

Best e-Commerce — Food & Beverage

GOLD

General Mills

Brand: Häagen-Dazs

Campaign:

Häagen-Dazs E-Coupon Distribution System

Agency:

PRIZM



Best e-Commerce — Lifestyle & Entertainment

GOLD

Cyber Games Arena

Campaign:

Cyber Games Arena
eCommerce Ecosystem

Agency:

MONI



SILVER **Genting Cruise Lines**

Brand: Dream Cruises

Campaign: Cruising to the Dream Performance

Agency: Mindshare Hong Kong — Neo

BRONZE **Crown Motor**

Brand: Toyota Supra

Campaign: Toyota's legend Supra new launch
online pre-ordering & event support

Agency: PRIZM

Best Solution — Sales Lead Generation

GOLD

AIA Hong Kong

Campaign:

AIA HK Voluntary Health
Insurance Scheme
Campaign

Agencies:

Xaxis Hong Kong,
MediaCom Hong Kong



SILVER **Cathay Pacific Airways**

Campaign: Cathay Pacific Always On Global
Performance Campaign

Agency: Digitas Hong Kong

BRONZE **B.S.C. Online**

Brand: BKEE.com

Campaign: BKEE.com B2B eCommerce Portal

Agency: CLEARgo

Best Omni-Channel Process

GOLD

Nike Hong Kong

Brand: Nike

Campaign:

NikePlus
Membership 2.0

Agency:

AnalogFolk Hong Kong



SILVER **bossini**

Brand: bossini

BRONZE **SmarTone Telecommunication**

Brand: SmarTone

Campaign: Omni-Channel Development
in SmarTone

Best Use of Programmatic

GOLD

Cathay Pacific Airways

Campaign:

Cathay Pacific
Always On Global
Performance Campaign

Agency:

Digitas Hong Kong



SILVER **Genting Cruise Lines**

Brand: Dream Cruises

Campaign: Cruising to the Dream Performance

Agency: Mindshare Hong Kong — Neo

BRONZE **The Dairy Farm Company**

Brand: Market Place by Jasons

Campaign: Market Place Delivers
Always-on Campaign

Agencies: Xaxis Hong Kong,
Mindshare Hong Kong

Best e-Commerce — Financial Services

GOLD

AIA Hong Kong

Campaign:

AIA HK Voluntary Health
Insurance Scheme
Campaign

Agencies:

Xaxis Hong Kong,
MediaCom Hong Kong



SILVER **MSIG Insurance (Hong Kong)**

Campaign: MSIG Mobile App

Agency: ESDlife

BRONZE **AXA China Region Insurance Company**

Brand: AXA Hong Kong & Macau

Campaign:

Travel insurance eCommerce revamp

Best Solution — Best Organic Search Campaign

GOLD

ASH

Campaign:

From Last Page to #1: Uplifting Visibility and Growing Traffic for ASH through SEO

Agency: iProspect Hong Kong



Best Mobile/App e-Commerce

GOLD

MSIG Insurance
(Hong Kong)

Campaign:

MSIG Mobile App

Agency:

ESDlife



SILVER Hong Kong Telecom

Brand: Tap & Go

Campaign: Tap & Go Market Place

Agency: MONI

BRONZE MO — Mobile Online

Campaign: Disrupt Telcos with MO

Agency: IBM iX

Best e-Commerce Campaign

GOLD

Cathay Pacific Airways

Campaign:

Cathay Pacific

Always On Global

Performance Campaign

Agency:

Digitas Hong Kong



SILVER tmtplaza

Campaign: tmtplaza 30th Anniversary — Christmas Light Extravaganza

Agency: Joy Luck Entertainment

SILVER Trip.com

Campaign: Trip.com "The Easy Way To Go"

Agency: Digitas Hong Kong

BRONZE Samsonite Asia

Brand: Samsonite

Campaign: Samsonite 2019 Chinese New Year 360° Promotion

Agency: French Rotational Production

Best Solution — Customer Communication

GOLD

tmtplaza

Campaign:

tmtplaza 30th
Anniversary —
Christmas Light
Extravaganza

Agency:

Joy Luck Entertainment



SILVER **Ubisoft**

Campaign: Ubisoft ChinaJoy —
Unlocks the Next Level

Agency: Freeman

BRONZE **B.S.C. Online**

Brand: BKEE.com

Campaign: BKEE.com eCommerce Solution

Agency: CLEARgo

Best e-Commerce Strategies

GOLD

AIA Hong Kong

Campaign:

AIA HK Voluntary
Health Insurance
Scheme Campaign

Agencies:

Xaxis Hong Kong,
MediaCom Hong Kong



SILVER **Cathay Pacific Airways**

Campaign: Cathay Pacific Always On Global
Performance Campaign

Agency: Digitas Hong Kong

BRONZE **bossini**

Brand: bossini

BRONZE **Yahoo Hong Kong**

Brand: Yahoo Shopping

Campaign: Yahoo App x Yahoo Shopping
8th Anniversary

Best e-Commerce — Telecommunication

GOLD

Birdie Mobile

Campaign:

Birdie Mobile and
Birdie Farm



SILVER **MO — Mobile Online**

Campaign: Disrupt Telcos with MO
Agency: IBM iX

BRONZE **SmarTone Telecommunication**

Brand: SmarTone

Campaign: e-Commerce in SmarTone

Best Solution — International Expansion

GOLD

THE NET-A-PORTER GROUP ASIA PACIFIC

Brand: NET-A-PORTER

Campaign:
New Fashion Talents

Agency:
Havas Media



Best e-Commerce — Retail

GOLD

bossini

Brand:
bossini



SILVER Cyber Games Arena

Campaign: Cyber Games Arena
eCommerce Ecosystem

Agency: MONI

BRONZE New Balance

Campaign: APAC e-Commerce Rollout
Agency: MONI

Best e-Commerce Website Design

GOLD

Puyi Group

Brand:
Puyi Optical

Campaign:
e-Commerce with
Omni-channel Solution
for Puyi

Agency:
CLEARgo



SILVER bossini

BRONZE New Balance

Campaign: APAC e-Commerce Rollout
Agency: MONI

Best e-Commerce — Hospitality & Travel

GOLD

The Peninsula Boutique

Campaign:

Peninsula Boutique
E-commerce B2B & B2C

Agency:

MONI



SILVER **The Peninsula Hotels**

Campaign: Driving Direct Hotel Bookings
Through Always On SEM

Agency: iProspect Hong Kong

BRONZE **Trip.com**

Campaign: Trip.com "The Easy Way To Go"

Agency: Digitas Hong Kong

Best User Experience

GOLD

**MSIG Insurance
(Hong Kong)**

Campaign:

MSIG Mobile App

Agency:

ESDlife



SILVER **AIA Hong Kong**

Campaign: AIA HK Voluntary Health
Insurance Scheme Campaign

Agencies: Xaxis Hong Kong,
MediaCom Hong Kong

BRONZE **New World Property Management Company**

Campaign: Artisanal Living App

Best CRM Campaign

GOLD

Nike Hong Kong

Brand: Nike

Campaign:

NikePlus
Membership 2.0

Agency:

AnalogFolk Hong Kong



SILVER **B.S.C. Online**

Brand: BKEE.com

Campaign: Client Retargeting Campaign

Agency: CLEARgo

BRONZE **Hutchison Telephone Company**

Brand: 3HK

Campaign: 3Mall

Best Use of Social Media

GOLD

Sino Group
Campaign:
Sino Green Hackers
Agency:
KASHow



SILVER tmtplaza

Campaign: tmtplaza 30th Anniversary —
Christmas Light Extravaganza
Agency: Joy Luck Entertainment

BRONZE Tsui Heung Food Factory

Campaign: Tsui Heung Social Media with
E-Commerce Management
Agency: Ying Interactive Marketing Services

e-Commerce Business of the Year

GOLD

HK Express
Brand:
HK Express



SILVER B.S.C. Online

Brand: BKEE.com
Agency: CLEARgo

BRONZE bossini

Brand: bossini

e-Commerce Marketing Agency of the Year

GOLD

Xaxis Hong Kong

SILVER

Digitas Hong Kong

BRONZE

iProspect Hong Kong



Xaxis Hong Kong



As the winner of Best of Show – Agency, Xaxis Hong Kong scooped four gold awards across the categories of Best e-Commerce – Financial Services; Best Solution – Sales Lead Generation; Best e-Commerce Strategies; and e-Commerce Marketing Agency of the Year.

The Xaxis team also took home one silver and one bronze in the categories of Best User Experience, and Best Use of Programmatic.

Most of the prizes were awarded for the agency's commendable work on AIA Hong Kong's "AIA HK Voluntary Health Insurance Scheme" campaign. It enabled the brand's target audiences – parents, professionals, and practitioners from the business and finance sectors – to have a better understanding of the Voluntary Health Insurance Scheme.

Offering individual indemnity hospital insurance plans, certified by the city's Food and Health Bureau, the scheme was launched by the Hong Kong government in April 2019. The campaign was intended to spread awareness, but was also aimed at driving direct sales and

bolstering AIA Hong Kong's leading position in the industry.

Xaxis Hong Kong's effort successfully spurred interest. From March to May 2019, the campaign recorded more than 55 million impressions with potential customers, and almost 3,000 conversions.

The agency also demonstrated its expertise in programmatic for The Dairy Farm Company's "Market Place Delivers Always-on" campaign, which aimed to drive awareness of the complimentary delivery service offering from Market Place by Jason's.

