

2011 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-E and G**, the advertising concept of all works entered must have been developed in **Hong Kong** between **15 September 2010 and 14 September 2011**. Works with advertising concept developed outside **Hong Kong** is not eligible.
3. For Media **Category F**, the campaigns must be launched or initiated by a **Hong Kong office** for any market **between 1 September 2010 and 14 September 2011**.
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.
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-E and G**, entries which are deemed by the judges to be local adaptations of existing international materials 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 for the same client. For **Category F**, 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 HK4As 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.
11. HK4As will endeavor to move entries to more appropriate categories if necessary before the judging begins, or the Judges can move categories during Judging.
12. Entries and fees are not returnable and refundable for any reason including disqualification.
13. One panel of International judges will judge all Finalists. 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. Kam Fan, Gold, Silver, Bronze trophies & Merit certificates can be earned in all categories (except Client Award & Crafts). However, the jury reserves the option to not award any work not up to their standard.
16. 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, in any industry-related or educational activities.
17. The entrants agree that the HK4As will not accept responsibility for errors or omissions reproduced in the Presentation or Winners Collaterals, or for works 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. All Craft entries and campaign entries must consist of **no more than 3 items**. Entry will be disqualified if it exceeded 3 items.
5. Entry will be disqualified if the required materials and verifications are incomplete, not submitted before the submission deadline, or exceeded the limits specified on p.6.

Submission Procedure

1st Round Submission :15th July – 14th September 2011

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.
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 - Crafts**, as it has only **ONE round of judging** (except for E 53-54), **all verifications are required to be uploaded in the 1st Round Submission**. Please refer to “Verifications Requirement” on the next page.

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

Deadline for 1st Round Submission: 5 pm, Wednesday, 14 September 2011

15- 16 September 2011 – deadline extension. Late charge applies

after 16 September 2011 – System Closed

2nd – Round Submission: 19th – 26th October, 2011

1. Notifications will be given after **19th October** by email for entries eligible for entering the final round after 1st round elimination
2. **Finalists with Video, Categories A, B19 and G** 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 2nd Round Submission : 5pm, Wednesday, 26 October 2011

Verifications Requirements

Category A - Print & Poster

Print : True copies tear sheets and Client's letter on HK4As letterhead[#]

Poster : Actual photo / video and Client's letter on HK4As letterhead[#]

Category B – Outdoors

B 16 & 17 Ambient : Paid media need to supply verifications

B14-18 : Actual photo / video showing the actual location of the work being displayed and Client's letter on HK4As letterhead[#]

B19 : Client's letter on HK4As letterhead[#]

Category C – Film & Radio

Media Schedule and Client's letter on HK4As letterhead[#]

Category D - Cyber

Client's letter on HK4As letterhead[#]

Category E – Crafts & Category F – Media & G – Integrated

Print & Poster : True copies tear sheets / actual photo / video and Client's letter on HK4As letterhead[#]

Film & Radio : Media Schedule and Client's letter on HK4As letterhead[#]

Outdoors: Picture or video showing the actual location of the work being displayed and Client's letter on HK4As letterhead[#]

Cyber : Client's letter on HK4As letterhead[#]

[#] Client's letter on HK4As letterhead can be downloaded at:
http://www.aaaa.com.hk/en/awards/creativeAwards/pdf/Client's_Letter_Template_2011.doc

* Please submit all files (except true copies tear sheets) online in the format of **MOV / JPG / PDF / DOC**. **True copies tear sheets to be sent to HK4As Office.**
Entries will not be processed if verifications are incomplete & not submitted before deadline.

1st 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, 720x576 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. 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.

III. 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 2011** to allow online judging.

*** For Audio Requirements refer to p.7 below Category C33-34 Radio Categories submission**

1st Round Submission: Specific Rules

Category B 14-18

Video or images can be submitted, please refer to general submission format.

