

Organizer



Co-Organizer



The Ceremony of 《ABFA Awards 2017 for Outstanding Franchises and Outstanding Individual Brands》



ABFA Awards 2017

*Outstanding Franchises and
Outstanding Individual Brands*



香港品牌發展局
Hong Kong Brand
Development Council



香港工業總會
FHKI
Federation of
Hong Kong Industries



香港中小型企業聯合會
HONG KONG SMALL AND MEDIUM ENTERPRISES ASSOCIATION



創意創業會
INNOVATIVE ENTREPRENEUR
ASSOCIATION



香港特許經營發展協進會
Hong Kong Franchise Development Association

香港人撐香港品牌

BNI[®]
WWW.BNI.HK



Supporting
Organization:

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Background of organizer and co-organizer

Organizer – Asia Branding & Franchising Association

ABFA is founded in 2014 with the mission of “to create a leisurely world through simple system” ABFA is founded by a group of successful and enthusiastic entrepreneurs who concern about the well being of the society. With the aim to gather individuals who are interested in franchised and individual brands, and through sharing experiences about successful business operations, we are committed to effectively support our members’ brands to develop their business in the Asia market, and ultimately the global one.

Co-organizer – Metro Finance

Metro Finance is the world's first 24-hour Cantonese financial radio channel with the goal of providing accurate, real-time and up-to-date market information to audience in Hong Kong and around the world. That includes local financial news and pertinent information about the global financial markets. As the leader of the Hong Kong broadcasting industry, Metro Finance have taken the lead in synchronizing with the Guangdong People's Broadcasting Station, the Shanghai Media Group, and Shenzhen News Broadcasting Station 89.8, to fully report on the latest news of the financial market.

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Supporting Organizations

- Hong Kong Trade Development Council
- Hong Kong Productivity Council
- Hong Kong Brand Development Council
- Hong Kong Franchise Association (To be Confirmed)
- The Chinese General Chamber of Commerce
- Federation of Hong Kong Industries
- Chinese Manufacturers' Association of Hong Kong
- Hong Kong Franchise Development Association
- Hong Kong Small and Medium Enterprises Association
- Business Lady Association
- Business Network International (BNI)
- Asia Chamber of Commerce
- Hong Kong People Brand
- Innovative Entrepreneur Association
- Asiawide Franchise Consultants
- Asia Franchise Networks

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About the Ceremony

Objective

1. Provide strong support and discover more outstanding franchise brands and independent brands
2. To promote and assist outstanding local franchisor and independent brands to expand their business
3. To provide a unique platform for local and overseas franchised brands and independent brands

Mission

1. To improve the recognition and visibility of individual brand operators and franchisors.
2. To create a favorable environment for the development of individuals brand and franchised stores
3. To promote the exchange, friendship, and transnational cooperation of franchised operators and individual brands.

Target

1. To praise outstanding individual and franchised brands in Hong Kong
2. To praise excellent promotion strategy
3. To praise the concept of excellence
4. To praise creative and innovative business model

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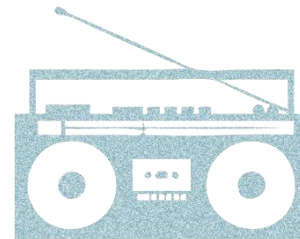


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Details of award ceremony

- Information of Awards Ceremony
- Benefits of the winning brand
- Eligibility of candidates; category of awards
- Evaluation criteria, Evaluation committee & Officiating and awarding guests
- Election process
- Pre-event, event and post-event publicity
- Election promotion fee agreement and remarks
- "Appendix I" Photo review of award ceremonies held by Metro Finance in different industries



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Information of Awards Ceremony

