

The Chartered Institute of Marketing Hong Kong supports creative talent of PolyU SPEED Best Innovation Awards 2016



Organised by The Hong Kong Polytechnic University-affiliated School of Professional Education and Executive Development (PolyU SPEED), the Best Innovation Awards (BIA) marked its 10th anniversary by challenging the creative potential of the contestants through a real case. The competing teams of this year's BIA were required to develop an innovative strategy for Ngong Ping 360, a world's top 10 amazing cable car ride, to turn it into a must-visit spot for tourists.

This year, 66 teams of sub-degree students from eight local tertiary institutions joined the PolyU SPEED BIA. The contest aimed at providing a platform for associate degree and higher diploma students from different higher education institutions in Hong Kong to apply their knowledge and creativity to real world scenarios.

After reviewing all the proposals, the judging panel selected three teams to give the final presentation at PolyU Chiang Chen Studio Theatre on 16 April 2016. The three finalist teams racked their brains to present the proposal before the judging panel, with some performing martial arts while others displaying traditional food to impress the audience.

With an emphasis on the unique blend of versatile performing arts and the natural environment surrounding Ngong Ping Village, the Creativengong team from Li Ka Shing Institute of Professional and Continuing Education of The Open University of Hong Kong took home the Gold Award. The team UNBELIEVABLE SCs from the School of Continuing and Professional Studies of The Chinese University of Hong Kong, and the team Triangle 360 from the Hong Kong Institute of Vocational Education (Tsing Yi) received the Silver and Bronze Awards respectively. The students from the Hong Kong Community College of PolyU also achieved respectable results by winning five prizes out of all the 13 awards.

Innovation Breeds Success

While the participants are studying sub-degree programmes, Dr Jack Lo, Director of PolyU SPEED, was pleased to note that the standards of their proposals are comparable to those studying University Grants Committee (UGC)-funded bachelor's degree programmes. Dr Lo said that the mission of self-financing tertiary



Dr Jack Lo, Director of PolyU SPEED, said that the main purpose of hosting the BIA event is to encourage sub-degree students to apply what they have learned in class and their unconventional creativity to solve real world problems.

institutions is to provide an alternative pathway for students to complete their degree education. He emphasised that students must keep updating their knowledge in order to catch up with the trends in different sectors. Diligence is also essential to the prospects of the young generation.

CIM Hong Kong promotes the values of forward thinking

The Chartered Institute of Marketing (CIM) Hong Kong has been one of the key sponsors of BIA for years. "BIA is not only a competition but a platform to help students expand their horizons, thereby paving the way for their future," said Miss Mary Choy, Vice Chairman of CIM Hong Kong who served as one of the judges. "The participating students were able to gain solid experience in team-building, develop the right approaches towards the discovery of insights, initiate strategic thinking and, most importantly, recognise the need for creative solutions."

She was also amazed to see that there was a great leap in participating students' strategic capability. "Most of them come up with great concepts and 'WOW' ideas which are 'campaignable'. In particular I like the idea

of creating special moments and adding values to the cable car ride experience. Practical or not, if the cable car can be a dining room, would you like to try and go there often with your friends, families, and whenever visitors come to Hong Kong?"

As a veteran marketing professional, Miss Choy believes that marketers should always be on the move and keep thinking ahead. "For instance, artist Leon Lai recently used the Facebook as a creative pitch to call for real-time sharing of his live concert, engaging all his fans in a highly impactful manner. Eventually the pitch created a lot of buzz and gained heartfelt loyalty for him and his personal brand." She is pleased that both CIM Hong Kong and PolyU SPEED share the same values of forward thinking and treasure the importance of learning as part of life experience.



The creative presentations conducted by the Gold, Silver and Bronze award winning teams highly impressed the judging panel.

For the results of BIA 2016, please visit:
http://www.speed-polyu.edu.hk/bia2016/bia2016_Result.html