Category B 19 Direct Mail

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

Category C 33- 34 Radio Categories

1. Submit 1 video for this entry category
2. If English translation is needed, it should be in subtitles & played simultaneously on screen with the sound track

Category E Crafts

1. All Crafts are mandatory to be submitted in hard copies or real sample, mounted on artboards in actual sizes (and NOT exceeding A2 size). If the actual pieces are not available, please send in 6"x4" color photographs (maximum 5)
2. This Category has only 1 Round of Judging (except E53-54) please submit all relevant materials in the 1st Round

Category F Media Categories

1. Compulsory Materials (for Category F Media entries)

- A) Presentation Board - to focus on **key visuals** & with **only key points**
Presentation Board should be in a digital format, uploaded as an **Image**
- This Presentation Board will be a summary of your entry and **MUST be on 1page only**
 - This presentation should contain key visuals and a simple, clear **summary in English**
 - There must be no more than **100 words**
- B) Words :
- (i) **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.
 - (ii) **Creative Execution** (150 words maximum)
Show how the creative execution enhanced the overall impact of the effort and engaged the consumer.
 - (iii) **Target Audience** (150 words maximum)
Show how the media idea travelled across different touch points and successfully reached the target audience.

(iv) **Effectiveness** (50 words maximum)

Show how the execution(s) maximized 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 (for Category F Media entries)

F 55 Use of Print :

- No more than 8 images

F 56 Use of Broadcast :

- Supply 1 Video. For Audio works, if English translation is needed, it should be in subtitles & played simultaneously on screen with the sound track

F57 Use of Outdoor / F60 Use of Branded Content, Experiential, Sponsorship and Events / F61 Use of Low Budget / F63 Best Integrated Media Campaign

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

F58 Use of Digital / F59 Use of Mobile

- Refer to General Format on p. 6 "III. Interactive / Digital Materials"

3. (Optional) Audio visual presentation (For Category F Media entries)

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

-- End of submission requirements for Media entries --

Category G 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. **No more than 3** 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.

Attachment 2: 2nd Round Submission Format

All Categories

1. All entries with videos must be in DVD
2. For campaign entries, edit all spots on the same DVD with 2 seconds of black leader between each spot. All entries of the same campaign category can be edited on to one DVD but 5 seconds of black must be provided between each campaign entry.

Category A Print & Poster

1. Entries must be mounted on artboards and MUST not be bigger than A2 size, otherwise they will be disqualified.
2. For campaign entries or more 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 3", "2 of 3" etc.

Category B19 Direct Mail

1. Actual samples required. Entries must be mounted on art boards proportionally and MUST NOT exceed the size of A2. If the actual pieces are not available, please send 6"x4" color photographs (maximum 5) mounted on an artboard and MUST NOT exceed the size of A2. If it includes a letter, you must send an actual copy of the letter.

Category G Integrated

1. Print / Poster must be mounted on artboards and MUST not be bigger than A2 size, otherwise they will be disqualified.
2. Actual samples required. Entries must be mounted on art boards proportionally and MUST NOT exceed the size of A2. If the actual pieces are not available, please send 6"x4" color photographs (maximum 5) mounted on an artboard and MUST NOT exceed the size of A2. If it includes a letter, you must send an actual copy of the letter.

Payment

Each entry 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 and submit to the HK4As.

Please mark 'Kam Fan Awards 2011' on the package with printed record of the entries.

Entry fee can be submitted 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.

Entry Fees - All payments must be made before the 2nd round judging

HK4As Members

Single Entry	HK\$1,800
Campaign Entry	HK\$3,600
Integrated Campaign	HK\$3,600

Non-HK4As Members

Single Entry	HK\$3,600
Campaign Entry	HK\$7,200
Integrated Campaign	HK\$7,200

* Crafts will only accept single entries

Late Charge

25% surcharged imposed on each late submission after deadline

Administration Fee for change of info after Judging

Entrants will be given sufficient time to check submitted materials. After the deadline for submission, the registration system will be closed and entrants will not be to make amendments.

Any changes of data after the judging and results announcements will not be allowed. Special circumstances, with justifications of the changes by the ECD, will be allowed by discretion and at a charge of \$ 500

Listing Fee

All the finalists are required to pay and will be invoiced a listing fee of HK\$500 for single entry and HK\$1,000 for campaign entry after the awards.

In return, each finalist will be entitled to a free copy of the year's Awards Journal.

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 1st Round Materials Submissions Technical enquiries, please contact:

AdmanGo

Tel: 852 – 3426 2531