



THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG  
香港廣告協會

# One Stage Countless Worlds



f @ hongkong4as  
🌐 aaaa.com.hk

## HK4As Students' Award 2023

Submission Ends November 29, 2023 Judging Mid-December Results Release Mid-March 2024

Awards presentation at Kam Fan Festival



**HK4AS**  
**STUDENTS' AWARD**  
**BRIEFING**  
**香港廣告商會學生大獎**  
**2023**

HK4As STUDENTS' AWARD 2023

# THE BRIEF

## 4 Principles of The Brief

**#PURPOSEFUL**

To make a positive impact

**#RELEVANT**

To our daily lives

**#UPTOTREND**

That addresses a timely issue or the latest culture

**#INSPIRING**

To the participants, the judges and the society

The Background

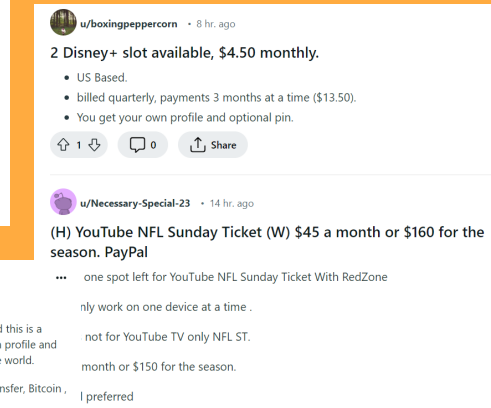
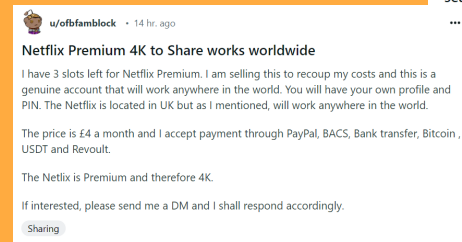
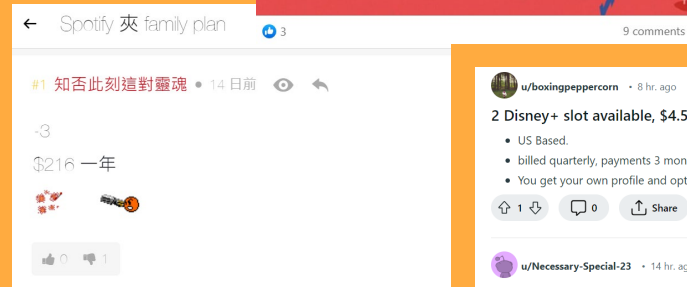
**Streaming platforms and entertainment services resulted in an increased demand after the COVID-19 pandemic.**



The Background

# Streaming platforms and entertainment services resulted in an increased demand after the COVID-19 pandemic.

And more people around the globe started to share accounts and passwords with family and friends - or even with strangers online in order to save money.

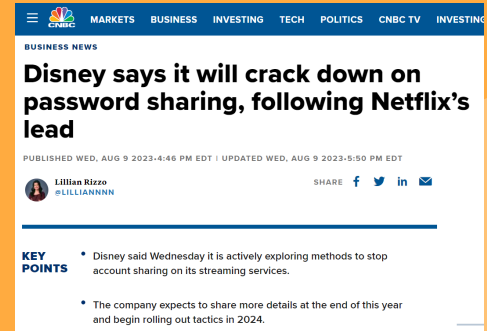
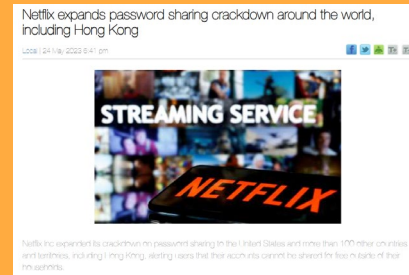


## The Challenge

In 2023, Netflix has officially decided to prevent sharing passwords with anyone outside of a designated "household" – unless users are willing to pay extra. This policy known as the **"password sharing crackdown"** was enforced around the world, including Hong Kong, had lead to adverse perception of users and some are even considering to cancel their subscriptions.

