

Kam Fan Awards 2008

List of Categories

A) Print / Poster

Single Print

1. Public Service/ Utilities/ Charity/ Pro bono work
2. Mass Consumer Brands
(Apparel, Beverage, Food, Confectionary, Personal products, Household products, Digital & Electrical appliances)
3. Retailers
(Supermarkets, Restaurants, Stores, Boutiques, Shopping malls)
4. Services
(Banking, Card products, Financial services, Insurances, Hotel, Tourism, Casino, Property)
5. Telecommunication & Media
(Mobile phones, Communication networks, Publications, Website, Advertising companies, Media platforms)
6. Transportation
(Airlines, Automobiles & accessories, Public transports, Deliveries)
7. Corporate Image, Business Associations & Others

Single Poster

8. Single Poster (2-D Execution)

Campaign

9. Print Campaign
10. Poster Campaign (2-D Execution)

B) Print Craft

11. Best Chinese Copy
12. Best English Copy
13. Best Art Direction
14. Best Illustration
15. Best Typography (English and Chinese)
16. Best Photography

(Entries for this category will not be accepted if the same piece of work has already been entered in one of the product categories G52-G59)

C) Broadcast

(Viral Video is not eligible in this category. For Viral or Podcast Audio/Video, please refer to Category F 40 / 43.)

Single

17. Public service/ Utilities/ Charity/ Pro bono work

18. Mass Consumer Brands
(Apparel, Beverage, Food, Confectionary, Personal products, Household products, Digital & Electrical appliances)

19. Retailers
(Supermarkets, Restaurants, Stores, Boutiques, Shopping malls)

20. Services
(Banking, Card Products, Financial services, Insurances, Hotel, Tourism, Casino, Entertainment, Property)

21. Telecommunication & Media
(Mobile phones, Communication networks, Publications, Website, Advertising companies, Media platforms)

22. Transportation
(Airlines, Automobiles & accessories, Public transports , Deliveries)

23. Corporate Image, Business Associations & Others

Campaign

24. Film / TV Campaign

25. Radio Campaign

D) Audio/Video Craft

26. Best Chinese Copy (Film/Radio)

27. Best English Copy (Film/Radio)

28. Best Chinese Radio

29. Best Direction

30. Best Editing

31. Best Cinematography

32. Best Sound Effect & Use of Music

33. Best Animation/ Special Effect

(Entries for this category will not be accepted if the same piece of work has already been entered in one of the product categories G52-G59)

E) Outdoor

Single

34. Best Outdoor Ambience

Work that employs a medium or environment in a unique and creative manner including Bus, Tram, MTR, Taxi and Ferry advertising and design, Point of Sale, Collateral and all other forms of media.

35. Best Outdoor Alternative Media

Award for creative excellence in outdoor Alternative Media.

Campaign

36. Best Outdoor Campaign

Entries description same as E34.

F) Interactive / Direct

Interactive - Single

37. Best Website/ Mini-site

- A. *Campaign Websites: Award for creative excellence in Brand Building/Campaign Website (including community building websites) design. These websites are usually having a shorter lifespan than corporate websites. Entries will be evaluated based on creative idea and user experience.*
- B. *Corporate Website: Award for creative excellence in Corporate Website design. These website are Entries will be evaluated based on creative idea, content structure, navigation, and user experience.*

38. Best Online Advertising

Award for creative excellence in online advertising (display) in all formats. Entries will be evaluated based on creative idea, design and execution.

39. Best E-mail Marketing

Award for creative excellence in Email Marketing. Entries will be evaluated based on creative idea, design, response mechanism & execution. Response rates are optional but desired.

40. Best Viral

Award for creative excellence in Viral Marketing. Entries should include any interactive advertising elements designed to generate viral effect (message spreading rapidly on its own – without additional advertising costs). Entries will be evaluated based on the creative idea, its viral potential and execution.

41. Best Mobile

Award for creative excellence in using Mobile Wireless Marketing elements (SMS/ MMS, WAP, Mobi sites, etc). Entries will be evaluated based on creative idea, design, response integration & execution.

42. Best Gaming

Award for creative excellence in Gaming. Entries will include all forms of electronic games like computer games, online games, and mobile games. Entries will be evaluated based on creative idea, design, and user experience.

43. Best Podcast Audio/ Video

Award for creative excellence in Podcast or VideoCast produced for a Brand or Company. Entries will be evaluated based on creative idea, content & execution.

