

**APPENDIX 1: Winner List (Merit Awards in alphabetical order of advertiser's brand name)**

School Name	Team Name	Student Name	Brand
<b>[GOLD AWARD]</b> PolyU City University of Hong Kong PolyU SPEED	Hocelia [Group]	Liu Cheuk Fung (Celia), Koo Fung, Chan Kei Tung (Katy), Chung Ka Kwan (Abbie)	Blue Girl Beer
<b>[MERIT AWARD]</b> The Chinese University of Hong Kong, The Hong Kong Polytechnic University, City University of Hong Kong	Food Craver [Group]	Chan Yat Ting, Tse Hing Yee, Yuen Tsz Yan	Bossini
<b>[MERIT AWARD]</b> Hong Kong Design Institute, City university of Hong Kong	C.D Production [Group]	Law Hau Yi, Chan Yuen Sin (Cindy)	China Taiping
<b>[MERIT AWARD]</b> City University of Hong Kong	The Avengers [Group]	Ip Man Ho (Gavin), Tsang Kai Wun	Cotai Water Jet
<b>[MERIT AWARD]</b> Hong Kong Community College	Doggy Design [Individual]	Chan Ho Wang	Dadi Education Group
<b>[MERIT AWARD]</b> The Open University of Hong Kong, The Hong Kong Polytechnic University	Digitalians [Group]	Lee Wing Yi (Vanessa), Tong Kit Man (Candace), Lung Tsz Kit (Jason), Wong Tik Man (Jason)	Dr. Morita
<b>[MERIT AWARD]</b> City University of Hong Kong	Republic [Group]	Ng Tsz Ching, Kwok Cheuk Ting	NIVEA
<b>[MERIT AWARD]</b> City University of Hong Kong	MK [Group]	Pang Sze Ching (Dorcas), Kwok Ka Wang (Kevin), Fung Lok See (Rosa), Tsang Hiu Chiang (Trista)	Pandora
<b>[MERIT AWARD]</b> City University of Hong Kong	ABC [Group]	Lee Chun Yin, (Bryan), Chan Wing Law (Christy), Kwok Siu Ying (Ada)	Red Bull
<b>[MERIT AWARD]</b> City University of Hong Kong	Chillin&Winin [Group]	Wong Sze Mei, Chiu Yat Long (Kyle), Chu Kong Tin	SATAMI
<b>[MERIT AWARD]</b> Hong Kong Baptist University	Harry & Ray [Group]	Shing Kin Hei, Kwan King Wai	SATAMI

**APPENDIX 2: Guests of the Awards Ceremony**

Name	Title	Corporation/Company/School
Vicky Kan	Commercial Manager – Media Business	MTR Corporation
Grace Poon	Assistant Brand Manager – Blue Girl Beer & Sonderberg Beer	Jebsen Beverage Co. Ltd. – Beer Division
Eva Yeung	Marketing Supervisor	Bossini

Janet Szeto	Marketing Assistant	Bossini
Kenneth Cheng	Senior Sales & Marketing Manager	Cotai Ferry Company Limited, a subsidiary of Sands China Ltd.
Kevin He	Officer, Branding and Marketing Communications, General Management Department	China Taiping Insurance
Janet Zhang	Assistant Officer, Branding and Marketing Communications	China Taiping Insurance
Raymond Lee	Sales and Marketing Director	SATAMI
Janice Lai	Sales and Marketing Executive	SATAMI
Karlie Ho	PR & Events Manager	Pandora
Alex Tham	Senior Teaching Fellow, Department of Marketing	City University of Hong Kong
Vera Sun	Lecturer, Design	Hong Kong Community College
Dr. Vanessa Liu	Senior Lecture and Programme Leader, Retail and Service Management	Hong Kong Polytechnic University, SPEED
Dr. Vincent Leung	Lecturer, School of Business Department of Marketing	Hong Kong Baptist University
Andrea Ingrassia	Lecturer, Academy of Visual Arts	Hong Kong Baptist University

