



ABFA Awards 2017

*Outstanding Franchises and
Outstanding Individual Brands*

Application Form

《ABFA Awards for Outstanding Franchises and Outstanding Individual Brands 2017》 Application Form

Introduction

The Ceremony of 《ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands》 will be held on December 8 at the Hong Kong Convention and Exhibition Center. Thanks to the supports from various political and business parities, the event is smoothly held this year by Asia Branding & Franchising Association and Metro Finance.

Vision

1. Support and discover more outstanding franchises and individual brands.
2. Promote and assist local excellent franchises and individual brands and help them to expand business.
3. Provide a unique platform for the local and overseas franchising brands and individual brands to share experience and information.

Mission

1. Increase the recognition and visibility of franchises and individual brands.
2. Create an environment in favor to the development of franchising and individual brands.
3. Promote more communication, networking and cross-border cooperation between franchisees and individual brands.

Target

1. Praise the outstanding individual brands and franchising brands operating in Hong Kong.
2. Highlight and praise the outstanding promotion strategy.
3. Praise and commend the outstanding concept of development.
4. Praise and commend the creative and innovative business model.

Eligibilities

1. Applicant should be registered for at least 3 years or more.
2. Applicant must be registered in Hong Kong or internationally, or be able to provide sufficient documentation to prove their original status.
3. Applicant must be registered in Hong Kong or internationally and have a substantial business operation, and have to submit the proof of the brand manufacture, sale or operation of the individual owned property or franchising brands.
4. The brand of the best overseas franchises brand must not have any franchised store in Hong Kong.

Judging Criteria

● 《ABFA Award for Outstanding Franchises》 Judging Criteria:

Sustainability of Franchising System	: 40%
Creativity & Design	: 30%
Quality & Variety	: 20%
Advertising & Popularity	: 10%

● 《ABFA Award for Outstanding Individual Brands》 Judging Criteria:

Creativity & Design	: 30%
Quality & Variety	: 25%
Sustainability	: 20%
Advertising & Popularity	: 15%
Environmental and Social Responsibility	: 10%

Election Process

1. Applicant need to complete application forms in both PDF **and** WORD files (including brand owner's signature and company stamp), and all attachments (for example: Presentation PowerPoint (.ppt), a valid business registration, and company logo in ai format) must be uploaded to a secure cloud storage platform (such as Google drive, Dropbox etc.) by **October 30 2017**. The organizers and the jury will select according to the documents submitted by the applicants, and the finalists will enter the final review in November.

2. The organizer will announce the finalists on the website and social media on **November 2, 2017**, and will inform the finalists to attend the final review.
3. The final review will be held on **November 11, 2017 (10:00 am - 4:00 pm)** at the Hong Kong Trade Development Council SME Service Center. The finalists need to prepare a 10-minute brand report to explain how their brand meets the judging criteria, and also include Q & A session.
4. The organizer will announce the final result on the website and social media on **November 14, 2017**, and notify the winners by email and phone.
5. The winners will be invited to attend the awards ceremony on **December 8, 2017 (1:30 pm - 3:00 pm)** at the Hong Kong Wan Chai Convention and Exhibition Center Exhibition Hall 1E.

Type of Awards

2017 Top 10 Outstanding Franchising Brand Award
2017 Top 10 Outstanding Individual Brand Award
The Best New Franchising Brand Award
The Best New Individual Brand Award
The Best Overseas Franchising Brand Award
The Best Brand Promotion Award

Marketing and Promotional Events

The winning brands would be widely promoted through Metro Broadcast in December of 2017, including Congratulation Print Ad in local newspaper, Hong Kong Economic Journal, congratulation ad web-banner in Metro Finance Webpage, video for awarding ceremony with footage will be posted in Metro Finance and ABFA's Facebook, Awardee's 1-2 mins video, and Awardee will attend 5 mins Metro Finance radio show.

