

Kam Fan Awards 2008

Rules for Entries (Category H)

1. The Awards are open to all parties involved in the use of media for advertising purposes, such as advertising agencies, media agencies, advertisers, media-owners, etc.
2. Enter only those campaigns launched or initiated by a Hong Kong office for any market **between 1 January 2007 and 14 September 2008**. In the event of a crossover from the previous year, where a 2006 campaign is still eligible in 2007, the case history must be written, clearly demonstrating new elements of the campaign of new results.
(Entries submitted in 2007 Media Awards are not eligible for Kam Fan Awards 2008)
3. More than one entry may be submitted in any category. Entries entered into two or more categories will be subject to a review process to ensure that the individual category criteria have been met. Additional material is required for each submission.
4. Only one party may submit an entry and this is to be agreed in advance between the parties concerned. In the event that the same entry is submitted by two different entrants, only the first entry will be accepted.
5. The entry is a submission from the company. Should the individual designated to collect the award leave the company, another member of that company, not the individual would be acknowledged.
6. All entries must relate either to one advertisement or campaign. Entries relating to more than one advertisement/campaign (even if promoting the same product) must be entered individually and paid for as separate entries.
7. Entries may be disqualified if not up to the standard required and the entry fees are non-refundable.
8. 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.
9. All media solutions submitted must have been created within the context of a normal paying contract with a client, except in the category for non profit organisations. That client must have paid for all or the majority of the media costs. The HK4As reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.

10. HK4As will endeavour to move entries to more appropriate categories if necessary before the judging begins. However, the judge will not be allowed to move entries between categories during the judging.
11. All entry forms must be completed online at www.aaaa.com.hk Please note that entries completed online will not be considered a complete entry until all the relevant entry materials have been uploaded online (for the 1st round submission), or submitted hard copies (for the final submission) to the HK4As office. It is important that all credits are correct *including spelling of names*, as the particulars will be printed on the certificates.
12. The entrant agrees that the HK4As will not accept responsibility for errors or omissions reproduced in the Presentation or the Winners Supplement or for work lost or damaged under any circumstances.
13. No entrant's company logo, label or other identifications should be attached to the entries.
14. Entries and fees are not returnable and refundable for any reason including disqualification.
15. 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.

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

Submission Details and Judging Criteria

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.aaaa.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** of the advertisement/campaign this year as the **1st round online judging**. 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.
2. Compulsory Materials:
 - a) **Presentation Board**

For all entries, you must supply a **Presentation Board** in digital formats.

 - You must upload this as a Jpeg, 72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels.
 - This Presentation Board will be a summary of your entry and **MUST be contained on one page**. This presentation should contain some key visuals and a simple, clear summary in English. There must be no more than **100 words in total** on this presentation board. Please ensure that the Presentation board focuses on the key visuals of your entry and only on the key points of your explanation.
 - No entrant's company logo, label or other identifications should be attached to the entries.

b) Words:

You are required to answer the following questions:

1. **Innovative Media Strategy** (150 words maximum)
Describe the communication goal for this entry and show how your innovative media strategy represents a new, consumer insights based approach.
2. **Creative Execution** (150 words maximum)
Show how the creative execution enhanced the overall impact of the effort and engaged the consumer.
3. **Target Audience** (150 words maximum)
Show how the media idea travelled across different touch points and successfully reached the target audience.
4. **Effectiveness** (50 words maximum)
Show how the execution(s) maximised the value of the investment and generated business results.

Please ensure you do not refer to the name of your agency or any contributing creative companies or people within this submission.

c) Supporting Materials:

In addition, you should supply relevant support material; depending on the type of entry you are submitting. You **MUST** supply **AT LEAST** the material relating to the media category you are entering as follows:

H 60 Best use of Print Media

Please supply the digital format in Jpeg, 72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels.

H 61 Best use of Broadcast Media (*Included TV, Radio, Cinema, Outdoor TV*)

1. Please upload 1 MPEG-4 of the spot(s) and the radio spot should save as an mp3 file in English or with English transcript attached (only if not featured in the explanatory videoclip)
2. Duration of such entries **should not exceed 3 minutes**.
3. 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.

