

For immediate release

“MTR Advertising The Best of the Best Awards 2013” Awards Ceremony
Sony Mobile’s Campaigns Honoured with
Best of the Best Platinum Awards

(Hong Kong, 2nd April March 2014) -- “MTR Advertising The Best of the Best Awards 2013”, co-hosted by MTR Corporation and JCDecaux Transport, was successfully concluded with an awards ceremony held at the Grand Hyatt Hong Kong. With the presence of over 300 executive representatives from the advertising industry, academy, related businesses and corporations, the annual event recognised the outstanding achievements and creative excellence in MTR* Advertising in 2013.

Sony Mobile Communications International AB was a big winner and snatched multiple titles, including “Best of the Best – Creative Platinum Award” for its “Party Anyone” campaign, as well as “Best of the Best – Use of Media Platinum Award” for its “Xperia Z1 Launch” campaign. The advertiser teamed up with MediaCom and TURN Creative to strategically dominate Digital Escalator Crown Bank Advertising with prime location and the latest digital technology, to build promotional campaign geared towards the target audiences on MTR.

“7-Eleven Hello Party Exhibition” topped the list of People’s Choice with a Platinum Award in “My Favourite Campaign” – the advertising campaign engaged MTR passengers by turning MTR Causeway Bay Station into a lively birthday party, which created a buzz online that enjoyed enormous popularity. “My Favourite TVC Campaign” Gold Award was awarded to Emperor Bullion Campaign – Think Big, in which renowned actor Nick Cheung Ka Fai made a remarkable impression with possibly one of the most motivational taglines of the year.

For the full list of winners and members of the judging committee, please refer to the appendix.

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

Introduction:

The Best of the Best Awards has received enthusiastic support from advertisers, members of the advertising industry and the public since its launch in 2002. All advertising campaigns that were launched in the MTR* and Airport Express from 1st January to 31st December of the award year were automatically qualified as entrants to the Awards. This year, over 100 campaign finalists presented and competed for the awards in the judging session day. Visit www.TheBestoftheBestAwards.com.hk for details.

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Appendix:

- 1) The Best of the Best Awards 2013 MTR Advertising – List of Winners
- 2) The Best of the Best Awards 2013 MTR Advertising – List of Judging Panel members
- 3) The Best of the Best Awards 2013 MTR Advertising – Press photos & captions

Appendix 1: The Best of the Best Awards 2013 MTR Advertising – List of Winners

| Professional Awards (Judged by industry professionals) | | | | |
|---|---|--|--------------------------------|--|
| Award | Campaign | Advertiser | Media Agency | Creative Agency |
| Best of the Best – Creative Platinum Award | Party Anyone | Sony Mobile Communications International AB | MediaCom | TURN Creative Limited |
| Best of the Best – Use of Media Platinum Award | Xperia Z1 Launch | Sony Mobile Communications International AB | MediaCom | TURN Creative Limited |
| Best Innovative Campaign Gold Award | Get on the Right Track with Global Income Opportunities | Schroder Investment Management (Hong Kong) Limited | Ptarmigan Media (Asia) Limited | Doremus & Company |
| Best Innovative Campaign Silver Award | Party Anyone | Sony Mobile Communications International AB | MediaCom | TURN Creative Limited |
| Best Use of Integrated Media Gold Award | Xperia Z1 Launch | Sony Mobile Communications International AB | MediaCom | TURN Creative Limited |
| Best Use of Integrated Media Silver Award | Make the UK your chosen destination | British Council | China Act Enterprises Ltd. | British Council UK Brand Team Mother, London |
| Best Use of Digital Media Gold Award | Party Anyone | Sony Mobile Communications International AB | MediaCom | TURN Creative Limited |
| Best Use of Digital Media Silver Award | Ocean Park Christmas Sensation 2013 | Ocean Park Corporation | MediaCom | Metta Communications Limited |
| Best Poster Campaign Gold Award | Z Experience Promotions | Sony Mobile Communications International AB | OMD | TURN Creative Limited |
| Best Poster Campaign Silver Award | Real Life Never Stops | AIA Group | UM Hong Kong | TBWA Hong Kong Limited |
| Best Use of Airport Express Advertising Campaign Gold Award | T Galleria Fall/ Winter '13 Campaign: Asia Unfolds | DFS – T Galleria | ZenithOptimedia | AR New York |
| Best Use of Airport Express Advertising Campaign Silver Award | Drop in anywhere and travel happy with Visa | Visa Hong Kong Limited | OMD | BBDO |
| Best Interactive Campaign Gold Award | Catch the Golden Teeth | PrimeCredit Limited | Maxus Hong Kong | Uth Creative Group Limited |
| Best Interactive Campaign Silver Award | Riddle Campaign | Nestlé HK Limited | ZenithOptimedia | McCann Worldgroup Hong Kong Limited |

