

11 April 2018

For immediate release

"Post to Compete" Social Media Advocacy Challenge Guess the winner for a chance to win fabulous prizes

The "Post to Compete" Social Media Advocacy Challenge (Challenge) organised by the Competition Commission (Commission) invites all local tertiary students to formulate strategic social media advocacy plans to promote the Competition Ordinance (Ordinance). Fourteen finalist teams from different institutions are set to compete for online eyeballs by publishing creative posts on social media platforms from 12 to 20 April 2018.

Members of the public are welcome to participate by guessing the winning team on the "Post to Compete" Facebook page. Those who made the right guess will stand a chance to win fabulous prizes including AirPods and the Commission's USB memory sticks.

Interested parties can join the game* simply by leaving comments quoting the name of their selected team and reasons for their choice, as well as "liking" and sharing the "Post to Compete" Facebook page and the relevant post from 12 to 26 April. Those who made the right guess with unique comments will have the chance of receiving attractive prizes.

Co-organised by the Commission and Junior Achievement Hong Kong, the Challenge aims to promote better understanding of the concepts, core values and key elements of the Ordinance among the youths. Participants attended a training workshop in February this year where they learnt key concepts of competition law and social media advocacy tactics. A total of 14 teams with outstanding proposals have been shortlisted as finalists. During the 9-day final challenge, they will publish posts on Facebook, Instagram and YouTube, in the form of texts, images, comics, animations or videos, and compete by getting the most views, "likes" and shares or interacting with the audience to promote competition law.

Through this Challenge, the Commission aims to instill the value of fair competition into the minds of the younger generation before they join the workforce. In addition to a series of attractive prizes, students of the winning team will also have a rare and valuable summer internship opportunity with the Commission as well as with Mr Law Wing-chung, former political assistant and a seasoned strategy consultant.

Please visit www.facebook.com/posttocompete for details of the "Guess the winner" game.

**The game is conducted in Chinese.*

Photo Caption



The “Guess the winner” game on the “Post to Compete” Social Media Advocacy Challenge Facebook page