

主辦單位：



支持單位：



中華人民共和國香港特別行政區政府
保安局



中華人民共和國香港特別行政區政府
民政及青年事務局



NStudio

同心·共創·護國安

國安推廣 計劃書比賽

NStudio Marketing Proposal Competition

截止報名日期 Enrolment Deadline

2026.01.25

提交作品日期 Submission Deadline

2026.01.31

萬勿錯過！
Enrol online now!



工作坊 Workshop

比賽簡介會及 工作坊 ①

Competition Briefing Session & Workshop 1

- 比賽簡介
Introduction to Competition
- 市場推廣
Marketing & Advertising

工作坊 ②

短片製作
Short Video Production

工作坊 ③

演說技巧
Public Speaking Skills

獎項 Award

各組別均設：
Prizes for each group:



冠軍
Champion

現金券 \$3,000 及珍貴導賞團名額[^]；
\$3,000 Cash Voucher and participation in an exclusive guided tour[^]



亞軍
1st Runner-up

現金券 \$2,000 及珍貴導賞團名額[^]；
\$2,000 Cash Voucher and participation in an exclusive guided tour[^]



季軍
2nd Runner-up

現金券 \$1,000 及珍貴導賞團名額[^]；
\$1,000 Cash Voucher and participation in an exclusive guided tour[^]

入圍獎
Shortlisted Award

現金\$500 (以拍攝實踐計劃短片)*；
\$500 Cash (for production of the implementation videos of their proposals)*

其他獎項詳列於比賽章程
Other awards and prizes are detailed in Competition regulations.

[^] 珍貴導賞團包括香港/內地，如中國文昌航天發射場等參觀（暫定）

[^] Exclusive guided tour in Hong Kong / the Mainland, such as the Wenchang Spacecraft Launch Site in China (tentative).

* 短片作品達到一定水平，方可獲現金\$500

* Shortlisted teams must submit a short video meeting the required standard to be eligible for \$500 in cash.

比賽詳情 Competition Details



網上報名 Online Enrolment



2026年
1月5日
5 JAN 2026

2026年
2月
FEB 2026

2026年
4月
APR 2026

NStudio Marketing Proposal Competition

Background and objectives

This competition is organised by the National Security Department (NSD) of the Hong Kong Police Force (HKPF), with support from the Security Bureau, the Home and Youth Affairs Bureau, the Hong Kong Federation of Education Workers (HKFEW), and Sing Tao News Corporation Limited.

The competition aims to engage participants in developing creative proposals (for example, by designing a product, organising an event, or planning a study tour) to promote national security. It seeks to deepen their reflection on the close link between national security and everyday life, while disseminating the concept of A Holistic Approach to National Security and the message of “national security is our shared responsibility” throughout the community.

Schedule

Date	Item
4 December 2025	Open for enrolment
5 January 2026	Competition briefing session and Workshop (1): Marketing and Advertising (online)
25 January 2026	Deadline for enrolment
31 January 2026	Deadline for submission of entries
9 February 2026	Announcement of the shortlist (Shortlisted teams will receive \$500* in cash)
13 February 2026 (tentative)	Workshop (2): Short video production (online)
15 March 2026	Deadline for submission of short videos for shortlisted entries
2 April 2026	Announcement of finalists
10 April 2026 (tentative)	Workshop (3): Public speaking skills
25 April 2026 (tentative)	Final round (presentation)
Early June 2026	Announcement of winners (Schools or youth uniformed groups of respective winners will be notified by individually)
23 June 2026	Award presentation ceremony

* Shortlisted teams must submit a short video meeting the required standard to be eligible for \$500 in cash.