** All applicants have to agree to participate in the above promotional activities upon being confirmed as one of the winners. Please see the "Appendix 1" for promotional activities agreement*

Notes to Applicant

1. Applicant **MUST** read the "Eligibilities", "Notes to Applicant" and "Competition Terms and Conditions" of this form before filling in the application form.
2. The winner of each award is based on the jury final decision.
3. The final decision of all awards are based on the jury and the organizers.
4. For any enquiry on application, please contact the Secretariat Office by phone Ms. Tsui (Tel: 9667 9959) /Mr. Ng (Tel: 9124 2933) or Email: enquiry@abfa.asia

(1) ENTRY INFORMATION		
Name of brand/franchise owner:	English: Chinese:	
Name of the brand/franchise being nominated:		
Location & Number of stores		
Name of Applicant Company:		
Address:		
Contact Person:		Mobile Number:
Email:		
Name of social media (if applicable):		
Target customer & age range:		
The concept and purpose of the brand (100-150 words)		
Introduction of product and service (100-150words)		

(2) A. PRODUCT CATEGORY

Please select the type of awards: ☐ 《ABFS Outstanding Franchises Brand Award》
☐ 《ABFS Outstanding Individual Brand Award》

Please indicate which category(s) the licensed property stated in item (1)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Housewares
<input type="checkbox"/> Apparel	<input type="checkbox"/> Restaurant & Cafe
<input type="checkbox"/> Food & Beverage	<input type="checkbox"/> Electronic Product
<input type="checkbox"/> Gift & Novelties	<input type="checkbox"/> Toys & Games
<input type="checkbox"/> Health & Beauty	<input type="checkbox"/> Video Games
<input type="checkbox"/> Retail	<input type="checkbox"/> Education
<input type="checkbox"/> Other(Please specify):	

(2) B. Explain how the brand meet the 《ABFA Award for Outstanding Franchises》's judging criteria

Sustainability Franchising System

- How many franchisees are there in Hong Kong or other countries which are opened for at least 1 year?
- Are the franchisees profitable? If yes, how long has it been?
- Why choosing franchising as the method to expend your business blueprint? What is the view of the company development?
- The challenges encountered and the solutions of these challenges.
- Please provide the flow of recruiting franchisee.
- Please provide the training plan of franchisee.
- Please provide the operation guidelines or manuals.
- Please provide the supporting plan for your franchisee, such as opening guidelines, equipment supply, technical support and etc.

<p>Creativity & Design</p> <ul style="list-style-type: none"> ➤ Do you have an innovative and public desired business concept? What is it? ➤ How would innovative business concept benefit the clients and society? ➤ How are you better than your competitors? ➤ Please provide any documental proof (if any) that this concept uniqueness or patent. ➤ Please provide the leaflet for the product or service. 	
<p>Quality & Variety</p> <ul style="list-style-type: none"> ➤ What is your advantage to your competitors? ➤ How do you maintain the quality of the franchisees? Please provide supervising guidelines ➤ How to achieve the variety of products or service? ➤ Please provide if there is any certification or award on this area. 	
<p>Advertising & Popularity</p> <ul style="list-style-type: none"> ➤ How are you better than your competitors in advertising and popularity? ➤ Please provide details of the most effective on-line and off-line marketing events in the past 2 years, including marketing materials, event photos, related media coverage and specific benefits for the brand. 	

(2)C Explain how the brand meet the 《ABFA Award for Outstanding Individual Brand》's judging criteria	
<p>Creativity & Design</p> <ul style="list-style-type: none"> ➤ Do you have an innovative and public desired business concept? What is it? ➤ How would innovative business concept benefit the clients and society? ➤ How are you better than your competitors? ➤ Please provide any documental proof (if any) that this concept uniqueness or patent. ➤ Please provide the leaflet for the product or service. 	
<p>Quality & Variety</p> <ul style="list-style-type: none"> ➤ What is your advantage to your competitors? ➤ How do you maintain the quality of chain stores? Please provide supervising guidelines through email if there is any. ➤ How to achieve the variety of products or service? ➤ Please provide if there is any certification or award on this area. 	

