

2009 HK4As Kam Fan Awards

List of Categories

A) Print / Poster

Single Print

1. Public Service/ Utilities/ Charity/ Pro bono work
2. Beverage, Food, Snacks, Confectionary
3. Personal products
4. Household products
5. Retails
(Supermarkets, Restaurants, Stores, Boutiques, Shopping malls, Property)
6. Services & Transports
(Banking, Card products, Financial services, Insurances, Airlines, Public transports, Deliveries)
7. Telecommunication & Media
(Communication networks, Publications, Website, Advertising companies, Media platforms)
8. Entertainment & Leisure
(Hotel, Tourism, Casino, theme park, Entertainment)
9. Corporate Image

Single Poster

10. Single Poster

Campaign

11. Print Campaign
12. Poster Campaign

B) Broadcast

(On-line film/ Video is not eligible in this category. Please refer to Category D31.)

Single Film / Video

13. Public Service/ Utilities/ Charity/ Pro bono work

14. Beverage, Food, Snack, Confectionary

15. Personal products

16. Household products

17. Retails

(Supermarkets, Restaurants, Stores, Boutiques, Shopping malls, Property)

18. Services & Transportation

(Banking, Card products, Financial services, Insurances, Airlines, Public transports, Deliveries)

19. Telecommunication & Media

(Mobile phones, Communication networks, Publications, Website, Advertising companies, Media platforms)

20. Entertainment & Leisure

(Hotel, Tourism, Casino, theme park, Entertainment)

21. Corporate Image.

Single Radio

22. Single Radio

Campaign

23. Film Campaign

24. Radio Campaign

C) Ambience

Single

25. Best Traditional Ambience

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

26. Best Alternative Ambience

Work that employs non-traditional media and new alternative medium in a creative manner.

Campaign

27. Best Ambience Campaign

D) Interactive / Direct

Single - Interactive

28. 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.*

29. 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.

30. 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.

31. Best Interactive Film (Entry of this category cannot enter into Category B at the same time, provided that you have supporting materials to verify the same piece of work has been broadcasted both in TV media and on-line media)

Awards for creative excellence of those films or videos that broadcast on-line.

32. 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.

33. 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.

34. 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.

35. 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.)

Single - Direct

36. Best Direct Mail

Award for creative excellence in Flat Mail (two-dimensional direct mail) and 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.

37. Best Direct Response Broadcast (Television, Interactive TV and Radio).

Award for creative excellence in Direct Response Advertising in Broadcast Mediums (Television, Interactive TV and 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 B13-B21).

38. 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.

Campaign

39. Best Interactive Campaign

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

E) Media *(Jointly submitted by Creative and Media Agencies, if both parties involved)*

Single - Media

40. Best use of Print Media
41. Best use of Broadcast Media (included TV, Radio, Cinema, Outdoor TV)
42. Best use of Outdoor Media
Work that employs a medium or environment in all transportation and related stations, such as Bus, Tram, Train, MTR, Taxi, Ferry, Bus shelter, airport etc, and plus billboard.
43. Best Use of Alternative Ambience
Non- traditional Out Of Home media usage e.g. bars & restaurants (incl. washrooms) glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage etc.
44. Best use of Internet
45. Best use of mobile advertising
46. Best use of branded content, experiential, sponsorship and events
47. Best use of Budget Campaign (up to HK 0.5 M) for Media
48. Best Consumer Insights/ Strategic Thinking for Media

Campaign - Media

49. Best Integrated Media Campaign

F) Integrated *(Jointly submitted by Creative and Media Agencies, if both parties involved)*

50. 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.

G) Craft

(Only one Gold will be awarded to the Best Work of Each Category, all other finalists will be awarded Certificates)

(No Kam Fan Awards will be given to this Category)

51. Best Chinese Copy (TV, Radio, Print and others)
52. Best English Copy (TV, Radio, Print and others)
53. Best Design/ Art Direction
54. Best Illustration
55. Best Typography (English)
56. Best Typography (Chinese)
57. Best Photography
58. Best Direction

- 59. Best Editing
- 60. Best Cinematography
- 61. Best Sound Effect & Use of Music
- 62. Best Animation/ Special Effect

H) Community Awards (No Kam Fan Awards will be given to this Category)

An assignment to raise social responsibility awareness and suggest creative and effective solutions for Hong Kong's society on its current issues.

The theme this year is "Let's Do Some Good".

The objective is to encourage good conceptual ideas that make creative use of the existing or latest communication methodology, technology, tools or media, so as to contribute to the Hong Kong community. The topic could be environmental, social, educational, or livelihood welfares.

Entries should be designed and described in video, design sample or presentation board forms.

The works will be selected by our panel of international judges on the originality of ideas, feasibility of execution and the impact expected.

The winning concepts may be sponsored for the production of the idea, or proposed to be executed by the 4A's Member Agencies to the relevant target audiences, clients or the HKSAR government.

This category is divided into 2 sessions :

- 1) Industry
- 2) Students – as the 2009 Students Award, judged by HK4As Creative Committee

Client Award

- No entries required
- This Award is a distinguished honour given to the Best Client of the year recognised by the panel of Judges to the work that has the most creative or innovative usage of ads, and is open to every medium of applications and ALL entries are eligible

Kam Fan Awards

No Kam Fan Awards will be given to Craft, Community Award and Client Award.

Print Kam Fan

No entries required. Gold award winners from categories A1-12 are eligible.

Broadcast Kam Fan

No entries required. Gold award winners from categories B13-24 are eligible.

Ambience Kam Fan

No entries required. Gold award winners from categories C25-27 are eligible.

Interactive/ Direct Kam Fan

No entries required. Gold award winners from categories D28-39 are eligible.

Media Kam Fan

No entries required. Gold award winners from categories E40-49 are eligible.

Integrated Kam Fan

No entries required. Gold award winners from categories F50 are eligible.

Grand Kam Fan of the Show

No entries required. All Kam Fan Awards winners are eligible.

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