



Hong Kong Institute of Marketing Young Marketing Communicators Awards HKIM - YMC Awards 2007



Introduction

Hong Kong has been, and always will be, a hub for marketing excellence. As Peter F. Drucker said, "Business has only two basic functions – Marketing and Innovation". Marketing includes innovation, and innovation needs marketing to blossom.

As the HKSAR Government supports Creative Industries in an active manner, marketing takes them to a higher level. Without marketing, one's excellent innovative and creative ideas would not be effectively delivered to the mass audience.

Hong Kong Institute of Marketing (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. HKIM has been developing various marketing related programmes to nurture the future marketing professionals. This HKIM Young Marketing Communicators Awards (HKIM – YMC Awards) marks HKIM's continuous commitment to its mission.

HKIM – YMC Awards is the first and the largest integrated marketing communications plan competition for all young people at the aged of 17 to 25 in Hong Kong.

Objectives

The HKIM – YMC Awards provides an invaluable opportunity for Hong Kong young people:

1. To nurture and develop creativity and integrated marketing communications skills;
2. To encourage them to understand and try to produce great ideas for a commercial brand; and
3. To enhance and widen their marketing knowledge and build up their future career interest in the marketing field.

Organizer

Hong Kong Institute of Marketing (HKIM)

Supporting Organization

Training support: IVE (Morrison Hill)
 Venue support: California Red
 YO Park
 IVE (Chai Wan)
 Official website support: JobsDB.com
 TV medium support: Asia Television Limited

Sole Sponsor

California Red Limited





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Theme

New Lifestyle for Youth Entertainment

新青年 • 新潮流 • 新娛樂

Topic

Choose one of following topics:

1. A Karaoke Group – Company Name: The Red* ; **OR**
If choosing this topic, the team is required to achieve the following objectives:
 - Create brand awareness;
 - Rejuvenate the brand as a trendy, young and healthy karaoke place;
 - Give reasons for visit the Red; &
 - Increase market share or sales target.
2. A Youth Multi-Entertainment Company – Company Name: Youth Club*
If choosing this topic, the team is required to achieve the following objectives:
 - Build brand awareness among target audiences;
 - Establish positive brand image; &
 - Induce trial.

* For background of the virtual company and the outline of the IMC plan, please download from HKIM – YMC Awards website.

Scope of Work

Each team must submit their works (in either English or Chinese) to HKIM – YMC Awards Committee on or before 31 July 2007 6:00 pm.

1. Executive summary
(1 hardcopy & 1 softcopy in DVD-Rom; maximum 2-page A4 size with double line spacing)
2. Detail report
(1 hardcopy & 1 softcopy in DVD-Rom; maximum 20-page A4 size with a font size of 12-point and with double line spacing)
3. 1 x 30 sec TV commercial or 2 x 15 sec TV commercials
(in mpeg format)
4. Director Report
(1 hardcopy & 1 softcopy in DVD-Rom; maximum 500 words with a font size of 12-point and with double line spacing)





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Eligibility

Tertiary Education Group

Full-time post-secondary students (aged 17 to 25 as of the time of enrollment) from local universities, colleges and/or vocational education institutions are eligible to enter.

The following types of students are eligible to enter:

- Bachelor degree level
- Higher diploma level
- Advance diploma level
- Associate degree level
- Diploma

A) Media specialism

- Any participant of the team is from any of the following study programmes will be classified as media specialism:
 - Marketing Communications;
 - Public Relations;
 - Media; or
 - Advertising.
- Application form must be endorsed by the university / college / institute;
- Each team should have 3 – 8 participants;
- All participants must be the students from the same university / college / institute;
- Participants studying in different programmes at the same university / college / institute can form a team;
- Technical people (camera operating crew, lighting crew, make-up artist, and hairdressers), actors and actresses can be outsiders of the group. A detail list of contributors must be reported.

B) Non-Media specialism

- All participants of the team are NOT from the following programmes will be classified as non-media specialism:
 - Marketing Communications;
 - Public Relations;
 - Media; or
 - Advertising.
- Application form must be endorsed by the university / college / institute;
- Each team should have 3 – 8 participants;
- All participants must be the students from the same school;
- Participants studying in different programmes can form a team;
- Technical people (camera operating crew, lighting crew, make-up artist, and hairdressers), actors and actresses can be outsiders of the group. A detail list of contributors must be reported.

