



# Awards

## Corporate

15 Years Plus Caring Company  
The Hong Kong Council of Social Service

9th Asia's Best Employer Brand Awards - Asia's Best Employer Brand  
Employer Branding Institute, World HRD Congress & Stars of the Industry Group

Charter on External Lighting: Platinum Award  
Environment Bureau

Eco-healthy Workplace Awards Labelling Scheme  
World Green Organisation

Hong Kong Green Organisation Certification - Energywise Certificate - Excellence  
Environmental Campaign Committee

Indoor Air Quality Certificate: Good Class  
Environmental Protection Department

United Nations Sustainable Development Goals - Green Office Awards Labelling Scheme  
World Green Organisation

Web Accessibility Recognition Scheme: Gold Award  
Hong Kong Internet Registration Corporation Limited and Office of the Government Chief Information Officer

## Operations

Asia's Telecom Excellence Awards - Best Operator of the Year  
CMO Asia

Award for Excellence in Branding and Marketing  

- Award for Brand Excellence in Telecom Services
- Brand Revitalisation Award

 CMO Asia

CAHK STAR Awards  

- Innovative Enterprise: Silver Award
- Smart City Award: Bronze Award
- Best Brand Campaign: Certificate of Merit
- Best Mobile Network Operator: Certificate of Merit
- Digital Marketing: Certificate of Merit

 Communications Association of Hong Kong





#### e-brand Awards (DIGI Category)

- The Best of Mobile Broadband Service
- The Best of Mobile Gaming Telecoms Operator
- The Best of NB-IoT Telecoms Operator

e-zone

#### Family Top Brand: Quality Life Brand - Mobile Communications for Families

family.ESDlife

#### Hong Kong Brand Leadership Awards

- Award for Brand Excellence in Telecom Services Sector
- Brand Revitalisation Award
- Effective use of Marketing Communication Award

CMO Asia

#### Hong Kong Design Awards - Services - Corporate

- User-centricity for Three.com.hk: Gold Award

Driven x Design

#### Hong Kong Design Awards - Digital - New Service or Application

- Disrupt Telcos with **MO**: Gold Award

Driven x Design

#### Hong Kong Digital Brand Awards - Outstanding Mobile Broadband Service

Metro Broadcast and The Chamber of Hong Kong Computer Industry

#### Hong Kong Leaders' Choice - Excellent Brand of Mobile Telecommunications Service

Metro Finance

#### Metro Awards for Brand Excellence - Excellence in Telecoms Products and Services

Metro Daily and Metro Prosperity

#### Metro Awards for Service Excellence - Excellence in Telecoms Products and Services

Metro Daily and Metro Prosperity

#### Mob-Ex Awards: My3 App

- Best E-commerce App: Gold Award
- Best User Experience: Gold Award
- Best Reform of App: Silver Award
- Best App - Branded Content: Bronze Award
- Best App - Creative Design: Bronze Award

Marketing Magazine

#### Mob-Ex Awards: Website of 3 Hong Kong

- Most Innovative Mobile Site: Bronze Award

Marketing Magazine

#### Platinum Brand: Mobile Telecom Service

PC3mag.com and IT Pro magazine

#### ROI Awards - Products Category - Service Design (Interaction Design, Experience Design and Service Process Design)

- 3 Hong Kong's 3GAMER Campaign: Silver Award
- 3 Hong Kong website experience upgrade: Bronze Award

ROI Festival Organisation Committee



#### Stevie Awards - The International Business Awards:

##### 3 Hong Kong's 3GAMER Campaign

- Marketing Campaign of the Year - Internet / Telecom: Bronze Award

The Stevies

#### Stevie Awards - The International Business Awards:

##### 3 Hong Kong's Fun Sharing Data Campaign

- Branded Utility of the Year: Gold Award
- Small-Budget Marketing Campaign of the Year (<US\$3 million / €5 million): Bronze Award
- Communications or PR Campaign of the Year - Marketing - Consumer Services: Bronze Award
- Communications or PR Campaign of the Year - New Product Launch: Bronze Award

The Stevies

#### Stevie Awards - The International Business Awards:

##### 3 Hong Kong Customer Service Team's Strive to Deliver Superior Services

- Customer Service Team of the Year: Silver Award

The Stevies

#### Stevie Awards - The International Business Awards:

##### 3 Hong Kong's Privileged Customer Services

- Customer Service Department of the Year: Bronze Award

The Stevies

#### Stevie Awards - The International Business Awards:

##### 3 Hong Kong's Cross-Month and Auto-Refill Top-Up Data Services

- Branded Utility of the Year: Bronze Award
- Communications or PR Campaign of the Year - Marketing - Consumer Services: Bronze Award
- Communications or PR Campaign of the Year - New Product Launch: Bronze Award

The Stevies

#### The Best of the Greater Bay Area Awards - Excellence in Telecom Products and Services

Metro Daily and Metro Prosperity