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For Immediate Release

## **Competition Commission launches "Post to Compete" Social Media Advocacy Challenge 2021**

The Competition Commission (Commission) today launches the second edition of the "Post to Compete" Social Media Advocacy Challenge (Challenge). All tertiary students are invited to formulate creative social media campaigns to promote competition law and how it safeguards a level-playing field for the benefits of businesses and consumers. The champion team will receive a \$30,000 cash prize and exciting internship opportunities in the summer of 2021.

Organised in partnership with Junior Achievement Hong Kong, the Challenge aims to promote better understanding of the key elements of the Competition Ordinance (Ordinance) and the core values of fair competition among youths. All full-time students of local universities and tertiary institutions are welcome to form teams to participate by submitting a proposal on how they will promote Hong Kong's competition law via social media.

During a 9-day final challenge, finalist teams will execute their plans and publish creative posts on Facebook, Instagram and other social media platforms, in the form of write-ups, images, videos, animations, interactive games or other formats of their choice. They will compete by getting the most views, "likes", shares or even interacting with the audience, in addition to other judging criteria which include creativity, a good understanding of the Ordinance and the effectiveness of the promotion.

All participating teams will be invited to attend a workshop where they will learn the key concepts of competition law and tips on running successful social media campaigns shared by seasoned strategy consultant Mr Law Wing-chung, online marketing guru Mr Wesley Ng as well as content creation and video production experts.

The champion team will receive a cash prize and gain valuable summer internship opportunities with the Commission as well as Mr Law Wing-chung. Awards will also be given to the 1<sup>st</sup> and 2<sup>nd</sup> runners-up, as well as the most "popular" and "creative" teams.

The inaugural "Post to Compete" Social Media Advocacy Challenge was held in 2018, drawing over 70 teams of students who came up with a variety of quality and creative content to promote competition law. The winning entry was adapted into a micro movie "[A Conspiracy of Love](#)", to raise public awareness of two types of hardcore anti-competitive conduct – market sharing and price fixing.

Registration for the Challenge is now open until 26 January 2021 with the submission deadline of the proposal on 1 March 2021. Please visit [posttocompete.hk](http://posttocompete.hk) for details and registration.

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(Photo attached)

**Photo caption:**



The Competition Commission launches the second edition of the "Post to Compete" Social Media Advocacy Challenge and invites all tertiary students to formulate creative social media advocacy campaigns to promote the Competition Ordinance.