

Media Convergence Awards 2013 – Marketing Hero Nomination

It is the second year that Hong Kong Association of Interactive Marketing (HKAIM) organizes the Media Convergence Awards, aiming at awarding outstanding media in the categories of magazine, TV, radio and newspaper.

This year, HKAIM extended the scope of recognition to individual digital marketer (both media and non-media) by introducing 2 new awards namely (a) Digital Marketing Hero and (b) Digital Marketing Hero (New Blood). These awards are not restricted to media only and now opened for nomination. Only individual digital marketers who have less than 5-year experience on Digital Marketing Field are eligible for the Digital Marketing Hero (New Blood) Award.

The nomination will be assessed by a judging panel based on 4 criteria (no interview will be conducted):

- ♦ Creativity / innovation (25%)
- ♦ Bravery (25%)
- ♦ Impact on market / company brand (25%)
- ♦ Successful showcase (25%)

Judging panel:

- Head Judge: Dr. Edmund T.Y. Lee (Judging Panel Chairman), Executive Director, Hong Kong Design Centre
- Mr. Francis Fong, Chairman, Hong Kong Association of Interactive Marketing
- Mr. Ben Mau, Head, Department of Communication Design and Digital Media, Hong Kong Design Institute
- Mr. Eddy Hui, Assistant Professor, Faculty of Design, Technological and Higher Education Institute of Hong Kong
- Mr. Raymond Ho, Chairman, The Hong Kong Advertisers Association
- Dr. Yue Wei Thoo, Programme Leader, BBA- MIM (Marketing Information Management), City University of Hong Kong
- Mr. Sam Keung, Lecturer, Division of Languages and Communication, Community College of City University
- Ms. Katherine Lam, Business Development & Training Manager, Entrepreneurship Centre, Hong Kong Cyberport Management Company Limited
- Mr. KC Tsang, Assistant Professor, School of Design, The Hong Kong Polytechnic University
- Mr. Erwin Huang, Advisor, Hong Kong Association of Interactive Marketing

The completed nomination form should reach HKAIM by email at info@hkaim.org on or before **15 January, 2014 5:00pm**. Late submission will not be considered. All nomination should be submitted in both pdf (signed form) and word format.

Enquiry hotline: 8106-8622