<p>Sustainability</p> <ul style="list-style-type: none"> ➤ How many chain stores are there in Hong Kong or other countries which are opened for at least 1 year? ➤ Is the participating brand profitable? If yes, how long has it been? ➤ Please share the challenges encountered and the solutions of these challenges ➤ What is the view of development of the company? 	
<p>Advertising & Popularity</p> <ul style="list-style-type: none"> ➤ How are you better than your competitors in advertising and popularity? ➤ Please provide details of the most effective on-line and off-line marketing events in the past 2 years, including marketing materials, event photos, related media coverage and specific benefits for the brand. 	
<p>Environmental and Social Responsibility</p> <ul style="list-style-type: none"> ➤ Please provide documental proof if the company have participated in any environmental friendly or community service activities. 	

(3) Sales method of the product and service: (Multiple)	
<input type="checkbox"/> Exclusive sales	<input type="checkbox"/> Group buying
<input type="checkbox"/> Convenient store	<input type="checkbox"/> Retailer
<input type="checkbox"/> Department store	<input type="checkbox"/> Supermarket
<input type="checkbox"/> Wholesale	<input type="checkbox"/> Distribution
<input type="checkbox"/> Online shop	<input type="checkbox"/> Other (Please specify):

(4) Sales country of the product or service: (Multiple)

<input type="checkbox"/> Mainland China	<input type="checkbox"/> Korea
<input type="checkbox"/> Hong Kong	<input type="checkbox"/> Malaysia
<input type="checkbox"/> England	<input type="checkbox"/> Taiwan
<input type="checkbox"/> America	<input type="checkbox"/> Middle East
<input type="checkbox"/> Japan	<input type="checkbox"/> Europe
<input type="checkbox"/> Singapore	<input type="checkbox"/> Thailand
<input type="checkbox"/> Other (Please specify):	

(5) Type of brand advertising over the year (Multiple)

<input type="checkbox"/> Traditional Media(Below):	<input type="checkbox"/> New Media(Below):
<input type="checkbox"/> Television	<input type="checkbox"/> Website
<input type="checkbox"/> Newspaper	<input type="checkbox"/> Social Media
<input type="checkbox"/> Magazine	<input type="checkbox"/> Website searcher
<input type="checkbox"/> Radio	<input type="checkbox"/> Mobile Application (App)
Other (Please specify):	<input type="checkbox"/> Key Opinion Leader (KOL)
	Other (Please specify):

Personal Information Collection Statement

Asia Branding and Franchising Association (We) is committed to protect your personal data. The personal information collection statement is based on the requirement of Hong Kong Special Administrative Region's 《Personal Data (Privacy) Law》 to notify few issues before collecting your personal data. The collection and the use of personal data is limited to this event and required to provide you with the highest quality of service.

We may use the personal data in one or more of the following purposes :

1. Data statistics, communication, marketing, promotion, membership management, public relations and direct promotion.
2. Membership application, establishment, operation and administration
3. Identify and verify identity; and
4. Internal reference and record for administration purposes. °

The provision of personal information is entirely voluntary. We will ask for your consent to use the personal data for the above purposes. Please indicate your consent or objection to us to use the personal data for the above purposes before providing personal information. You can also email to enquiry@abfa.asia to require us to stop using your personal

information for the above purposes.

If you have any questions regarding this Privacy Policy or if you wish to access or correct your personal data, please let us know.