- **Name:** **The Ceremony of “ABFA Awards for Outstanding Franchises and Outstanding Individual Brands 2017”**
- **Organizer:** **Asia Pacific Brand Development and Affiliate Association**
- **Joint venture:** **Metro Finance**
- **Date:** **December 8, 2017**
- **Time:** **1:30 pm to 3 pm**
- **Venue:** **Hong Kong Convention and Exhibition Center
Exhibition Hall 1E**
- **Estimated number of viewers: 300 people**
- **Categories of participating brands:**

Clothing, accessories, food and beverages, boutique and gifts, health and beauty, household goods, retail, restaurant and coffee shop, education, leisure recreation and entertainment, toys and games, video games or sports and digital media



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Benefits of the winning brand

External:

1. The winning brand will be interviewed and broadcasted by Metro Finance, which provides overwhelming publicity, and improve visibility
2. Winning brand may be widely broadcasted on various media, and thus improving visibility
3. The winning brand will be awarded the recognition of "ABFA Award for Outstanding Franchises" and "ABFA Award for Outstanding Individual Brands" 2017 for promotion in the form of a sign, which will enhance the brand value in China, Hong Kong, Macau, Taiwan and other countries
4. Award-winning franchised brand can attract local or overseas potential franchisee inquiries and can help expand their business.
5. Award-winning individual brand can attract other local or overseas cooperation inquiries and open up business opportunities
6. Opportunities to share and discuss cooperation with local and overseas franchise brands and individual brands
7. Attend the awards ceremony and share the joy with other award-winning brands
8. Invited to attend other activities organized by our association

Internal:

1. The award-winning brand can take this opportunity to praise the effort of colleagues as a means to improve loyalty
2. To enhance the internal morale, team spirit, and the sense of belonging in employees

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Eligibilities

- Applicant should be registered for three years or more.
- Applicant must be registered in Hong Kong or internationally, or they can provide sufficient documentation to prove their original status.
- 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.
- The brand of the best overseas franchises brand must not have any franchised store in Hong Kong.

Type of Awards

- 2017 Top 10 Outstanding Franchises Brand Award
- 2017 Top 10 Outstanding Individual Brand Award
- The Best New Franchise Brand Award
- The Best New Individual Brand Award
- The Best Oversea Franchise Brand Award
- The Best Brand Promotion Award

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Evaluation criteria

《ABFA Award for Outstanding Franchises》

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

《ABFA Award for Outstanding Individual Brands》

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

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Evaluation committee & Officiating and awarding guests

Ms. Karen Kwan - Chairlady of Asia Branding and Franchising Association



Ms. Pam Mak – Chairlady of Hong Kong Small and Medium Enterprises Association



Dr. Edmund Lee – Executive Director of Hong Kong Design Centre

Mr. Simon Wong – Chairman of Hong Kong Brand Development Council

Mr. Eddy Chen – Vice President of Hong Kong Franchise Development Association



Mr. Kwan Chi Hong – President of Innovative Entrepreneur Association



Dr. Jeffery Hui – Chairman of Hong Kong Institute of Marketing



Ms. Agnes Wu- Hong Kong Famous Stock Analysts



Dr. Yan Kwan – Lecturer of Department of Marketing (HKBU)



Mr. Edward Wu – Chairman of Hong Kong People and Brands (Awarding Guest)



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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.) **before 30th October 2017**. The organizers and the jury will be selected 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 **2nd November, 2017**, and will inform the finalists to attend the final review.
3. The final review will be held on **11th November, 2017 (10:00 am - 4:00 pm)** at the Hong Kong Trade Development Council SME Service Center. The finalists need to prepare a 10-15 minutes brand report to explain how their brand meets the judging criteria, and also including the Q & A session.
4. The organizer will announce the final result on the website and social media on **14th November, 2017**, and notify the winners by email and phone. °
5. The winners will be invited to attend the awards ceremony on **8th December 8, 2017 (1:30 pm - 3:00 pm)** at the Hong Kong Wan Chai Convention and Exhibition Center Exhibition Hall 1E °

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A. Pre-event publicity

1) The President of ABFA would be interviewed in the following radio shows, 30 minutes each:

- Promotion period: October 2017 / November
- In order to let more investors to understand the development of "Asia-Pacific franchise brand" and "Asia-Pacific individual brand" in Hong Kong market, we will be interviewed in the **Metro Finance program "Breakfast with Heung Shu Fai" and the Metro Info program "Keys to Entrepreneurial Success"**, therefore attract local or overseas potential partners.