Open Group

- Aged 17 to 25 as of the time of enrollment
- Free to compose a team;
- Each team should have 2 – 5 participants;
- Participants from different schools / organizations are all welcome;
- All participants must be Hong Kong resident or have a valid working permit. Please submit the copy of the relevant document for identity's proof.
- Technical people (camera operating crew, lighting crew, make-up artist, and hairdressers), actors and actresses can be outsiders of the group. A detail list of contributors must be reported.



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Enrollment Method

- 1) Download the enrollment form from HKIM – YMC Awards website:
www.jobsdb.com/ymcawards
- 2) Collect the enrollment form at HKIM – YMC Awards Committee Secretariat:
HKIM Office, 11/F, Iuki Tower, 5 O'Brien Road, Wanchai, Hong Kong
- 3) Email to hkim-ymcawards@hkim.org.hk to have the enrollment form
- 4) Call HKIM – YMC Awards Committee Secretariat hotline: 2881 6682 (Mr Ken Cheung)

Enrollment Fee* :

Tertiary Education Group: \$250/team

Open Group: \$500/team

Submission Deadline: 23 May 2007

Late Submission: 24 May – 29 June 2007: extra \$100/team is applied for administration cost

* For details, please visit HKIM – YMC Awards website

Training

To assist participants have more knowledge about marketing communications, HKIM has organized trainings with support of IVE (Morrison Hill) for participants to enroll.

- All trainings are free of charge
- To have updated training schedule, please visit HKIM – YMC Awards website or contact HKIM – YMC Awards Committee Secretariat by email or telephone
- Seats are limited. Reservation is first-come, first served basis, by email to hkim-ymcawards@hkim.org.hk
- Recommended links and reference books are posted on HKIM – YMC Awards website for references



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Adjudication

First Round Adjudication

Total 15 teams will be selected for the final round adjudication:

- 5 outstanding teams will be selected from Media specialism (Tertiary Education Group);
- 5 outstanding teams will be selected from Non-media specialism (Tertiary Education Group);
- 5 outstanding teams will be selected from Open Group

Final Round Adjudication

Each team (15 outstanding teams selected in the first round adjudication) will have:

- 20-min presentation on explaining their creative works (maximum 25 slides in PowerPoint format);
- Q & A session

Judging Criteria

35%	Effectiveness (Research, Analysis, Objective(s), Message and Media selection)
35%	Creativity (Originality, Creativity, Campaign theme, Slogan/motto and Brand logo)
15%	Presentation (Presentation skill, Organization and Content)
15%	Execution (Direction, Shooting, Action, Music and Editing)

HKIM – YMC Awards Judging Panel:

Panel Chairman

- Mr K. M. YIM, Chairperson of HKIM 香港市務學會主席 嚴啓明

First Round Judging Panel*

- Ms Kiki CHAN, Chairperson of YMC Awards Committee 傑出青年市務傳訊獎委員會主席 陳愛娜女士
- Mr Manny CHIN, Director of California Red Ltd. 加州紅董事 錢家華先生
- Mr Bruce KONG, Chief Executive of Polarine Development Limited (POAD) POAD 行政總裁 江建業先生
- Dr S. T. MAK, Chairman of Convey Advertising Company Ltd 權威集團主席 麥兆棠博士
- Mr Ernest NGAI, Vice-chairman of HKIM 香港市務學會副主席 魏秉源先生
- Ms Winnie SEK, Representative of The HK Academy for Performing Arts 香港演藝學院拓展總監 石慧如女士
- Mr Mou Keung YAN, Chairperson of Artiste Training Alumni Association 藝進同學會會長 甄懋強先生
- Mr K. M. YIM, Chairperson of HKIM 香港市務學會主席 嚴啓明先生

Final Round Judging Panel*

- Mr Ka Po IP, Vice President, Variety, PR & Promotions of ATV 亞洲電視綜藝、公關及宣傳副總裁 葉家寶先生
- Mr Anthony LOCK, Managing Director of California Red Ltd. 加州紅董事總經理 駱國安先生
- Prof Kevin THOMPSON, Director of The HK Academy for Performing Arts 香港演藝學院校長 湯柏燊教授
- Mr Eric TSANG, Chairperson of HK Performing Artistes Guild 香港演藝人協會會長 曾志偉先生
- Mr K. M. YIM, Chairperson of HKIM 香港市務學會主席 嚴啓明先生

* in alphabetical order





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Overall Awards:

California Red 加州紅 – Grand Award 至尊大獎

HK\$ 30,000 in cash + opportunity of using the storyline for a real TVC + Trophy + Internship + Certificate