DECLARATION AND GUARANTEE

1. Participating brands agree that the Organizer and the judging panels shall have the right, in any circumstances, to make a final decision on the application of the “ABFA Award for Outstanding Franchises” and “ABFA Award for Outstanding Individual Brands”2017
2. As the representative of brand, I/ We declare and warrant that
 - a. I / We own the whole copyright of the property under this application, or have the consent or endorsements from its property owner / licensor or other relevant parties that have all or part of the intellectual property right of the entry; and
 - b. the information provided herein and attached is accurate and complete and that the content in all forms including but not limited to textual and visual material of the project in this application does not infringe the copyright or any other rights of any person
 - c. I / We accept the Personal Information Collection Statement of the Awards.
 - d. I / We accept the competition terms and conditions of the Awards.

Authorised Signature with Business Chop:

Name:

Date:

ABFA Awards for Outstanding Franchises and Outstanding Individual Brands 2017 Competition Terms and Conditions

1. The cost of the election is free, but all the costs involved in the production and submission of the promotional activities is the candidates' responsibility.
2. The organizer reserves the right to use all or any of the entries in any form and reserves the right to use or permit any parties to use the relevant entries without any additional fee for the purposes of non-commercial publication, exhibition and publicity. The publication, exhibition and publicity are not limited to the hosting and / or promotion of the Asia Pacific Franchise Brand and the Asia Pacific Independent Brand 2017.
3. Candidates must be the exclusive owner or franchisor of the participating brands and shall not infringe the rights of third parties. Any information submitted by a candidate will be disqualified if it has been found infringing the copyright of a third party.
4. Candidates may not infringe the intellectual property rights of others. Candidates are required to obtain a third party's prior written consent for the use of their visual design. Candidates are required to indicate, in accordance with the relevant copyright legislation, the visual design that has been authorized for use. The organizer shall not be liable, directly or indirectly, for any liability arising out of the breach of copyright. In the event of an infringement of the intellectual property right in the case of an allegation or claim against the organizer and consequent litigation, costs, claims or legal liability of any nature, the candidate shall make appropriate compensation to the organizer.
5. "Intellectual property" means the rights of patents, trademarks, service marks, trade names, design rights, Internet domain names, database rights, knowledge, new inventions, designs or processes, and other intellectual property rights—regardless of their nature, whether it is known or subsequently generated, and whether every right has been registered (including an application for any right to be granted).
6. The list of finalists and winners will be announced on the website of the competition or in social media. The organizer will issue a confirmation letter to the finalists and the winners by letter or by e-mail.
7. Candidates who submit an unfinished application may be disqualified. The organizer reserves the right to refuse to accept any candidate's application or cancel the eligibility of the participating candidates or to suspend the award without prior notice.
8. The documents or images submitted by the candidates will not be returned. Candidates will keep the draft.
9. The candidate confirms acceptance of all the provisions of the terms and conditions stated here. If any changes are made in this terms and conditions, the organizer will announce those changes on the contest website without prior notice. The organizer reserves the right to let the media report and publish any entries.
10. The organizer reserves the right to change the rules of the event without prior notice, but will provide notification as soon as possible. In case of dispute, the organizer reserves the right of making the final decision.
11. By submitting the entry form, it means that the candidates fully understand and agree to the details set out in the terms and conditions.
12. The results shall be subject to the final decision in accordance with the organizer; the participant may not object to the decision.
13. The organizer reserves the right to interpret the above terms and conditions.
14. The organizer reserves the right to amend these terms and conditions without prior notice.

Appendix 1:

Promotional Package for

ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands

We _____ (Company Name) hereby agree to pay a cost of HK\$42,000 (Gross value: HK\$68,000) for the award-winning promotion of ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands upon being confirmed as one of the award winners.

- The above cost is for ONE award-winning promotion only.

