



Follow

玩尸D競

社交媒體宣傳 挑戰賽2021

Post to Compete!

Social Media Advocacy Challenge

"Post to Compete" website:
www.posttocompete.hk ♡ ○

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

Participants will be invited to attend a workshop where seasoned strategy consultant Mr Law Wing-chung, founder of CASETIFY Mr Wesley Ng and digital marketing guru Pomato will share the secrets of developing creative content and running a successful social media campaign.

In addition to fabulous prizes, the winning team will gain a valuable summer internship opportunity!

Co-organisers:





Awards

First-round Competition:

- · Competition Knowledge Award
- Creativity Award
- · Channel Strategy Award

*All first-round awardees and finalist teams will receive a certificate. All finalist teams will receive a HK\$2,000 subsidy for production.

Final-round Competition:

Champion: HK\$30,000 cash, a trophy and certificates; Summer internship at the Competition Commission and Mr Law Wing-chung's consultancy company

- · 1st Runner-up: HK\$20,000 cash, a trophy and certificates
- · 2nd Runner-up: HK\$10,000 cash, a trophy and certificates
- · "The Most Popular" Award
- · "The Most Creative" Award

Eligibility

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

Challenge Phases and Content

First-round Competition

Submission of "Post to Compete" Social Media Advocacy Proposal

Proposals with advocacy ideas and strategies should convey how the Competition Ordinance safeguards a level playing field for the benefits of businesses and consumers, highlighting at least one of the following anti-competitive conduct:

Bid Rigging, Price Fixing, Market Sharing, Information Exchange, 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 8 slides) or a short video (maximum 2 minutes).

Final-round Competition



Shortlisted teams will be provided with mentorship and professional advices, and a team subsidy of HK\$2,000 to develop their social media campaign.



Based on their proposals, shortlisted teams will create 4-9 posts (including at least 1 interactive post) on Facebook and Instagram in the form of write-ups, photos, videos, comics, animations or interactive games etc. (other optional social media platforms may also be used in tandem).



Reports should be submitted in the form of a word document (maximum 3 pages),
Powerpoint (maximum 12 slides) or a short video (maximum 3 minutes).

Schedule



Application Method

Please submit your online application form on or before 26 January, 2021 at www.jahk.org/ptc. Successful applicants will receive a confirmation email between late December 2020 and 26 January 2021 and they will be invited to attend the "Post to Compete" Workshop.

Submission

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

Judging Criteria

- · Creativity, originality and reflection of the theme
- Understanding of the Competition Ordinance and accuracy
- Effectiveness of the promotion* (for final round only)
- Execution of the proposal (for final round only)
- * Based on the number of fans and followers, number of posts' views and interaction with the audience

Judging Panel

A representative from the Competition Commission A representative from Junior Achievement Hong Kong Mr Law Wing-chung

Enquiry

3426 3146 / ptc.ja@jahk.org Thomas So and Ginia Lam



Deadline: 26 Jan, 2021