



Best User Experience



GOLD
Asia Miles
 Campaign: *Flight Redemption Experience & Design*
 Agency: *IBM iX*

SILVER The Bank of East Asia
 Campaign: *BEA App Revamp & i-Planner Promotion*
 Agencies: *cccdi, PHD*

BRONZE DBS Bank (Hong Kong)
 Brand: *DBS Omni*
 Campaign: *Credit Card Instant Gratification*
 Agency: *ESDlife*

Best Original Content



GOLD
LEGO
 Campaign: *LEGO®LIFE: Kids-safe Social Networking Platform*
 Agency: *Initiative*

SILVER Carlsberg Hong Kong
 Brand: *Carlsberg Smooth Draught*
 Campaign: *Probably the Smoothest Beer in the World*
 Agency: *McCann Worldgroup Hong Kong*

BRONZE West Kowloon Cultural District Authority
 Campaign: *"Discover Trees at West Kowloon" Digital Guide*

BRONZE Hospital Authority
 Brand: *Hong Kong Red Cross Blood Transfusion Service*
 Campaign: *HK Blood*
 Agency: *ASL*

Most Innovative Use of Mobile



GOLD
adidas Hong Kong
 Campaign: *adidas Create Your Pitch*
 Agency: *Accenture Interactive, Greater China*

SILVER Zero Finance Hong Kong
 Brand: *Zero Finance*
 Campaign: *X Wallet*
 Agency: *ESDlife*

BRONZE Link Asset Management
 Brand: *T.O.P This is Our Place*
 Campaign: *T.O.P This is Our Place App*

Best App – Lifestyle/Entertainment



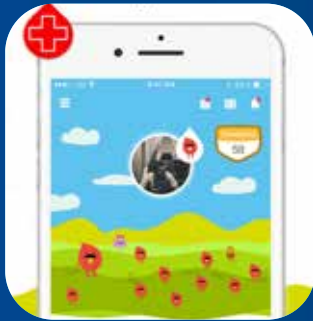
GOLD
The Bank of East Asia
 Campaign: *BEA App Revamp & i-Planner Promotion*
 Agencies: *cccdi, PHD*

SILVER DBS Bank (Hong Kong)
 Brand: *DBS Omni*
 Campaign: *Credit Card Instant Gratification*
 Agency: *ESDlife*

BRONZE AIA International
 Brand: *AIA Hong Kong*
 Campaign: *iGift*



Best Mobile-Based Launch/Relaunch



GOLD
Hospital Authority
 Brand: *Hong Kong Red Cross Blood Transfusion Service*
 Campaign: *HK Blood*
 Agency: *ASL*

SILVER Asia Miles
 Campaign: *Flight Redemption Experience & Design*
 Agency: *IBM iX*

BRONZE Blue
 Campaign: *Launch of Blue, first digital life insurer in Hong Kong*

Best App – Banking Services



GOLD
The Bank of East Asia
 Campaign: *BEA App Revamp & i-Planner Promotion*
 Agencies: *cccdi, PHD*

SILVER Hang Seng Bank
 Campaign: *HARO*
 Agency: *IBM iX*

BRONZE DBS Bank (Hong Kong)
 Campaign: *DBS iWealth® App – See It All, Do It All*

BRONZE Standard Chartered Bank (Hong Kong)
 Campaign: *SC Mobile 2.0 Revamp*

Best Social Media Strategy



GOLD
Hospital Authority
 Brand: *Hong Kong Red Cross Blood Transfusion Service*
 Campaign: *HK Blood*
 Agency: *ASL*

SILVER PCCW Media
 Brand: *Viu*
 Campaign: *Shadows of Justice*
 Agencies: *Wavemaker, The Bread Digital, Lok Tin Workshop*

BRONZE Wilson Communications
 Brand: *Wilson*
 Campaign: *Wilson 20th Anniversary*
 Agency: *You Find*

Most Innovative Use of Mobile Technology



GOLD
adidas Hong Kong
 Campaign: *adidas Create Your Pitch*
 Agency: *Accenture Interactive, Greater China*

SILVER The Bank of East Asia
 Brand: *BEA*
 Campaign: *BEA App Revamp & i-Planner Promotion*
 Agency: *cccdi*

BRONZE Zero Finance Hong Kong
 Brand: *Zero Finance*
 Campaign: *X Wallet*
 Agency: *ESDlife*



