



ESG<sup>®</sup> 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](mailto:hk2a.esgaward@gmail.com) or  
call us at 9888 6113

如有查詢, 請電郵 [hk2a.esgaward@gmail.com](mailto: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/>

# 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:

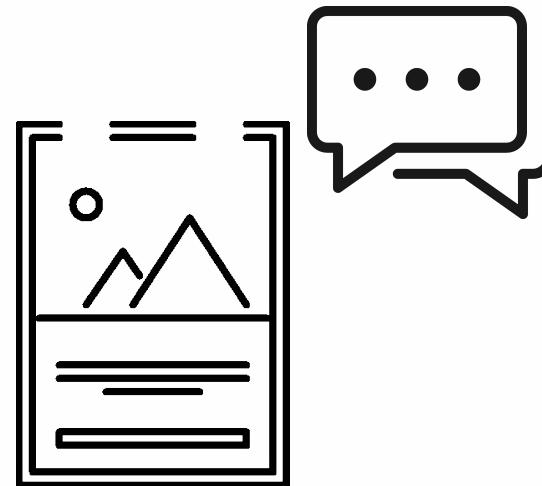
- A digital video clip 數碼短片
- For example: TV commercial or online banner, etc. 例如: 電視廣告, 或網上橫幅廣告等



## 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



# 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？

# 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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