Program(a) :	Breakfast with Heung Shu Fai
Summary :	To gather the most talented people and important information is the strongest deployment for business. Mr. Heung will invite financial elite in town and discuss about important news of political and economic issues and analysis the external political and economic situation,
Host :	Heung Shu Fai 、 Lim Kit Ying
Airing Time :	07:00am-09:30am (Monday to Friday)
Format :	Live show, 30 minutes per section
Program(b) :	Keys to Entrepreneurial Success
Summary :	By consulting successful entrepreneurs of different industries, learning their unique models, Christine provide suggestions to the newbie business owners. And by organizing the entrepreneurial team, objectively analyses for the current business environment.
Host :	Christine Lam
Airing Time :	10:00am-12:00pm (Every Saturday)
Format :	Live show, 30 minutes per section



Date of interviews : **Before the ABFA Awards for Outstanding Franchises and Outstanding Individual Brands 2017**

(Dates are to be confirmed)

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A. Pre-event publicity

2) Promotional Soundtrack (Pre-event: call for election)

- Promotion period: September and October 2017
- The soundtrack would be on-air for 112 times.
 - 62 times in Metro Finance
 - 50 times in Metro Info

3) Promotional Soundtrack (Pre-event: preview for award ceremony)

- Promotion period: November 2017
- The 20 second soundtrack would be on-air for 56 times.
 - 36 times in Metro Finance
 - 20 times in Metro Info

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A. Pre-event publicity

4) Generic web banner would be shown on Metro Finance website and the organizer's event page (call for election)

- Promotion period: October and November 2017
- There will be **1x** web banner
 - Size: 300 x 80 pixels
 - Web-banner link to official event webpage (<http://abfa.asia/award2017/>)
 - Last for 4 weeks
 - Expectedly exposed 150,000 times per week

■ Website for Metro Finance - <http://metroradio.com.hk/MetroFinance/>



Reference for generic web banner



活動專頁
<http://abfa.asia/award2017/>

A. Pre-event publicity



5) Facebook Post for pre-event social media exposure

- Promotion period: October 2017
- **There will be exactly 1 post being uploaded on Facebook page of “Keys to Entrepreneurial Success” and being shared by the Facebook page of Metro Finance**
 - Facebook Post will be uploaded on Facebook page of “Keys to Entrepreneurial Success” <https://www.facebook.com/keystoenterpreneurialsuccess/>
 - ✓ Fans: 559+
 - Post would be shared to Facebook page of Metro Finance - <https://www.facebook.com/MetroFinance/>
 - ✓ Fans: 8,580+
 - Post would be shared to Facebook page of ABFA- <https://www.facebook.com/亞太品牌發展及加盟協會Asia-Branding-and-Franchising-Association-ABFA-358372167645125/>
 - ✓ Fans: 3,135+



Facebook page of “Keys to Entrepreneurial Success”



Facebook page of Metro Finance



Facebook page of ABFA

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B. Event publicity (for winning brands)

6) Promotion period: 8th December 2017

- **1x Trophy** will be presented at award ceremony on 8 December 2017.
- Invitation to **mass media** for interview arrangement and **press invitation and press release** to mass media
- "ABFA Award for Outstanding Franchises" and "ABFA Award for Outstanding Individual Brands" 2017 for promotion in the form of a sign, for the winning brand to show in the booths in the exhibition
- Winning brand can place promotional materials in ABFA booth during the **Hong Kong International Franchising Show for 3 days (6th to 8th December 2017)**.
- **Additional promotional booths:** Winning brands can apply for an independent promotional booth (3 days: 6-8 December 2017) in the Hong Kong International Franchising Show. ABFA will assist in arranging matters. The additional quotes and cost will be the winning brands' responsibility.

