

February 25, 2015

Ms. Au-Yeung Wai Yin  
Cognitio college  
96 King Fuk Street, Sanpokong, Kowloon

Dear Principal,

**Commendation for Outstanding Performance in  
Department of Marketing, City University of Hong Kong**

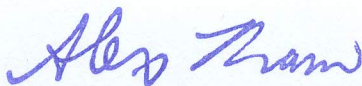
I am writing to inform you that one of your graduates LUK Hong Nam 陸康楠, who graduated from your school in 2010, obtained the following awards in our Bachelor of Business Administration (BBA) Marketing programme in 2014/15 in City University of Hong Kong:

- **Student Marketing Consultancy Projects Awards: Otsuka Pharmaceutical (H.K.) Limited**  
(傑出學生市場顧問獎: 香港大塚製藥有限公司)

To fulfill our education philosophy of “*Learning through Real Experience*” in the Whole Person Development, our department offers a series of academic and real-life trainings and opportunities to our students via consultancy projects with renowned business corporations, internship program, professional presentations, and team building activities. LUK Hong Nam has achieved outstanding performance and we are proud of having such outstanding student in our program. Enclosed please find the advertorial we issued in 2015.

Your school also contributed to the merits achieved by your student. In this regard, we would like to appreciate your cultivation on the student.

Best Regards,



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Mr. (Alex) THAM Koy Siong  
Senior Teaching Fellow  
Department of Marketing  
City University of Hong Kong



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Prof. (Eric) SU Chen-ting  
Head  
Department of Marketing  
City University of Hong Kong





## 香港大塚製藥有限公司 環保主題增健康食品認知

小組為香港大塚製藥的「SOYJOY大豆果滋棒」制定市場營銷計劃，並協助推廣其「SOYLUTION」概念。組員盧建榮指出，概念包括健康、環境及食物3大範疇，強調大豆對人類健康、促進生態環境和改善糧食短缺方面扮演重要角色。

組員陳芷羚指出，秉持產品去年的主題「選擇」，今次小組特別以「綠·識選擇」作為主題，寓意擁有綠色生活與否，視乎如何選擇。計劃再配合「星期三少飯，唔該！送SOYJOY」及與慈善團體合作舉辦社區活動等宣傳項目，增加消費者對「SOYJOY大豆果滋棒」品牌價值的認知及購買意慾。

對於是次獲獎，組員認為計劃的成功關鍵在於有充足的資料蒐集，而且有數據支援，並不是紙上談兵。另一方面，計劃內的活動環環緊扣，成功把大豆食品引入市場，將之打造成生活一部分，例如鼓勵消費者在辦公室或家居以簡單方法種植大豆，希望透過這些生活細節，讓消費者重新認識大豆這個健康食品。



後排左起：陳芷羚、馬雪玲、歐陽卓穎、張茜婷  
前排左起：陸康楠、邱宏偉、盧建榮