Disney just announced in August 2023 that it is also joining the streaming fight against password sharing,

**and it is likely that more streaming platforms will follow the policy in the future.**



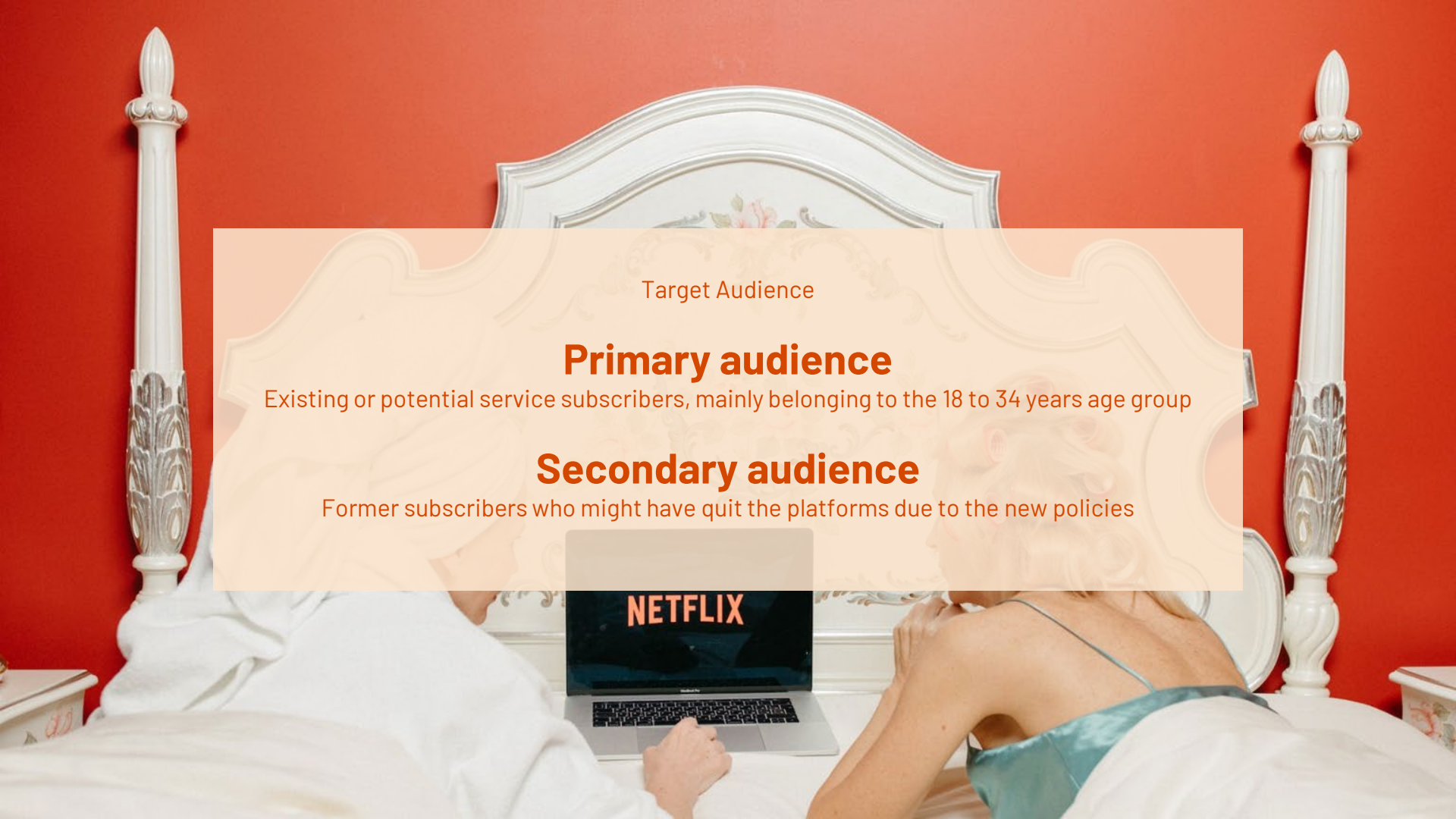
A couple is lying in bed, looking at a laptop. The laptop screen displays the Netflix logo. The background is a red wall with a white headboard. The scene is dimly lit, suggesting a relaxed evening.

The Brief

## **Subscribe Responsibly to Streaming Services**

Develop a creative campaign to encourage streaming service users to subscribe responsibly - which means either subscribe with a personal account, share only with members living under one roof, or pay extra for non-family member sharing.



A couple is lying in bed, looking at a laptop. The laptop screen displays the Netflix logo. The background is a red wall with a white headboard. The scene is overlaid with a semi-transparent orange box containing text.

