

2011 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 Outdoors

B 1 Outdoors single & campaign

14. Outdoor Single

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

15. Outdoor Campaign

(Campaign submitted should be composed of 3 or more different executions of the outdoor single)

B 2 Ambient

16. Ambient

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

B 3 Field Marketing

17. Field Marketing

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

B 4 Point of Sale

18. Point of Sale

(Print & Non-Print)

B 5 Direct Mail

19. Best Direct Mail

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

C Film (Both TVC & Online) & Radio

C 1 TVC Film

Single

20. Public Transport and Utilities

(Buses, MTR, power, water etc)

21. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

22. Personal products

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

23. Household products

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

24. Retailers and Property

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

25. Financial and Other Services

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

26. Telecommunications & Media

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

27. Entertainment, Leisure & Travel

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

28. Corporate Image
(Non-product or service)
29. Charity, Pro bono and Public service
30. Non –TV Broadcast Film / Other Screens
*(Entry of this category precludes entry into other categories.)
Online or Offline work is accepted. A film that ran on alternative screens i.e. in lifts,
taxis, in-store, and includes non-viral web films.*

C 2 Online Film

31. Online Film
*(Entry in this category precludes entry into other categories. Television commercials
are not eligible)*
- A. Viral
- B. Others
*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.*

Campaign

32. Film Campaign
(Entry of this category includes C 1 & C 2 Films)

C 3 Radio

33. Radio Single
34. Radio Campaign

D Cyber (Digital & Interactive)

35. 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)

36. Online Advertising

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

37. 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)

38. Mobile

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

A. Mobile Marketing (SMS / MMS / WAP) non-application based

B. Mobile Applications

C. 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. This category is for Games strictly made for mobile devices only, including Tablets)

39. Social Media

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

A. Social Media Marketing

B. Social Media Applications

C. Social Media Games (*To be considered a game, the entered work must have profound interactive elements. This category is for Games specifically for Social Media only*)

40. Best Cyber Campaign

(Award given to work that demonstrates creativity in at least three digital avenues, either all three under the same digital media, or from different media)

E. Crafts

(Entries can be made from any medium : including Print, Film and Cyber)

Only award 1 Gold to the Best Work of each category, all other finalists will be awarded as Merits. Crafts will not be included in the tallies)

41. Chinese Copy

42. English Copy

43. Design/ Art Direction

44. Illustration

45. Typography (English)

46. Typography (Chinese)

47. Photography

48. Direction

49. Editing

50. Cinematography

51. Sound Effect & Use of Music

52. Animation / Special Effect

53. User Experience

54. Technological innovation

F. Media (open to all entrants)

Single – Media

- 55. Use of Print
- 56. Use of Broadcast
- 57. Use of Outdoor
- 58. Use of Digital
- 59. Use of Mobile
- 60. Use of Branded Content, Experiential, Sponsorship and Events
- 61. Use of Low Budget (up to HK \$0.5 M)
- 62. Creative Innovation

Campaign – Media

- 63. Best Integrated Media Campaign

G. Integrated

(To be jointly submitted by Creative & Media Agencies, if both parties involved)

- 64. 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)

Special Awards

Students Awards

Client Award (Dare to be Creative)

(This Award is a distinguished honor given to the Best Advertiser of the year recognized 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 required.)

Kam Fan Awards

(No Kam Fan Awards will be given to Crafts and Client Awards)

Print Kam Fan

(No entries required. Gold award winners from category A are eligible)

Outdoors Kam Fan (previously Outdoor & Ambient Kam Fan)

(No entries required. Gold award winners from category B are eligible)

Film & Radio Kam Fan (previously Broadcast Kam Fan)

(No entries required. Gold award winners from category C are eligible)

Cyber Kam Fan (previously Interactive / Direct Kam Fan)

(No entries required. Gold award winners from category D are eligible).

Media Kam Fan

(No entries required. Gold award winners from category F are eligible).

Integrated Kam Fan

(No entries required. Gold award winners from categories G are eligible)

Grand Kam Fan

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