| Online Voting Awards (Voted by the public) | | | | |
|--|---|--|--------------------------------|--|
| Award | Campaign | Advertiser | Media Agency | Creative Agency |
| My Favourite Campaign Platinum Award | 7-Eleven Hello Party Exhibition | 7-Eleven | ZenithOptimedia | Leo Burnett Limited |
| My Favourite Campaign Gold Award | Green in the City | ACE Life Insurance Company Ltd. | Boxing Promotions Ltd. | Icon-Zapp Advertising & Event Services |
| My Favourite Campaign Silver Award | Get on the Right Track with Global Income Opportunities | Schroder Investment Management (Hong Kong) Limited | Ptarmigan Media (Asia) Limited | Doremus & Company |
| My Favourite TVC Gold Award | Emperor Bullion Campaign – Think Big | Emperor Financial Services Group | Emperor Advertising Limited | Dentsu Hong Kong Limited |
| My Favourite TVC Silver Award | Time Tree | Solvil et Titus | Ample Advertising Agency Ltd. | McCann Worldgroup Hong Kong |

| Best Performance Awards (Judged by industry professionals) | |
|--|----------------------------------|
| Award | Winner / Company |
| Media Planner of the Year | Kelly Chan / MediaCom |
| Creative Professional of the Year | Tony Hon / TURN Creative Limited |
| Best Campaign Presenter of the Year | Joe Yu / PHD |
| Media Agency of the Year | MediaCom |
| Creative Agency of the Year | TURN Creative Limited |

**Appendix 2: The Best of the Best Awards 2013 MTR Advertising –
List of Judging Panel members**

| MTR Advertising The Best of the Best Awards 2013 Judging Panel (in alphabetical order of first names) | | |
|--|--|---|
| <u>Name</u> | <u>Title</u> | <u>Company</u> |
| Alfred Wong | Group Creative Director | Leo Burnett Limited |
| Alice Lam | Media Veteran | - |
| Dr. Sherriff Luk | Director | Brand Strategy & Innovation Centre, PolyU Base (Shenzhen) Department of Management & Marketing, The Hong Kong Polytechnic University |
| Jackson Kwok | CEO | OmnicomMediaGroup |
| Keith Ho | Managing Partner and Chief Creative Officer | Grey Hong Kong |
| KK Tsang | CEO | The Bees |
| Lilian Leong | Managing Director | IPG Mediabrands |
| Melanie Lo | CEO | GroupM Hong Kong |
| Ralph Szeto | Vice Chairman Managing Partner | Hong Kong Association of Interactive Marketing CMRS Digital Solutions Ltd. |
| Ray Wong | CEO | PHD |
| Raymond Ho | Chairman | Hong Kong Advertisers Association |
| Rudi Leung | General Manager | Social@Ogilvy Hong Kong |
| Paul Swee | Executive Creative Director | McCann Worldgroup Hong Kong |
| Tommy Li | Creative Director | Tommy Li Design Workshop |

Appendix 3: The Best of the Best Awards 2013 MTR Advertising – Press photos & captions

A) MCs Ms. Sarah Song and Mr. Vinci Wong welcomed the guests to MTR Advertising – The Best of the Best Awards 2013.



B) (From Right) Ms. Amy Chan, Managing Director of JCDecaux Transport, Ms. Annie Leung, Head of Customer Service Development, MTR Corporation; Mr. Stephen Wong, CEO of JCDecaux Greater China; Ms. Jeny Yeung, Commercial Director of MTR Corporation and Mr. Emmanuel Bastide, CEO of JCDecaux Asia joined together to officiate the lighting ceremony.



C) Ms. Jeny Yeung, Commercial Director of MTR Corporation thanked all advertising elites for their contribution to many creative and interactive MTR advertising campaigns.



D) Mr. Stephen Wong, CEO, JCDecaux Greater China continued to look forward to seeing more unique ideas come to life at MTR advertising platform.



E) **Party Anyone** was a big winner with Best of the Best – Creative Platinum Award, Best Use of Digital Media Gold and Best Innovative Campaign Silver awards. The winner representatives received the awards from Mr. Stephen Wong, CEO, Greater China of JCDecaux and Ms. Jeny Yeung, Commercial Director of MTR Corporation.



F) Representatives of **Xperia Z1 Launch**, winner of Best of the Best – Use of Media Platinum Award



F) **MediaCom** was named “Media Agency of the Year”. The winner’s representatives received the award from Mr. Stephen Wong, CEO, JCDecaux Greater China.



G) **TURN Creative Limited** was named “Creative Agency of the Year”. The winner’s representatives received award from Mr. Stephen Wong, CEO, JCDecaux Greater China.



I) **7-Eleven Hello Party Exhibition** was crowned with “My Favourite Campaign” Platinum Award by the general public of Hong Kong. The winner’s representatives received the award from Ms. Jeny Yeung, Commercial Director of MTR Corporation.



J) Representatives of **Emperor Bullion Campaign – Think Big**, recipient of “My Favourite TVC Campaign” Gold Award, with presenter Ms. Jeny Yeung, Commercial Director of MTR Corporation.

