

**2009 HK4As Kam Fan Awards**  
**Rules for Entries**

**Rules**

1. The Awards are open to all HK4As members and any other advertising-related non-HK4As organizations.
2. For **Category A-D** and **F-G**, to be eligible, the advertising concept of all work entered must have been EITHER: Developed in Hong Kong OR Developed in PRC and have appeared in the Hong Kong market (provided it is accompanied by proof of appearance) **between 15 September 2008 and 14 September 2009**. Works with advertising concept developed outside Hong Kong or PRC is not eligible.
3. For **Category E**, to be eligible, the campaigns must be launched or initiated by a Hong Kong office for any market **between 1 September 2008 and 14 September 2009**.
4. All entries must be work done in the normal course of business, with media placement paid for (if applicable), except in the category of Public Service, by a bona fide client and **Category H**.
5. 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.
6. For **Category A-D** and **F-G**, 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. For **Category E**, entries which are deemed by the judges to be local adaptations of existing international methodology or core concept in media usage, will be disqualified.
7. No entrant's company logo, label or other identifications should be attached to the entries.
8. Entries submitted for previous HK4A Kam Fan Awards are not eligible.
9. 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.
10. Only one party may submit an entry and this is to be agreed in advance between the parties concerned. In the event that two different entrants submit the same entry, only one of them will be accepted. For **Category E and F**, all entries should be jointly submitted by Creative and Media Agencies, if both parties are involved in the works submitted.
11. HK4As will endeavor to move entries to more appropriate categories if necessary before the judging begins.
12. Entries and fees are not returnable and refundable for any reason including disqualification.
13. 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.
14. The judges' decisions will be final.
15. Except for Category G and Kam Fan, certificates of 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.

16. 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.
17. 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.
18. The HK4As reserves the right to make adjustments of the rules as deemed necessary, and the final decision rest with the Organizer.

### **Submission Requirements**

1. Entrants must be able to provide the advertiser's consent regarding the submission of any particular piece of work.
2. Entries submitted in languages other than English must be accompanied by a complete English translation. If no translation accompanied the entry, it will be taken as it is.
3. Entries with Interactive / Digital materials 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.
4. Film / Radio 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 of submission materials.
5. Entry will be disqualified if the required materials and verifications are incomplete and not submitted before the submission deadline.

## **Submission Procedure**

### **1<sup>st</sup> – Round Submission: 18<sup>th</sup> June – 14<sup>th</sup> September, 2009**

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**

1. You are required to submit **digital format** (*Please see Attachment 1 for details.*) of the entries, as the **1st round judging** will be performed by judges online.
2. Entrants should preview uploaded materials online to assure all the materials are valid.

Organizer and system provider will not entertain any request to amend any entry records or materials submitted. Please use the **Preview** function to ensure that the entry records are correct and materials submitted can be played using the preview function.

#### **Verifications**

For **Category E and G**, please make sure the verifications are uploaded in the 1<sup>st</sup> Round Submission. Please refer to “Verifications Requirement” on the next page.  
Entry will be disqualified if the verifications are incomplete and not submitted before the submission deadline.

**Deadline for 1<sup>st</sup> Round Submission:  
5pm, Monday, 14 September 2009**

**15- 16 September 2009 – Deadline extension. Late charge applies.**

**After 16 September 2009 – System Closed.**

## **2<sup>nd</sup> – Round Submission: 12<sup>th</sup> – 19<sup>th</sup> October, 2009**

1. Notification will be given after **12<sup>th</sup> October** by email for entries eligible for entering the final round after 1<sup>st</sup> round elimination.
2. **Finalists with Video, Categories A , D36 and F** must be submitted in hard copies / DVD (*Please see Attachment 2 for details*). All hard copies / DVD of entries entered final round should be submitted to HK4As before deadline of final submission; late submissions will not be counted.
3. For all finalists, please submit the verifications online. Please refer to the “Verifications Requirement” below. Entry will be disqualified if the verifications are incomplete and not submitted before the submission deadline.

**Deadline of 2<sup>nd</sup> Round Submission:  
5pm, Monday , 19 October 2009**

### **Verifications Requirement**

#### **Category A**

##### **Print**

Tear sheets and Client's letter

##### **Poster**

Actual photo / video and client's letter

#### **Category B**

Media Schedule and Client's letter

#### **Category C**

Picture or video showing the actual location of the work being displayed and Client's letter

#### **Category D**

Client's letter

#### **Category E**

Client's letter

*Additional verifications required for Finalists and to be provided by 14 Oct.*

#### **Category F**

Print / Poster: Tear sheets / actual photo / video and Client's letter

Broadcast: Media Schedule and Client's letter

Ambience: Picture or video showing the actual location of the work being displayed and Client's letter

Interactive: Client's letter

#### **Category G**

Client's letter

Please submit all files online in the format of **MOV / JPG / PDF / DOC**.

Entry will be disqualified if the verifications are incomplete and not submitted before the submission deadline.

