



ESG' Marketing
Excellence Award

企劃推廣大獎

Submit in just

5

simple steps

個簡單步驟即可完成報名

Submission Deadline: 20 March 2026

截止日期: 2026年3月20日

主辦單位:



The Hong Kong
Advertisers Association
香港廣告客戶協會

For enquiries, please email to hk2a.esgaward@gmail.com or
call us at 9888 6113

如有查詢, 請電郵 hk2a.esgaward@gmail.com 或致電 9888 6113 聯絡我們。

STEP

1

Submit online via the Award website

經ESG企劃推廣大獎網站網上報名



<https://esgaward.hk2a.com/>

STEP

2

Choose a product / service for your submission

選擇一個產品/服務參賽

Option 1

Self-invented product/service

自創的產品/服務

Option 2

Existing product/service in the market

市面上現有的產品/服務

Option 3

Choose a topic provided by our sponsors

選擇由贊助商提供的主題參賽

The chosen product/service should aligns with **ONE** of the 3 Sustainable Development Goals (SDGs)

所選擇的產品/服務需符合以下其中

一個 可持續發展目標(SDGs)



Click [HERE](#) for more details on SDGs

請按[此](#)查看更多關於SDGs的資訊。

STEP

3

Choose the format for your submission

選擇參賽的形式

1. Digital/Video 數碼媒體/影片:

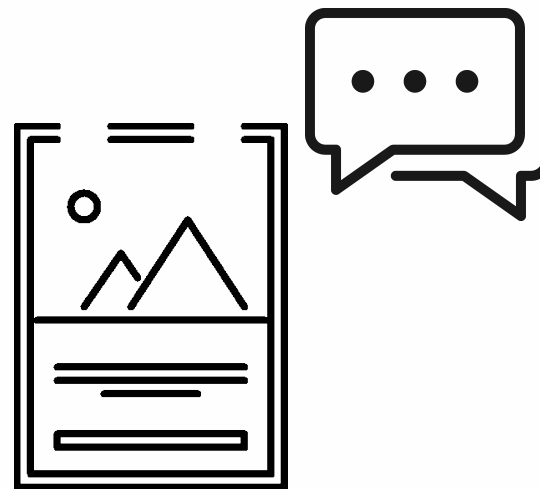
- A digital video clip 數碼短片
- For example: TV commercial or online banner, etc. 例如: 電視廣告, 或網上橫幅廣告等



2. Visual image with adaptation

圖像 (配合說明描述):

- Incorporate designs using graphics, illustrations, 3D renderings, photographs, etc. 圖像、插圖、3D 效果圖、照片等設計
- Apply in format(s) of print, newspaper, magazine, leaflet, poster, or outdoor advertisement, etc. 報紙、雜誌、傳單、海報或戶外廣告等呈現的圖像



STEP

3

Choose the format for your submission

選擇參賽的形式

3. Audio 聲音

- A sound clip, or a song 錄音或呈現企劃推廣理念的歌曲



4. A Written Marketing Plan 市場推廣計劃書

Consider including the following aspects in your plan:

建議計劃書中包括以下內容：

- Marketing analysis for the product/service 產品/服務的市場分析
- Channels for promoting the product/service 推廣產品/服務的渠道
- Public Relations/promotional activities, i.e. events, campaigns, contests, etc.
公共關係/促銷活動，例如活動、宣傳、比賽等
- Budget plan, if applicable 預算計劃(如適用)



5. Other creative mean 其他創意形式

- A website introducing the product/service 介紹產品/服務的網站
E.g. 賽馬會學界足球發展計劃
- Online marketing in any formats 其他別出心裁的線上推廣形式



STEP

4

Select your marketing channel(s)

選擇推廣的渠道



STEP

5

General information for application

申請資訊

1. You must complete the Application Form along with a description of your submission (max. 300 words). You can include the following in the proposal description:

必須填寫申請表格，並提供文字描述（最多 300 字）。建議在文字描述中包括以下內容：

- Why did you choose the product/service? 為何選擇該產品/服務參賽？
- How does it relate to ESG? 選擇產品/服務如何與環境、社會及管治 (ESG) 相關？
- Which marketing channel(s) have you chosen? 選擇了哪些營銷渠道？
- Any additional information you would like to share with the judges about your submission? 其他補充資訊？

STEP

5

General information for application

申請資訊

2. Eligibility 參賽資格

Applicants must be aged 16 – 30. 申請者年齡須介乎16至30歲。

Open Division 公開組

Only teams of two professionals aged 30 or under are eligible to participate. Individual entries are not accepted. The team must be working in-house for a single brand in advertising or communications (e.g. Intel, Coca-Cola). Creatives working for advertising agencies and freelancers are not eligible to compete.

公開組別只接受由兩位年齡不超過30歲的專業人士組隊參賽，不接受個人報名。參賽隊伍必須於同一品牌機構內從事廣告或傳訊相關工作（例如Intel、可口可樂）。任職於廣告代理公司之創意人員及自由工作(Freelancers)均不具備參賽資格。

Student Division 學生組

Full-time students (studying Secondary 4 or above)

全日制學生（就讀中四或以上）

Individual or team entries (up to 4 members)

可個人報名或組隊參賽（最多4人）

STEP

5

General information for application

申請資訊

3. Fill in personal information for application, such as Full name in English, Email address and contact number.

參賽者需填寫基本個人資料，例如：英文全名、電郵及聯絡電話。

You are now ready to apply!

請立即報名！

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