

香港浸會大學綜合傳播管理學同學贏取 2012 年度香港電車站廣告創作比賽「公開組」銀獎和銅獎 ICM students win the Tram Shelter Advertising Creative Contest 2012

香港浸會大學綜合傳播管理學兩隊同學分別贏取了本年度香港電車站廣告創作比賽「公開組」的銀獎和銅獎。比賽由香港電車有限公司及博納戶外廣告有限公司 (POAD) 聯合舉辦，至今已屆第三屆，目的是讓公眾及專業人士發揮創意及表達他們對香港的情懷。頒獎典禮已於 2012 年 5 月 18 日假香港怡東酒店舉行。

今年比賽主題為「飛越十五年」，鼓勵參加者回顧香港過去十五年所經歷的美好時刻。比賽分為三個組別：「專業創作組」、「企業品牌組」和「公開組」。作品由 11 位各界傑出人士組成的評審團評審。

「公開組」的銀獎和銅獎分別由兩組浸大綜合傳播管理學的同學獲得。銀獎得主包括：陳蔚薇、羅司羽、林駿庭、阮嘉璐和譚海凝。他們的作品名為「我的大成就」，是透過拼圖來描繪出香港 15 年來的故事，及利用廣告板來表達箇中意思。而銅獎得主崔俊傑、周嘉盈、馮瑞華和劉志欣的作品名為「時光影廊」。他們採用菲林設計將廣告板分為十格，每格展出某一年最深刻或最具意義的事情，像是時光隧道一樣帶觀眾走進昔日的香港。

銀獎得主陳蔚薇同學說：「今次的廣告創作比賽除了加深了我對廣告行業的認識外，亦讓我能將『創意廣告撰稿』一科所學到的知識加以發揮。更重要的是它令我明白到參加比賽的意義不只是贏取獎項，而是體會比賽過程中的種種珍貴時刻。」

Two teams of BSc in Integrated Communication Management (ICM) students won the Public Category Silver and Bronze awards of this year's Tram Shelter Advertising Creative Contest. The award presentation ceremony was held at the Excelsior Hotel on 18th May 2012. Jointly organized by Hong Kong Tramways Limited and POAD Group Limited, the Contest has come to its third year with an objective to create an opportunity for the general public and professionals to show infinite creativity in expressing their feelings towards Hong Kong.

The theme of this year's Contest is "Flying High for 15 years". Participants were encouraged to step back in time to recall the wonderful moments Hong Kong had for the past 15 years. The contest comprises 3 categories: Creative Professional, Brand and Public. All works were judged by a panel of 11 leading professionals from various industries.

HKBU has two teams of second year ICM students winning the Silver and Bronze awards respectively in the Public Category. Members of Silver Award included Chan Wai Mei, Law Si Yu, Lam Chun Ting, Yuen Ka Lo and Tam Hoi Ying who titled their work "My Remarkable Achievement". They used the idea of a jigsaw puzzle to portray the story of Hong Kong in the past 15 years and made use of the "front and back" feature to express their idea.

On the other hand, the bronze winners Chui Chun Kit, Lau Chi Yan, Chau Ka Ying and Fung Sui Wa used film as the framework of their work "Time Gallery". They divided the medium into 10 themed sections, each depicting highlights of the year, creating a time tunnel which brings the audience back to the old Hong Kong.

"This Advertising Creative Contest allows me to gain insights into the advertising industry. One of the major core courses of ICM, Creative Advertising Copywriting, has proved to be useful in equipping myself for this competition. More importantly, it makes me understand winning is not the ultimate goal for a competition; the process itself is very valuable indeed," said Chan Wai Mei, group leader of the Silver Award winning team.



香港電車站廣告創作比賽「公開組」銀獎和銅獎得主
Silver and Bronze Winners (Public Category), Tram Shelter Advertising Creative Contest