



For immediate release

**MTR Advertising “The Best of the Best Awards 2011” --**  
*Let’s Celebrate the Glorious 10<sup>th</sup> Anniversary and  
Vote to Win Fabulous Prizes*

(Hong Kong, 13<sup>th</sup> February 2012) MTR Advertising “The Best of the Best Awards” has been the most anticipated annual event with continuous support from the Hong Kong’s advertising industry, aiming to acknowledge the outstanding campaigns and commend the advertisers, creative and media agencies for their excellence and contribution. To celebrate the 10<sup>th</sup> anniversary, from now until 28<sup>th</sup> February, public can visit “The Best of The Best Awards” website ([www.TheBestOfTheBestAwards.com.hk](http://www.TheBestOfTheBestAwards.com.hk)) for voting their favourite MTR Advertising campaigns of “My Favourite Campaign”, “My Favourite TVC” and “The Best of the Best 10<sup>th</sup> Anniversary Awards”. Voters will be entered into a lucky draw automatically and may win the fabulous prizes including:

1 <sup>st</sup> Prize (1 winner)	Samsung 46” LED TV
2 <sup>nd</sup> Prize (1 winner)	Mac Book Air
3 <sup>rd</sup> Prize (1 winner)	HTC Smartphone
Consolation Prize (Multiple)	HK\$50 Coffee Shop Cash Voucher

The theme of this year’s Awards is “Past and Beyond” which recalls the remarkable campaigns presented in MTR Advertising over last decade and symbolizes a new era of inspiring creativity and innovation. This year’s entrants are selected from the campaigns featured in the MTR\* and Airport Express from 1<sup>st</sup> January to 31<sup>st</sup> December 2011. All the results of public voting awards and awards appraised by the judging committee will be announced in the ceremony held on 30<sup>th</sup> March 2012. The lucky draw results will be published on 12<sup>th</sup> April 2012 in Sing Tao Daily, The Standard and on “The Best of The Best Awards” website.

“MTR is regarded as a safe and reliable transportation system serving an average of 4 million passengers daily. It is also an innovative advertising medium bringing passengers a fascinating journey filled with fun and creativity. We hope that passengers actively vote for their favourite MTR Advertising campaigns and share the joy and glory of the Awards’ 10<sup>th</sup> anniversary with us.” said Ms. Annie Leung, Senior Manager - Media & Business Development of MTR Corporation.

“Over the past 10 years, the Awards has recognized numerous masterpieces of creation in MTR Advertising and facilitated the development of creativity in the local advertising industry. “The Best of the Best 10<sup>th</sup> Anniversary Award”, newly added in this year for online voting, gives people a great opportunity to review those brilliant campaigns throughout these years.” said Ms. Amy Chan, Managing Director of JCDecaux Transport.

For more information of the public online voting & lucky draw, please visit:  
[www.TheBestOfTheBestAwards.com.hk](http://www.TheBestOfTheBestAwards.com.hk)

\*MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line.

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**Photo Caption:**

The online voting of The Best of the Best Awards 2011 MTR Advertising is now open. Vote now to enter the lucky draw for fabulous prizes.

10<sup>th</sup> ANNIVERSARY  
The Best of the Best  
AWARDS 2011  
MTR ADVERTISING  
最佳港鐵廣告大獎

立即投票 網上選出  
我最喜愛港鐵廣告大獎

請即登入官方網站投票  
或下載 U life app 即可網上投票。  
贏取豐富獎品，投票越多中獎機會越高！  
投票日期：2012年1月26日 - 2月28日

獎品：Samsung 48" LED TV、MacBook Air、MTR 車票/車券

官方網站：www.thebestofthebestawards.com.hk  
查詢熱線：2111 0111

JCDecaux Transport MTR

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AWARDS 2011  
MTR ADVERTISING  
最佳港鐵廣告大獎

立即投票 網上選出  
我最喜愛港鐵電視廣告大獎

請即登入官方網站投票  
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MTR ADVERTISING  
最佳港鐵廣告大獎

立即投票 網上選出  
我最喜愛港鐵廣告10週年大獎

請即登入官方網站投票  
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