

For Immediate Release

**The Best of the Best Awards 2008 MTR Advertising  
Recognizes Outstanding Achievements and Creative Excellence in MTR Advertising**

*Innovative Campaigns Go Well with Hong Kong's Creative Industries*

(Hong Kong, 16 March 2009) Jointly organized by MTR Corporation Limited and JCDecaux Transport, the Awards Ceremony of “The Best of the Best Awards 2008 MTR Advertising” was held today at Grand Hyatt Hong Kong. This year, many winning campaigns tactically leveraged the MTR advertising platform and incorporated innovative ideas into their works. While these strategies proved effective in promoting brands and products, they also encouraged the development of creative industries in Hong Kong.

Staging along the theme of “Power Up the New Era,” the Awards Ceremony highlighted the direction of MTR advertising – the use of more innovative and digital media making a more powerful promotional channel. Mr. Stephen Wong, CEO of JCDecaux Greater China, mentioned in his opening speech, “MTR advertising will introduce more digital advertising formats to offer advertisers more rooms for innovation. We will work with them hand in hand to lead the industry to a new era and get ready for future challenges.”

To make advertisers’ creative ideas come true, MTR kept introducing new advertising formats such as digital escalator crown banks and interactive panels in recent years. This year, MTR will launch the new Digital Panel Network to enrich its offering. The 65-inch high-definition Plasma panel in pairs is capable of showing a variety of animation or visuals on rotating loops. The product can also display designated advertisements in specific time segments to reach target audiences. A total of 60 pairs of digital panel will be installed in 10 high-traffic MTR stations in phases, with 30 pairs to be launching on 17 March while the rest coming out in May.

During the Awards Ceremony, there was a launching ceremony to signify the official launch of the product to the market. The launching ceremony was jointly officiated by the organizers’ representatives, including Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited, Ms. Stella Kwan, Senior Manager - Media & Business Development of MTR Corporation Limited, Mr. Stephen Wong, CEO of JCDecaux Greater China and Ms. Amy Chan, Deputy Managing Director of JCDecaux Transport and the representatives of 3 advertisers, Ms. Christina Chak, Creative Director of Shun Hing Advertising Co., Ltd., Ms. Melanie Lo, Leader, Hong Kong of Mindshare Hong Kong Limited, the media agency of L'Oréal and Mr. Daniel Mak, Operation Manager of

Package Tours (H.K.) Ltd. who were among the first advertisers\*<sup>1</sup> of the Digital Panel Network.

Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation said, "We strive to introduce more digital media in future, enabling an array of advertisers' brilliant ideas coming into reality. We look forward to seeing the continuous endeavor of advertising industries and more creative campaigns in MTR. We hope that these can contribute to a favorable development of the creative industries in Hong Kong as well as further bringing the MTR passengers with more enjoyments."

Introduced in 2002, The Best of the Best Awards MTR Advertising has marked its 7<sup>th</sup> anniversary this year. The event aims to recognize outstanding achievements and creative excellence in MTR advertising; encourage the advertising industry to exploit new ideas and to produce more creative executions in the future.

"Swarovski – Swarovski Sparkling Crystal Tunnel," winner of the Platinum Award in the "Best of the Best – Use of Media" and winner of the Gold Award in the "My Favourite Campaign (Online Voting)" served as a good example to demonstrate the creative use of MTR environment for advertising excellence. The campaign featured over 100,000 brilliant crystals hanging above the travelator connecting Hong Kong Station and Central Station, making the area as a sparkling crystal tunnel. Launched during Christmas when it was full of the joyful atmosphere, the campaign successfully stimulated the consumption desire of target customers and affirmed the high-end image of the brand. The campaign was also honored the Gold Award in the "Best Branding Campaign".

"Heniz – No one grows Ketchup like Heinz" was honored the Platinum Award in the "Best of the Best – Creative" and the Gold Award in the "Poster Campaign of the Year." The advertiser chose escalator crown for the promotion to highlight the freshness of its ketchup through a creative visual. The campaign effectively drew passengers' attention and enhanced their confidence in the brand.

The judging committee revealed that the finalists' campaigns demonstrated high creativity and capability to leverage MTR environment to develop special advertising strategies. These campaigns differentiated themselves from traditional advertising concepts, resulting in effective promotion and adding fun to MTR passengers' journeys. Meanwhile, The Best of the Best Awards MTR Advertising serves as an ideal platform for the industry to exchange ideas and pave way for a prosperous development in future.

# JCDecaux Transport

The Best of the Best Awards 2008 MTR Advertising features 16 award categories with a total of 20 awards. All advertising campaigns featured in the MTR\*<sup>2</sup> and Airport Express from 1 January to 31 December 2008 were automatically qualified as entrants and there were over 130 finalists. Among the 16 award categories, 9 of them belong to professional awards, 4 of them are outstanding performance awards and the other 3 of them are online voting awards. The newly-added online voting was well-received attracting over 16,000 votes.

