Entry Guidelines
The Asia e-Commerce Awards is back for its fourth year to recognise excellence in e-commerce across Hong Kong. 10 enterable categories offered to reflect the breadth and creativity of the industry and showcase the best industry players from brands and eRetailers to agencies and enablers.

This is the premier platform for you and your team to pit yourselves against the crème de la crème to see where you fare as an organisation. Asia eCommerce Awards crowns the industry’s champions for their ecommerce excellence. The brand with the highest number of winning entries will earn the coveted title of “Best of e-Commerce – Brand of the Year”, while the top performing agency will be crowned with “Best of e-Commerce – Agency of the Year”.

Set yourself apart from the countless e-Commerce initiatives out there and demonstrate to our expert judges why you should be a winner at this year’s Asia e-Commerce Awards.

We wish all entrants the very best of luck with their submissions!
All entries, supporting documents and required materials are to be submitted online here: https://awards.marketing-interactive.asia/mobex-AeA-hk/entry-submission-AeA by 9 December 2020, 6pm.

ELIGIBILITY
All work, campaigns or initiatives must have been conceptualised, created or carried out in the Hong Kong market, or for a regional and/or global market that included the Hong Kong market.

Eligibility period: All work, campaigns or initiatives must have been launched or active between the eligibility period of 1 June 2019 – 30 November 2020. Please note that work submitted for last year’s awards cannot be resubmitted for this year’s event.

Number of submissions: Entrants may submit the same work/campaign/initiative into multiple categories or different works/campaigns/initiatives into one category. There is no limit to the number of entries each organisation may submit. However, when submitting multiple entries, you are strongly recommended to tailor them based on the requirements of each category.

KEY DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Submission deadline (Extended)</td>
<td>16, December 2020</td>
</tr>
<tr>
<td>Finalists announced</td>
<td>2 February, 2021</td>
</tr>
<tr>
<td>Awards presentation</td>
<td>11 March, 2021</td>
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</tbody>
</table>
REQUIRED FORMATS
All entries must be completed on the templates* issued by the organiser and submitted in the format mentioned below. Entries done in any other format will NOT be accepted.

The submission template can be downloaded via the link below:
http://assets.marketing-interactive.com/hk/awards/Mob-Ex_AeA%202021/AeA/AeA%202021_SubmissionTemplate.pptx

*The number of slides specified for each template is FIXED and CANNOT be changed.

Document format

| Core submission document: | .ppt / .pptx / .pdf only |
| Name your submission document as in: | Category name_Client organisation |
| Logo of the client organisation and image(s) of campaign: | .jpg only |
| Font size: | 16 or above
Indicate in red text or highlighted in red any specific information or content intended only for judging purposes and not for publication. |
| Video: | YouTube or Vimeo link only.
Please read the video requirements below. |
| Max file size (all documents): | 10 MB |

Video requirements

| Length: | 3 minutes only.
Video beyond this time limit will NOT be viewed. |
| Procedure: | 1. Upload your video onto YouTube or Vimeo.
2. Set the privacy setting to “unlisted” so the video is accessible to only those with the link.
3. Include the direct link in your core submission document.
4. If you password-protect it, include the access password in your document. |

Important points to note:

- Entries done in any other format will NOT be accepted.
- Altering the submission template or deleting any words from the slides may result in a 30% deduction of total marks.
- The number of slides specified for each template is FIXED and CANNOT be changed.
- Upon the submission deadline, all details on the entry submission form, including company names, credits and so on, are FINAL and CANNOT be changed and/or transferred to another party. Details will be presented accordingly on the awards presentation as well as on trophies and/or any other awards-related materials.
- Any changes made after submission will be charged 10% of the submission fee.
- Also, please ensure that all details are submitted in English only.

Please check your submissions thoroughly. Any invalid or incomplete submissions will be subject to a penalty deduction of your total score.
ENTRY FEE AND PAYMENT METHOD

Entry fee: HK$1,580.

Payment methods: Credit cards, cheques, bank transfers.
• Credit cards accepted: Visa, MasterCard, Amex.
• For payments made by cheque and bank transfer, they are welcome for amounts over HK$10,000.
  An invoice will be sent to you upon confirmation of your entry submission.

Entry fees are non-refundable. Trophy is not included in the entry fees.

CONTACT US

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In your core submission document, address the following sections. Keep your content as concise as possible, and do not exceed the word limit in the respective sections. **Judges have the right to deduct points for incomplete information and an exceeded word limit.** Entries will be subjected to disqualification. Tailor your content based on the category you are entering (refer to category descriptions on page 7).

<table>
<thead>
<tr>
<th>CREATION AND PLANNING (20%)</th>
<th>EXECUTION AND INNOVATION (30%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1 slide, visuals included)</td>
<td>(3 slides, visuals included)</td>
</tr>
</tbody>
</table>

**CREATION AND PLANNING (20%)**

- A clear description of the business/brand’s considerations during the planning and designing process.
- A demonstration of innovative idea(s) and how the idea differs from existing ideas: will it alter the way other businesses/brands develop their ideas in the future?
- A demonstration of how the creative work has delivered a competitive advantage.

Eligibility period: 1 June 2019 – 30 November 2020

**DEVELOPMENT (30%)**

(3 slides, visuals included)

The judges will be looking for:
- Evidence of engaging, relevant and appropriate content for the identified audience.
- Framework of the structure, the organisation of content, and the prioritisation of information is consistent, intuitive and transparent.
- High quality design which emphasises functionality and anticipates a wide diversity of user needs.

