

Kam Fan Awards 2008
Rules for Entries (Category A-G, & I)

1. The Awards are open to all HK4As members and any other advertising-related non-HK4As organizations.
2. To be eligible, the advertising concept of all work entered must have been developed in Hong Kong or PRC and have appeared in the Hong Kong/ PRC /international media or regional (provided it is accompanied by proof of appearance) **between 15 September 2007 and 14 September 2008**. Works with advertising concept developed outside Hong Kong or PRC is not eligible.
3. All entries must be advertising work done in the normal course of business, with media placement paid for, except in the category of Public Service, by a bona fide client.
4. All entries must conform to the advertising code of practice of the government of the city in which they appeared. Any execution barred from publication or broadcast under rulings based on these Codes is not eligible.
5. Entries which are deemed by the judges to be local adaptations of existing international material will be disqualified. Existing international material is defined as work in any medium whose executional core concept, layout or subject matter known to have been previously published outside Hong Kong or the PRC for the same client.
6. Entrants must be able to provide the advertiser's consent regarding the submission of any particular piece of work if required by judges.
7. Entries submitted in languages other than English must be accompanied by a complete English translation.
8. Entries for the categories F & G should be hosted on entrant's own website (ideally, not a live client's site) with any required username/password provided. Sites that cannot be accessed due to incorrect usernames, passwords or bad links will not be judged.
9. Broadcast campaign entries must consist of at least 2, but no more than 8 items; other campaign entries must consist of at least 3, but no more than 8 items.
10. No entrant's company logo, label or other identifications should be attached to the entries.
11. Entries submitted for previous HK4A Kam Fan Awards are not eligible.
12. Entries and fees are not returnable and refundable for any reason including disqualification.
13. The HK4As has the right to use or reproduce the work of all accepted entries for publishing of the Awards Annual, production of the Awards Tape, VCD/DVD and in any other industry-related or educational activities.
14. The HK4As reserves the right to make adjustments as deemed necessary, and the final decision rest with the Organizer.

For any enquiry, please contact at:

HK4As (The Association of Accredited Advertising Agencies of Hong Kong)

Tel: 852 – 2882 8161

Fax: 852 – 2890 5083

Email: hk4as@aaaa.com.hk

Address: 1906 Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong

Detailed instructions for online registration, submission, format and packing details will be provided online.

Step 1: Online Registration

1. You are required to create an entrant account online at **www.aaa.com.hk** before submitting any entry details. Once you have opened an entrant account, you can submit your entry details anytime before the submission deadline. You can always login to review your entry record and edit any information before the deadline. Each entrant (e.g. Advertising Agency) needs to open one account only with the full name of your company. For individual entrant, please open an account by using the full name of the registrant. (Please use separate account for China and Hong Kong agency)
2. An individual form must be filled out for each entry or campaign. A printable record of the total for all your entries will be automatically generated at checkout.

Step 2: Online Materials Submission

Materials for 1st Round Judging

1. You are required to submit **digital format** (*Please see attachment 1 for details.*) of the advertisement/campaign this year as the **1st round judging** will be performed by judges overseas. The digital files should be named in accordance with the “**reference code**” of each entry. Second file of the same entry should be named as “**reference code_2**” and the third file of the same entry should be named as “**reference code_3**” etc.

Step 3: Payment

Each body of entries must be accompanied by a crossed cheque covering all fees for those entries and made payable to “**The Association of Accredited Advertising Agencies of Hong Kong**” before the deadline of 1st round online submission. Please submit all the payment to HK4As Secretariat, Please mark 'Kam Fan Awards 2008' on the package with printed record of the entries.

Entry Fee

HK4As Members

All Single Entry	HK\$1,000
Craft Entry	HK\$1,000
Campaign Entry	HK\$3,000

Non-HK4As Entrants

Single Entry	HK\$1,500
Craft Entry	HK\$2,000
Campaign Entry	HK\$5,000

For non-HK entrants, you can submit the entry fee via T/T, details are as below:

Name of Bank: HSBC (The Hong Kong & Shanghai Banking Corporation Ltd)
Name of A/C: The Association of Accredited Advertising Agencies of Hong Kong
A/C No.: 025-2-059464
Address of Bank: 1/F Causeway Bay Plaza II, Causeway Bay, Hong Kong
Swift Code: HSBCHKHCHKH

For every T/T transaction, HK\$250 will be charged for administration.

