

## **Distinct Winners to the 2nd Hong Kong Public Relations Awards 2014 Announced Enhancing Professional Excellence**

(Hong Kong, 29 September 2014) To showcase the best practices and appraise the professional standards of public relations in Hong Kong, Hong Kong Public Relations Professionals' Association (PRPA) announced yesterday the results of The 2nd Hong Kong Public Relations Awards 2014.

Received overwhelming responses and tremendous support from the industry, the 2nd HK Public Relations Awards 2014 honoured 21 awards winners at the Award Presentation Ceremony, Hong Kong Tourism Board won The "Grand Award of Excellence".

Granted on PR Campaign and Individual Award basis, the HK PR Awards 2014 recognises excellent PR campaigns and PR professionals of outstanding performances. Dr John Chan, Chairperson of the Organising Committee of the HK PR Awards 2014 said, "The Awards winners have set good role models for professionalism and best practices in public relations. I sincerely hope that the Awards will continue to be a significant event for the Association and the industry and provide a valuable platform for best practice sharing."

Speaking at the Award Ceremony, Mr Matthew Leung, Acting Director of Government Information Services said, "The new media are changing the PR world. The fact that they are expanding their role in local politics means that we have to make more visible and innovative efforts to articulate government messages in the digital domains.."

The winners were selected in a conscientious process. Formed by 14 veteran professionals from business, academic, media and public relations sectors, the Judging Panel selected the winning entries with careful scoring process. "We received over 60 entries. The entrants came from a diversity of companies and organisations from different sectors and industries," said Professor Paul Lee, the Chief Judge of the Panel. "The entry cases covered a wide scope of public relations and all the campaigns were well-planned and executed, demonstrating a high standard of professionalism. It was indeed difficult for the judges to choose the winners. "

Firstly launched in 2010, the HK PR Awards is organised by the Hong Kong Public

Relations Professionals' Association (PRPA), with an aim to give due recognition to organisations, teams and individual public relations practitioners who have planned and executed excellent and highly effective public relations campaigns that have contributed to the success of the organisations that they serve. The Awards this year received extraordinary support from more than 20 organisations and individuals for their sponsorships, 8 supporting organisations and 2 media partners.

Gold and Silver Awards for six PR Campaign awards categories, namely Reputation Management, Corporate Social Responsibility, Stakeholder Communications, Integrated Marketing Communications, New Media Communications and Event Management, were presented. A Grand Award of Excellence was presented to the overall winner among the Gold Awards, and a Most Creative Campaign Award was also presented to the entry that demonstrated the highest creativity in its communication strategies, tactics and execution. Moreover, two individual awards --- Distinguished Professional of the Year and Young Professional of the Year --- were presented to outstanding practitioners. The results of the awards are as follows;

## Results of the Hong Kong Public Relations Awards 2014

Categories	Winners	Winning Campaign
<b>Reputation Management</b>		
Gold	The Hongkong Electric Co. Ltd	From Sorrow to Support- Handling the Lamma Tragedy
Silver	Construction Industry Council	It Works Because I Work
	Hong Kong Disneyland Resort	Mystic Makeover. How Hong Kong Disneyland Won Back Stakeholders' Trust
<b>Corporate Social Responsibility</b>		
Gold	New World Development Company Limited	New World Springboard
Silver	DBS Bank (Hong Kong) Limited	DBS Social Enterprise Campaign
	NWS Holdings Limited	Young Ambassadors for Geoconservation Training Programme
<b>Stakeholder Communications</b>		
Gold	The Kowloon Motor Bus Co. (1933) Ltd.	九巴伴你同行 80 年
Silver	BlueCurrent Group	I am Janssen. I am Integrity.
	Vitasoy International Holdings Limited	Case Study on Stakeholder Communications - Group CEO Succession and Transition
<b>Integrated Marketing Communications</b>		
Gold	Hong Kong Tourism Board	Hold My Hand in Hong Kong
Silver	DBS Bank (Hong Kong) Limited	DBS Hong Kong Branding Campaign
	Ketchum Hong Kong	Project Live Your Life, American Eagle Outfitters
<b>New Media Communications</b>		
Gold	Hong Kong Disneyland Resort	Breakthrough the Halloween Celebration of Hong Kong Disneyland
<b>Event Management</b>		
Gold	The Kowloon Motor Bus Co. (1933) Ltd.	九巴 80 週年慶祝活動系列
Silver	Ogilvy Public Relations Worldwide Ltd	Night Explorer
	Ogilvy Public Relations Worldwide Ltd	360 Jump Rope Spectacular

**Grand Award of Excellence**

Hong Kong Tourism Board: Hold My Hand in Hong Kong

**Most Creative Campaign Award**

Hong Kong Disneyland Resort: Mystic Makeover, How Hong Kong Disneyland Won Back Stakeholders' Trust

Hong Kong Tourism Board: Hold My Hand in Hong Kong

**Distinguished Professional of the Year**

Ms. Clara SHEK, Ogilvy Public Relations Worldwide Ltd.