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C. Post-event publicity (separated congratulations for winning brands)

7) Each winning brand has a around 5 minutes interview in the Metro Info program "Keys to Entrepreneurial Success" to share the winning experience:

Promotion period: December 2017

- To celebrate the success in "ABFA Award for Outstanding Franchises" and "ABFA Award for Outstanding Individual Brands" 2017 awards ceremony, and to increase the exposure of these brands, we will interview the winning brands representatives during the air time of Metro Info program "Keys to Entrepreneurial Success", so that could help attracting local or global potential partners.

Program	:	Keys to Entrepreneurial Success
Summary	:	By consulting successful entrepreneurs of different industries, learning their unique models, Christine provide suggestions to the newbie business owners. And by organizing the entrepreneurial team, objectively analyses for the current business environment.
Host	:	Christine Lam
Airing Time	:	10:00am-12:00pm (Every Saturday)
Format	:	Live show, 30 minutes per section
Interview date	:	After the "ABFA Award for Outstanding Franchises" and "ABFA Award for Outstanding Individual Brands" 2017 awards ceremony and will be arranged according to the program schedule.



2) 1-2 minute video production* of event highlight and awardees sharing highlight

(to be utilized from 31 Dec 2017 to 30 Nov 2018)

- Production time: December 2017
- Remark: Video production around 2 hours and one designated venue for video production in HK
- Reference:

https://www.youtube.com/watch?v=kGA8zmEJAuU&index=9&list=PLK2JJA6_ultSuqSETtnBFRHjNpxlljxGa

https://www.youtube.com/watch?v=baRDRcgeLj0&index=10&list=PLK2JJA6_ultSuqSETtnBFRHjNpxlljxGa

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C. Post-event publicity (United congratulations for winning brands)

8) Congratulation Ad after event to be official announcement and promotion via Metro Finance O2O media platform with Organizer's own platform.

Promotion period: Dec 2017

- Congratulation ad Web-banner in Metro Finance Webpage (<http://metroradio.com.hk/MetroFinance/>) for a week, which include the awardees' logo
- Both Metro Finance and ABFA's website will publish the results of the awarding.
- Video for awarding ceremony with footage will be posted in Metro Finance 《財經直播》 and Asia Branding & Franchising Association Facebook.
- A full page of the join congratulations ad published in HKEJ.
- Video to be shared to Metro Finance Play Youtube Channel.
- https://www.youtube.com/watch?v=9qWWdeH8JBM&list=PLK2JJA6_uItSugSETtnBFRHjNpxlljxGa



參考:聯合祝賀廣告



參考:祝賀橫額



參考: Facebook Post



Promotional Package for the event and terms & conditions



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: → → → → → → → → → → Metro Finance . . .

Date: → → → → → → → → → → 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 after 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". . .

"Annex I" Photo review of award ceremonies held by Metro Finance in different industries



Metro Finance – Hong Kong Leaders’ Choice 2016



13 Feb 2017

Video reference - <https://www.youtube.com/watch?v=oQ4b42rhXCU&feature=youtu.be>



Print Ad -Headline



2016



2015

The Hong Kong Insurance Award 1027



2016



2015



2014



SCMP Print Ad (Winner in 2016)

Experiential Marketing Brilliance Awards



7 Nov 2016



2016 Print Ad – Metro Pop



2015 Print Ad – Metro Daily



2015



2014

Thank You

For any enquiry for award and application, please contact

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Amy Zee: amy@abfa.asia; (852) 9667 9959

Jay Ng: jayng@abfa.asia; (852) 9124 2933

Tel : (852) 2307 1091

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