For more information about the Awards, please visit [www.jcdecaux.com.hk/bobawards](http://www.jcdecaux.com.hk/bobawards).

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

\*<sup>1</sup>Panasonic, L'Oréal, Package Tours (H.K.) Ltd. and UPS are the first advertisers to adopt the Digital Panel Network.

\*<sup>2</sup>MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line, Disneyland Resort Line.

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## Appendices:

- 1) List of winners for The Best of the Best Awards 2008 MTR Advertising
- 2) List of professional judging committee members for The Best of the Best Awards 2008 MTR Advertising

## Photo captions:



A) "Swarovski Sparkling Crystal Tunnel", the campaign of Swarovski Hong Kong Limited, won three awards, namely the Platinum Award of the "Best of the Best – Use of Media", the Gold Award of the Best Branding Campaign, and the Gold Award of the "My Favourite Campaign (Online Voting)". The winner's representative received the awards from Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited (first from right) and Mr. Stephen Wong, CEO of JCDecaux Greater China (third from right).

# JCDecaux Transport



B) The campaign of Heinz Hong Kong Limited, “No one grows Ketchup like Heinz”, was honored the Platinum Award of the “Best of the Best – Creative” and the Gold Award of the “Poster Campaign of the Year”. The winner’s representatives received the awards from Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited (first from right) and Mr. Stephen Wong, CEO of JCDecaux Greater China (fourth from right).



C) The campaign of Sony Walkman, “Sony Walkman Hear the Truth”, won the Gold Award in “Most Innovative Campaign (Online Voting)” and the Silver Award of “Best New Product Campaign”. The winner’s representatives received the awards from Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited (first from left).



D) The campaign of “Coca-Cola Olympic Bird Nest” of Coca-Cola China Limited was honored the Gold Award of “My Favourite TV Commercial in MTR (Online Voting)”. The winners’ representatives received the awards from Ms. Jeny Yeung, General Manager – Marketing & Station Commercial of MTR Corporation Limited (first from left).



E) Themed as “Power Up the New Era,” the event further highlighted the MTR advertising’s direction - use of innovative and digital media in future with an aim to lead the advertising industry to a new era.



F) (From left to right) Mr. Daniel Mak, Operation Manager of Package Tours (H.K.) Ltd., Ms. Christina Chak, Creative Director of Shun Hing Advertising Co., Ltd., Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited, Mr. Stephen Wong, CEO of JCDecaux Greater China, Ms. Stella Kwan, Senior Manager - Media & Business Development of MTR Corporation Limited, Ms. Amy Chan, Deputy Managing Director of JCDecaux Transport and Ms. Melanie Lo, Leader, Hong Kong of Mindshare Hong Kong Limited, the media agency of L'Oréal officiated at the launching ceremony of the Digital Panel Network.

## Appendix (1):

### The Best of the Best Awards 2008 MTR Advertising List of Winners

<b>A) Online Voting Awards (Voted by the public):</b>				
<u>Award</u>	<u>Campaign</u>	<u>Advertiser</u>	<u>Media Agency</u>	<u>Creative Agency</u>
My Favourite Campaign Gold Award	Swarovski Sparkling Crystal Tunnel	Swarovski Hong Kong Limited	Swarovski Hong Kong Limited	Swarovski Hong Kong Limited
Most Innovative Campaign Gold Award	Sony Walkman "Hear the Truth"	Sony Corporation of Hong Kong Limited	Mediaedge:cia	Euro RSCG Partnership
My Favourite TV Commercial in MTR Gold Award	Coca-Cola Olympic Bird Nest	Coca-Cola China Limited	Universal McCann	McCann-Erickson · Guangming Ltd.
<b>B) Professional Awards (Judged by industry professionals):</b>				
<u>Award</u>	<u>Campaign</u>	<u>Advertiser</u>	<u>Media Agency</u>	<u>Creative Agency</u>
Best of the Best – Use of Media Platinum Award	Swarovski Sparkling Crystal Tunnel	Swarovski Hong Kong Limited	Swarovski Hong Kong Limited	Swarovski Hong Kong Limited
Best of the Best – Creative Platinum Award	No one grows Ketchup like Heinz	Heinz Hong Kong Limited	Starcom Worldwide	McCann Erickson UK
Best Branding Campaign Gold Award	Swarovski Sparkling Crystal Tunnel	Swarovski Hong Kong Limited	Swarovski Hong Kong Limited	Swarovski Hong Kong Limited
Best Branding Campaign Silver Award	Demae Itcho 40 <sup>th</sup> Anniversary	Nissin Food Co., Ltd.	Asatsu-DK Hong Kong Ltd.	Asatsu-DK Hong Kong Ltd.
Best New Product Campaign Gold Award	Make your green mark	The Hong Kong and Shanghai Banking Corporation Limited	Mindshare Hong Kong Limited	JWT Hong Kong
Best New Product Campaign Silver Award	Sony Walkman "Hear the Truth"	Sony Corporation of Hong Kong Limited	Mediaedge:cia	Euro RSCG Partnership
Best Tactical Campaign Gold Award	McCafé Premium Coffee - 24 Hours Always On	McDonald's Restaurants (HK) Ltd.	OMD	DDB Worldwide Ltd.
Best Tactical Campaign Silver Award	Our Mass Memory - Everybody Shoot Seriously by Sony Handycam	Sony Corporation of Hong Kong Limited	Mediaedge:cia	Euro RSCG Partnership
Best Use of Airport Express Advertising Campaign Gold Award	American Express Cathay Pacific Credit Card Campaign	American Express	Mindshare Hong Kong Limited	OgilvyOne Worldwide Hong Kong Limited
Best Use of Digital Escalator Crown Bank Gold Award	Samsung Anycall Omnia i908 Product Launch Campaign	Samsung Electronics H.K. Co., Ltd. / Cheil Worldwide	Starcom Worldwide	CASE International Ltd.
Best Interactive Campaign Gold Award	Nike T90 Campaign	Nike	Mindshare Hong Kong Limited	McCann Worldgroup (Hong Kong)
Poster Campaign of the Year Gold Award	No one grows Ketchup like Heinz	Heinz Hong Kong Limited	Starcom Worldwide	McCann Erickson UK
Poster Campaign of the Year Silver Award	Music Campaign	Nokia (H.K.) Ltd.	Mediacom	JWT Hong Kong

