

PRESS RELEASE - FOR IMMEDIATE RELEASE

## **2008 Kam Fan Awards to recognise advertising industry's most exceptional work**

### ***Online, Off-line and Media Integrated Awards – a first time in Kam Fan History***

**Hong Kong, July 8, 2008** – The Hong Kong Association of Accredited Advertising Agencies (HK4As) is calling on advertising agencies and related organisations in Hong Kong and Mainland China to enter their outstanding recent advertising projects for the 2008 Kam Fan Awards. The theme of this year is *“It Could Be Anything”*.

“The Kam Fan Awards are highly sought after because they set new milestones for the industry. We expect this year’s Awards to be bigger than ever, because they will combine the Creative, interactive and Media into one mega-event, encompassing online, off-line and media awards under the banner of Kam Fan” explained Mr. Spencer Wong, Chairman of the 2008 Kam Fan Awards and himself the Managing Director & Executive Creative Director of McCann Hong Kong.

“In addition, the 2008 Kam Fan Awards will reinforce the status of Hong Kong and Mainland China as the region’s top craft centre by adding a completely new crafts award category - the Interactive & Direct Craft, which recognises the best Chinese and English copy, illustration, photography, sound effect & use of music, animation/special effect etc,” he added.

“Furthermore, the 2008 Kam Fan Awards will fully reflect new market trends and social media popular in Hong Kong. For instance, we are inaugurating new categories to recognize the Best Use of Search Engine Marketing, Best Use of Ambient, and Best Social Media Applications, as well as Best New Ground-Breaking Innovation etc.”

This year’s Kam Fan Awards will be presented by Pixel Media – the first time that the local advertising industry’s most influential honours have had a title sponsor.

Mr. Kevin Huang, CEO of Pixel Media, title sponsor of the 2008 Kam Fan Awards said, “We are delighted to be the title sponsor of what is seen as the “Oscars” of the advertising industry in Hong Kong. As the market leader in online advertising, Pixel Media hopes to offer continued support to the growth of the industry by demonstrating our market leadership in throwing our weight behind such great initiatives. The Kam Fan Award has opened new categories this year, recognizing the excellence in using integrated and interactive media. It reflects the growing importance of the internet and new media and further promotes these applications to international standards.”

Organized by the HK4As since 1984, the Kam Fan Awards aim to raise the standards of local advertising to international levels and to maintain creativity by recognising work that has been created and developed in Hong Kong and Mainland China, and which appears in local, Mainland or international media.

Unlike many other local advertising awards, the Kam Fan Awards are held in high esteem by the industry worldwide. Their international status is reflected by the judging panel of creative luminaries from round the world. This year it will consist of local and overseas advertising gurus from Australia, Hong Kong, Japan, Singapore, Sweden, Thailand and the USA.

Finalists of the 70 categories will be awarded Gold, Silver, Bronze or Merit awards, with the Grand Kam Fan Award to be presented to the entry chosen from among the Kam Fans winners.

The deadline for entries for the 2008 Kam Fan Awards is September 14, 2008. The winners will be announced and the Awards presented at the Kam Fan Awards Gala Presentation, at the Hong Kong Convention and Exhibition Centre on November 7, 2008.

For registration and full details about entries for the 2008 Kam Fan Awards, please see [www.aaaa.com.hk](http://www.aaaa.com.hk)

The 2008 Kam Fan Awards are being organised by the Hong Kong Association of Accredited Advertising Agencies (HK4As) and presented by Pixel Media. They are also sponsored by numerous corporations, including Kam Fan Awards Sponsors Metro Publishing Hong Kong and KMB Roadshow; Major Category Sponsors Asiaray, Buspak Advertising (Hong Kong) Limited, Corbis International LCC (Hong Kong), JCDecaux Pearl & Dean Limited, and JM Network; as well as Category Sponsors including Apple Daily Limited, Hong Kong Cable Enterprises Limited, SmartTone-Vodafone, Sony Ericsson Mobile Communications International AB, South China Morning Post and The Dairy Farm Company Limited – Wellcome.

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The above press release is issued by The Hong Kong Association of Accredited Advertising Agencies through PRO Marketing Services Company Limited

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