Best App – Food and Beverage

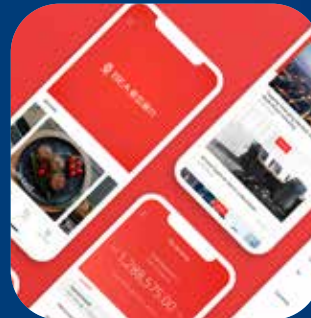


GOLD
Cafe de Coral Group
 Campaign: *CDC Club 100*
 Agency: *Mtel*

SILVER Asia Pacific Catering Corporation
 Campaign: *CDC Luncheon Star*
 Agency: *Mtel*

BRONZE OpenRice
 Campaign: *OpenRice*

Best App – Reform



GOLD
The Bank of East Asia
 Campaign: *BEA App Revamp & i-Planner Promotion*
 Agencies: *cccdi, PHD*

SILVER Hang Seng Bank
 Campaign: *HARO*
 Agency: *IBM iX*

BRONZE A.S. Watson MoneyBack
 Campaign: *A.S. Watson MoneyBack*
 Agency: *Mtel*

BRONZE Standard Chartered Bank (Hong Kong)
 Campaign: *SC Mobile 2.0 Revamp*

Best Result-Driven Mobile Campaign



GOLD
Nespresso Hong Kong
 Brand: *Nespresso*
 Campaign:
Let "Taste Data" Automate Your Next Nespresso
 Agency: *NEO*

SILVER adidas Hong Kong
 Campaign: *Create Your Pitch*
 Agencies: *Havas Hong Kong, Accenture Interactive, Greater China*

BRONZE Zero Finance Hong Kong
 Brand: *Zero Finance*
 Campaign: *X Wallet*
 Agency: *ESDlife*

Best App – Branded Content



GOLD
Hospital Authority
 Brand:
Hong Kong Red Cross Blood Transfusion Service
 Campaign: *HK Blood*
 Agency: *ASL*

SILVER The eslite Spectrum Hong Kong
 Brand: *eslite Spectrum Hong Kong*
 Campaign: *eslite_HK App*
 Agency: *Mtel*

BRONZE Eagle Property Management (CP)
 Brand: *Langham Place*
 Campaign: *Gudetama O2O Immersive Chatbot Clinic*
 Agency: *Guru Online*

BRONZE Levi Strauss (Hong Kong)
 Campaign: *Levi's® "Our Theme Song Jacket"*
 Agency: *HK01 Company*

Best App – Retail



GOLD
A.S. Watson
MoneyBack
 Campaign:
A.S. Watson MoneyBack
 Agency: *Mtel*

SILVER Circle K Convenience Stores (HK)
 Brand: *Circle K OK Stamp IT App*
 Campaign: *Circle K Turns on the Heat with Soccer Fever*
 Agency: *PHD Hong Kong*

BRONZE Alipay Payment Services (HK)
 Brand: *AlipayHK*
 Campaign: *AlipayHK NEXT Store*

Best Use of Social Media



GOLD
Nike Hong Kong
 Campaign:
Believe To Unlock
 Agency: *Reprise*

SILVER PCCW Media
 Brand: *Viu*
 Campaign: *Shadows of Justice*
 Agencies: *Wavemaker, The Bread Digital, Lok Tin Workshop*

BRONZE Marriott International
 Brand: *Marriott Rewards*
 Campaign: *#AsiaTravelGoals*
 Agency: *Isobar Hong Kong*

Best App – Financial Services



GOLD
DBS Bank (Hong Kong)
 Campaign:
DBS iWealth® App

SILVER Zero Finance Hong Kong
 Brand: *Zero Finance*
 Campaign: *X Wallet*
 Agency: *ESDlife*

BRONZE Sun Life Financial
 Campaign: *My Sun Life mobile application for clients*

Best App – E-commerce



GOLD
Asia Miles
 Campaign:
Flight Redemption
Experience & Design
 Agency: *IBM iX*

SILVER VF China
 Brand: *Lee X Line*
 Campaign: *The X Dance*
 Agency: *McCann Worldgroup Hong Kong*

BRONZE OpenRice
 Campaign: *OpenRice*



Best App – Hospitality and Travel



GOLD

Asia Miles

Campaign:

Flight Redemption

Experience & Design

Agency: IBM iX

SILVER Trip.com

Campaign: *Trip.com App*

BRONZE Lan Kwai Fong Group

Campaign: *Lan Kwai Fong Hong Kong WeChat mini program*

Agency: LKF Xcite

Best Location-Based Marketing



GOLD

Timberland

Campaign:

Women Fashion Launch Campaign

Agencies:

