

Moët Hennessy
ASIA PACIFIC

2012 MHAP AWARDS

On-Line Voting Closes on April 16 at 12:00am (HK time)

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2012 MHAP AWARDS

On-Line Voting Closes on April 16 COP

Moët Hennessy
ASIA PACIFIC

Most Visionary Award

COP change to at
12:00am (HK time)

The MHAP Asia Award is now open.
Here is your chance to select the entries that you think are most likely to be the winner of each of the 8 categories among the 39 Final entries of the 2012 MHAP Awards.

The two most visionary and telepathetic persons who can correctly name the highest number of category winners chosen by the panel will be handsomely rewarded with cash and a spree in HK.

Delete "two"
(I already delete)

Use now, study
your vote

✧ Enter ✧

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ASIA PACIFIC

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Most Visionary Award

1. Click on the thumbnail of each case to review the details.
2. Review all 39 cases before you vote, you may vote for one entry only per category and must complete all eight categories.

Best Use of Digital Marketing



Best Public Relations Local & Regional Event (under 50KE)



Best Merchandising On-Trade



Best Merchandising Off-Trade



Best Creative Media Campaign



✧ Go to voting form ✧

Missing pattern on bottom part, please check.

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Most Visionary Award

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Best Use of Digital Marketing



Best Public Relations Local & Regional Event (under 50KE)



Best Public Relations Local & Regional Event (over 50KE)



Best Sales Innovation



Please check alignment

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Most Vision Award

BEST USE OF DIGITAL MARKETING

No.1 - CHINA : Hennessy

COP change to at
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[Click here](#) if you didn't see the image.

2012 MHAP AWARDS

For more details, please visit
www.mhapawards.com

Hennessy Classivm

"I CAN SHINE" Mobile App

Submission for:
Best Use of Digital Marketing

MHD China

- Christina Leung
- Vinson Zhang
- Lizzy Yao

Moët Hennessy
ASIA PACIFIC

轩尼诗
新点
Hennessy
CLASSIVM

Remember take out all
masking, play icon need to
add the "mouse-over" effect

⏮ Back ⏭ Review next entry ⏮

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Most Visionary Award

BEST PUBLIC RELATIONS LOCAL & REGIONAL EVENT a) under 50 KE

No.6 - CHINA : E&W Portfolio Tour



BEST PR LOCAL EVENT
(UNDER 50KE)
ESTATES & WINES
PORTOLIO TOUR

Please delete a), apply from No.6 – No.11
After the “event (under 50 KE)”

➤ Back ➤ Review next entry ➤

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ASIA PACIFIC

Most Visionary Award

BEST PUBLIC RELATIONS LOCAL & REGIONAL EVENT a) under 50 KE

No.8 - INDIA : M&C Hello Collaboration!



[Click here](#) if you didn't see the image.

Change M&C to Moët
and Chandon



↖ Back ↗ Review next entry ↘

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Moët Hennessy
ASIA PACIFIC

Most Visionary Award

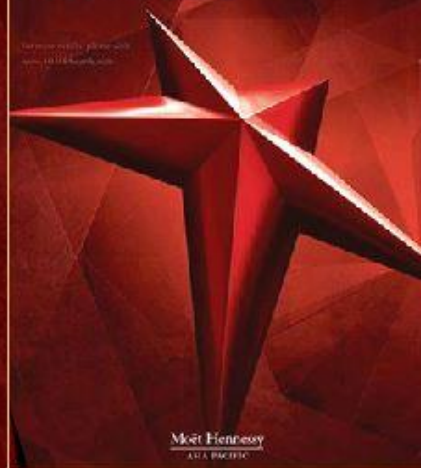
BEST PUBLIC RELATIONS LOCAL & REGIONAL EVENT b) over 50 KE

No.12 - CHINA : HXO Exclusive Collection VI Guilin Launch



2012
MHAP
AWARDS

For more info, please visit
www.1014.hennessy.com



Moët Hennessy
ASIA PACIFIC

BRAND: HENNESSY X.O

**SUBMISSION FOR:
BEST PUBLIC RELATION
LOCAL EVENT (> 50KE)**

MARKET: CHINA

USA JPN CHN



⌂ Back ⌂ Review next entry ⌂

Please delete b), apply from No.12 – No.16
After the “event (over 50 KE)”

2012 MHAP AWARDS

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Moët Hennessy
ASIA PACIFIC

Most Visionary Award

BEST PUBLIC RELATIONS LOCAL & REGIONAL EVENT b) over 50 KE

No.15 - KOREA : M&C Rising Star Awards



[Click here](#) if you didn't see the image.

Change M&C to Moët
and Chandon



RIISING STAR AWARD BY MOËT Korea

CATEGORIES :
#1 - BEST PUBLIC RELATIONS EVENT
(over 50 K Euros)

⤴ Back ⤴ Review next entry ⤴

2012 MHAP AWARDS

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ASIA PACIFIC

Most Visionary Award

Select Entries

Change M&C to Moët
and Chandon

Marketing

this category

Best Public Relations Local & Regional Event (under 50KE)

No.8 - INDIA : M&C Hello Collaboration

Best Public Relations Local & Regional Event (over 50KE)

No.15 - KOREA : M&C Rising Star Awards

Best Sales Innovation

Please Select the best entry for this category

Change M&C to Moët
and Chandon

On-Trade

try for this category

Off-Trade

Please Select the best entry for this category

Best Merchandising On-Trade

Please Select the best entry for this category

Best Merchandising Off-Trade

Please Select the best entry for this category

Best Creative Media Campaign

Please Select the best entry for this category

Change all "Select" to
"select", small letter

JAPAN:
Hennessy Mixer Bar

Best Promotion Off-Trade

HONG KONG:
Dom Pérignon &
Hennessy Pop-up Store
at Lane Crawford

Best Merchandising On-Trade

CHINA:
Veuve Clicquot
at Shook

Best Merchandising Off-Trade

CHINA:
MH Exclusive Store

Best Creative Media Campaign

MHAP:
HVSOP Branded
TV Content

Note: You CANNOT change your option after confirm!

✈ CHOOSE again ✈ Confirm ✈

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Please add line-spacing before
“Note: You CANNOT change
your option after confirm!”
Please ref to layout

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Most Visionary Award

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THANK
for your participation.

Results will be announced
at the Awards Presentation Ceremony on April 17, 2013

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