





2011 Hong Kong Marketing Smartphone Apps Popularity Contest

1. Winners List

Most Popular Marketing Smartphone Apps Awards (in random order)

Winner	Description
<p>Leisure Guide</p> 	<p>Leisure Guide allows you to search more than 20000 convenience facilities, such as banks, automatic teller machine (ATM), post offices, petrol stations, car parks and betting stations anywhere in Hong Kong. With GPS, you can download the discount coupons the shop provided instantly based on your current location!</p>
<p>Kongsolo</p> 	<p>KongSolo mobile application, offering consumption information, is one of the most popular local applications in Hong Kong market. It provides shopping and life information about coupons, rebates, freebies, hot deals and outlets on food, clothing, shelter and transportation, etc, especially in providing a strong information searcher with accurate map positioning using Location Based Service to help users pick out their best-fit information in a fast and easy way. Campaigns on KongSolo app like Checkpoint hunting game and Jetso Gashapon Machine were greatly welcomed by users.</p>
<p>Movie Express</p> 	<p>Upcoming hottest movie trailers are all gathered from Movie Express, which fascinate all movie-mania. The app not only aggregates the latest movie information, movie review and box office, but also provide access to mobile ticketing services of Cityline, UA cinemas, Broadway Circuit and AMC cinemas; and real-time seating plans of Broadway Circuit, AMC cinemas and Golden Harvest cinemas.</p>
<p>MTR Mobile</p> 	<p>Through the “Journey Planner”, you can search the most convenient way to your destination which also lets you know the interchanging stations as well as the fares on the MTR, even without network connections.</p> <p>In “MTR Club”, users can get the latest promotion offers of the club and redeem gifts online. Users can locate nearby MTR Shops via “MTR Shops Finder” while obtaining service hours information and station facilities information in “Station Info” session.</p> <p>Furthermore, users can search for landmarks and leisure spots in the MTR networks, by station, name or via the “AR Browser” in Search en Route”.</p>

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OpenRice Hong Kong



It is the most popular dining app in Hong Kong. It uses GPS to find you current location and show nearby restaurants. It supports keyword search for restaurant name, address and signature dish with click-to-call function.

KMB



KMB iPhone App is an essential and useful device for every bus passenger on the go. KMB iPhone App helps you get hold of all KMB & Long Win bus route information every time and everywhere – route search, bus stop locations (maps & photos), bus fares, timetables & frequencies etc. It is also empowered with an intelligent feature, “Alight Reminder”, bringing forth a new kind of experience that every bus journey is convenient and fun.

7-iCollection




7-Eleven launches the first iPhone application, 7-iCollection, which makes use of AR (Augmented Reality) Technology to collect promotion premiums via iPhone in Hong Kong, allowing users to review the promotion premiums anytime anywhere, bringing fans a whole new collecting experience.



Hong Kong Movie






Hong Kong Movie is a cross-platform application developed by Farm, a division of the leading mobile solutions consultancy Green Tomato Limited. Hong Kong Movie allows movie goers to buy movie tickets and browse comprehensive movie information including over 40 cinemas details, movie synopsis, comment sharing, show time schedules and the one of its kind real-time seating plan update. Hong Kong Movie can be downloaded in App Store and Android Market for free. Search keyword: Hong Kong Movie.

<p>Pizza Hut HK</p> 	<p>Hong Kong's first mobile ordering service.</p> <p>Pizza Hut iPhone app allows customers in Hong Kong to place both delivery and takeaway orders directly via this iPhone app. Using the app, customers can also access Pizza Hut's combo menu and a la carte menu.</p> <p>Besides being an ordering platform, the iPhone app is linked to Pizza Hut's Rewarding Treats Program so that after each order transaction, members can immediately see their updated "Rewarding Treats" points balance</p>
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Special Awards

Awards	Winner	Description
<p>Best Marketing Smartphone Apps (Technology) Award</p>	<p>Hennessy Mix</p> 	<p>The Inspiration of Hennessy Mix drinks using Augmented Reality (AR) vision technology at designated bar location has given birth to the World's first iPhone and Android application with location-based AR vision. Customers can simply point the Hennessy Mix application at any Hennessy coaster or bottle label to view AR vision 3D Hennessy Mix drinks. If customers are at the designated bar locations, they would be awarded with stamps, which can be redeemed for many great prizes. Other exciting features include AR photo frames for customers to capture, decorate and share their precious moments on facebook.</p>
<p>Best Marketing Smartphone Apps (Creativity) Award</p>	<p>Hong Kong Arts Festival</p> 	<p>The Hong Kong Arts Festival On the Go – a mobile extension to the Festival's existing digital communication channel, provides access to the festival's related information on the go; enrich user experience with rich media resources on demand on the fly, including audios & videos, photo galleries, programme & ticketing information; is also the first to include seat availability charts for performing arts programme. In addition, all of the information that you have can be shared with your friends through facebook, Twitter or Email. You can also bookmark your favourite programmes for future access and search them by name and date to save time. You can create your own schedule in the application for your convenience in a user-friendly way, along with the latest information from "What's New".</p>

<p>Best Marketing Smartphone Apps (Advertisement) Award</p>	<p>7-iCollection</p> 	<p>7-Eleven launches the first iPhone application, 7-iCollection, which makes use of AR (Augmented Reality) Technology to collect promotion premiums via iPhone in Hong Kong, allowing users to review the promotion premiums anytime anywhere, bringing fans a whole new collecting experience.</p>
<p>Best Marketing Smartphone Apps (Game) Award</p>	<p>Dine Before Dawn in Haunted Restaurant @ Grand Century Place</p> 	<p>In "Dine Before Dawn in Haunted Restaurant @ Grand Century Place" iPhone App, you will collect ingredients to feed the phantoms. You will be awarded with grand prize if phantoms found your dishes delicious.</p>
<p>Best Marketing Smartphone Apps (Social Wellness) Award</p>	<p>KMB</p> 	<p>KMB iPhone App is an essential and useful device for every bus passenger on the go. KMB iPhone App helps you get hold of all KMB & Long Win bus route information every time and everywhere – route search, bus stop locations (maps & photos), bus fares, timetables & frequencies etc. It is also empowered with an intelligent feature, "Alight Reminder", bringing forth a new kind of experience that every bus journey is convenient and fun.</p>

2. Judging Panel

Chairman:

- Professor Andrew Chan, Director, EMBA Programme, The Chinese University of Hong Kong

Members:

- Mr Ken Fong, Chairman, Hong Kong Wireless Technology Industry Association
- Dr Lawrence Cheung, Principal Consultant (IT Industry Development), Hong Kong Productivity Council
- Mr Eric Phu, Vice Chairman, Interactive & Direct Committee, The Association of Accredited Advertising Agencies of Hong Kong
- Ms Shirley Chau, Head of Operations, The Chartered Institute of Marketing (Hong Kong)
- Mr Moses Leung, Assistant Assignment Editor, e-Zone