Details

1. Entry category

- Primary school category: P4 to P6 students
- Junior secondary school category: S1 to S3 students
- Senior secondary school category: S4 to S6 students
- Youth uniformed groups category

2. Theme and eligibility

- Theme for primary school category: Design souvenirs to promote national security
- Theme for secondary school categories and youth uniformed groups category: Develop plans to promote national security
- Participants must be enrolled students in Hong Kong. They must enter the competition through their schools or youth uniformed groups either individually or in a team of up to four members, under the guidance of teachers/National Security Education District Tutors (District Tutors)
- Each student can only take part once in one category

3. Competition procedure

Stage one: Submission of proposal

- Submit a preliminary proposal in Word/PDF format of no more than 10 pages, with the filename in the format of "entry category_school/youth uniformed group_student name". The proposal should cover the following four aspects:

(1) Creative concept: Promotion of one or more of the 20 major fields under A Holistic Approach to National Security, and dissemination of the message of "national security is our shared responsibility" widely throughout the community

A Holistic Approach to National Security:

https://www.nsed.gov.hk/national_security/index.php?a=safety&l=en

(2) Design plan:

Primary school category: Conceptualisation and promotion of national security souvenirs

Secondary school and youth uniformed groups categories:
Approaches to promoting national security

(3) Budget plan: Estimated production costs, demonstrating how technology can be used to reduce costs and enhance effectiveness

(4) Actual implementation: Production steps and specific arrangements for promoting national security messages

- The proposal may be written in any language. Participating students are not required to mention the names of their schools or youth uniformed groups and their own names in their submissions.

Stage two: Short video production for shortlisted entries

- Shortlisted teams are required to submit a short video of no more than two minutes, detailing their creative concept, design plan and production/promotion arrangements

(1) Shooting equipment: Mobile phone or any shooting device

(2) Video format: MP4、WMV、MOV or AVI

(3) File size: Less than 1 GB

(4) Resolution: At least 1080 pixels

(5) Duration: Within 2 minutes

(6) Remarks:

- The video may be produced in any language. Participating students are not required to give the names of their schools or youth uniformed groups and their own names in their videos.

- Filenames should be in the format of "entry category_school/youth uniformed group_student name"
- The video must include the title of the work, and any non-original music or footage must be properly credited.

Stage three: Final round – presentation

- Finalists will have a maximum of 10 minutes (for presentation and Q&A) to present their product or proposal, and to explain how it can be used to promote national security

4. Competition workshops

Several workshops will be held to enrich participants' learning experience

Competition briefing session and Workshop 1: Marketing and Advertising

Date: 5 January 2026

Target: All participants

Format: Online workshop (via Zoom)

Topics: Introduction to the competition, marketing and advertising strategies, and project management

Workshop 2: Short video production

Date: 13 February 2026 (tentative)

Target: Shortlisted participants and their advisors (teachers or District Tutors)

Format: Online workshop (via Zoom)

Topic: Techniques for short video production/filming

Workshop 3: Public speaking skills

Date: 10 April 2026 (tentative)

Target: Finalists and their advisors (teachers or District Tutors)

Format: Physical workshop (venue to be confirmed)

Topic: Presentation skills

5. Assessment criteria

- The organiser will, in accordance with the assessment criteria, select shortlisted and finalist entries from each category. In the final round, adjudication panel will evaluate the finalists and determine the winning entries for each category.
- The adjudication panel comprising members from the HKFEW, District Tutors and representatives from the HKPF will evaluate entries based on the following weighted criteria:
 - (1) **Design plan (30%)**: Effectiveness in promoting national security
 - (2) **Budget plan (15%)**: Reasonable spending and effective use of technology to enhance efficiency
 - (3) **Actual implementation (15%)**: Applicability
 - (4) **Creative concept (10%)**: Innovation and relevance to the theme of promoting a holistic approach to national security
 - (5) **Short video production (10%)**: Expression and filming techniques that help deliver national security messages
 - (6) **Presentation (10%)**: Public speaking skills and product design description
 - (7) **Workshop attendance (10%)**: Active participation in all stages of training

6. Awards and Prizes

For Junior Police Call (JPC) members

- Participating JPC members can earn points for the JPC Award Scheme

For each category

- Champion: A trophy, a certificate, a \$3000 cash voucher, and participation in an exclusive guided tour^

- First Runner-up: A trophy, a certificate, a \$2000 cash voucher, and participation in an exclusive guided tour[^]
- Second Runner-up: A trophy, a certificate, a \$1000 cash voucher, and participation in an exclusive guided tour[^]
- Merit Award: A certificate
- All shortlisted teams will receive \$500* in cash for production of the implementation videos of their proposals, along with electronic certificates of participation
- Advisors of the Champion, First Runner-up and Second Runner-up will each receive the "Best Advisor Award (Teacher)" or "Best Advisor Award (National Security Education District Tutor)": A trophy and participation in an exclusive guided tour[^]
- "My Favourite NStudio Marketing Proposal Award" (one for each category)

