

**2010 HK4As Kam Fan Awards
List of Categories**

A) Print / Poster

Single Print

1. Public Transport and Utilities
(Buses, MTR, power, water etc)
2. Beverages, Food, Snacks, Confectionery
(Includes alcoholic and non-alcoholic drinks)
3. Personal products
(Personal Use: Including cameras, mobile phones, cosmetics, shampoo etc)
4. Household products
(Household Use: Including white goods, cleaning products, pet food etc)
5. Retailers and Property
(Supermarkets, restaurants, stores, boutiques, shopping malls, property etc)
6. Financial and Other Services
(Deliveries, Financial services: such as Banking, Card products, Insurance etc)
7. Telecommunications & Media
(Communication networks, publications, websites, advertising companies, media etc)
8. Entertainment, Leisure & Travel
(Hotels, tourism, casinos, theme parks, airlines)
9. Corporate Image
(Non-product or service)
10. Charity, Pro bono and Public service

Campaign

11. Print Campaign

Poster

12. Poster Single

13. Poster Campaign

B) Outdoor

14. Outdoor Single

(Including MTR, bus shelter, bus body and billboard etc)

15. Outdoor Campaign

C) Broadcast

Single

(C16-C25: For Television Commercials, including cinema broadcast)

16. Public Transport and Utilities

(Buses, MTR, power, water etc)

17. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

18. Personal products

(Personal Use: Including cameras, mobile phones, cosmetics, shampoo etc)

19. Household products

(Household Use: Including white goods, cleaning products, pet food etc)

20. Retailers and Property

(Supermarkets, restaurants, stores, boutiques, shopping malls, property etc)

21. Financial and Other Services

(Deliveries, Financial services: such as Banking, Card products, Insurance etc)

22. Telecommunications & Media

(Communication networks, publications, websites, advertising companies, media etc)

23. Entertainment, Leisure & Travel

(Hotels, tourism, casinos, theme parks, airlines)

24. Corporate Image

(Non-product or service)

25. Charity, Pro bono and Public service

26. Non –TV Broadcast Film *(Entry of this category precludes entry into other categories.)*

Online or Offline work is accepted. A film that ran on alternative screens ie. In lifts, taxis, in-store, and includes non-viral web films.

Campaign

27. Film Campaign

Radio

28. Radio Single

29. Radio Campaign

D) Ambient , Field Marketing & Point of Sale

30. Ambient

(All non-traditional unpaid media that responds relevantly and creatively to its immediate environment; such as installations, rallies etc.)

31. Field Marketing

(Door-to-door, merchandising, sampling, stunt, event, etc.)

32. Point of Sale

A. Print

B. Non-Print

E) Digital

33. Website/ Mini-site

A. Campaign Websites

(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 on creative idea and user experience.)

B. Corporate Websites

(For creative excellence in Corporate Website design. These websites will be evaluated on creative idea, content structure, navigation and user experience.)

34. Online Advertising

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

35. E-mail Marketing

(For creative excellence in Email Marketing. Entries will be evaluated on creative idea, design, response mechanism & execution. Response rates are optional but desirable).

36. Viral

(Entry in this category precludes entry into other categories. Television commercials are not eligible.)

A. Film

B. Non – Film

(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, execution and its viral success)

37. Mobile

A. Mobile Marketing

B. Mobile Applications

C. Campaign

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

38. Gaming

- A. Online
- B. Social Media
- C. Mobile

(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 on creative idea, design, and user experience. To be considered a game, the entered work must have profound interactive elements.)

39. Social Media

- A. Social Media Marketing
- B. Social Media Applications
- C. Campaign

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

40. Best Digital Campaign

(Award given to work that demonstrates creativity in at least three digital avenues)

F) Direct

41. Best Direct Mail

(Includes both flat and 3-dimensional mail. Direct mail that includes sample products, pop-ups, premiums, dimensional involvement devices etc)

G) Media

(G42-48 & 50 submitted by media agencies only, unless the medium does not involve a media agency at all. G49 is for creative agencies only, unless the project does not involve a creative agency at all.)

Single – Media

- 42. Use of Print
- 43. Use of Broadcast
- 44. Use of Outdoor
- 45. Use of Digital
- 46. Use of Mobile advertising
- 47. Use of Branded Content, Experiential, Sponsorship and Events
- 48. Use of Low Budget (up to HK \$0.5 M)

49. Creative Innovation

Campaign – Media

50. Best Integrated Media Campaign

H) Integrated

(Jointly submitted by Creative & Media Agencies, if both parties involved)

51. Best Integrated Campaign

(Entries should demonstrate diversified marketing activities that are integrated with at least three different forms of advertising (e.g. radio, TV, print, poster, outdoor, direct, digital, mobile, DM, collaterals etc.). Entries will be evaluated on creative idea, design, response mechanism, execution and use of media.)

I) Craft

(Entries can be made from any medium. No Kam Fan Awards will be given to this Category.)

52. Chinese Copy

53. English Copy

54. Design/ Art Direction

55. Illustration

56. Typography (English)

57. Typography (Chinese)

58. Photography

59. Direction

60. Editing

61. Cinematography

62. Sound Effect & Use of Music

63. Animation / Special Effect

Digital Craft

64. User Experience

65. Technological innovation

Client of the Year

(This Award is a distinguished honour given to the Best Advertiser of the year recognised by the panel of Judges on the boldest use of creativity. This award is given at the judges' discretion and all work will be considered. No entries are required.)

Student Awards

Kam Fan Awards

(No Kam Fan Awards will be given to Craft and Client of the Year.)

Print Kam Fan

(No entries required. Gold award winners from categories A1-13 are eligible.)

Broadcast Kam Fan

(No entries required. Gold award winners from categories C16-29 are eligible.)

Outdoor and Ambient Kam Fan

(No entries required. Gold award winners from categories B 14-15, D30-32 are eligible.)

Interactive/ Direct Kam Fan

(No entries required. Gold award winners from categories E33-40, F41 are eligible.)

Media Kam Fan

(No entries required. Gold award winners from categories G42-50 are eligible.)

Integrated Kam Fan

(No entries required. Gold award winners from categories H51 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