**Young Professional of the Year**

Mr. Ray LAM, Ogilvy Public Relations Worldwide Ltd.

## Judging Panel

Prof Paul LEE (Chief Judge)	<ul style="list-style-type: none"> <li>• Dean, Faculty of Social Science, The Chinese University of Hong Kong</li> <li>• Professor, School of Journalism and Communication, The Chinese University of Hong Kong</li> </ul>
Mr Philip CHEN	<ul style="list-style-type: none"> <li>• Managing Director, Hang Lung Properties Limited</li> </ul>
Mr Walter CHEUNG	<ul style="list-style-type: none"> <li>• Head of Communications and Corporate Sustainability, Hang Seng Bank</li> </ul>
Prof Yi-Hui Christine HUANG, PhD	<ul style="list-style-type: none"> <li>• Professor, School of Journalism and Communication, The Chinese University of Hong Kong</li> </ul>
Mr Peter KWAN	<ul style="list-style-type: none"> <li>• Senior Teaching Fellow, Department of Media and Communication, City University of Hong Kong</li> <li>• Treasurer, Executive Committee, Journalism Education Foundation</li> </ul>
Mrs Grace LAM	<ul style="list-style-type: none"> <li>• Vice President, Public &amp; Government Affairs – Hong Kong &amp; Southern China, ExxonMobil Hong Kong Limited</li> </ul>
Ms Vivian LAU	<ul style="list-style-type: none"> <li>• Chief Executive Officer, Junior Achievement Hong Kong</li> </ul>
Mrs Miranda LEUNG	<ul style="list-style-type: none"> <li>• Former General Manager - Corporate Relations, MTR Corporation Ltd</li> </ul>
Mr Chris LIU	<ul style="list-style-type: none"> <li>• Director of Corporate Communications, Sun Hung Kai Properties Limited</li> </ul>
Mr B C LO	<ul style="list-style-type: none"> <li>• Former Vice President - Public Affairs, Hong Kong Disneyland</li> </ul>
Ms Winnie NG	<ul style="list-style-type: none"> <li>• Founder and Deputy Chairman, RoadShow Holdings Limited</li> </ul>
Ms. Clara SHEK	<ul style="list-style-type: none"> <li>• Managing Director, Ogilvy Public Relations</li> </ul>
Mr. Anthony WU	<ul style="list-style-type: none"> <li>• National Standing Committee member, CPPCC</li> </ul>
Mr. Chris YEUNG	<ul style="list-style-type: none"> <li>• Deputy Chief Editor, Hong Kong Economic Journal Company Limited</li> <li>• Vice Chairman, Hong Kong News Executives' Association</li> </ul>
Mr George YUEN, FHKIoD	<ul style="list-style-type: none"> <li>• Independent Non-executive Director, Industrial and Commercial Bank of China (Asia) Limited</li> </ul>

## **Organising Committee for The 2nd Hong Kong Public Relations Awards (2014)**

<b>Chairperson</b>	Dr John CHAN, GBS, JP
<b>Vice Chairpersons</b>	Mrs Grace LAM Professor Paul S N LEE Ms Maria CHEUNG
<b>Secretary-General</b>	Dr Linda TSUI
<b>Deputy Secretary-General</b>	Ms Eppie TAM
<b>Treasurer</b>	Ms Pamela LEUNG
<b>Award Management Sub-committee</b>	Ms Cecilia KO (Chief Convenor) Ms Angela LAI (Convenor)
<b>Sponsorship Sub-committee</b>	Ms Germaine LUI (Chief Convenor) Ms Elaine CHAN (Convenor)
<b>Publicity and Promotion Sub-committee</b>	Ms Ruby WAN (Chief Convenor) Ms Trish YAN (Convenor)
<b>Award Presentation Ceremony and Gala Dinner Sub-committee</b>	Ms Stella LUNG (Chief Convenor) Ms Annie WAN (Convenor)
<b>Secretariat</b>	Hong Kong Productivity Council

### **Work Group members:**

Mr Calvin CHAN, Ms Angel CHUNG, Mr Patrick HA, Ms Queenie MAK, Ms Elin WONG

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## About PRPA

Established on May 1, 1995, the Hong Kong Public Relations Professionals' Association Limited ("PRPA") is an independent body comprising public relations practitioners in Hong Kong. Its founding members include public relations professionals from the commercial and public sectors in Hong Kong, either working in-house or in consultancies. Since its inception, the Association has been actively promoting public relations as a profession and providing regular meetings and forums to exchange views and share experience. It is the belief of PRPA that public relations will play an increasingly significant role in an organization as well as the development of Hong Kong's economy.