



# AWARDS CATEGORIES

The mobile industry is growing rapidly. The Mob-Ex Awards' mission is to showcase the brilliance of mobile marketing and celebrate the region's top mobile marketers. Started in 2012, and now in its eighth edition, the awards reward leading organisations that have pushed their limits and achieved success on mobile platforms through sound and innovative mobile marketing strategies.

The Mob-Ex Awards welcomes entries from client marketers, media owners, agencies and mobile solution providers. Eligible work must have been launched in Hong Kong, targeting the Hong Kong market or for a regional market that includes Hong Kong.

An expert panel of industry leaders and senior-level professionals from marketing and related mobile marketing fields will judge the entries through a stringent judging process and determine the winners of the Mob-Ex Awards 2019. The best performing marketers from the client side and from solution providers across all categories will be crowned "Best of Show – Brand" and "Best of Show – Agency".

The winners of the Mob-Ex Awards 2019 represent the best of the best in the industry and will celebrate their achievements at a gala dinner ceremony on 27 March 2019 at Kowloon Shangri-la, Hong Kong.

## CAMPAIGN AWARDS

### Client Marketer Categories

- |                                       |   |
|---------------------------------------|---|
| 1. Best App – Banking Services        | 15. Best App – Reform                   |
| 2. Best App – Branded Consumer Goods  | 16. Best Insight-Driven Mobile Campaign |
| 3. Best App – ePayment Gateway        | 17. Best Location-Based Marketing       |
| 4. Best App – Financial Services      | 18. Best Mobile-Based Launch/Relaunch   |
| 5. Best App – Food and Beverage       | 19. Best Original Content               |
| 6. Best App – Hospitality and Travel  | 20. Best Use of Interactive Media       |
| 7. Best App – Insurance Services      | 21. Best Use of Mobile Integration      |
| 8. Best App – Lifestyle/Entertainment | 22. Best Use of KOL                     |
| 9. Best App – News                    | 23. Best Use of Social Media            |
| 10. Best App – Property               | 24. Best User Experience                |
| 11. Best App – Retail                 | 25. Most Engaging Mobile Campaign       |
| 12. Best App – Branded Content        | 26. Most Innovative Use of Mobile       |
| 13. Best App – Customer Engagement    |   |
| 14. Best App – E-commerce             |   |

### Mobile Solution Provider Categories

- |  |  |
|--|--|
| 27. Best E-commerce Solution           | 30. Best Social Media Strategy               |
| 28. Best Mobile Advertising Strategy   | 31. Most Innovative Use of Mobile Technology |
| 29. Best Result-Driven Mobile Campaign |  |

## TEAM AWARD

- |                      |
|----------------------|
| 32. Best Mobile Team |
|----------------------|

# SUBMISSION OVERVIEW

To ensure a smooth entry submission, please go through these guidelines thoroughly before you proceed.

All entries, supporting documents and required materials are to be submitted online here: <https://www.marketing-interactive.com/mob-ex-awards/hk/entry-submission/> by **10 January 2019, 6pm**.

**Important:** To ensure a fair result, *Marketing* enforces a system where judges will not have access to entries submitted by their own organisation or other organisations from the same industry.

## WHO CAN ENTER

Submissions are open to client organisations and brands, however, mobile operators, mobile agencies, advertising agencies, media agencies, digital agencies, PR firms, ad networks, media owners, app developers and content providers can submit entries on behalf of their clients.

## ELIGIBILITY

Work must have been conceptualised, created or carried out in the Hong Kong market or for larger regions 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 November 2017 – 31 October 2018.

**Number of submissions:** 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

Submission deadline	10 January 2019, 6pm
Finalists announced	13 February 2019
Gala dinner	27 March 2019

# ONLINE ENTRY SUBMISSION

Listed is the information, materials and documents required for the entry submission. You may want to get them prepared in advance. Information (unless specified as confidential and/or for the judging process only) may be used during and after the Mob-Ex Awards gala dinner, and on any related materials, including trophies, signage and *Marketing* magazine's print and online editions.

## STEP 1 →

### START REGISTRATION

Sign up with your email address and set up a password.

## STEP 2 →

### CONTACT PERSON

This will be the main contact person for any potential follow-ups regarding the registration.

1. Full name:
2. Email:
3. Mobile number:
4. Company name:
5. Job title:
6. Direct line:
7. Mailing address:

## STEP 3

### ENTRY DETAILS

Listed are the details you will provide about your entry submission.