44. Best Social Media Applications

Award for creative excellence in the development of social media only on applications (e.g. Blog, Facebook, Xanga, my Space.com, etc.)

Direct - Single

45. Best Flat Mail

Award for creative excellence in Flat Mail (two-dimensional direct mail that does not include sample products, pop-ups etc). Entries will be evaluated based on creative idea and execution.

46. Best 3-D Mail

Award for creative excellence in 3-Dimensional Mail (direct mail that includes sample products, pop-ups, premiums, dimensional involvement devices etc). Entries will be evaluated based on creative idea and execution.

47. Best Direct Response Print

Award for creative excellence in Direct Response Advertising in Print Media. Entries will be evaluated based on creative idea and execution.

(Entries for this category will not be accepted if the same piece of work has already been entered in one of the product categories A1-A10)

48. Best Direct Response Broadcast (Television & Radio)

Award for creative excellence in Direct Response Advertising in Broadcast Mediums (Television & Radio).

(Entries for this category will not be accepted if the same piece of work has already been entered in one of the product categories C17-C25)

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

Award for creative excellence in Field Marketing. Entries will be evaluated based on creative idea and execution.

50. Best Loyalty/ Relationship Marketing

Award for creative excellence in Loyalty/ Relationship Marketing. You should upload a one-pager with an overview of the loyalty/ relationship program, strategy and result. Entries will be evaluated based on creative idea, offer, and execution.

Campaign

51. Best Direct/ Interactive Campaign

Award for creative excellence in Interactive/Direct Advertising. Entries should include activities with at least 3 or more different executions that are integrated to meet pre-defined marketing objectives.

G) Interactive & Direct Craft

- 52. Best Chinese Copy
- 53. Best English Copy
- 54. Best Art Direction
- 55. Best Illustration
- 56. Best Typography (English & Chinese)
- 57. Best Photography
- 58. Best Sound Effect & Use of Music
- 59. Best Animation/ Special Effect

(Entries for this category will not be accepted if the same piece of work has already been entered in one of the product categories B11-16 and D26-33)

H) Media

- 60. Best use of Print Media
- 61. Best use of Broadcast Media (included TV, Radio, Cinema, Outdoor TV)
- 62. Best use of Outdoor Media (included standard billboard, or poster sites ONLY, bus shelters and transit advertising using standard advertising space)
- 63. Best Use of Ambient
- 64. Best use of the Internet/ new Media (included Mobile Phones, PDAs, banner, social media etc)
- 65. Best use of Search Engine Marketing
- 66. Best use of branded content, experiential, sponsorship and events
- 67. Best use of Budget Campaign (up to HK 0.5 M)
- 68. Best Consumer Insights/ Strategic Thinking

**For Best Integrated Campaign please refer to I 69*

I) Integrated / Innovation

69. Best Integrated Campaign

Creative excellence in the integrated result of new media as well as the traditional forms of advertising. Entries should be diversified marketing activities that are integrated with at least 3 different forms of advertising (e.g. radio, TV, print, poster, outdoor, direct, digital, mobile, DM, collaterals etc.) to meet pre-defined business objectives. Entries will be evaluated based on creative idea, design, response mechanism, execution and use of media.

70. Best New Ground-Breaking Innovation

Recognizing excellence in developing innovative and new media not previously existing. Entries will be evaluated based on creative idea, design, response mechanism and execution

Client Award

No entries required. This Award will be selected by the panel of judges from the top 3 clients whose ads scored highest among all the finalists, with exception of the craft categories.

Kam Fan Awards

No Kam Fan will be given to all categories of Craft.

Print / Poster Kam Fan

No entries required. Gold award winners from categories A 1 – A10 are eligible.

Broadcast Kam Fan

No entries required. Gold award winners from categories C17 – C25 are eligible.

Outdoor Kam Fan

No entries required. Gold award winners from categories E 34 – E 36 are eligible.

Interactive / Direct Kam Fan

No entries required. Gold award winners from categories F 37 – F 51 are eligible.

Media Kam Fan

No entries required. Gold award winners from categories H 60 – H 68 are eligible.

Integrated / Innovation Kam Fan

No entries required. Gold award winners from categories I 69 – I 70 are eligible.

Grand Kam Fan of the Show

No entries required. All Kam Fan Awards winners are eligible, except Client Award.

The HK4As reserves the right to make adjustments as deemed necessary, and the final decision rest with the Organizer.