Using a programmatic strategy to reach audiences in different environments, and using different devices such as mobile and desktop, the campaign recorded a total of 877 conversations from March to May 2019. Its cost-per-action also improved by 78% in the same period.

Xaxis Hong Kong's fine work captured the attention of judges, who awarded it the prestigious title of e-Commerce Marketing Agency of the Year.

作為「最佳表現大獎 — 代理公司」的得獎者，Xaxis Hong Kong橫掃最佳電子商務 — 金融服務、最佳解決方案 — 銷售線索生成、最佳電子商務策略及年度電子商務營銷代理四個組別的金獎。

Xaxis團隊亦分別在最佳用戶體驗及最佳程序化應用兩個組別獲得一銀一銅。

大部分獎項是憑藉該公司為友邦保險香港打造的「AIA自願醫保計劃」出色推廣活動而獲得。該推廣活動讓品牌的目標受眾，包括父母、專業人士、以及商務及金融界從業員能夠對「自願醫保計劃 (VHIS)」有更深入的了解。

香港政府於2019年4月推出「自願醫保計劃」，提供經食物及衛生局認證的個人償款住院保險產品。該推廣活動旨在宣傳計劃，同時刺激產品的直接銷售額，並鞏固友邦保險香港的行業領先地位。

Xaxis Hong Kong的努力成功引起大眾的興趣。從2019年3月至5月期間，該推廣活動向潛在客戶展示超過5,500萬次廣告，並錄得近3,000次轉換率。

為牛奶公司打造的「Market Place Delivers Always-on」推廣活動旨在宣傳 Market Place by Jason's 提供的免費送貨服務，展現出Xaxis Hong Kong在程序化營銷方面的專業知識。

該推廣活動運用程序化營銷策略、以及手機及桌面電腦等不同設備來接觸不同環境的受眾，從2019年3月至5月期間共錄得877次轉換率，每行動成本 (CPA) 亦同時提高78%。

Xaxis Hong Kong的出色作品得到評審的青睞，因此勇奪年度電子商務營銷代理的稱號。

Best of Show — Brand 最佳表現大獎 — 品牌

AIA Hong Kong 友邦保險香港



AIA Hong Kong grabbed the title of Best of Show – Brand, winning three gold and one silver for its “AIA HK Voluntary Health Insurance Scheme” campaign.

The outstanding campaign won golds for Best e-Commerce – Financial Services; Best Solution – Sales Lead Generation; and Best e-Commerce Strategies; while also taking a silver for Best User Experience.

The campaign was launched from March to May 2019 for three months, with an aim to create top-of-mind association between AIA Hong Kong and the Voluntary Health Insurance Scheme launched by the Hong Kong government in April 2019.

The brand reached out to its target audiences – parents, professionals, and practitioners from the business and finance sectors – through a meticulously designed plan leveraging Xaxis Hong Kong’s data management platform which tracked audiences globally on their digital behaviour.

The platform also enabled AIA Hong Kong to dive deep into its data and reach specific types of audience members. It provided the capability of analysing the website audiences and using that information to build a look-alike modelling strategy. This meant it could reach audience members with similar online behaviours as the website’s existing visitors.

After discovering its preferred audiences, AIA Hong Kong launched several key visuals to highlight the key points of the scheme and present what was on offer for customers. The company also created re-targeted creative messages based on the visiting journeys of consumers.

Around 3,000 conversions were recorded during the campaign period, 150 times more than for any other AIA Hong Kong iShop product. **M**

友邦保險香港憑藉其「AIA自願醫保計劃」推廣活動獲得三金一銀，成功奪得「最佳表現大獎 — 品牌」殊榮。

這項出色的推廣活動贏得最佳電子商務 — 金融服務、最佳解決方案 — 銷售線索生成、最佳電子商務策略三個組別的金獎，同時獲得最佳用戶體驗組別的銀獎。

為期三個月的推廣活動於2019年3月至5月期間推出，旨在令大眾想起香港政府於2019年4月推出的「自願醫保計劃」時，第一時間會聯想到友邦保險香港。

該品牌運用追蹤全球受眾數碼行為的 Xaxis Hong Kong 數據管理平台，打造精心設計的計劃以接觸父母、專業人士、以及商務及金融界從業員等品牌目標受眾。

友邦保險香港亦透過該平台深入研究其數據，以接觸特定類型的受眾。該平台能夠分析網站訪客，並運用該訊息建立同類建模策略，意味著可接觸擁有類似網上行為的網站現有訪客受眾。

發掘到目標受眾後，友邦保險香港推出多個主要宣傳圖像來突出該計劃的重點，並向客戶介紹所提供的服務。該公司亦根據消費者的訪問旅程製作重新定向創意宣傳訊息。

推廣活動期間，錄得約3,000次轉換率，是其他友邦保險香港 iShop 產品的150倍。 **M**