

HKCC Business Excellence Contest 2019/20

A Brand Revitalisation Campaign

Background

The HKCC Business Excellence Contest is an annual business competition organised by Hong Kong Community College of The Hong Kong Polytechnic University (PolyU HKCC) for Secondary 4 to Secondary 6 students. The theme for the competition this year is “**A Brand Revitalisation Campaign**”.

Brand revitalisation is the marketing strategy that transforms every aspect of the brand into a whole new brand image in order to accomplish various objectives such as obtaining a stronger marketing position, optimising customer benefits, capturing new markets, achieving long-term organisational goals, and increasing sales and profit. This strategy is adopted when a brand is facing an adverse business and market environment which may include hovering at the later stage of product life cycle, changes in consumer tastes and preferences, the emergence of new competitors, the innovation of new technology, and a reduction in market size.

Through participating in this competition, students will analyse the brand of a real corporation in Hong Kong and make use of their creativity and critical thinking skills to develop a Brand Revitalisation Campaign for this corporation through (i) a product/service strategy, e.g. new-to-the-world products, new product lines, additions to existing product lines, improvements of existing products, repositioned products, and new value-added services **AND** (ii) a promotional strategy, e.g. new advertisements, contemporary advertising media channels, and a specific media schedule. Moreover, students will develop better appreciation of theories and practices of business as well as generic attributes and abilities such as creativity, observation, communication, teamwork, analytical and organisation skills.

Awards and Prizes

Gold Award	HK\$8,000 book coupons + trophy + certificates for individual members
Silver Award	HK\$6,000 book coupons + trophy + certificates for individual members
Bronze Award	HK\$5,000 book coupons + trophy + certificates for individual members
Merit (2 awards)	HK\$3,000 book coupons + certificates for individual members
Judges Commendation (15 awards)	HK\$1,000 book coupons + certificates for individual members

All other participating team members will receive a Certificate of Participation.

Entry Criteria

The competition is open to full-time Secondary 4 to Secondary 6 students in Hong Kong. Each student team must consist of 3 to 6 members from the same school. The application must be coordinated by the school principal or a teacher.

Scope of Work

Students have to select a brand of a real corporation in Hong Kong, conduct a business and market analysis, explain the objectives of a Brand Revitalisation Campaign, and develop a product/service and a promotional strategy for the Brand Revitalisation Campaign. 20% weighting will be given for the business and market analysis and 80% weighting will be given for the creativity, theme suitability, attractiveness and feasibility of the Brand Revitalisation Campaign.

A guest talk will be arranged for participants on 17 January 2020 (tentative) to enhance their knowledge and skills of conducting a business and market analysis and developing a Brand Revitalisation Campaign.

1. Report Outline

- (a) Introduction
- (b) Main text
 - Business and market analysis
 - The objectives of a Brand Revitalisation Campaign
 - Explanation and justifications of a product/service strategy and a promotional strategy for the proposed Brand Revitalisation Campaign.
- (c) Conclusion

2. Report Format

- The written report must be provided either in English (maximum 1,000 words) or Chinese (maximum 1,300 words), excluding the cover page, table of contents and appendices.
- Appendices are optional and should be limited to 10 pages.
- The font size of the content should be Times New Roman 12 point for the English version or 新細明體 12 point for the Chinese version (except the headings/titles).
- Single-line spacing with at least one-inch margins (top, bottom, left and right).

3. Report Cover

- (a) Full names of team members
- (b) Name of school
- (c) Name of the business
- (d) Date of submission

- (e) Contact details (email address, telephone number, etc.) of the team coordinator

Registration Procedure

1. Online Registration

You can register online through the PolyU HKCC's website:
www.hkcc-polyu.edu.hk/business_excellence_contest2019

2. Register by Email, Fax or Post

You can download an application form from the PolyU HKCC's website:
www.hkcc-polyu.edu.hk/business_excellence_contest2019

Please return the completed application form either -

- (i) by email to ccoffice@hkcc-polyu.edu.hk ;or
- (ii) by fax at 2625-4159; or
- (iii) in person or by post to PolyU West Kowloon Campus, Room N1302, 13/F, 9 Hoi Ting Road, Yau Ma Tei, Kowloon. Please specify on the envelope “**HKCC Business Excellence Contest 2019/20**”.

The deadline for registration is **23 December 2019 (before 12:00 noon)**.

Submission of the Written Report

1. Please submit your written report **by post** to PolyU West Kowloon Campus, Room N1302, 13/F, 9 Hoi Ting Road, Yau Ma Tei, Kowloon. Please specify on the envelope “**HKCC Business Excellence Contest 2019/20**”.
2. The deadline for submission of the written report is **8 May 2020 (before 5:30 p.m.)**.

Adjudication

1. First Round Adjudication

Twenty most outstanding teams will be selected; and from them the best 5 teams will be selected for the Final Round Adjudication and the 15 other outstanding teams will be offered the Judges Commendation. The First Round Adjudication results will be released **on 20 May 2020** through the PolyU HKCC's website at www.hkcc-polyu.edu.hk/business_excellence_contest2019.

2. Judging Criteria for the First Round Adjudication

- (a) Does the team present the written report clearly and concisely?
- (b) Does the team provide a persuasive analysis, realistic objectives, and concise conclusion?

- (c) Does the team generate a creative and feasible Brand Revitalisation Campaign?

3. Final Round Adjudication

The best 5 teams will be required to submit a PowerPoint file with voice-over of a 15-minute verbal presentation to ccoffice@hkcc-polyu.edu.hk by **5:30 p.m., 3 June 2020**. The presentation could be delivered in English or Cantonese. The best five teams will be informed of the file submission details upon the First Round Adjudication result announcement on 20 May 2020.

The winners of the Gold, Silver, Bronze and Merit Awards will be selected. The result of the Final Round Adjudication will be released on **24 June 2020** through the PolyU HKCC's website at www.hkcc-polyu.edu.hk/business_excellence_contest2019. The champion, first runner-up, second runner-up, the other two finalist teams and the 15 winners of the Judges Commendation will be informed of the awards collection arrangement.

4. Judging Criteria for the Final Round Adjudication

- (a) Does the team present the ideas clearly, concisely and interestingly?
- (b) Does the team provide a comprehensive business and market analysis and realistic objectives, and generate a creative and feasible Brand Revitalisation Campaign?

Presentation of Awards and Prizes

The Awards Presentation Ceremony will be cancelled.

Calendar of Events

Date	Event
23 December 2019 (before 12:00 noon)	Deadline for registration
17 January 2020 (5:00 p.m. – 6:30 p.m.) (tentative)	Guest Talk on enhancing student knowledge and skills of conducting a business and market analysis and developing a Brand Revitalisation Campaign.
8 May 2020 (before 5:30 p.m.)	Deadline for submission of the written report
20 May 2020	Announcement of the 15 winners of the Judges Commendation and the best 5 teams for the Final Round Adjudication
3 June 2020 (before 5:30 p.m.)	Deadline for submission of PowerPoint file with voice-over of the best 5 teams for the Final Round Adjudication
24 June 2020	Announcement of the Final Round Adjudication Awards

Enquiries

Tel.: 3746-0123

Email: ccoffice@hkcc-polyu.edu.hk

Website: www.hkcc-polyu.edu.hk/business_excellence_contest2019