



Brand Building

SCMP views awards and events as a way to enhance the power of the brand, engage stakeholders and serve the community. Respected for independence and objectivity, the SCMP is in a unique position to host, moderate and organize awards and events. The SCMP is also able to rally the community for the benefit of various charities.



The innovative Figures Campaign launched in 2005 was an attractive way to present the SCMP success story to sophisticated media planners and advertisers

Charles Lee, Chairman of Hong Kong Exchanges and Clearing Ltd, was a speaker and presenter at the SCMP "Fund Manager of the Year 2005" awards ceremony



Industry Awards

The SCMP co-hosted three major industry awards in 2005 – Business Person of the Year, Fund Manager of the Year and Financial Planner of the Year.

Business Person of the Year

For the 16th consecutive year, SCMP and DHL co-sponsored the Business Person of the Year. This year witnessed the first ever winner of a Lifetime Achievement Award, selected at the discretion of the judges to recognize an individual's business and social contributions to Hong Kong over a sustained period. Dr. Chiang Chen, Chairman and Founder of Chen Hsong Holdings and Chiang Chen Industrial Charity Foundation, received this honour.

Dr. KS Lo, Deputy Chairman and Managing Director of Great Eagle Holdings, was chosen as Business Person of the Year. Alfred W K Chan, Managing Director of Hong Kong and China Gas received the Executive Award, Dr. Chow Yei Ching, Chairman & Managing Director of Chevalier International Holdings took the Owner-Operator Award and Albert Wong, President of Eastern Worldwide won the Young Entrepreneur Award. AS Watson Group clinched the International Award and Value Partners received the Enterprise Award.

The panel of judges was chaired by Professor HK Chang of City University of Hong Kong and included representatives from SCMP, the Hong Kong General Chamber of Commerce, DHL Express, Junior Chamber International Hong Kong, the Chinese General Chamber of Commerce, Hong Kong Exchanges & Clearing Ltd, the Hong Kong Trade Development Council, the Hongkong and Shanghai Banking Corp and last year's award winners.

Fund Manager of the Year

The Fund Manager of the Year award acknowledges the top performing funds and their managers, covering global markets and all asset classes. This annual event was organized in association with Standard & Poor's Fund Services and is regarded as the industry standard for recognizing excellence in Hong Kong's expanding investment management industry.

Fidelity Investments Management (Hong Kong) Ltd won the 3-year and 10-year performance categories, while the 5-year award went to UBS Global Asset Management. Some 72 other winners were recognized from 31 sectors and a pool of over 1,900 registered retail funds. Charles Lee, Chairman of Hong Kong Exchanges and Clearing Ltd, was the guest of honour.



(From left to right) David Armstrong, former Editorial Director of the SCMP, Chiang Chen, (winner of the Lifetime Achievement Award) and Jerry Hsu, President of the DHL Express, Greater China and Korea, at the Business Person of the Year awards



Frederick Ma Si-hang, Secretary for Financial Services and the Treasury, delivers his speech during the Fund Manager of the Year 2005 awards, co-sponsored by the SCMP and Standard & Poor's Fund Services

Financial Planner of the Year

The newly inaugurated SCMP/IFPHK Financial Planner Awards 2005 was launched in May to recognize top performing financial planners from the banking, insurance and financial advisory sectors.

The event was co-organized with the prestigious Institute of Financial Planners of Hong Kong (IFPHK), a non-profit group that promotes professional standards and self-discipline across the industry.

Prior to this event Hong Kong had no objective standard for measuring financial planning performance. The awards competition attracted over 110 entrants who took part in a series of rigorous exercises that included written exams, oral presentations and case studies.

Alexa Lam, Executive Director of the Securities and Futures Commission, was the guest speaker at the awards ceremony.

Conferences, Seminars and Events

In 2005, the SCMP hosted a series of conferences and special events to engage various sectors and foster debate on issues important to Hong Kong and SCMP stakeholders.

Business and Economic Policy Series

SCMP partnered with the Hong Kong University Faculty of Business and Economics and Citigroup Foundation to host six business and economic policy seminars. Each seminar covered a topical policy issue, such as tax reform or airport privatization. The SCMP brought together all sides and moderated the forum to ensure a constructive debate produced results. Some 2,500 people have attended a series of 12 events over a three-year period.

HR Conferences

SCMP and the Hong Kong Institute of Human Resource Management teamed up to host a conference in January 2005 aimed at providing insights on talent management in Greater China and the Pearl River Delta. Speakers explored how talent pools in Hong Kong and China add value to the Pearl River Delta while maintaining individual competitive advantages.

In June 2005, SCMP and Hewitt Associates jointly hosted a seminar on how to attract and retain talent in today's thriving economy. Leading employers shared insights, practical tips and key lessons on how to develop brands to promote employee loyalty. The seminar focused on the link between leadership and employee retention.