## **Attachment 1: 1<sup>st</sup> Round Entry Materials Format**

### **1<sup>st</sup> Round submission: General Format (Applies to all Entries)**

#### **I. Video**

1. All videos must be in the “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, 640x480 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, 640x576 pixels. Audio - Mono, 44.1 kHz, 16 bits, MPEG-4 Audio variable bit rate.
4. Duration of such entries **should not exceed 3 minutes** per file.
5. File Size should not exceed 50MB per video.

#### **II. Audio**

1. Standard MP3 format. Stereo or mono, 44.1 kHz, 16 bits, MPEG layer 3 audio, 192 kbps
2. Duration of such entries **should not exceed 3 minutes** per file.
3. File Size should not exceed 10MB per audio file.

#### **III. Images**

1. JPEG @ 72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels
2. Each creative can only submit **1 image**.
3. File Size should not exceed 5MB per image.

#### **IV. Interactive / Digital materials**

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 2009** to allow online judging.

## 1<sup>st</sup> Round Submission: Specific Rules

### **Category A10, A12 Posters and Category C Ambience**

Either video or images could be submitted for this entry category, please refer to general submission format.

### **Category D36 – D38 Direct Awards**

1. Either video or images could be submitted for this entry category.
2. Only 1 creative, no more than 8 images could be submitted.
3. Only 1 video is permitted.

### **Category E40-49 Media**

#### **1. Compulsory Materials:**

##### **A) Presentation Board**

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

You must upload this as an **Image**.

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.

##### **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.

#### **2. Supporting Materials:**

##### **E40 Best use of Print Media**

Supply No more than 8 images.

##### **E41 Best use of Broadcast Media**

Supply 1 Video or Audio.

##### **E42 Best use of Outdoor Media**

##### **E43 Best Use of Alternative Ambience**

##### **E46 Best use of branded content, experiential, sponsorship and event**

**E47 Best use of Budget Campaign (up to HK 0.5 M) for Media**  
**E48 Best Consumer Insights/ Strategic Thinking for Media**  
**E49 Best Integrated Media Campaign**

Supply No more than 8 images / 1 Video or Audio.

**E44 Best use of Internet**

**E45 Best use of Mobile Advertising**

Please refer to General Format IV.

**3. AUDIO-VISUAL PRESENTATION TO SUPPORT ENTRY (OPTIONAL):**

For all entries, you may prepare an Audio-Visual Presentation (AVP) to support your entry. 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.

**Category F Best Integrated Campaign**

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.

**Category G Crafts**

This Category has only **One Round** of Judging; please submit all relevant materials in the 1<sup>st</sup> Round.

**Category H Community Awards**

This Category has only **One Round** of Judging.

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

## Attachment 2:

### 2<sup>nd</sup> Round Submission

#### All Categories

1. All entries with video must be submitted in 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.

#### Category A Print / Poster

1. Entries in Print / Poster categories must be mounted on artboards proportionally and **MUST NOT exceed the size of 10" x 20"**. **(Except those print with the actual size is bigger)**
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.

#### Category D36 Best Direct Mail

Submit actual samples. Entries must be mounted on art boards proportionally and **MUST NOT exceed the size of 10" x 20"**. **(Except those with the actual size is bigger)** 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 it includes a letter, you must send an actual copy of the letter. Entries will be evaluated based on creative idea and execution.

#### Category F Best Integrated Campaign

1. Entries with Print / Poster categories must be mounted on artboards proportionally and **MUST NOT exceed the size of 10" x 20"**. **(Except those print with the actual size is bigger)**
2. Entries with Direct mail must submit actual samples. Entries must be mounted on art boards proportionally and **MUST NOT exceed the size of 10" x 20"**. **(Except those with the actual size is bigger)** 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 it includes a letter, you must send an actual copy of the letter. Entries will be evaluated based on creative idea and execution.

## **Payment**

Each 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 1<sup>st</sup> round online submission. Please submit all the payment to HK4As. Please mark 'Kam Fan Awards 2009' on the package with printed record of the entries.

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: HSBCHKHHHKH

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

## **Entry Fee**

### **HK4As Members**

<b>Single Entry</b>	<b>HK\$1,000</b>
<b>Craft Entry</b>	<b>HK\$1,000</b>
<b>Campaign Entry</b>	<b>HK\$3,000</b>

### **Non-HK4As Members**

<b>Single Entry</b>	<b>HK\$1,500</b>
<b>Craft Entry</b>	<b>HK\$2,000</b>
<b>Campaign Entry</b>	<b>HK\$5,000</b>

**No Entry Fee for Category H Community Awards**

## **Discount**

**10% discount for any agency with over \$100,000 total entries fee.**

## **Late Charge**

**25% surcharged imposed on each late submission after deadline.**

## **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.

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### **For general enquiries, please contact:**

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

### **For 1<sup>st</sup> Round Materials Submissions Technical enquiries, please contact:**

Admango

Tel: 852 – 3426 2531