



Immediate Release

18 April 2007

Dear Editor,

Youth Marketing Talents, We Nourish

Young Marketing Communicators Awards

HKIM – YMC Awards

The First and Largest

Hong Kong Institute of Marketing (HKIM) has organized the First and Largest marketing communications plan competition in Hong Kong, which is called the Young Marketing Communicators Awards (YMC Awards).

Mark the 25-year Contribution Promoting Marketing Professionalism

Young Marketing Communicators Awards (HKIM – YMC Awards) will make its Debut to mark the 25th anniversary of HKIM. In these 25 years, we have nourished thousands of local marketing professionals and have stimulating the growth of marketing industry between Hong Kong, China and Asia Pacific regions.

Be Creative, Be Real

“New Lifestyle for Youth Entertainment” is the theme of the competition. Youth aged 17 to 25 could form a team by joining either Tertiary Education or Open Group. They should distinguish themselves by presenting the most outstanding marketing communications plans, with the application of effective and creative TV commercials and marketing strategies, either for a Karaoke group or for a new youth multi-entertainment company. Various trainings will be organized for participants by HKIM and supported by IVE (Morrison Hill) and ATV, such as marketing communications & shooting techniques, etc.

Compete for the Best

Not only could the best team winner get the California Red – Grand Award, with a \$30,000 cash award, plus their supreme idea would also have a chance to come true as the storyline of a real TV Commercial by our sponsor California Red Limited. Moreover, they could be entitled to treasure an opportunity to join the internship programmes offered by California Red and ATV, etc. The total cash awards are HK\$70,000 for the participants to compete for.

Benefits to All Participants

“The HKIM – YMC Awards helps youth to enhance their creativity but also need to be applicable for real life. All participants could enjoy the benefits from the competition, no matter they have won the competition or not, cause we have organized different free trainings for participants to join. These arrangements would help participants achieve ultimate satisfactions and might make the dreams of the participants come true as those final entrants might show their TVCs ON-AIR by ATV.” Kiki Chan, the Chairperson of HKIM – YMC Awards Committee said.



Youth is the future

"We treasure youth's talents. They have unlimited creativity and energy. They are our future. We have been running for the youth entertainment industry since 1992. California Red has always given full support to various social service organizations and encouraged youth to participate in voluntary services to serve the community. And we always keep serving the best and also take care of the customers. Hence, we have obtained many awards since 2004, such as Hong Kong Top Service Brand, Hong Kong Awards for Industries – Innovation and Creativity. The HKIM – YMC Awards aims to nurture youth using their creativity and encourage them to propose a workable and innovative marketing plan which also match the mission of California Red. We believe the competition would let the youth have more understanding about marketing and services, of course enhance their knowledge and skills." Mr Anthony Lock, the Managing Director of California Red Ltd said.

Call for Entries

"The HKIM – YMC Awards will be launched as the first jubilee celebration of HKIM on 18 April for recognizing our establishments in the marketing profession for more than two decades. The awards will be continuing to conduct every year to encourage young people involves in this creative and exciting marketing industry. HKIM has been developing various marketing related programmes to nurture the future marketing professionals. This HKIM Young Marketing Communicators Awards marks HKIM's continuous commitment to its mission." Mr. Yim Kai Ming, the Chairman of HKIM said.

Enrollment begins from 18 April to 10 May 2007. All TVCs of the final entrants will be uploaded onto the official website of HKIM – YMC Awards which is supported by JobsDB.com and public can vote for 'My Favourite TV Commercial' from 1 – 15 September 2007. The schedule of first adjudication, final round adjudication and award presentation will be scheduled in the coming August, October and November of this year respectively.

About Hong Kong Institute of Marketing (HKIM)

HKIM, founded in 1982, is a non-profit-making and independent professional organization for marketing practitioners in Hong Kong. HKIM has always been dedicated to promoting marketing as a philosophy of business, enhancing personal and professional development, and advancing Hong Kong as a leading centre of marketing excellence in the Asia Pacific region since 1982. The Honorable Donald Tsang Yam-kuen, Chief Executive of HKSAR is our patron.

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