Enoch Lo Kam-cheung (left), overall winner and winner for the Independent Financial Advisory Industry, Michael Ho Ka-kei (middle), winner for the Insurance Industry, and Albert Mak Man-kit, (right) winner for the Banking industry at the Financial Planner Awards 2005



Bill Baron, Visiting Professor, Institute for the Environment, The Hong Kong University of Science and Technology, and Senior Fellow, Civic Exchange, speaks at the Business and Economic Policy Seminar Series 2005/06



Victor Fung, Chairman of the Greater Pearl River Delta Business Council, addresses The Fourth Pearl River Delta Conference in Guangzhou in September 2005



Earl Wilkinson, Executive Director of the International Newspaper Marketing Association, speaks at The Role of Print in the Marketing Mix Conference in November 2005

Pearl River Delta Conference

SCMP joined forces with the Hong Kong General Chamber of Commerce to organize the Pearl River Delta (PRD) Conference in 2005. This annual event was launched in 2002 to cover the fastest growing region in the world's fastest growing economy. The PRD conference brings together influential thinkers from academia, government and the business community to provide a forum on how enterprises work and expand in the PRD.

This year's conference themed "Growth and its Consequences" took place in Guangzhou. The number of registrants and the scale of the event have increased annually. This event boasted 400 speakers and delegates from Hong Kong, Macau and Guangdong.

Print in the Marketing Mix Conference

Promotion of newspapers as an advertising medium was the focus of this half-day conference hosted by the SCMP. The event brought together 200 media industry practitioners to debate the marketing role of print in the face of competition from other media.

The SCMP invited advertisers and leading ad agency executives, media planners/buyers and account managers to discuss creative approaches and opportunities for integrated print marketing.

The event attracted senior practitioners in marketing and communications. Earl Wilkinson, Executive Director of the International Newspaper Marketing Association (INMA), presented a keynote speech on why newspapers are an effective medium, stressing the benefits of print in the marketing mix. A panel of creative directors discussed what publishers could do to develop innovative advertising and a

panel of media buyers offered thoughts on when to use print in marketing and how to ensure its use was measured effectively.

Promotion of the conference leveraged all channels available to SCMP, including print, digital and mobile phone marketing. Transcripts and video culled from the event were made available online and reports were compiled for distribution in the print and digital format.

Feedback from attendees was enthusiastic and the sales team received a number of enquiries for the creative cut-through advertising discussed at the conference.

Marketing Creativity

The SCMP entered the INMA Global Marketing Awards in 2005 and was selected as a finalist in three categories from a field of over 1,000 entries representing 164 newspapers in 29 countries. The SCMP finalists were the "Figures" direct mail campaign, the new Research Data and Media Pack and the "Print in the Marketing Mix Conference".

"A finalist represents one of the elite marketing campaigns from the past year," noted Earl Wilkinson of INMA. "SCMP was recognized for marketing campaigns that promoted the brand, built circulation and developed closer ties with the advertising community."

The "Figures" campaign featured direct mail pieces sent to 2,000 advertisers to highlight facts about the brand and readership in a humorous and memorable manner. The SCMP wanted to share impressive research data and present figures to realign market perceptions of creativity and attitudes to client service.



The Operation Santa Claus beneficiaries and sponsors celebrate a record breaking year for the annual SCMP charity event

The campaign had recall rates of over 90%, with two-thirds of respondents liking the presentation. Some 95% cited the humour and eye-catching qualities while 69% felt the campaign revitalized the SCMP image.

SCMP produced Research Data and Media Packs under the "All You Need to Know" slogan. This sales kit for display advertisers presented products, research, rates and packages in a user-friendly format.

The kit demonstrated an innovative, solutions-driven sales approach. SCMP strove to "humanize" the newspaper by showing the "multiple personalities" of readers and the people behind the scenes. The kit provided a mission statement from editors and an easy-to-read summary of the functions and benefits of each section. The kit was well-received by clients and agencies, who commented on its warmth, visual appeal and ease of navigation.

Community Support: Operation Santa Claus

Operation Santa Claus (OSC), co-organized by SCMP and Radio Television Hong Kong (RTHK), raised a record breaking HK\$12.2 million in 2005 for 12 local charities after a month-long campaign. Since establishment in 1988, OSC has raised over HK\$79 million for charities. The number of sponsors involved in this campaign rose 88%, school participation doubled and public donations recorded a 27% rise.

The beneficiaries were: Hong Kong Paediatric Rheumatism Association, Children's Heart Foundation, Senior Citizen Home Safety Association, Integrated Mental Health Service Unit of Baptist Oi Kwan Social Service, Fu Hong Society,



This poster thanks the many corporate sponsors that participated in Operation Santa Claus

Arts with the Disabled Association Hong Kong, Hong Kong Federation of the Blind, Hans Andersen Club, Hong Kong SKH St Christopher's Home, Hong Kong Federation of Youth Groups, End Child Sexual Abuse Foundation and People's Food Bank of St James' Settlement.

Outlook

In the year ahead, the SCMP intends to build on the momentum created by awards, events and conference initiatives. Efforts will be made to enhance existing events and introduce new ones to stay relevant to the community.