Target Audience

## **Primary audience**

Existing or potential service subscribers, mainly belonging to the 18 to 34 years age group

## **Secondary audience**

Former subscribers who might have quit the platforms due to the new policies

## Maximize your creativities with celebrities!

Regardless of the budgets and costs, you may feel free to consider using celebrity endorsements in your campaign proposal whenever you find it appropriate and reasonable to enhance the idea. However, this is not a compulsory requirement.



# Who Can Join

## Participants:

- Full time students from local institutes
- Part time students who are not working in advertising industry
- International/exchange students

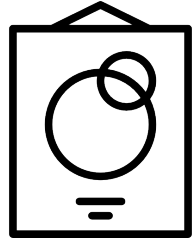
## Programs / Majors:

All disciplines

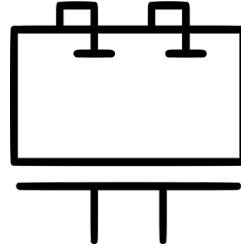
## Entrants:

Individual or Team (Max: 4 pax)

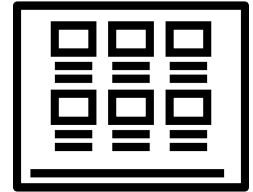
# Types of Materials



Print / Poster



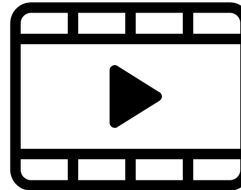
Outdoor



Storyboard



Audio



Video



Digital & Social

\* Above types of materials are suggestions only, others also accepted.\*



# Entry Format

The Work:

A maximum of 3 types of materials,  
in any format

Language:

Chinese or English, both acceptable



# Submission Items

## Compulsory

1. Entry form (doc.)
2. Work (Max: 3 types of materials)
3. Summary board (jpg.)

## Optional

4. Presentation video (mp4.)



# How to Submit

Online Submission:

[awards@aaaa.com.hk](mailto:awards@aaaa.com.hk)

(Suggest using Google drive / Dropbox link)

Materials hard-copy

(optional and by appointment)

Email to: [awards@aaa.com.hk](mailto:awards@aaa.com.hk)

Email Subject: HK4As Students' Award 2023 – Entry Submission – Entry Title



My Drive > Sample\_HK4As Students' Award 2023 – Entry Name

1. Entry Title  
(Chinese / English, both acceptable)

Folders

- A. Print / Poster
- E. Video
- F. Interactive / Digital

2. Work  
(Max: 3 categories/types)

Files

3. Entry form

File name: Entry form\_Entry title

4. Summary board

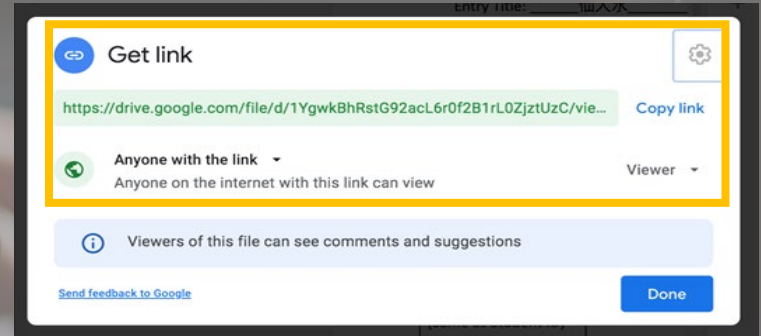
File name: Summary board\_Entry title

File name:  
Poster\_Entry title\_1  
Video\_Entry title\_1  
Digital\_Entry title\_1



# Before you submit, please make sure...

- Teammates' **personal particulars** are correct (especially for cross-u-teams)
- Only **ONE** representative to submit via email
- Put all submission items (including entry form) into **ONE** google drive / dropbox link
- The submission link should bear **no login request** and **files can be displayed and downloaded without expiry date**
- Your **email address** should be your **most frequently used one** (ie. personal email address)