1. Category:
2. Name of client organisation (all Ltd/Limited/Holdings Limited will be omitted):
3. Name of brand (all Ltd/Limited/Holdings Limited will be omitted):
4. Name of agency/media owner/mobile solution provider (all Ltd/Limited/Holdings Limited will be omitted):
5. Name of campaign/initiative/programme:
6. Industry of client:
7. Campaign period – start date:
8. Campaign period – end date:
9. Campaign venue:
10. Information of client's team contact
  - i. Full name:
  - ii. Job title:
  - iii. Email:
  - iv. Direct line:
11. Upload submission document\*: (All entries must be completed on the templates issued by the organiser and submitted in .ppt and .pptx only).  
(Name your submission file as in "Category name\_Client organization").
12. Logo of the client organisation (min. 300 dpi): (Please submit in hi-res. Min resolution: 300dpi, Max file Size: 10MB. in .jpg).
13. Image 1 of campaign (for editorial coverage):
14. Image 2 of campaign (for editorial coverage):
15. Image 3 of campaign (for editorial coverage):

\* Please refer to the "judging criteria" section for further details.



# ONLINE ENTRY SUBMISSION

## REQUIRED FORMATS

All entries **must be completed on the templates\* issued by the organiser** and submitted in the format mentioned below.

Submission template links:

[http://assets.marketing-interactive.com/hk/awards/Mob-Ex2019/Campaign\\_Submission\\_Template.pptx](http://assets.marketing-interactive.com/hk/awards/Mob-Ex2019/Campaign_Submission_Template.pptx)

[http://assets.marketing-interactive.com/hk/awards/Mob-Ex2019/Team\\_Submission\\_Template.pptx](http://assets.marketing-interactive.com/hk/awards/Mob-Ex2019/Team_Submission_Template.pptx)

### 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:	18 or above Indicate in <b>red text</b> or <b>highlighted in red</b> 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:	Three minutes only. Video beyond this time limit will NOT be viewed.
Procedure:	<ol style="list-style-type: none"> <li>1. Upload your video onto YouTube or Vimeo.</li> <li>2. Set the privacy setting to “unlisted” so the video is accessible to only those with the link.</li> <li>3. Include the direct link in your core submission document.</li> <li>4. If you password-protect it, include the access password in your document.</li> </ol>

### 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 can NOT be exceeded.
- After the submission deadline, all details on the entry submission form, including company names, credits and so on, are FINAL and can NOT be changed and/or transferred to another party. Details will be presented accordingly on the prize announcements 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.**

# ONLINE ENTRY SUBMISSION

## ENTRY FEE AND PAYMENT METHOD

**Entry fee: HK\$1,750.**

**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.

## CONTACT US

For further enquires, please contact

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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 pages 7-9).

## JUDGING CRITERIA – CAMPAIGN AWARDS

Total: 100%

### Challenge (10%) (1 slide)

The judges will be looking for:

- The market situation the business/brand was operating in.
- A clear description of the business/brand consumer challenge the mobile solution was being asked to address.
- Any key statistics which help illustrate the scale of this challenge in more detail.

Mandatory information: Start date, end date, key objectives, target audience and budget.

Reminder: Eligibility period: 1 November 2017 – 31 October 2018.

### Strategy (30%) (3 slides, visuals included)

The judges will be looking for:

- Description of your mobile solution.
- The core insight or idea that the work was built on.
- An outline of your creative and mobile strategy.
- How these were developed to be both distinctive and impactful.

Mandatory information: Core strategy, campaign concept and creative rationale.

### Execution (30%) (3 slides, visuals included)

The judges will be looking for:

- An overview of how your campaign/strategy was implemented.
- The different tactics/mediums used within the campaign/programme.
- The roles of these different tactics/mediums.

### Results (30%) (2 slides, visuals included)

The judges will be looking for:

- Clear evidence/metrics demonstrating the performance, along with quantifying the result.
- How this solved the marketing challenge you faced.
- A clear rationale as to why you believe this qualifies for a Mob-Ex Award.

## JUDGING CRITERIA – TEAM AWARD

Total: 100%

### Team profile (20%) (1 slide)

The judges will be looking for:

- An outline of the company's position in the industry, along with resources and budgets involved.
- Illustrate the team dynamics or partner relationship in detail.
- Outline the key roles and responsibilities and years of experience.