Listing Fee

*All the finalists are required to pay and will be invoiced later a **listing fee of HK\$500 for single entry and HK\$1,000 for campaign entry.** In return, each finalist will be entitled to a free copy of this year's Awards Annual.

Changes

Please ensure that all details provided in the online registration form are correct, as the same particulars will be printed on the certificates issued to finalists and award winners. **A fee of \$500 will be charged if any changes are required after the deadline of 1st round online submission.**

Late Charge

25% surcharged imposed on each late submission after 14 Sept deadline.

**Deadline for 1st Round Online Submission:
5pm, Sunday, 14 September 2008**

Materials for Final Round Judging

1. Notification will be given after **Friday, 17th October** by email for entries eligible for entering the final round after 1st round elimination. Finalists of all entries with image or video must be submitted in hard copies/ DVDs (*Please see attachment 2 for details*).
2. For campaign entries or over than 1 display of the same entry, mark the back of each piece in the campaign with the reference code and the ranking "1 of 4", "2 of 4" etc.
3. No entrant's company logo, label or other identifications should be attached to the entries.
4. For verification of authenticity, tear sheets/ client's letter/media schedule/ actual video of poster, outdoor and ambience must be uploaded online.
5. Entry will be disqualified if the above verification documents in point 4 are incomplete and not submitted before the deadline of final round online submission.
6. All hard copies of entries entered final round should be submitted to HK4As Secretariat before deadline of final submission; late submissions will not be counted. Please mark 'Kam Fan Awards 2008' on the package with printed record of the entries.

Late Charge

25% surcharged imposed on each late submission after 27 Oct deadline

**Deadline of Final Submission:
5pm, Monday, 27 October 2008**

Judging

1. Categories will be judged by a panel of judges consisting of 6 overseas judges and 1 local judge. This year, a local creative person, who is in a neutral position, will act as moderator during the judging session. The moderator will help the overseas judges understand the local language and customs better and explain the background to them, whenever necessary.
2. A panel of judges (overseas and local) will judge all categories. The Awards Committee reserves the right to disqualify entries which fail to meet the qualifications listed here or are deemed otherwise unqualified in the judges' opinion.
3. The judges' decisions will be final.
4. Certificates of Grand Kam Fan, Gold, Silver, Bronze and Merit can be earned in all categories. However, the jury reserves the option to not award any work if the quality of work is judged to be inferior.

Awards Annual

An Awards Annual listing all the awards winners and merits will be produced after the awards presentation.

Listing Fee

Listing Fee are required to pay and will be invoiced later a **listing fee of HK\$500 for single entry and HK\$1,000 for campaign entry.** In return, each finalist will be entitled to a free copy of this year's Awards Annual.

Awards Presentation

Winners will be announced on **7 November 2008, (Friday)** to be held at the Hong Kong Convention and Exhibition Centre.

Festival Tickets

Details will be listed on website **after 12 September 2008.**

For any enquiry, please contact at:

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Tel: 852 – 2882 8161

Fax: 852 – 2890 5083

Email: hk4as@aaaa.com.hk

Address: 1906 Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong

Attachment 1: Entry Materials Format

1st Round submission: General Format

I. Video / TVC

1. All videos must be in the QuickTime.mov format as specified for either NTSC or PAL. A typical 30-second spot will be 3MB in size.
2. NTSC Video: MPEG-4 compression: 29.97 fps, Key frame every 24 frames, Millions of colors, 360 x 240 pixels. Audio-Mono, 44.1 kHz, 16 bits, MPEG-4 Audio variable bit rate.
3. PAL Video: MPEG-4 compression: 25 fps, Key frame every 24 frames, Millions of colors, 360 x 288 pixels. Audio - Mono, 44.1 kHz, 16 bits, MPEG-4 Audio variable bit rate.
4. Single entry: **only 1** video/ TVC can be submitted
5. Campaign Entry: **at least 2, but not more than 8** creatives
6. Entries submitted in languages other than English must be accompanied by a complete English translation of the copy uploaded. Subtitle should be uploaded or you should submit the English Version of the entry.
7. No entrant's company logo, label or other identifications should be attached to the entries.
8. Duration of such entries **should not exceed 3 minutes** per file.