# Judging Criteria

Creativity - 50%

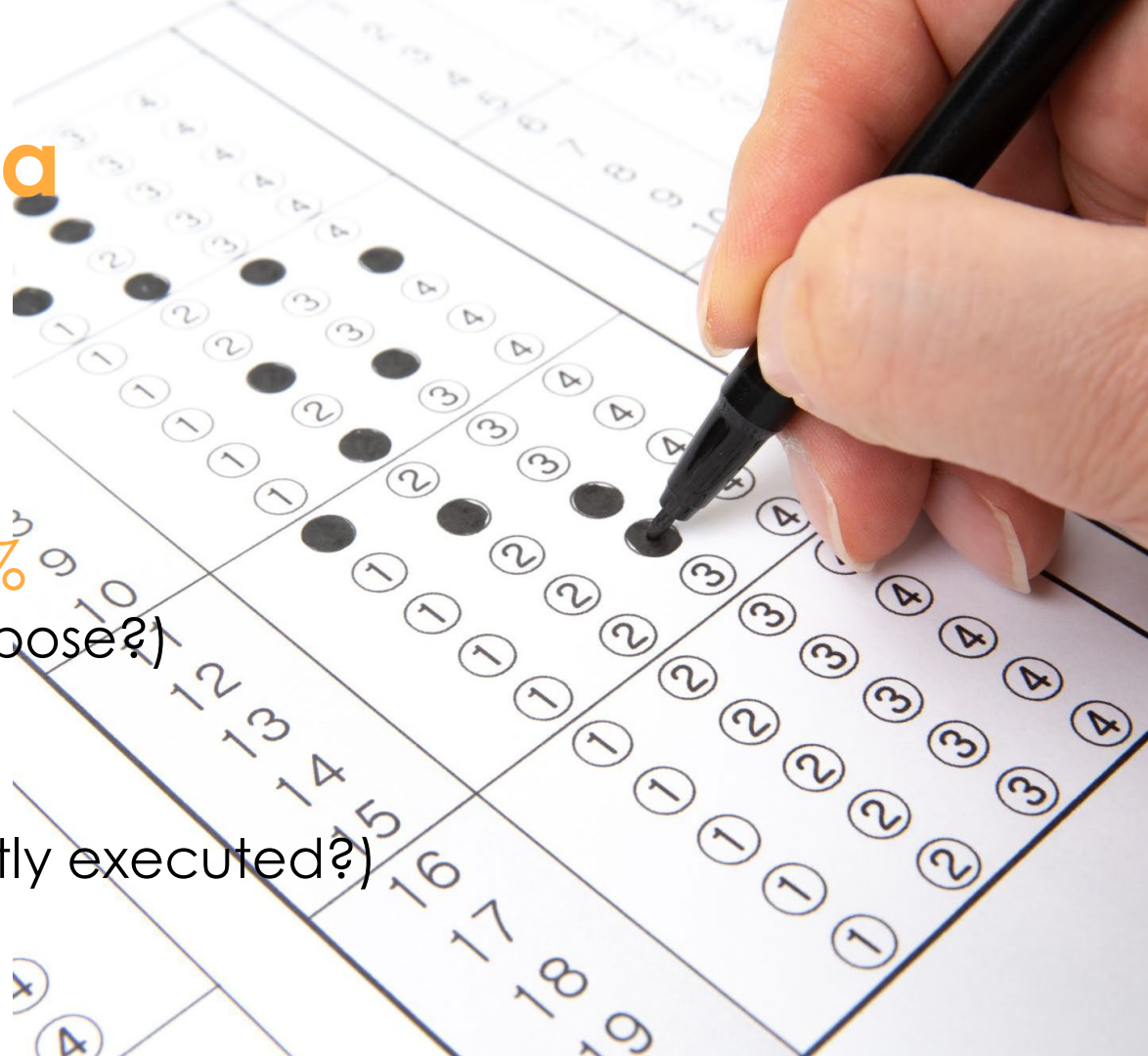
(Is the idea inspiring?)

Meaningfulness - 30%

(Does the idea fit for purpose?)

Execution - 20%

(Can the idea be brilliantly executed?)



# The ladder



**Award winners**

**Contenders for awards**

Round 2 – Onsite judging

**Shortlist for Round 2**

Round 1 – Online judging

**Entrants**

A decorative vertical strip on the left side of the slide features a pattern of stars. The stars are arranged in a grid-like fashion, with some stars in the foreground appearing to be raised or embossed on a dark, textured surface. The colors of the stars vary, including shades of grey, silver, and gold.

## Awards

Gold

Silver

Bronze

Merit

## Special Awards

Best of Show

Best Craft of Copy

Best Craft of Art



# Online Submission Deadline

**November 29, 2023  
11:59 p.m.  
(Wednesday)**



**This is not just an award**

It's a full journey



## Meet the judges party (for shortlisted entrants) @HK4As

Networking opportunity where Judges will also unveil the contenders for awards.