MediaCom Hong Kong,

Vpon Big Data Group

SILVER GOAL DX

Campaign: *Marketing campaign for GOAL DX*

Agency: *GoGoChart Technology*

BRONZE Richemont Asia Pacific

Brand: *Cartier*

Campaign: *Cartier Xmas Holiday Celebrations*

Agency: *MediaCom Hong Kong*

Best Use of Interactive Media



GOLD

LEGO

Campaign:

LEGO®LIFE: Kids-safe Social Networking Platform

Agency: *Initiative*

SILVER adidas Hong Kong

Campaign: *adidas Create Your Pitch*

Agency: *Accenture Interactive, Greater China*

BRONZE Circle K Convenience Stores (HK)

Brand: *Circle K OK Stamp IT App*

Campaign: *Circle K Turns on the Heat with Soccer Fever*

Agency: *PHD Hong Kong*

BRONZE Estée Lauder Group

Brand: *Bobbi Brown*

Campaign: *Seasons of Luxe*

Agency: *Kontec Creative Company*

Best App – Customer Engagement



GOLD

Hospital Authority

Brand:

Hong Kong Red Cross Blood Transfusion Service

Campaign: *HK Blood*

Agency: *ASL*

SILVER A.S. Watson MoneyBack

Campaign: *A.S. Watson MoneyBack*

Agency: *Mitel*

BRONZE Hang Seng Bank

Campaign: *HARO*

Agency: *IBM iX*

Most Engaging Mobile Campaign



GOLD
adidas Hong Kong
 Campaign: *adidas Create Your Pitch*
 Agency: *Accenture Interactive, Greater China*

SILVER LEGO

Campaign: *LEGO®LIFE: Kids-safe Social Networking Platform*
 Agency: *Initiative*

BRONZE Sun Hung Kai Real Estate Agency
 Brand: *apm*
 Campaign: *apm All-Encompassing Digital Football Gala*

Best Mobile Advertising Strategy



GOLD
DBS Bank (Hong Kong)
 Campaign: *DBS iWealth® App – Not Another Bank App*
 Agency: *Sunny Idea (HK)*

SILVER Sun Hung Kai Real Estate Agency

Brand: *apm*
 Campaign: *apm All-Encompassing Digital Football Gala*

BRONZE PCCW Media

Brand: *Viu*
 Campaign: *Shadows of Justice*
 Agencies: *Wavemaker, The Bread Digital, Lok Tin Workshop*

Best E-commerce Solution



GOLD
MO – Mobile Online
 Campaign: *Disrupt Telcos with MO*
 Agency: *IBM iX*

SILVER Asia Miles

Campaign: *Flight Redemption Experience & Design*
 Agency: *IBM iX*

BRONZE Zero Finance Hong Kong
 Brand: *Zero Finance*
 Campaign: *X Wallet*
 Agency: *ESDlife*

Best Use of KOL



GOLD
Alipay Payment Services (HK)
 Campaign: *Ali, Alipay*
 Agency: *Guru Online*

SILVER adidas Hong Kong

Campaign: *Create Your Pitch*
 Agency: *Havas Hong Kong*

BRONZE Jardine Restaurant Group

Brand: *Pizza Hut Hong Kong*
 Campaign: *Black is Luck (Roulette Cheesy Bites)*
 Agency: *Havas Hong Kong*

BRONZE Sun Hung Kai Real Estate Agency

Brand: *apm*
 Campaign: *apm "Star Wars™": The Last Jedi" LEGO® Christmas Extravaganza*



Best Mobile Team



GOLD
GoGoChart
Technology
Campaign:

Best Mobile Team – GoGoChart

SILVER Wilson Communications

Brand: *Wilson*

Campaign: *Wilson 20th Anniversary*

Agency: *You Find*

BRONZE Hang Lung Properties

Brand: *Fashion Walk*

Campaign: *Joy to the Walk*

Agency: *Webs S'up Production Company*

Best App – News



GOLD
Yahoo Hong Kong
Campaign:

Yahoo News App

SILVER Shimba Digital (Sing Tao Group)

Brand: *Headline Jetso App*

Campaign: *Headline Jetso App Revamp 2018*

BRONZE Everbright Sun Hung Kai

Brand: *EBSHK Direct*

Campaign: *eMOI Revamp*

BRONZE Hong Kong Economic Times

Brand: *Insurance Companies*

Campaign: *Insurance People of the Year*

Best App – Property



GOLD
Link Asset
Management
Campaign:

*Link Park & Dine App –
Your Daily Companion*

SILVER Link Asset Management

Campaign: *T.O.P This is Our Place App*

BRONZE Swire Properties

Brand: *Taikoo Place*

Campaign: *Buzz Out Loud*

Agency: *Accenture Interactive, Greater China*

Best App – ePayment Gateway



GOLD
Hang Seng Bank
Campaign: *HARO*
Agency: *IBM iX*

SILVER Alipay Payment Services (HK)

Brand: *AlipayHK*

Campaign: *AlipayHK NEXT Store*

BRONZE HK01 Company

Campaign: *"Craft Your Hong Kong" Concert*

Best App – Insurance Services



GOLD
MSIG Insurance
 (Hong Kong)
 Brand: *MSIG HK*
 Campaign: *MSIG*
 Agency: *ESDlife*

SILVER Blue

Campaign: *Launch of mobile-based digital insurance journey*

SILVER Sun Life Financial

Campaign: *My Sun Life mobile application for clients*

Best Insight-Driven Mobile Campaign



GOLD
DBS Bank
 (Hong Kong)
 Brand: *DBS Omni*
 Campaign: *Credit Card Instant Gratification*
 Agency: *ESDlife*

SILVER AIA International

Brand: *AIA Hong Kong*

Campaign: *Day Day Connect*

BRONZE Nespresso Hong Kong

Brand: *Nespresso*

Campaign: *Let "Taste Data" Automate Your Next Nespresso*

Agency: *NEO*

Best Use of Mobile Integration



GOLD
adidas Hong Kong
 Campaign: *adidas Create Your Pitch*
 Agency: *Accenture Interactive, Greater China*

SILVER L'Oréal Hong Kong

Brand: *YSL Beauté*

Campaign: *An ID That Cuts You In Queue*

Agency: *Mindshare Hong Kong*



GOLD
Sun Hung Kai Real Estate Agency
 Brand: *apm*
 Campaign: *All-Encompassing Digital Football Gala*

BRONZE Coca-Cola

Campaign: *Coca-Cola City-wide TETRIS Viva*

Agencies: *REPRISE, UM*



Best of Show – Agency 最佳表現大獎 – 代理公司

Accenture Interactive, Greater China 埃森哲大中華區



Accenture Interactive, Greater China claimed the glory of being named this year's Best of Show – Agency. It did so with an impressive four gold and two silver awards for its work on the "Create Your Pitch" campaign for adidas, and one bronze for its Taikoo Place "Buzz Out Loud" campaign for Swire Properties.

Notably, Accenture Interactive was bestowed with the same honour at last year's 2018 Mob-Ex Awards, putting it in the distinguished position of having defended the coveted title among the giants of Hong Kong's mobile marketing community.

Created in the run-up to the 2018 FIFA World Cup, the "Create Your Pitch" campaign attempted to harness Hong Kong's passion for football in a manner that captured the spirit of local pride during the tournament, while considering the challenges presented by the city's own lack of success in the tournament.

Through the use of a challenge system and mobile app, the campaign encouraged creators to produce their own unique designs for football pitches, utilising a wide range

of forms and shapes that countered the traditional idea of a playing ground.

Inspired by some interesting ideas, Accenture Interactive brought the creations from concept into reality, using actual spaces to engage the mass public.

An integrated ad campaign featuring the inventive use of Hong Kong locations and recognisable local celebrities (such as Eason Chan, Tat Gor, Cyrus So, and Lyson Sze) drove interest in the campaign and its citywide activations.

As a testament to the success of its approach, more than 9,200 creator registrations were received by users pledging to use the Create Your Pitch tool; over three million online and offline impressions were generated for the campaign and activations over the city; and nearly 80,000 game participations and missions were completed in 30 days.

Whether Accenture Interactive can score a hat-trick in 2020 or be denied even greater glory we shall have to wait and see. **M**

埃森哲大中華區憑藉為adidas製作的「Create Your Pitch」企劃勇奪四金兩銀，以及為太古地產旗下太古坊製作的「Buzz Out Loud」活動奪得一個銅獎，榮獲今年「最佳表現大獎——代理公司」的殊榮。

值得注意的是，埃森哲大中華區在去年的「手機市場推廣卓越大獎2018」奪得同樣的殊榮，從芸芸香港流動營銷界巨頭之中，穩守業界夢寐以求的稱號。

為迎接2018年世界盃，「Create Your Pitch」企劃把握港人對足球的熱情，捕捉本地人對足球的自豪感，同時亦考慮到香港在球賽中未嘗成功的挑戰。

運用挑戰元素及手機應用程式，該活動鼓勵創作者製作自己專屬的足球競技場設計，運用不同形式及形狀來顛覆傳統足球競技場的概念。受到有趣的構思所啟發，製作團隊將創意概念變成現實，運用實體空間與大眾互動。

