



GENerate
by
Amway

《動敢一家親》 社交媒體創作比賽

4 個季度 **×** **2** 種社交媒體
Seasons **×** Social Media Platforms



為慶祝邁向50週年，安利(香港)舉辦「GENerate by Amway」動敢一家親社交媒體創作比賽。「GENerate by Amway」是一個橫跨4個季度(2022年9月至2024年8月；每季約3個月)的大型社交平台創作比賽；活動以「兩代溝通」為主旨，每季以特定主題並以不同形式的有獎活動，讓參賽者記錄與分享兩代或跨代之間的歡樂難忘時刻。

安利(香港)副總裁姜張麗青女士表示：「在華人的傳統，父母子女之間很少會說『我愛你』。安利(香港)藉著這次社交媒體創作比賽，築起父母與子女之間的溝通橋樑，並由年青人作主動，以簡單的行動向父母或祖父母表達關愛。」

To celebrate its 50th anniversary, Amway Hong Kong has launched the “GENerate by Amway” social media creation contest.

“GENerate by Amway” is a large-scale social media campaign spanning four seasons (from September 2022 to August 2024, with each season lasting for about three months). The theme of the event is “communication between two generations”. Each season will see activities with specific themes and different formats with great prizes on offer, allowing participants to use their mobile phones or digital cameras to capture joyful and unforgettable moments from two generations.

“Saying ‘I love you’ is not unique to Chinese culture. Through the ‘GENerate by Amway’ campaign, we want to encourage parents and children to build a communication bridge between them. The younger generation can take the initiative to share their love and care for their parents or grandparents through a simple act,” said Mrs. Angela Keung, Vice President of Amway Hong Kong.



首季比賽活動 《一家蜜蜜影》

First Season Contest – “A Heartwarming Family”



與父母或祖父母一起共進晚餐、一起到公園散步等簡單的行動；兩代或跨代之間的溫馨互動，成為大家的美好回憶，也是送給父母或祖父母最寶貴的禮物。

「GENERate by Amway」的首季活動《一家蜜蜜影》以拍照為比賽項目。大家可以拍下與父母或祖父母一起的溫馨時光，上載至Instagram/Facebook，留下寶貴的回憶同時感染朋友，更有機會贏取豐富獎金獎品。

The magic of sitting around the family table, or enjoying the fresh air and beautiful scenery outdoors, comes from the conversations and connections made between parents and children. Different generations share this precious time together and provide lasting memories for everyone – surely the most precious gift of all for parents and grandparents.

The first season contest in “GENERate by Amway” is “A Heartwarming Family” – a photography contest that invites you to capture heartwarming moments with your parents or grandparents and then upload the images on Instagram/Facebook.

Create magical memories with your loved ones and inspire your friends to join the contest and stand the chance of winning fabulous prizes!



參賽詳情 How to Join

活動日期：2022年9月9日至12月31日

賽果宣佈及頒獎：2023年3月

Contest Period: September 9 to December 31, 2022

Result Announcement & Prize Presentation: March 2023

參賽者於社交平台(Instagram/Facebook)上載4-10張相片/圖片，並以連環圖形式記錄與父母或祖父母溫馨的時刻，並附文字描述事件的始末、感受，內容需具連貫性及故事性，再加入指定hashtags，包括：#一家蜜蜜影、#Amway動敢一家親，以及#HKA50GENERate。發佈帖文後，參賽者需於活動官網：generate.amway.com.hk完成簡單報名程序，報名參賽。

評審準則包括感染力(40%)、溫馨(40%)及季度準則「故事性」(20%)。參賽帖文將由安利(香港)代表、聖雅各福群會代表、香港青年協會代表及人氣網紅作評審，選出10位勝出者，贏取豐富獎金獎品；銀章及以上領導人可以參與競逐超級人氣獎，參賽作品中最多Like數*的帖文將會獲得獎金獎品，名額10位。

* Like數必須超過100為基本準則，並以參賽作品連結為準。The number of likes must exceed 100 and the link provided to the feed shall prevail.

Participants should upload 4-10 photos/images on social platforms (Instagram/Facebook) that capture heartwarming moments with their parents or grandparents in the form of a comic strip, with text attached to describe the beginning and end of the moment and your feelings at the time. The content must be coherent and tell a story. Three designated hashtags must be added: #一家蜜蜜影, #Amway動敢一家親 and #HKA50GENERate. After posting their feed, participants are required to complete a simple registration process on the event's official website: generate.amway.com.hk

The judging criteria include infectivity (40%), warmth (40%) and the quarterly storytelling criteria (20%). The feeds will be judged by representatives of Amway Hong Kong, St. James' Settlement, the Hong Kong Youth Association and a popular KOL. Ten winners will be selected in total and awarded with fabulous prizes. For Silver Producer and above Amway Distributors, the 10 feeds with the most likes* will be awarded with “The Most Popular Award” and prizes.

登入以下活動官方網站或掃描QR碼，瀏覽活動及參賽詳情！

Visit the official website or scan the QR code to view the full event and entry details!



generate.amway.com.hk

公眾人士請前往官網報名參賽

Members of the public should go to the official website to register for the contest

銀章及以上領導人請登入 AmShop > 業務資訊平台報名參賽

Silver Producer and above Distributors should log in to AmShop > Business Center to register for the contest