

June 26, 2009
For Immediate Release



Hong Kong's 1st ever Grand Prix at Cannes Advertising Festival

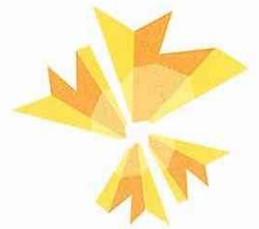
Hong Kong advertising marked its first footprint at the international Cannes Advertising Awards show when McCann Worldgroup's poster campaign "Paper Battlefield" for Nike Hong Kong bagged the Grand Prix top prize in the Design category.

This top honor is the 1st ever for Hong Kong and the region as the Design Lions has never been claimed in Asia before. The last Cannes Lions Grand Prix won by an Asian counterpart was by Malaysia in 2004 for the Best Outdoor. Since then, Japan was the only other Lions category winner, but the Design Grand Prix is an unprecedented victory for Hong Kong and Asia.

"This is indeed a great honour, a very significant and glorious moment in the Hong Kong advertising history. Being awarded this top honour is a great encouragement for Hong Kong ad professionals to enter International Awards, and an indication of the promising future for the industry forward" said Spencer Wong, Creative Chairman of the Association of Accredited Advertising Agencies of Hong Kong (HK4As), the representative trade body.

Also wearing the hat as Managing Director & Executive Creative Director of McCann Worldgroup, Spencer Wong thanked his colleagues who created the winning campaign. "We are very excited and flattered to be the 1st agency ever in the region to pick up a Grand Prix at Cannes. We are also happy that people around the world also loved this work!"

Spencer Wong added that in the meantime, the HK4As is also working with the CreateHK office of the Commerce & Economic Development Bureau (CEDB) on various initiatives in bringing about HK's Creative Industry to greater heights and wider realms. "I am very grateful that the CEDB is very open minded and supportive to a number of our initiatives. I believe that this Grand Prize is a timely occasion and great incentive for more collaboration and



THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

support for our local advertising talents to realize their potentials. By encouraging and supporting participation in big names International Awards Shows, we will be given the invaluable exposure and opportunities which otherwise might not be available or even affordable to some of the practitioners of our trade.”

- End -

See the winning work

at : <http://www.mccannhk.com/bbl/>
& <http://work.canneslions.com/design/>

The Nike “Paper Battlefield” campaign has also picked up many accolades worldwide, other than Poster Grand Prix, it also scored a bronze in the Outdoor category at Cannes, plus 2 silver nominations at the D&AD Awards among a string of other medals in both international & local award Awards shows

About Cannes Lions

The Cannes Lions International Advertising Festival is the world's truly global meeting place for those interested in creativity in communications. Delegates from across the world gather in Cannes every year for this internationally acclaimed and most prestigious creative advertising festival. It is the networking and learning opportunity for ad professionals and is a must-attend and much sought after event for creative professionals.

Other than the Design Lions, other main categories of Cannes include Film Lions, Press Lions, Outdoor Lions, Direct Lions, Media Lions, Cyber Lions, Radio Lions, Promo Lions Titanium & Integrated Lions and PR Lions

For further info & requests for interviews

Spencer Wong – Creative Committee Chairman, HK4As Tel : 2882 8161

Angela Ng - Executive Director, HK4As Tel : 2882 6828 / 90491742

Vivian Ho - P R Executive , HK4As 2882 8261/ 9367 4499

E-mail : hk4as@aaaa.com.hk