**EXECUTION AND INNOVATION (30%)**

- The execution caters to the needs of consumers and creates a pleasant user experience.
- User interaction with the solution is seamless and consistent.
- The work is consistent with the original idea and demonstrates innovation.
- The work is significant and unique when compared with the market.

**RESULTS (20%)**

(2 slides, visuals included)

The platform has impacted businesses and industries in a measurable and meaningful way. Examples of a measurable and meaningful impact:
- Personalised flow of information to allow a better customer experience.
- High customer engagement with online shop and social accounts.
- High conversion rates, excellent SEO.
- Demonstrable ROI, etc.
<table>
<thead>
<tr>
<th>Category Description</th>
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<tbody>
<tr>
<td><strong>1. Best e-Commerce – Financial Services</strong> Recognises companies in the finance industry that best established an online storefront. Awards for this category will go to those who successfully expanded their business by establishing an e-commerce platform and/or maximised their presence on third party e-commerce platforms.</td>
</tr>
<tr>
<td><strong>2. Best e-Commerce – Lifestyle &amp; Entertainment</strong> Recognises companies in the lifestyle and entertainment industry that best established an online storefront. Awards for this category will go to those who successfully expanded their business by establishing an e-commerce platform and/or maximised their presence on third party e-commerce platforms.</td>
</tr>
<tr>
<td><strong>3. Best e-Commerce – Retail</strong> Recognises companies in the retail industry that best established an online storefront. Awards for this category will go to those who successfully expanded their business by establishing an e-commerce platform and/or maximised their presence on third party e-commerce platforms.</td>
</tr>
<tr>
<td><strong>4. Best e-Commerce Campaign</strong> Recognises the best online marketing strategy that engaged the target audience and maximised the e-commerce performance. Entrants must present quantifiable results demonstrating how the e-commerce marketing campaign successfully drove traffic and ultimately led to higher brand awareness and business growth.</td>
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<tr>
<td><strong>5. Best e-Commerce Design</strong> Recognises the best e-commerce platform that give users a truly seamless and intuitive experience through design/redesign/UX design strategies to satisfy customers’ growing expectations for an all-rounded platform that facilitates ease of use across multiple touchpoints, and who keep up with the ever-changing context of the digital world.</td>
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<tr>
<td><strong>6. Best e-Commerce Innovation</strong> Recognises the brand that has integrated new technologies into their eCommerce platform to improve their customer experience in innovative ways. Entrants should demonstrate how they make use of technologies such as Augmented Reality/Virtual Reality/Voice Search or other new technologies in their eCommerce experience and how this resulted in increased sales/engagement with their consumers.</td>
</tr>
<tr>
<td><strong>7. Best e-Commerce Strategy</strong> Recognises companies which best used online platforms as a strategy to communicate brand image and offerings to customers. Entries must demonstrate how the platform/platforms, used alone or combined, offered a unique online shopping experience and contributed to business performance.</td>
</tr>
<tr>
<td><strong>8. Best Omni Channel Process</strong> Recognises the e-commerce process that successfully blurred the line between offline and online. Awards for this category will go to e-commerce businesses that provide shoppers with an integrated and seamless experience across platforms and between bricks and mortar and online storefronts.</td>
</tr>
<tr>
<td><strong>9. Best Solution – Sales Lead Generation</strong> Recognises the best lead-based campaign that has successfully met business objectives and targets by providing high-quality leads or sales through a cost-effective strategy. Entrants must clearly present the value of the leads which were in line with the business objectives.</td>
</tr>
<tr>
<td><strong>10. Best User Experience</strong> Recognises e-commerce platforms that drive e-commerce sales, increase consumer engagement and change consumer buying behaviour through a seamless in-platform experience with the most intuitive user interface, through elements such as the in-platform search engine, or the on-app interface.</td>
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</tbody>
</table>
Entry fees are non-refundable.

Entries will not be considered for judging if payment is not received within five working days upon being invoiced, if an invoice is required before payment.

Should your entry be shortlisted, your entry details found on the online registration site will be reflected on the website, trophy (presented on the awards presentation, should you win) and/or any other awards-related materials.

By submitting the entry, the entrants guarantee that all the works/information submitted are true and accurate. *Marketing* magazine reserves the right to verify any information submitted in the entry.

Upon submission deadline, all details on the entry submission form, including company names, credits and so on, are FINAL and CANNOT be changed and/or transferred to another party. Details will be reflected on the website, trophy (presented on the awards presentation, should you win) and/or any other awards-related materials. Any changes made after submission will be charged 10% of the submission fee.

Also, please ensure that all details are submitted in **English** only.

The judges’ decisions are final.

Without prior notice, *Marketing* magazine reserves the right to merge categories or dissolve any categories should it be deemed necessary. Should a category or categories be dissolved, entries in that category/categories will be notified.

The entrant agrees that *Marketing* magazine or Lighthouse Independent Media will not accept responsibility for errors or omissions reproduced in the presentation of *Marketing* magazine or for work lost or damaged under any circumstances.

Any specific information or content intended for judging purposes only must be clearly indicated in **red text** or **highlighted in red** and will not be used for publication, and will not be disseminated beyond the judging panel in any way.

The entrant grants *Marketing* magazine permission to show material from the entries at the awards presentation, in the magazine and at any time as deemed appropriate.

The decisions of *Marketing* magazine in all matters relating to Asia e-Commerce Awards shall be final and binding.

**For further enquiries, please contact:**

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