企劃配合一個綜合廣告活動，選用不同香港地點及本地名人（如陳奕迅、達哥、香港籃球運動員蘇伊俊、香港花式足球員施寶盛）來引起全城關注及參與。

活動錄得超過9,200個用戶註冊成為創作者並承諾使用「Create Your Pitch」工具，企劃及活動在全港錄得超過300萬次網上及線下印象，並在30天內完成近8萬次遊戲參與及任務。

讓我們拭目以待埃森哲大中華區能否在2019年再大耍帽子戲法再奪更大殊榮。 **M**



Best of Show – Brand 最佳表現大獎 – 品牌

adidas Hong Kong



Adidas won a total of seven awards, providing it with the title of Best of Show – Brand. The brand won gold in four categories: Best Use of Mobile Integration; Most Engaging Mobile Campaign; Most Innovative Use of Mobile; and Most Innovative Use of Mobile Technology. It also won three silver awards for Best Use of Interactive Media; Best Use of KOL; and Best Result-Driven Mobile Campaign.

The wins in all seven categories were given to the sportswear brand in recognition of the achievements of its “Create Your Pitch” campaign.

The campaign – produced by Accenture Interactive, Greater China and Havas Hong Kong – attempted to maximise brand visibility and awareness by owning every moment surrounding the World Cup and induce engagement and drive traffic by creating an innovative experience.

It did so by first producing a Create Your Pitch tool that allowed creators to design their own one-of-a-kind football pitches.

These designs could then be taken from the conceptual space and built in real-life, high-foot traffic locations. Not only were members

of the public encouraged to play football in these spaces as challenged, but also to take part in other interactive gamified experiences available at these sites. These included prize-point redemptions and VR play areas. The campaign cultivated a unique brand identity by promoting the concept of “creativity in sports”, and attracting a blend of creators, supporters and outsiders to the brand.

The online challenging aspects of the app appealed to a young digital/gaming savvy audience while the location-based elements of the campaign created highly shareable moments that fed into further campaign interest. Surrounding it all was a celebration of football and a sense of pride in the incomparable layout of Hong Kong as a city.

The results of the campaign were impressive. More than 326,000 views were recorded on the campaign website and more than 47,500 digital interactions took place at event venues.

Discount coupons also successfully brought traffic to two flagship retail stores close to the event venues by stimulating purchase desires. These drove an increment of more than HK\$770,000 in spending on football items during the campaign period. **M**

adidas憑藉七個獎項，贏得「最佳表現大獎——品牌」殊榮。該品牌在最佳手機整合應用、最具吸引力手機推廣活動、最創新手機應用及最創新手機技術應用四個組別獲得金獎，並在最佳互動媒體應用、最佳KOL應用及最佳結果導向手機推廣活動三個組別奪得銀獎。

全部七個獎項均表揚該運動服裝品牌的「Create Your Pitch」企劃的成就。

由埃森哲大中華區及Havas Hong Kong共同製作的「Create Your Pitch」企劃，把握世界盃熱潮的每一個時刻來盡量提高品牌知名度及關注度，並通過創造創新體驗來吸引大眾參與及帶動人流。

製作團隊首先製作一套「Create Your Pitch」工具，讓創作者設計自己專屬的足球競技場，然後在高人流的選址將設計概念變成實體設施。大眾不僅可以在這些空間進行足球對戰，亦可以參加這些場地提供的其他互動遊戲化體驗，包括積分兌換禮品及虛擬實境遊戲。

該活動通過推廣「體育創意」的概念來打造獨特的品牌形象，藉以吸引創作者、支持者及外行人士留意品牌。該應用程式的網上挑戰元素吸引精通數碼／遊戲的年輕受眾，而活動的實體設施創造可分享的時刻，進一步提升參與者的興趣。一切旨在慶祝足球盛事，以及對香港無與倫比的城市規劃的自豪。

該活動取得亮眼的成果。活動網站錄得超過32.6萬次瀏覽量，活動場地進行了超過47,500次數碼互動。折扣優惠券刺激購買意欲，成功為活動場地附近的兩家旗艦零售店帶來人流，在活動期間，足球產品的消費額增加超過77萬港元。 **M**