**Appendix (1) Cont':**

**C) Outstanding Performance Awards (Based on accumulated scores of all campaigns)**

Media Planner of the Year	Mr. Alfred Cheng Mediaedge:cia
Creative Professional of the Year	Mr. Marky Lo Euro RSCG Partnership
Media Agency of the Year	Mindshare Hong Kong Limited
Creative Agency of the Year	Swarovski Hong Kong Limited

**Appendix (2):**

**The Best of The Best Awards 2008 MTR Advertising**

**List of Professional Judging Committee Members**

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Company</u></b>
Ms. Amy Chow	Design Director & Education Consultant	Hong Kong Design Centre
Mr. Antony Yiu	Creative Director	WORK Communications
Ms. Bridget Yau	Central Marketing Group Lead	Microsoft Hong Kong Limited
Ms. Carmen Cha	General Manager	Maxus Communications Limited
Ms. Caroline Chan	General Manager	OMD
Ms. Celina Ma	Director of Public Relations, Asia Pacific	Gucci Group (Hong Kong) Ltd.
Ms. Celine Ho	Chairperson	The Hong Kong Advertisers Association
Mr. Danny Chan	Creative Director	McCann-Erickson • Guangming Ltd.
Mr. David Yeung	Vice President, Marketing Communications, Brand & Media Management	PCCW Limited
Ms. Emily Li	Brand General Manager	Chow Sang Sang Jewellery Co., Ltd.
Mr. Frankie Fung	Associate Creative Director	DDB Worldwide Ltd.
Mr. Frederick Chan	Director, Marketing, Hong Kong Business	Hong Kong Disneyland
Mr. Jackson Kwok	Managing Director	OMD
Ms. Jacqueline Kam	Assistant Vice President, Marketing	AIA Company (Bermuda) Limited
Mr. John So	Executive Creative Director	BBDO Hong Kong Limited
Mr. Marky Lo	Executive Creative Director	Euro RSCG Partnership
Ms. Michelle Au	Marketing Director, Hong Kong & Macau	Sony Ericsson Mobile Communications International AB
Ms. Nancy Tse	Vice President, Hong Kong & Macau	The Swatch Group (H.K.) Ltd - Swatch Division
Ms. Noelle Chiu	Executive Media Director	DraftFCB Hong Kong Limited
Mr. Ray Wong	Managing Director	PHD
Mr. Raymond Chau	Executive Creative Director	DraftFCB Hong Kong Limited
Mr. Royce Yuen	Chairman	The Association of Accredited Advertising Agencies of Hong Kong
Ms. Ruth Lee	Chief Creative Officer	DDB Worldwide Ltd.
Ms. Salenda Lau	General Manager (Sales & Marketing)	Sino Land Company Limited
Mr. Sammy Lau	Creative Director	McCann-Erickson • Guangming Ltd.
Ms. Sandy Chan	Executive Creative Director	M&C Saatchi
Dr. Sherriff T. K. Luk	Director – Asian Centre for Brand Management, Department of Management and Marketing	The Hong Kong Polytechnic University
Ms. Yvonne Tang	Executive Director	JWT Hong Kong