II. Audio

1. Standard MP3 format. Stereo or mono, 44.1 kHz, 16 bits, MPEG layer 3 audio, 192 kbps
2. Single entry: **only 1** video/ TVC can be submitted
3. Campaign Entry: **at least 2, but not more than 8** creatives
4. Entries submitted in languages other than English must be accompanied by a complete English translation of the copy uploaded. Subtitle should be uploaded or you should submit the English Version of the entry.
5. No entrant's company logo, label or other identifications should be attached to the entries.
6. Duration of such entries **should not exceed 3 minutes** per file.

III. Images

1. JPEG @ 72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels
2. Single entry: **only 1** print image can be submitted
3. Campaign Entry: **at least 3, but not more than 8** creatives and each creative can only submit **1 image**.
4. Entries submitted in languages other than English must be accompanied by a complete English translation of the copy uploaded. Translations should be typewritten on plain paper and attached to the relevant entries if necessary.
5. No entrant's company logo, label or other identifications should be attached to the entries.

IV. Websites and Online Advertising:

1. Submit website address (URL) and any required username and password.
2. You may set up an entry page with links to the features you'd like to be judged.
3. All submitted URLs must be active from the time you submit your entry **until December 2008** to allow for online judging.
4. Entries submitted in languages other than English must be accompanied by a complete English translation of the copy uploaded.

1st Round Submission: Specific Rules

Category A 8, A10 – Poster & Category E – Outdoor Kam Fan

1. Either video or images could be submitted for this entry category, please refer to general submission format.
2. Entries submitted in languages other than English must be accompanied by a complete. English translation of the copy uploaded.
3. No entrant's company logo, label or other identifications should be attached to the entries.
4. Duration of such entries **should not exceed 3 minutes** per file.

Category F - Direct Awards

F 45, F 46 F 47

1. Either video or images could be submitted for this entry category.
2. **Only 1** creative, **at least 3, but no more than 8** images could be submitted.
3. **Only 1** video clip submission is permitted.
4. Entries submitted in languages other than English must be accompanied by a complete. English translation of the copy uploaded.
5. Duration of such entries **should not exceed 3 minutes** per file.

F 50 - Best Loyalty / Relationship Marketing

1. Upload a **one-pager** with an overview of the loyalty / relationship program, strategy, and results.
2. Details submitted must be in English in this category.

Category I - Integrated / Innovation

1. Video, images, digital advertising or website could be submitted for this entry category, please refer to the general submission format.
2. For this category, submit website address (URL) and any required username and password. You may set up an entry page with links to the features you'd like to be judged.
3. Video or images of offline work can be submitted for this entry category. **At least 3, but no more than 8** items could be submitted.
4. Entries submitted in languages other than English must be accompanied by a complete. English translation of the copy uploaded.
5. Duration of such entries **should not exceed 5 minutes** per file.

Attachment 2: Entry Materials Format

Final Round: General Submission Format

1. All entries with image or video must be submitted in hard copies/ DVD.
2. For campaign entries or over than 1 display of the same entry, mark the back of each piece in the campaign with the reference code and the ranking "1 of 4", "2 of 4" etc.
3. No entrant's company logo, label or other identifications should be attached to the entries.

I. Broadcast

1. All broadcast entries must be submitted on DVD.
2. Five seconds of black leader must be provided between each entry.
3. For campaign entries, please edit all spots on the same DVD with two seconds of black leader between each spot. All entries of the same campaign category can be edited on to one DVD but five seconds of black must be provided between each campaign entry.
4. No entrant's company logo, label or other identifications should be attached to the entries.
5. All broadcast entries must submit the Media Schedule for reference.
6. Duration of such entries **should not exceed 3 minutes** per file.