### Performance (30%) (2 slides)

The judges will be looking for:

- Outline how the team or partner went above and beyond expectations and deserves recognition for their achievements.
- Relevant evidence of the team's/partner's performance to prove and justify success in the eligibility year.

### Work (30%) (2 slides)

The judges will be looking for:

- Elaborate how you have developed your campaigns over the eligibility period.
- What makes this significant and unique?
- The information judges will be examining for is key campaigns and selected case studies.

### Vision (20%) (1 slide)

The judges will be looking for:

- Illustrate how your team has been communicating your company's perspectives and objectives.
- What makes this significant and unique?
- The information judges will be looking out for is industry contribution.

## CAMPAIGN AWARDS – Client Marketer

### 1. Best App – Banking Services

Recognises mobile and/or web apps in the banking services field that are best designed to increase brand proposition, subscription and customer engagement. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 2. Best App – Branded Consumer Goods

Recognises mobile and/or web apps designed to increase interaction between a brand and its customer base. The focus of this category should be on ease-of-use, number of downloads, time spent using the app and relevancy to the category. Mobile and/or web apps created for a consumer brand across sectors such as banking or FMCG are eligible to enter.

### 3. Best App – ePayment Gateway

Recognises mobile and/or web apps in the digital payment solution sector that are best designed for online customers, freelancers and business owners. Judges will be looking for innovative and user-friendly interfaces that can increase brand proposition, subscription and customer engagement.

### 4. Best App – Financial Services

Recognises mobile and/or web apps in the finance services field that are best designed to increase brand proposition, subscription and customer engagement. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 5. Best App – Food and Beverage

Recognises mobile and/or web apps in the food and beverage industry that are best designed to increase brand proposition, subscription and customer engagement. This category is also open to table reservation and/or food delivery mobile and/or web apps. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 6. Best App – Hospitality and Travel

Recognises mobile and/or web apps from the hospitality and/or travel industries that are best designed to increase brand proposition, subscription and customer engagement. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 7. Best App – Insurance Services

Recognises mobile and/or web apps in the insurance services field that are best designed to increase brand proposition, subscription and customer engagement. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 8. Best App – Lifestyle/Entertainment

Recognises mobile and/or web apps that are best designed to promote lifestyle and entertainment in sports, travel and music to engage with their targeted audience. Judges will be looking for engaging content and user-friendly interfaces to increase brand proposition, subscription and customer engagement.

### 9. Best App – News

Recognises the best mobile and/or web apps by media owner(s) which presents content in an innovative, interesting and informative way, fully utilising the mobile platform. The winning apps should provide a seamless experience moving from traditional media to mobile for customers or they can provide a standalone mobile media experience.

### 10. Best App – Property

Recognises mobile and/or web apps from the property industry that are best designed to increase brand proposition, subscription and customer engagement. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 11. Best App – Retail

Recognises mobile and/or web apps in the retail industry that are best designed to increase brand proposition, subscription and customer engagement. Judges will be looking for engaging content and user-friendly interfaces that can achieve the above-mentioned.

### 12. Best App – Branded Content

Recognises mobile and/or web apps produced by companies which make innovative use of their own content to effectively engage audiences. Content has to be commissioned by a brand or an organisation to communicate its marketing messages to its targeted audience via mobile apps.

### 13. Best App – Customer Engagement

Recognises organisations that best demonstrate the use of mobile to build strong relationships with consumers, strengthening customer loyalty and/or leading to an increase in customer retention.

### 14. Best App – E-commerce

This category aims to demonstrate how a successful mobile commerce app drove positive business results and changed consumer buying behaviour. Judges will be looking for best use of mobile and/or web to drive sales and increase consumer engagement.



## CAMPAIGN AWARDS – Client Marketer

### 15. Best App – Reform

Recognises mobile and/or web apps that have undergone the best reformation after the first launch to increase brand awareness and entice more subscriptions. Judges will be looking for apps that have achieved the best reformation in regards to their user interface, exposure and engagement.

### 16. Best Insight-Driven Mobile Campaign

Recognises the most outstanding use of infographics, insights, analytics and/or research as a foundation of a mobile campaign. Judges will be looking at how data has been crucial in driving the campaign's core objects. Entrants should illustrate the details of the target audience and how they were engaged via the mobile campaign. This category is open to any one-off or ongoing campaign or initiative, where research may take place outside the eligibility period.

