

24 October 2014

CLP won the HKMA/TVB Award for Marketing Excellence 2014

CLP Power Hong Kong (CLP Power) today is pleased to receive the Bronze Award in the HKMA/TVB Award for Marketing Excellence 2014, which is recognition for its marketing programme of the “Save Now for a Better Future” energy saving competition 2013-2014.

Ms Quince Chong, Chief Corporate Development Officer of CLP Power, attended tonight’s award presentation ceremony, together with the team members. She is delighted to receive the Bronze Award, especially when it was very competitive this year.

This year was the third year for the company to organise the “Save Now for a Better Future” energy saving competition, the team has added some innovative ideas and elements to the marketing programme. These included having two popular TV celebrities, Bob Lam and Corinna Chan, to be featured in the TV commercials, and the cooperation with all 14 district councils in the CLP Power supply areas in Kowloon, the New Territories and Lantau, to promote energy saving concepts to the local communities.

On the same day, CLP also snatched two awards from the Hong Kong Call Centre Association Awards 2014, namely the Gold Award of the Mystery Caller Assessment Award for its fifth consecutive year, and the Team Leader Merit Award. These recognitions proved the excellent customer service of its Customer Interaction Centre.

About CLP Power Hong Kong Limited

CLP Power Hong Kong Limited (“CLP Power”) is a Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer service to 5.8 million people in its supply area.

Photo Captions:

(Photo 1)



Mr Lewis Soo, Deputy Director (Residential Channels & Marketing) of CLP Power (right), received the Bronze Award from Mr Alfred Chan, Chairman of the Hong Kong Management Association (left) at the award presentation ceremony of the HKMA/TVB Award for Marketing Excellence 2014, which is recognition for its marketing programme of the “Save Now for a Better Future” energy saving competition 2013-2014.

(Photo 2)



Ms Quince Chong, Chief Corporate Development Officer of CLP Power, attended tonight’s award presentation ceremony, together with the team members and shared the joy of winning the award.

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