Tertiary Education Group 大專組

Media specialism: 傳訊範疇

HKIM – Gold Award 金獎

HK\$ 10,000 + Trophy + Internship + Certificate

Non-media specialism: 非傳訊範疇

HKIM – Gold Award 金獎

HK\$ 10,000 + Trophy + Internship + Certificate

HKIM – Creative Award 創意獎

Trophy + Certificate (Team)

HKIM – Director Award 導演獎

Trophy + Certificate (Individual)

Open Group 公開組

HKIM – Gold Award 金獎

HK\$ 10,000 + Trophy + Internship + Certificate

HKIM – Silver Award 銀獎

HK\$ 7,000 + Trophy + Internship + Certificate

HKIM – Bronze Award 銅獎

HK\$ 3,000 + Trophy + Internship + Certificate

HKIM – Creative Award 創意獎

Trophy + Certificate (Team)

HKIM – Director Award 導演獎

Trophy + Certificate (Individual)

Certificate of Merits 優異證書:

Three other teams which can meet the professional standards but do not win any of the above awards will receive a Certificate of Merits.

Certificate of Appreciation 嘉許狀:

Participants who have submitted their works for the campaign but do not win any of the above awards and certificates of merits will receive a Certificate of Appreciation.



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HKIM – YMC Awards Advisory Board*

- Dr. Alan K. M. AU, Marketing Strand Leader of Open University of HK
- Prof. Allan K. K. CHAN, Dept of Marketing, Associate Dean & MBA Course Director of Hong Kong Baptist University
- Prof. Y. P. KONG, Vice President of Chu Hai College of Higher Education
- Mr. Sherman LAM, Acting Marketing Director, Faculty of Business of The Hong Kong Polytechnic University
- Dr. Jane C. Y. LEE, Senior Associate Director of SPACE, the University of Hong Kong
- Dr Esther LI, Associate Professor, Dept of Marketing & International Business of Lingnan University
- Prof. Stella SO, Associate Professor of the Chinese University of Hong Kong
- Prof. Wing Fu SZETO, Associate Prof. & Head of Admin Dept of Shue Yan University
- Dr. Anthony C. W. TAM, Director of School of Business & Information Systems, VTC
- Dr. Evia O. W. WONG, Head, Dept of Business Administration of IVE (Chai Wan)
- Dr. Gilbert WONG, Executive Director of the University of Hong Kong
- Prof. Oliver H. M. YAU, Pro. (Chair) of Marketing, Dept of Marketing of City University of Hong Kong

* in alphabetical order

HKIM - YMC Awards Committee:

Ms Kiki CHAN, Chairperson

Mr Ernest NGAI

Ms Annie CHAN

Mr Manny CHIN

Ms Michelle NG

Important Date and Time

HKIM – YMC Awards Launching:	18 April 2007 (11:30 pm – 12:30 pm)	YO Park, 葵芳新都會廣場六樓
Briefing session:	OR 27 April 2007 (7:30 pm – 8:30 pm)	YO Park, 葵芳新都會廣場六樓
Briefing session:	28 April 2007 (3:30 pm – 4:30 pm)	YO Park, 葵芳新都會廣場六樓
Enrollment submission:	18 April – 23 May 2007	
Training 1 (Marketing):	26 May 2007 (10:30 am – 12:30 pm)	IVE (MH)
Training 2: (Integrated Marketing Communications)	2 June 2007 (10:30 am – 12:30 pm)	IVE (MH)
Training 3: [Practical Skill/Note for Advertising (TVC)]	21 June 2007 (2:00 pm – 6:00 pm)	YO Park, 黃埔花園聚寶坊十一期地庫
TVC Editing:	25 – 29 June 2007	IVE (MH)
(Request & advance booking is required, please email to hkim-ymcawards@hkim.org.hk for application.)		
IMC plan submission deadline:	on / before 31 July 2007 (6:00 pm)	YMC Awards Committee
First round Adjudication (Tertiary):	23 August 2007 (9:30 am – 1:30 pm)	IVE (Chai Wan)
First round Adjudication (Open)	23 August 2007 (2:00 pm – 6:00 pm)	IVE (Chai Wan)
Public voting:	1 – 15 September 2007	YMC Awards website
Final round presentation:	29 October 2007 (9:00 am – 6:00 pm)	IVE (Chai Wan)
Presentation Ceremony:	November 2007	