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For Immediate Release

HK4As announces new corporate identity

2007 is a significant year for Hong Kong's advertising industry as the Association of Accredited Advertising Agencies of Hong Kong (the HK4As) celebrates 50 years of its history.

"The 4As is planning a full year of celebrations to pay tribute to all the great works in the past, and at the same time the celebrations will also encompass a forward looking attitude as this is of equal importance to project the vibrant character of our industry" said Royce Yuen, Chairman of the 4As and its 50th Anniversary Organizing Committee.

Among the first of the many events is a new corporate identity for the 4As.

The Association invited all its members to submit designs of logos back in October 2006, and received tremendous response. 33 designs were received and judged by all the contesting 4As agencies, presided over by the Association's Executive Committee.

The new 4As logo - enclosed, is by BatesAsia Hong Kong Limited. According to the judges the versatility for usage and the representation of the 4As' name in the image have added much credit to their decision. The interpretations of the image is opened to a wide range of imaginations - whether it is the sharpening of ideas, spreading ideology and bringing forth sharp ideas as intended by the logo's pencil sharpenings graphics, or seen an outreaching butterfly spreading its wings, or a kaleidoscope radiating the ad practitioners' multi-faceted talents - in all, it is best summed up by one of the judges present that the design has the four A's right there, subtle yet so palpable.

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"The Executive Committee reckons that a new identity and logo for the HK4As is a great way to usher in new aspirations for the future of the ad industry, and it is also timely to help celebrate our anniversary." says Royce Yuen, Chairman of the HK4As & Executive Committee. "The logo will be applied to all HK4As functions and anniversary publicities as the Association intends to continue to raise its profile both locally and internationally, enhance identity and cohesiveness among us practitioners, and promote our position and mission to the society at large."

* For individual interviews on Royce Yuen - Chairman of the 4As;

BatesAsia - winner of the 4As logo competition to get details on the story on the making of the logo, or any of the judges for comments, please contact :

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The Association of Accredited Advertising Agencies of Hong Kong (the HK4As) is an association of major advertising agencies 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 17 full members and 5 associate members.

For the full list of member agencies and about the Association please visit www.aaaa.com.hk