Part I. On-Site Promotion		
✧	1x Trophy for ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands to be presented at award ceremony on 8 December 2017.	
✧	Press Invitation & Press Release to mass media for interview arrangement (Chinese Only)	
✧	Award-winner can use the trademark of "ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands" for the award-winning brand posted in exhibition booth for advertising	
✧	Award-winner brands can place their promotion material in ABFA's booth in "Hong Kong International Franchising Show" (for 3 days: December 6-8, 2017)	
✧	Additional Promotional Booth: Award-winner can apply an independent promotional booth (3 days: 6-8 December 2017) at the Hong Kong International Franchising Show. ABFA can assist in arranging matters. The booth rental fee will be shown in an extra quotation.	
Part II. Individual Ad Promotion		
✧	Around 5 minutes interview in the program of "Key to Entrepreneurial Success" (智識做老闆)	1x
✧	1-2 minute video production of the award-winner (to be utilized on the official platform from 31 Dec 2017 to 30 Nov 2018)	1x
*Remark: video production around 2 hours and one designated venue for video production		
Part III. Congratulation Ad Promotion		
✧	1x Generic Web-banner for post-event at Metro Finance webpage, webpage with award winner logo	2 weeks
✧	Award result to be announced on Asia Branding & Franchising Association and Metro Finance webpage	2 weeks
✧	1x post for event photo and content highlight in Metro Finance Facebook fans page & Asia Branding & Franchising Association Facebook fans page	1x each
Part IV. Print Promotion		
✧	Logo Exposure on 1x Joint Congratulatory Print ad in The Hong Kong Economic Journal (信報) (Date in Dec, to be confirmed)	1x

Company Name: _____

Award Category and Name: _____

Company Address: _____ Phone Number _____

Company by: (Authorized Signature with Co. Chop)

Name:

Date:

Metro Finance

Date:

Terms & Conditions

1. Award Category will apply less than 3 brands/companies will be called off.
2. "Metro Finance" and "Asia Branding & Franchising Association" will present the awards regardless of whether the winner is participating in the promotional package or not. The Winners who do not participate in the promotional package, will not be invited to participate in the event and will not be authorized to use the award name "ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands" and will not be authorized to use all channels from "Metro Finance" and "Asia Branding & Franchising Association" and award logo for promotion.
3. Design layouts, videos and promotion channels carrying event's official logo for winning brand's promotion should be approved by both Asia Branding & Franchising Association and Metro Finance in advance and promotion period allowed in official own platform is within 1 year thereafter the event. The promotional package fee shall be settled **on or before 1 December 2017**, otherwise Asia Branding & Franchising Association and Metro Finance reserve the right to disqualify for any ineligible application.
4. The production cost for the above is included, if extra request needs to quote separately.
5. The above promotional package entitlements are subject to availability and pre-emption, at the discretion of Metro Finance.
6. For congratulation Logo exposure entitled on promotion materials, only ONE logo will be allowed. Any other logos of associate/ co-brand/ subsidiary/ distributor etc. are NOT acceptable.
7. The logo exposure on promotion materials are subject to material deadlines and no compensation will be offered.
8. Media Placement of newspapers will be confirmed by Dec 2017.
9. "Metro Finance" and "Asia Branding & Franchising Association" have the absolute discretion on content and design for all promotion and congratulatory message, in relation to "ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands".
10. All entitlements must be utilized before deadlines otherwise forfeited.
11. Metro reserves the right to change the title, guests, hosts, date & time, venue, schedule, presentation, etc. of the event without prior notice.
12. This agreement is subject to pre-emption due to special/ emergency events (i.e. government radio address, special/ emergency new bulletin, breaking news, and other events national scale and interest). Re-scheduling (make good) is **NOT** applicable.
13. Contingency Plan
If the weather (e.g. Typhoon Signal no. 8 and Black storm) or unpredictable incidence seems to affect the event before it commences, the event will be postponed or cancelled. The cancellation or the postponement is based on the mutual agreement between Branding & Franchising Association and Metro Finance. Such decision must be made 24 hours before the event.
14. All booking is non-cancelable.
15. **Full Payment should be settled to Metro Broadcast Corporation Limited on or before 1 December 2017 before award presentation ceremony.**
16. The applicants signed the above promotional package agreement of ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands on or before 30 Oct 2017 which is the same effective date of the application form of "ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands".