Chinese People's Political Consultative  
Conference National Committee



**Mr Philip N L CHEN** *GBS, JP*  
Steward  
The Hong Kong Jockey Club



**Mr Walter S W Cheung**  
Hang Seng Bank  
Member of Executive Committee  
Head of Communications and Corporate  
Sustainability



**Ms Clara SHEK**  
Managing Director  
Ogilvy Public Relations



# TIMELINE

## ONLINE REGISTRATION & SUBMISSION

### Early Bird Registration Deadline

29 November 2018 (Thursday), on or before 11:59pm

### Registration Deadline

13 December 2018 (Thursday), on or before 11:59pm

### Submission Deadline

10 January 2019 (Thursday), on or before 11:59pm

### Presentation Session for Finalists

March 2019

### Awards Presentation Ceremony cum Gala Dinner

Mid May 2019

Submit a full set of forms which include	Applicable to	To be filled in by Entrant Company/ Organisation	To be filled in by Entrant Individual/ Nominator	Deadline for Submission
Registration Form	Public Relations Campaign Awards Categories/ Young Professional of the Year Award	✓	✓	Early Bird Registration Deadline: 29 November 2018 (Thursday), on or before 11:59pm  Registration Deadline: 13 December 2018 (Thursday) on or before 11:59pm
Submission Form	Public Relations Campaign Awards Categories	✓		10 January 2019 (Thursday) on or before 11:59pm
Nomination Form	Young Professional of the Year Award		✓	10 January 2019 (Thursday) on or before 11:59pm

# Terms & Conditions

## Entry & Submission

### For Entries of the Public Relations Campaign Awards

1. All entries should relate primarily to campaigns completed or launched with major parts completed between **1 April 2017 and 31 December 2018**.
2. Each entrant can submit only one entry in each awards category and is not allowed to enter different categories with the same public relations campaign.
3. Entrants should decide the appropriate category(ies) for their entry(ies) and then submit a separate Registration Form for each of their entries on or before the registration deadline according to the procedures set out below in Point 4.
4. Entrants need to submit the registration form via the Online Registration:
  - Complete the Online Registration Form via <https://www.hkprawards.com/onlineform.php> **on or before 11:59 pm on 29 November 2018** (for Early Bird) or **13 December 2018** (the registration deadline).
  - After filling in the Online Registration Form, the entrant will receive the "Acknowledgement of Registration Receipt" with Registration No. via our Online System as well as via our email.
  - Entrants must sign on the "Acknowledgement of Registration Receipt" with Company/Organisation Chop and deliver the cheque/bank-in (transfer) slip to the Secretariat by courier or post **within 7 calendar days** after their submission of the Online Registration Form. Only upon receipt of these documents within the required timeline, registration is considered to be completed.
5. Once entrants have successfully registered, they should provide detailed information about their campaigns via the Online Submission Form **on or before 11:59 pm on 10 January 2019**.
6. Information provided in the Submission Form should be clearly substantiated by the relevant Supporting Materials, which should show evidence of and illustrate the main essence of the campaign. Such materials can include evaluation of media coverage, photographs, Internet coverage, video, research, sales figures, detailed market share, share price movement, and so forth. In the case of employee/internal communications campaigns, staff retention rates and productivity analysis can be included.
7. Supporting Materials should include any or all of the below items:
  - A file of not more than 20 A4-sized pages embedded with photos and/or hyperlink to the event website
  - Photos should be in JPG format with minimum 300dpi RGB
  - A video file should be in MPEG4 or FLV format of no more than 2 minutes in length with maximum 480p resolutionComplete the Online Submission Form together with the Supporting Materials **on or before 11:59 pm on 10 January 2019**. The Supporting Materials should meet the requirements below:
  - The Supporting Materials must be zipped with total size not more than 25 MB for submission and one Supporting Materials file for each entry.
  - The Supporting Materials file name must be same as the Registration No. For example, if the Registration No. is 123456, the file name of Supporting Materials must be 123456.
8. After filling and submitting the Online Submission Form together with Supporting Materials (if any), the entrant will receive the "Acknowledgement of Submission Receipt" via our Online System as well as via our email.
9. Five hardcopies (SIMPLY CLIP THE DOCUMENTS TOGETHER and DO NOT STAPLE or DO NOT SUBMIT WITH ANY OUTER PACKAGING SUCH AS BOX FILES) and one softcopy (saved in a CD-ROM or USB) of all entry documents including Supporting Materials (if any) and duly completed and signed Acknowledgement of Submission Receipt or Submission Form with Company/Organisation Chop should be submitted to the Secretariat by:
  - i. Courier : **on or before 11 January 2019 no later than 5:00 pm**
  - ii. Post : posted **on or before 11 January 2019**
10. It is the responsibility of the entrants to make sure that their entries/submissions contain sufficient and consistent information for adjudication. Incomplete or inconsistent submission would lead to disqualification of the entry.
11. Credits or suppliers involved in the campaign should be listed on a separate, unbound sheet in addition to the Submission Form.
12. All submitted materials will not be returned to the entrants. Do not submit the original copies of the work in the Supporting Materials.
13. Entry from a public relations firm should include its client's signed endorsement. Entry without such endorsement will be disqualified.
14. When both a public relations firm and its client submit entries relating to the same campaign, the submission will be treated as a joint entry for the purposes of judging. Duplicated registration fees will be forfeited. Terms and conditions under Point 2, Point 3 and Point 13 apply in the event that both a public relations firm and its client submit entries relating to the same campaign.

### For Entries of Young Professional of the Year Award

15. For Young Professional of the Year Awards, entrants should submit the registration form (including information of the nominee) via the Online Registration Form (<https://www.hkprawards.com/onlineform.php>) **on or before 11:59 pm on 29 November 2018** (for Early Bird) or **13 December 2018** (the registration deadline):
  - Complete the Online Registration Form via <https://www.hkprawards.com/onlineform.php> **on or before 11:59 pm on 29 November 2018** (for Early Bird) or **13 December 2018** (the registration deadline).
  - After filling in and sending the Online Registration Form, the entrant will receive the "Acknowledgement of Registration Receipt" with Registration No. via our Online System as well as via email.

- Entrants must deliver the signed “Acknowledgement of Registration Receipt” with the cheque/bank-in (transfer) slip to the Secretariat by courier or post **within 7 calendar days** after their submission of the Online Registration Form. Only upon receipt of these documents within the required timeline, registration is considered to be completed.
- 16. Once entrants have successfully registered, entrants should then provide the duly completed Nomination Form via Online Nomination Form.
  - Complete the Online Nomination Form **on or before 11:59 pm on 10 January 2019**.
  - Supporting Materials (not exceeding eight A4-sized pages) may be included, where appropriate.
  - The Supporting Materials file name must be the same as the Registration No. For example, if the Registration No. is 123456, the file name of Supporting Materials must be 123456.
  - After filling in and submitting the Online Nomination Form, entrants and nominators will receive the “Acknowledgement of Nomination Receipt” via our Online System as well as via our email.
- 17. Five hardcopies (SIMPLY CLIP THE DOCUMENTS TOGETHER and DO NOT STAPLE or DO NOT SUBMIT WITH ANY OUTER PACKAGING SUCH AS BOX FILES) and one softcopy of all entry documents including the Supporting Documents (if any), and the duly completed and Acknowledgement of Nomination Receipt or Nomination Form signed by both the nominator and the entrant (saved in a CD-ROM or USB) should be submitted to the Secretariat by:
  - i. Courier: **on or before 11 January 2019 no later than 5:00 pm**
  - ii. Post: posted **on or before 11 January 2019**

### General Terms and Conditions

- 18. Only the entries that follow the prescribed format will be accepted. The entries will be adjudicated by the Judging Panel at its sole discretion. The Judging Panel will shortlist the finalists for the Public Relations Campaign Awards Categories and the Young Professional of the Year Awards. Each finalist will be invited to a Presentation Session during which a ten-minute presentation about their campaign or the finalist’s personal achievement in public relations for the Young Professional of the Year Awards will be made. The finalist may have to answer questions from the Judging Panel.
- 19. The results adjudicated by the Judging Panel are final and no objection from any entrants will be entertained. The Judging Panel reserves the right not to shortlist/award any entry in any category(ies) if the standard of submissions is deemed unacceptable.
- 20. By submitting an entry, each entrant agrees to grant an irrevocable licence to the organiser to publish all entries wholly or in part in the media for publicity purposes, or as case studies in PRPA’s newsletter or any other publications of the PRPA, without the prior consent of, or payment of any fees to, the entrant or any other party.
- 21. Entrants may mark various sensitive parts of their submission as “Confidential” and such information will not be published, provided that these requests are not excessive.

### ENTRY WITHDRAWAL

- 22. Entries may be withdrawn on or before Thursday, 17 January 2019 upon written request.
- 23. No registration fee is refundable. No refund request will be entertained in the case of wrong, disqualified or withdrawn entries.

### REGISTRATION FEES FOR ENTRY

- 24. Standard fee for each Registration Form submitted on or before the registration deadline (**13 December 2018**) is HK\$4,200.
- 25. Early bird fee for each Registration Form submitted on or before early bird registration deadline (**29 November 2018**) is HK\$3,600.
- 26. The fees are applicable to both the Public Relations Campaign Awards and Individual Awards categories. For charitable organisations which want to apply for waiving the registration fee, they can complete the Registration Fee Waiver Application Form via <https://www.hkprawards.com/feewaiver.pdf> downloadable and email to the Secretariat on or before 29 November 2018 for the consideration of the Organising Committee. The Organising Committee reserves all the right to approve or reject any such application without explanations, and the application result will be notified on or before 6 December 2018. The decision of the Organising Committee shall be final.
- 27. The fees are to be paid by either (1) crossed cheque made payable to “Hong Kong Public Relations Professionals’ Association Ltd.” or (2) bank transfer to PRPA Ltd.  
Name of Bank – Shanghai Commercial Bank Ltd.  
Account Name: Hong Kong Public Relations Professionals’ Association Ltd. Account No.: 350-82-03333-9
- 28. The crossed cheque or the bank-in/transfer advice must be attached with each Signed Acknowledgement Receipt of the Registration Form with Company/Organisation Chop as per the instruction in the Form (see above Point 4) or the duly completed Registration Original Form to Awards Secretariat address below:  
Secretariat of The 4th Hong Kong Public Relations Awards (2018) – Room 1106-08, 11/F, C C Wu Building, 302-8 Hennessy Road, Wanchai, Hong Kong (Attn: Ms Joey Siu / Mr Vincent Tam)
- 29. No discount is offered for submitting more than one entry.
- 30. All fees are non-refundable.

# WINNERS OF THE 3rd HONG KONG PUBLIC RELATIONS AWARDS 2016

Categories	Company Name	Campaign
<b>Reputation/Brand Management</b>		
<b>Gold Award</b>	MEMO PLUS Production	旺角中心「你出橋·我出舖創業種籽企劃」
<b>Silver Awards</b>	Link Asset Management Limited	Cheers Express
	Bingo Communications Company Limited	852 x KD35 Exhibit
<b>Corporate Social Responsibility</b>		
<b>Gold Award</b>	Ogilvy Public Relations Worldwide Limited	VITAL STEP
<b>Silver Awards</b>	Hang Seng Bank	Hang Seng — HKFWS Youth Mediation Scheme
	Mind Resource Ogilvy Limited	Empowering the Elderly to Save Lives. Elderly Ambassadors Equipped to Tackle Atrial Fibrillation.
<b>Stakeholder Communications</b>		
<b>Gold Award</b>	Samsung - Hsin Chong Joint Venture	MTR Project - Shatin to Central Link Contract no.1109 - Sung Wong Toi and To Kwa Wan Stations and Tunnels
<b>Silver Awards</b>	Hong Kong Tourism Board	Sun Hung Kai Properties Hong Kong Cyclothon
	MSLGROUP Hong Kong	#NetflixEverywhere
<b>Integrated Marketing Communications</b>		
<b>Gold Award</b>	Ogilvy & Mather Advertising	Finger Lickin' Good Nail Polish
<b>Silver Awards</b>	McDonald's Restaurants (Hong Kong) Limited	Next Generation of Customer Experience
	MSLGROUP Hong Kong	Heineken Shape Your City
<b>New Media Communications</b>		
<b>Gold Award</b>	Ogilvy Public Relations Worldwide Limited	Huawei Mobile - Sing Your Unsent Messages
<b>Silver Awards</b>	Harbour City Estates Limited	"We're all Smurfs!" Art Exhibition
	Sony Interactive Entertainment Hong Kong Limited	PlayStation®VR Launch Campaign
<b>Event Management</b>		
<b>Gold Award</b>	Hong Kong Tourism Board	Hong Kong LIVE in Bordeaux
<b>Silver Awards</b>	McDonald's Restaurants (Hong Kong) Limited	McDonald's Toy Museum
	Swire Properties Limited	White Christmas Street Fair 2016
<b>NGOs/NPOs/Social Enterprises Communications</b>		
<b>Gold Award</b>	The Hong Kong Council of Social Service	HKCSS Channel
<b>Silver Awards</b>	Heart-to-Heart Life Education Foundation Ltd.	不怕出生入死 敢於挑戰自己
	The Hong Kong Society for the Aged	Elder-Friendly Employment Practice

Merit Awards were presented in various Campaign Awards Categories

## Grand Award of Excellence

Ogilvy Public Relations Worldwide Limited :  
Huawei Mobile - Sing Your Unsent Messages

## Most Creative Campaign Award

Ogilvy & Mather Advertising :  
Finger Lickin' Good Nail Polish

## Award of Merit in Creativity

Harbour City Estates Limited :  
"We're all Smurfs!" Art Exhibition

MEMO PLUS Production :  
旺角中心「你出橋·我出舖 創業種籽企劃」

Ogilvy Public Relations Worldwide Limited :  
Huawei Mobile - Sing Your Unsent Messages

## Distinguished Professional of the Year

Richard Tsang , Strategic Public Relations Group

## Young Professional of the Year

Holly Chan , Sinclair Communications  
Rebecca Lo , Ogilvy Public Relations Worldwide Limited

# SPONSORS & SUPPORTING ORGANISATIONS

## Diamond Sponsor



## Gold Sponsor



## Silver Sponsor



## Crystal Sponsor



## Media Partner



## Blossom Sponsor

Richard Tsang

## Supporting Organisation





Registration form for Campaign Awards and the Young Professional of the Year Award  
<https://www.hkprawards.com/onlineform.php>

## CONTACTDETAILS

Name:

**Ms Joey Siu / Mr Vincent Tam**

Tel:

**3159 2953 / 3159 2954**

Fax:

**2372 0490**

Email:

**entry.prawards@prpa.com.hk**

Web page:

**www.prpa.com.hk/hkprawards**

Office Hours: MON – FRI

**10:00 to 13:00**

**14:30 to 18:30**