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#Post to Compete
Social Media Advocacy Challenge

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“Post to Compete” Social Media Advocacy Challenge

The Competition Commission and Junior Achievement Hong Kong offers a great opportunity for all tertiary students to unleash their creativity and develop social media posts to convey how the Competition Ordinance safeguards a level playing field for the benefits of businesses and consumers.

Participants will be invited to attend a campaign workshop where former Political Assistant and seasoned strategy consultant Mr Law Wing-chung and other digital marketing guru will share the secrets of running a successful social media campaign. In addition to fabulous prizes, the winning team will gain a rare and valuable summer internship opportunity!

Co-organisers:



Prizes

Winner: HK\$30,000 cash, trophy and certificate; team members will have summer internship opportunity with the Competition Commission and Mr Law Wing-chung

1st Runner-up: HK\$20,000 cash, a trophy and certificates

2nd Runner-up: HK\$10,000 cash, a trophy and certificates

*All shortlisted teams will be awarded certificates and HK\$2,000 cash as a subsidy for production.

Eligibility

All full-time tertiary students in Hong Kong are welcome. Each team should comprise 2 – 4 students from the same or different institutions.

Phases and Format

Challenge 1: Submission of “Post to Compete” Social Media Advocacy Proposal (Deadline: 5 March, 2018)

Proposals with advocacy ideas and strategies should convey how the Competition Ordinance safeguards a level playing field for the benefits of businesses and consumers. The proposal should incorporate at least one of the following concepts:

Bid Rigging, Price Fixing, Market Sharing, Output Restriction, Exchange of Information, Resale Price Maintenance, Abuse of Market Power

Proposals should be submitted in the form of a word document (maximum 2 pages), a Powerpoint presentation (maximum 10 slides) or a short video (maximum 2 minutes).

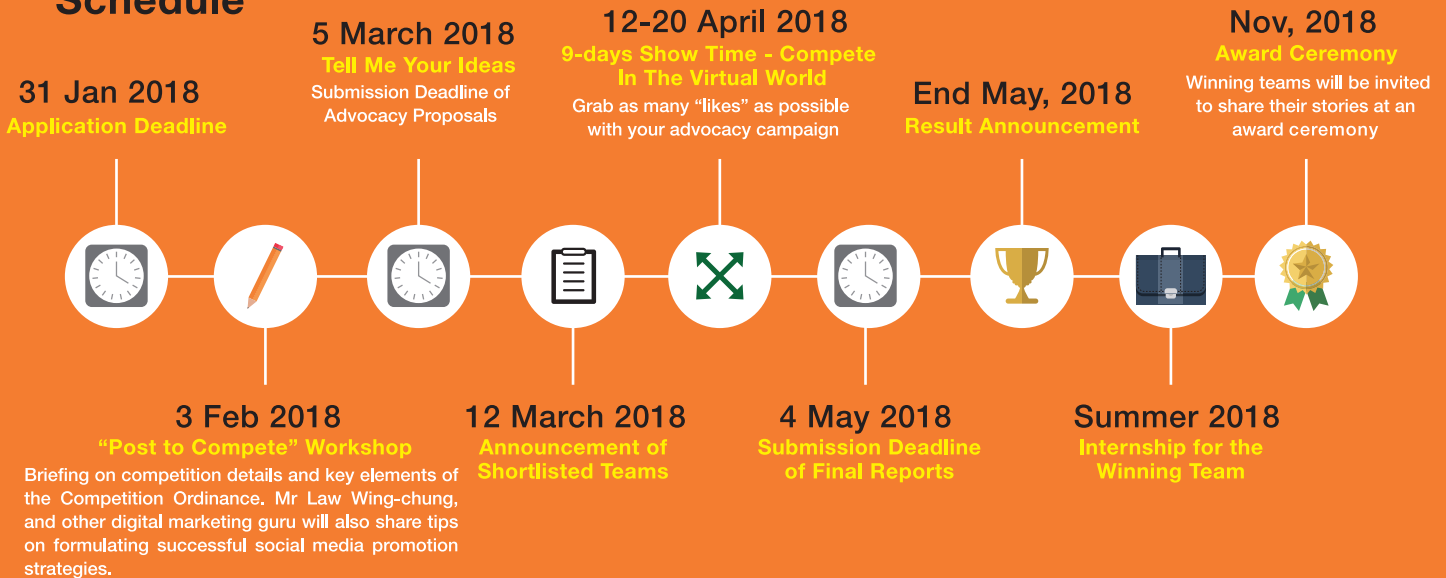
Challenge 2: 9-days Show Time - Compete In The Virtual World (Deadline: 12-20 April, 2018)

Based on their proposals, shortlisted teams will create 2-9 posts on Facebook, Instagram, and/ or YouTube, in the form of text, images, comics, animations or videos.

Challenge 3: Final Report Submission (Deadline: 4 May, 2018)

Reports should be submitted in the form of a word document (maximum 3 pages), Powerpoint (maximum 15 slides) or a short video (maximum 3 minutes).

Schedule



Application Method:

Please submit your application form online on or before **31 Jan, 2018**. Successful applicants will receive a confirmation email between late January and 1 Feb, 2018 with an invitation to attend the “Post to Compete” Workshop.

Submission:

Participating teams should upload their proposals, final works and reports to a designated website (to be announced later).

Judging Criteria:

The proposals and final works will be judged on the following criteria:

- Creativity, originality and reflection of the theme
- Understanding of the Competition Ordinance and use of accurate expressions
- Effectiveness of the promotion (for final works only)
- Execution of the proposal (for final works only)

**Based on the number of fans and followers of related social media pages and accounts, number of views and levels of engagement with the audience*

Judging Panel:

A representative from the Competition Commission

Mr. Law Wing-chung (Former Political Assistant and seasoned strategy consultant)

Mr. Lau Gar Tsun Garrick (CEO of Junior Achievement Hong Kong)

Enquiry

May Lam / Mike Lau (ptc.ja@jahk.org or 3426 3143)

Click here to Register



Deadline: 31 Jan 2018