# Experience the Industry Event

Award Presentation @ Kam Fan Show in March 2024





# Honor for Winners

Winning work will be  
showcased at HK4As YouTube  
Channel

<https://www.youtube.com/user/HK4As>

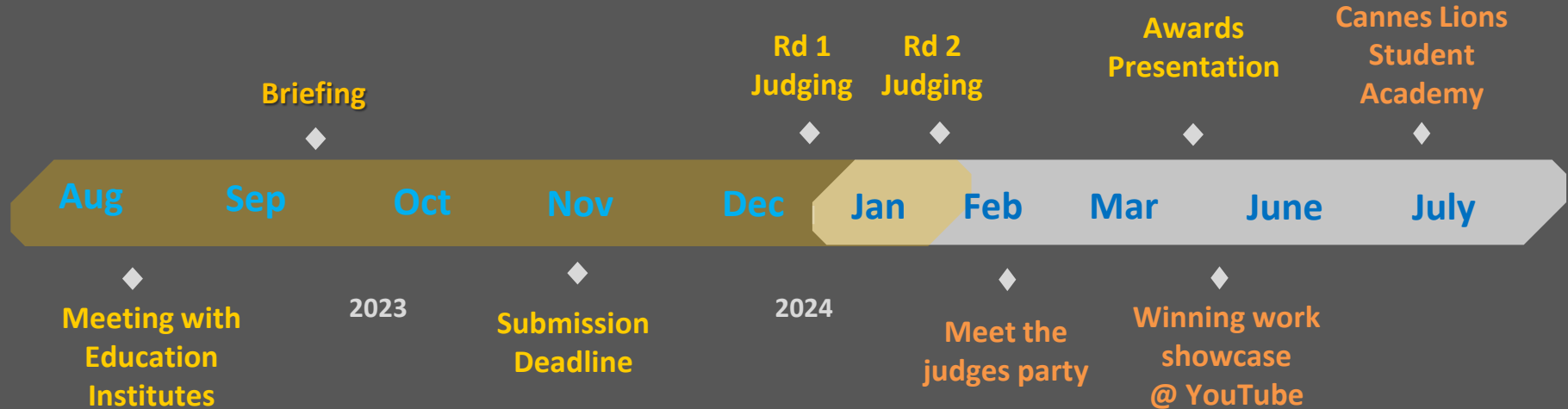


# Honor for Best of Show Winning Team

A privilege to design  
the key visual for  
HK4As Students'  
Award 2024



# Students' Award 2023 - Timeline



# Inspirations?

**2021**

Winning work playlist

<https://www.youtube.com/playlist?list=PL4eIMJK5WtEVH3ZpJffHNJCPnuMe5oO3P>

**2022**

Winning work playlist

<https://www.youtube.com/playlist?list=PL4eIMJK5WtEVyszeLqbCv5oSfWnv-Ulyg>





# Questions?

Send your questions to:  
[awards@aaaa.com.hk](mailto:awards@aaaa.com.hk)

by  
**October 10, 2023 (Tue)**

# Stay connected & Follow us

We will announce all  
Q&A at HK4As  
Facebook page  
In Mid-October

<https://www.facebook.com/HongKong4As/>



# Get Ready Now!

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Click on website to  
view the award details and  
download the entry form

<https://aaaa.com.hk/nextGen/student>



# Overseas Exposure Opportunities for Top Performers

(to be confirmed)



**CANNES  
LIONS**

CANNES LIONS  
Roger Hatchuel  
Student Academy  
2024 (France)

Sponsored by:





# FROM HONG KONG TO CANNES

<https://youtu.be/-fYRs4MAAX0>



ON  
BADLY TOWN  
OULD DAMAGE H  
HUS. WHEN OTHER



Where ideas blooming

# Student Member

Eligibility: Students of age 18+

Fee: HK\$220 per year  
(Validity period extended to Dec 2024)

## Benefits:

- Joining social activities, company visits and training programmes
- Networking with industry practitioners at AdBar
- Talent posting on HK4As website



# Follow Us





**We create.  
We advance.**

# Photo Credits:

Photographer: Anastasia Shuraeva: <https://www.pexels.com/zh-tw/photo/6235469/>

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Photo by Michael Burrows: <https://www.pexels.com/photo/crop-female-artist-drawing-sketch-in-tablet-7147719/>