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社交媒體宣傳 挑戰賽2021

Post to Compete!
Social Media Advocacy Challenge

“Post to Compete” website:

www.postto Compete.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:



競爭事務委員會
COMPETITION
COMMISSION



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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



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

APPLY NOW



Deadline: 26 Jan, 2021