## Appendix 3: Photos and Videos

### Link to Photos:

[https://drive.google.com/drive/folders/1D7I1YD-xW9BHmkp7EakgluxVK\\_Is1j3?usp=sharing](https://drive.google.com/drive/folders/1D7I1YD-xW9BHmkp7EakgluxVK_Is1j3?usp=sharing)

### Photo Captions:

- 1) Group photo of advertisers, professors and Ms. Vicky Kan, Commercial Manager – Media Business of MTR Corporation (7<sup>th</sup> from right), and Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (9<sup>th</sup> from left) at the Innovate Festival Creative Contest 2017 Award Ceremony.
- 2) Innovate Festival Creative Contest 2017 Gold Award Campaign “Blue Girl Beer” Winning Team Hocelia received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from left) and participating advertisers at the Award Ceremony.
- 3) Poster Ad and Short Film of Gold Award Winner Blue Girl Beer “Share the Moment” Campaign  
View Video: <https://www.youtube.com/watch?v=UP836ZcJPgU&feature=youtu.be&app=desktop>

- 4) Innovate Festival Creative Contest 2017 Merit Award Campaign “Red Bull” Winning Team ABC Group received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) at the Award Ceremony.
- 5) Poster Ad and Short Film of Merit Award Winner “Red Bull” Campaign  
Download eposter-card: <https://redbulljcd.wixsite.com/jcdredbull>
- 6) Innovate Festival Creative Contest 2017 Merit Award Campaign “Bossini” Winning Team Food Craver received certificate from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) and advertiser at the Award Ceremony.
- 7) The real-time Info Panels of Bossini’s Merit Award Campaign.
- 8) Innovate Festival Creative Contest 2017 Merit Award Campaign “Dadi Education Group” Winning Team Doggy Design received certificate from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) at the Award Ceremony.
- 9) The InteractiveAds of Dadi Education Group’s Merit Award Campaign.
- 10) Innovate Festival Creative Contest 2017 Merit Award Campaign “Pandora” Winning Team MK received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) and representatives from advertiser at the Award Ceremony.
- 11) Winning designs of the “Pandora” Campaign.
- 12) Innovate Festival Creative Contest 2017 Merit Award Campaign “SATAMI” Winning Team Chillin&Winin received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from left) and advertisers at the Award Ceremony.
- 13) Creative work of Merit Award Winner Chillin&Winin for SATAMI.  
View Video: <http://www.satami.com.hk/shape-your-attitude/mtr-innovation-festiveal-2017-video.php>
- 14) Innovate Festival Creative Contest 2017 Merit Award Campaign “SATAMI” Winning Team Harry & Ray received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from left) and advertisers at the Award Ceremony.
- 15) Creative work of Merit Award Winner Harry & Ray for SATAMI.  
View Video: <http://www.satami.com.hk/shape-your-attitude/mtr-innovation-festiveal-2017-video.php>
- 16) Innovate Festival Creative Contest 2017 Merit Award Campaign “China Taiping” Winning Team C.D Production received certificate from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) and advertisers at the Award Ceremony.
- 17) Creative work of Merit Award Winner C.D Production for China Taiping.



- 18) Innovate Festival Creative Contest 2017 Merit Award Campaign “NIVEA” Winning Team Republic received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) at the Award Ceremony.
- 19) Creative work of Merit Award Winner Republic for NIVEA.
- 20) Innovate Festival Creative Contest 2017 Merit Award Campaign “Dr. Morita” Winning Team Digitalians received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) at the Award Ceremony.
- 21) Creative work of Merit Award Winner Digitalians for Dr. Morita.
- 22) Innovate Festival Creative Contest 2017 Merit Award Campaign “Cotai Water Jet” Winning Team The Avengers received certificates from Ms. Shirley Chan, Managing Director of JCDecaux Transport Hong Kong & Macau (first from right) at the Award Ceremony.
- 23) Creative work of Merit Award Winner The Avengers s for Cotai Water Jet.  
View Post: <https://www.facebook.com/mtradvertising/>