### 17. Best Location-Based Marketing

Recognises the best use of location-based marketing campaigns that leverage geographical data of a mobile device to deliver timely and relevant messages. This includes in-store or mobile commerce opportunities taking the form of coupons or advertising directed at customers based on their current location.

### 18. Best Mobile-Based Launch/Relaunch

Recognises the best use of mobile marketing for the first launch of a new product/service via mobile or the relaunch of an existing product/service. Judges will be looking for the role and overall contribution of mobile that drove the brand's core business objective. This category is open to any one-off or ongoing campaign or initiative.

### 19. Best Original Content

Recognises the best original content created specifically for mobile platforms of a brand or organisation. This could include branded games, video episodes or any other content designed to entertain as well as increase brand interaction and awareness.

### 20. Best Use of Interactive Media

This category focuses on how a mobile device successfully engaged consumers using entertaining and engaging content in the form of a game, competition or other interactive media forms such as virtual and augmented reality. Judges will be looking for how an interactive mobile solution enhanced the brand experience and drove business objectives. We welcome entries from sophisticated mobile gaming, VR, AR and related apps created by highly creative developers, agencies and client marketers.

### 21. Best Use of Mobile Integration

Recognises excellence in the use of mobile marketing as part of a broader campaign, including online and offline platforms. Mobile should be an integral part of the campaign and a key driver of the marketing objectives. Integrated mobile work should highlight the unique communication between the given platforms.

### 22. Best Use of KOL

This category focuses on the outstanding collaboration of KOLs (key opinion leaders) and brands in a mobile/web app. Entrants should show strong evidence of how the KOLs played a prominent role in the conception and/or execution of the campaign and how they generated benefits to the business.

### 23. Best Use of Social Media

Recognises the best use of social media in a mobile campaign that strengthened relationships with customers, recruited new customers or engaged existing customers, while driving core business objectives.

### 24. Best User Experience

Recognises mobile campaigns which gave consumers a truly seamless and intuitive experience to achieve marketing objectives. Entrants must demonstrate a strategy which put the targeted user at the centre, set an industry standard of excellence with an innovative design and made ease-of-use a high priority.

### 25. Most Engaging Mobile Campaign

Recognises mobile campaigns that generated an immediate response from their targeted consumers, and enhanced audience reach. Examples of a desired response might include, but not be limited to, purchase, redeeming a coupon, checking-in or voting. This category is open to any one-off or ongoing mobile marketing campaign.

### 26. Most Innovative Use of Mobile

Recognises the creative, innovative and successful use of mobile platforms. Judges will be looking for true originality and compelling innovative uses of the mobile medium that benefited consumers with new levels of functionality, access, value and convenience which pushed the boundaries and truly utilised new technology.

## CAMPAIGN AWARDS – Mobile Solution Provider

### 27. Best E-commerce Solution

This category recognises the best mobile commerce solution from all sectors that successfully changed consumers' behaviours and drove positive results for their clients. Judges will be looking for the most effective mobile/web solutions that helped their clients go beyond their business target.

### 28. Best Mobile Advertising Strategy

This category recognises the most comprehensive mobile advertising strategies across all content from all business sectors. Judges will be looking for outstanding platforms that provide convenience and user-friendly mobile experiences to end-users, while driving strong commercial value to clients.

### 29. Best Result-Driven Mobile Campaign

This category recognises the most outstanding mobile campaign that uses infographics, insights, analytics and/or research for driving the client's core objectives. Judges will be looking at the effectiveness of the data of the targeted audience for achieving the business goal.

### 30. Best Social Media Strategy

This category recognises the most powerful social media strategy that utilised the social network power for their clients. Judges will be looking at how the effectiveness of the social media maximised the business result.

### 31. Most Innovative Use of Mobile Technology

This category recognises the use of any innovative mobile technology to activate or enhance a marketing strategy, long or short-term campaign or a one-off execution. Judges are looking for the creative and effective use of mobile technology to achieve marketing outcomes.

## TEAM AWARD

### 32. Best Mobile Team

This award recognises the excellent performance of a mobile creative or production team which has overachieved in performing a client's assignments over the submission period. Judges will be looking for proof of the team's scope of work, strategic skills and creativity in achieving the client's business objectives. The award is open to mobile in-house and agencies.

# TERMS AND CONDITIONS

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.

**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 presented accordingly on the prize announcements 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.**

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 not be refunded.

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 the Mob-Ex Awards shall be final and binding.

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