

*Immediate Release*



24<sup>th</sup> March 2007

**HK4As Media Awards 2007**  
**Media is magical, local advertisers achieve new height of excellence**

(Hong Kong 24 March, 2007) 1 Gold, 5 Silver and 6 Bronze Awards were presented to HK4As Media Awards winners at a prize presentation ceremony held at the Conrad Hotel last night.

The Hong Kong Association of Accredited Advertising Agencies (HK4As) launched The Media Awards in 2006 and is now in its second year of operation.

The Media Awards 2007 highlighted by the theme, 'Media Magic' this year to recognize media professionals who transform their understanding of consumers into smart communication ideas. The role of the media is absolutely crucial in the success of the innovative advertising campaigns and the rapid expansion of media agencies is testimony to this.

The Gold winner this year was presented to the 'Levi's- Type 1 How Bold Are You Campaign', created by OMD Hong Kong in the 'Best Smart Use of Budget Campaign' category.

More than 80 entries for Media Awards 2007 are recorded this year. Both quality and quantity of entries this year achieve a significant new height of excellence.

Ms Mabel Leung, Managing Director of Starcom Worldwide, and Chairman of HK4As Media and Research Committee, is deeply impressed by the support of local advertising industry.

"The competitors this year demonstrated the importance of brand and consumer insights for the success of advertising campaigns. The true partnership between media agencies, clients and media owner definitely helped." Mabel Leung explained.

## **HK4As Media Awards Background Information**

The Media Awards is organized by the Hong Kong 4As to recognize the creative minds that have taken the industry to new heights of excellence in 2006. Media is a hot industry to be in and set the standards for others to follow.

The media in Hong Kong is a bastion of power. It comes from leading creative communications plans, ranging in medium from TV to print and from outdoor to online.

The role of the media is absolutely crucial in the success of innovative advertising campaigns and the rapid expansion of media agencies is testimony to this.

Entries of awards are to be judged by a panel of local, regional and international professionals from media agencies, clients, media owners, creative directors and research houses.

The panel will award each finalist with a Gold, Silver, Bronze or Merit. The panel will also select the winner of the Best of the Best Award, which will honor the most outstanding single piece or campaign advertising among the gold award winners.

For more information, please visit:

<http://www.aaaa.com.hk/en/awards/mediaAwards/index.php>

## **About the HK4As**

The Association of Accredited Advertising Agents of Hong Kong (the HK4As) is an association of major advertising agents in Hong Kong. The Association's objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 22 full members and 6 associate members.

For media enquiry, please contact:

Angela Ng  
Executive Director  
HK4As

Tel: 2882 8161/ 9049 1742

Email: [angela.ng@aaaa.com.hk](mailto:angela.ng@aaaa.com.hk)

Judy Lo  
PR & Events Coordinator  
HK4As

Tel: 2882 2504/ 9480 7174

Email: [judy.lo@aaaa.com.hk](mailto:judy.lo@aaaa.com.hk)