Special awards

- Awards for the "Most Active Participating School", "Most Active Participating Youth Uniformed Group", "Most Supportive Police Region", "Most Supportive National Security Education District Tutor", "Most Creative Proposal", "Most Effective Proposal in Promoting National Security", "Best Technology Application Proposal", "Best Video Production for National Security Proposal" and "Best Proposal Presentation"

* Shortlisted teams must submit a short video meeting the required standard to be eligible for \$500 in cash.

[^] Exclusive guided tour in Hong Kong/the Mainland (tentatively scheduled between August and December 2026)

7. Announcement of results

The list of winners will be announced in early June 2026. Schools or youth uniformed groups of respective winners belong will be notified by individually.

Competition Rules

- The National Security Department (NSD) of the Hong Kong Police Force (HKPF) reserves the right to amend, suspend or terminate the activity at any time. Should there be any changes, announcements will be made on the HKPF's website.
- The NSD reserves the rights of final decision, including suspending, terminating or changing details of the activity and its terms and conditions.
- The NSD reserves the right to change the competition awards without prior notice.
- The entries and participants' information cannot be modified once submitted, and the entries will not be returned.
- Submissions after the enrollment deadline will be disqualified.
- Entries shall not include any information and content that is obscene, abusive, violent and defamatory or violate the laws of the Hong Kong Special Administrative Region.
- Decisions of the judges are final. Participants are not allowed to object and the competition does not have an appeal mechanism.
- All entries must be the participants' original works which have never been released or displayed publicly. They must not infringe copyright or interests of any other parties and should have never been used in other competitions of the same type. The participants will be held responsible for any disputes arising therefrom and may be disqualified from the competition. If necessary, the NSD may

request the participants to produce written proof of legal authorisation. In addition, the participants agree to bear all consequences resulting from copyright infringement or violation of the competition rules. The NSD will not assume any legal responsibilities arising from copyright infringement. For details on the Copyright Ordinance (Chapter 528 of the Laws of Hong Kong), please visit www.legislation.gov.hk.

- Participants should obtain consent from the subjects featured for their entries in a lawful way. If there are any disputes, for the entries to be admitted, participants should provide signed authorisation documents from each subject in the entries, which specified that the authorised party, pursuant to official rules, has the right to reproduce, distribute and display the entries, and to create derivative works in any media now and hereafter known for this competition and related promotion. Failure to provide such authorisation documents may result in disqualification from the competition.
- The NSD has the right to reject any entries or disqualify any participants without explanation.
- Participants, their guardians and their schools / youth uniformed groups shall agree that the copyright of entries belongs to the NSD once submitted. The NSD reserves the right to use the entries submitted by the participants (including the school names / youth uniformed groups) in whole or in part for education and national security promotion, or for other non-profitmaking purposes, and to edit, translate, adapt, use, copy, distribute and display (including but not limited to uploading the entries to the Internet or social media platforms), without needing to obtain further consent from the participants, their guardians and their schools or youth uniformed groups or to pay any fees including but not limited to

royalty to the participants, their guardians and their schools or youth uniformed groups.

- The NSD or the supporting parties will take digital photos or videos during the activity. Participants' visual images may be captured. Such photos or videos may be published, played or shown in public.

Personal Information Collection Statement

- For this competition, participants must provide the personal information required in the enrollment form and ensure the accuracy and completeness of such information. Participants have to agree to authorise the NSD to collect and handle such information (including participants' names and class and names of school or youth uniformed groups) for contact, announcement of results, award presentation ceremony arrangements, publicity and other purposes. All information collected will be destroyed once no longer required after the competition. If participants fail to provide such personal information, the NSD may not accept the relevant entries.
- For the above purposes, the names of participants and relevant persons as well as the names of schools or youth uniformed groups may be disclosed on the HKPF's website, other websites and/or to media.