II. Non-Broadcast Entries – Print / Poster / Direct Mail

1. Entries in Print / Poster / Direct Mailing categories must be mounted on artboards proportionally and **MUST NOT exceed the size of 10” x 20”**. (Except those with the actual size is bigger)
2. If art proof is submitted, it **MUST BE** the actual size it ran in the media. A tearsheet is also required to accompany the entry.
3. English translations should be typewritten on plain paper and affixed to the back of the entries if necessary.
4. No entrant’s company logo, label or other identifications should be attached to the entries.
5. For campaign entries or over than 1 display of the same entry, mark the back of each piece in the campaign with the reference code and the ranking “1 of 4”, “2 of 4” etc.

III. Specific Category requirements

Category A8, A10 – Poster & Category E – Outdoor Kam Fan

1. A letter from the advertiser confirming the period/location/purpose for broadcasting such commercial or promotional film must be provided.
2. A slide, picture or video showing the actual location of the work being displayed and a letter from the advertiser confirming such placement should be provided.
3. Duration of video **should not exceed 3 minutes** per file, submit in DVD format.

Category F - Direct Awards

F 45 Best Flat Mail

1. Award for creative excellence in Flat Mail (two-dimensional direct mail that does not include sample products, pop-ups etc). Submit actual samples showing label with the reference code.
2. Entries in all Direct Mailing categories must be mounted on artboards proportionally and **MUST NOT exceed the size of 10” x 20”**. (Except those with the actual size is bigger)
3. English translations should be typewritten on plain paper and affixed to the back of the entries if necessary.

F 46 Best 3-D Mail

1. Submit actual samples and accompanying entries showing label with the reference code.
2. If the actual pieces are not available, please send **6”x4” colour photographs (maximum 5 photographs** - mounted on an artboard and **MUST NOT exceed the size of 10” x 20”**. **Except those with the actual size is bigger)** to support your entries. If dimensional mailing includes a letter, you must send an actual copy of the letter. Entries will be evaluated based on creative idea and execution.

F 47 Best Direct Response Print

Please refer to the general submission format of non-broadcast media above.

F 48 Best Direct Response Broadcast (Television & Radio)

Please refer to the general submission format of broadcast media above and the duration of such entries **should not exceed 3 minutes** per file.

F 49 Best Field Marketing (Door to door, merchandising, sampling, stunt, event, marketing, etc.)

All entries must be submitted with art proofs and up to size **6"x4"** colour photographs (**maximum 5 photographs** - mounted on an artboard and **MUST NOT exceed the size of 10" x 20"**. **Except those with the actual size is bigger**). A slide, picture or video showing the actual location or activities of the work being displayed and a letter from the advertiser confirming such placement should be provided.

F 50 Best Loyalty / Relationship Marketing

1. Entries should be submitted with an overview of the loyalty / relationship program, strategy, and results (**1 page**) with samples of the work.
2. Submit actual samples of as many elements as possible and accompanying entries showing label with the reference code.
3. Details submitted must be in English in this category.
4. If the actual pieces are not available, please send **6"x4" colour photographs (maximum 5 photographs** - mounted on an artboard and **MUST NOT exceed the size of 10" x 20"**. **Except those with the actual size is bigger**) to support your entries. If dimensional mailing includes a letter, you must send an actual copy of the letter.

Category I – Integrated / Innovation

I 69 Best Integrated Campaign

1. Either video or images could be submitted for this entry category, please refer to general submission format.
2. Entries should be submitted with samples of the work.
3. Submit actual samples of as many elements as possible and accompanying entries showing label with the reference code.
4. If the actual pieces are not available, please send **6"x4" colour photographs (maximum 5 photographs** - mounted on an artboard and **MUST NOT exceed the size of 10" x 20"**. **Except those with the actual size is bigger**) to support your entries. If dimensional mailing includes a letter, you must send an actual copy of the letter. For other materials, please follow above rules II.
5. Duration of such entries **should not exceed 5 minutes** per file.

I 70 Best New Ground-Breaking Innovation

Please refer to the submission format of I 69 above.