H 62 Best use of Outdoor Media (*included Standard Billboard, or poster sites ONLY, bus shelters and transit advertising using standard advertising space*)

Please supply photo(s) of the ad(s) in Jpeg, 72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels.

H 64 Best use of Internet/ New Media *(included Mobile Phones, PDAs, banner, social media etc)*

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.

H 66 Best use of branded content, experiential, sponsorship and events

Please supply photographs in Jpeg, 72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels. (Audio/ video clips for supporting material can also be provided)

Best Integrated Campaign (Please refer to I 69)

3. AUDIO-VISUAL PRESENTATION OF YOUR ENTRY:

For all entries, we strongly recommend that you prepare an Audio-Visual Presentation (AVP) or "videoclip" to support your entry. This AVP will be viewed by the Judge during voting and deliberations. Please indicate when you send your submission if there are reasons, such as music licensing, that mean your presentation cannot be shown after the Awards.

This explanatory clip will be viewed by the Judge during voting and deliberations. This presentation should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English summarizing your entry.

MPEG-4 File Encoding Standards

For submission to Kam Fan Awards 2008 please encode a video as an MPEG-4 Program Stream. The resulting MPEG-4 file should have **Audio and Video as one file**.

AUDIO-VISUAL

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. Please upload **only 1** version audio-visual material.
5. Entries must be accompanied by a complete English copy uploaded or subtitle should be uploaded.
6. No entrant's company logo, label or other identifications should be attached to the entries.
7. Duration of such entries **should not exceed 3 minutes**

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, 10th October** by email for entries eligible for entering the final round after 1st round elimination. Finalists of all entries with image or video (compulsory materials) must be submitted in hard copies. The size of your Presentation Board should be in A2 sized (**approximately 40 X 60 cm**). Other supporting materials, please supply a PC compatible CD / DVD-Rom containing your video spot(s) in MPEG-2 and your radio spot(s) as an mp3 file in English or with English transcript attached and the duration of the Audio-Visual Presentation (AVP) **should not exceed 3 minutes**.
2. Entries submitted in languages other than English must be accompanied by a complete English translation of the copy. Subtitle should be included or you should submit the English Version of the entry.
3. No entrant's company logo, label or other identifications should be attached to the entries.
4. 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 entries' on the package with printed record of the entries.

Late Charge

25% surcharged imposed on each late submission.

**Deadline of Final Submission:
5pm, Friday, 17 October 2008**

Judging

1. Judges will look for media practice that contributes significantly to the successful delivery of an advertising campaign.
2. Judging criteria based on:
 - a) Innovative Media Strategy (40%)
 - b) Creative Execution (20%)
 - c) Target audience (20%)
 - d) Effectiveness (20%)
3. The judges will mark all entries online during the first round of judging and select the finalists.
4. Second round judging will take place on 22 October on group deliberation and vote on the winners.
5. If the best work in a category is not deemed of a high enough standard, then that category will not be awarded a winner.
6. When the winners of all categories have been chosen, the panel of judges will decide which should receive the Media Kam Fan, which in turn will be eligible to compete for the Grand Kam Fan Awards.
7. The Best Integrated Campaign which Media entries are also eligible will be judged in November together with the Creative and iDA entries.
8. The HK4As Media Awards Organizing Committee reserves the right to disqualify entries which fail to meet the qualifications listed here or are deemed otherwise unqualified in the judges' opinion.
9. The judges' decision will be final.

Entry Form

CATEGORY _____

TITLE OF CAMPAIGN _____

ENTRANT CONTACT _____

ENTRANT COMPANY _____

ADDRESS _____

TELEPHONE _____

FAX _____

EMAIL _____

FIRST MEDIA APPARANCE DATE _____

CLIENT COMPANY _____

CLIENT CONTACT _____

CREATIVE AGENCY _____

MEDIA TEAM _____

NAME & TITLE _____

NAME & TITLE _____

NAME & TITLE _____

NAME & TITLE _____

NAME & TITLE _____

COMPANY WHO BOUGHT THE CAMPAIGN _____

COMPANY NAME _____

COMPANY CONTACT _____

PLEASE TICK TO CONFIRM ENTRY IS COMPLIANT WITH THE RELEVANT ADVERTISING CODES Yes

SIGNED BY ENTRANT WITH COMPANY CHOP _____

*Entry must have client's acknowledgement.