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Press Release - For Immediate Release

Hong Kong's advertising bags Design Grand Prix at Spikes Asia Awards

Hong Kong's advertising shines at the stage of the regional Spikes Asia Awards. HK4As' agencies won 27 medals in total and McCann Worldgroup's poster campaign "Paper Battlefield" for Nike Hong Kong won the Grand Prix in the Design category, which is the same campaign which won the Hong Kong's first ever Cannes Grand Prix earlier this year.

"We are very glad to win the Grand Prix at Spikes. It proves the leading position of Hong Kong Advertising in Asia again. Being awarded this top honour is indeed a great encouragement for Hong Kong ad professionals to enter International Awards." said Spencer Wong, Creative Chairman of the Association of Accredited Advertising Agencies of Hong Kong (HK4As).

Also as the Managing Director & Executive Creative Director of McCann Worldgroup Hong Kong, Spencer Wong added that the HK4As is 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, including funding Hong Kong creatives to participate in International Awards. "This would definitely help establish the status of Hong Kong advertising by bringing more Hong Kong ads to the international stage. By supporting more local advertising talents to participate big names International Awards, they could then widen their horizons and realize individual's talents."

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The Nike “Paper Battlefield” campaign

See the work at: <http://www.mccannhk.com/bbl/>

The Nike “Paper Battlefield” campaign has also picked up many accolades worldwide, other than Poster Grand Prix, it also scored 3 gold in the Outdoor category and 3 bronze in the Craft category at Spikes. 2 silver nominations at the D&AD Awards among a string of other medals in both international & local award Awards shows.

HK4As’ Agencies - Spikes Asia 2009 winning works

Agency	Campaign	Prize
Design – Posters		
McCann Worldgroup Hong Kong	Paper Battlefield Nike Hong Kong/ Nike Basketball League	Grand Prix
Outdoor - Corporate Image		
McCann Worldgroup Hong Kong	Paper Battlefield 1 Nike Hong Kong/ Nike Basketball League	Gold Campaign
McCann Worldgroup Hong Kong	Paper Battlefield 2 Nike Hong Kong/ Nike Basketball League	Gold Campaign
McCann Worldgroup Hong Kong	Paper Battlefield 3 Nike Hong Kong/ Nike Basketball League	Gold Campaign
TVC - Retail Outlets, Fast Food Outlets & Restaurants		
McCann Worldgroup Hong Kong	Father& Daughter The Dairy Farm Co./ Wellcome Supermarket	Gold
Direct & Promotion - Consumer Services		
McCann Worldgroup Hong Kong	Flirting with Sound MTRC/ ELEMENTS	Silver

	Mall	
Direct & Promotion - Event and Field Marketing		
McCann Worldgroup Hong Kong	Flirting with Sound MTRC/ ELEMENTS Mall	Silver
Direct & Promotion - Public Service, Charity & Fund Raising		
McCann Worldgroup Hong Kong	One Walk Jet' Li One Foundation/ Charity	Bronze
Design -Self Promotion		
McCann Worldgroup Hong Kong	The Orange Squid McCann Worldgroup Hong Kong/ The Brain Magazine Cover Page	Bronze
Craft - Print – Best Use of Art Direction		
McCann Worldgroup Hong Kong	Paper Battlefield 1 Nike Hong Kong/ Nike Basketball League	Bronze Campaign
McCann Worldgroup Hong Kong	Paper Battlefield 2 Nike Hong Kong/ Nike Basketball League	Bronze Campaign
McCann Worldgroup Hong Kong	Paper Battlefield 3 Nike Hong Kong/ Nike Basketball League	Bronze Campaign
Media - Best Use of Magazines/ Newspapers		
OMD Hong Kong	Unbuttoned Levi Strauss (Hong Kong)/ Levi's 501	Gold
Media - Best Use of Television/ Cinema		
Media Agency: OMD Hong Kong Advertising Agency: DDB Worldwide Hong Kong	24 hours Mcdelivery Service Launch McDonald's Hong Kong/ Delivery Service	Silver

TVC - Public Service, Charity & Funding Raising		
Leo Burnett Hong Kong	Airbag Harmony House/ Women Production Hotline	Silver
Leo Burnett Hong Kong	Lucky Us UNHCR/ Charity	Bronze
Print - Sports, Entertainment, Travel & Leisure		
Leo Burnett Hong Kong	Monastery Evergreen Travel/ Travel Agency	Bronze Campaign
Leo Burnett Hong Kong	Sakura Evergreen Travel/ Travel Agency	Bronze Campaign
Leo Burnett Hong Kong	Waterfall Evergreen Travel/ Travel Agency	Bronze Campaign
TVC - Sports, Entertainment, Travel & Leisure		
Ogilvy & Mather Hong Kong	Trjck Mattel Continental Asia/ Matchbox Toy Cars	Bronze Campaign
Ogilvy & Mather Hong Kong	Chase Mattel Continental Asia/ Matchbox Toy Cars	Bronze Campaign
Print - Corporate Image		
TBWA\Tequila\ Hong Kong	Tyson Adidas Asia Pacific/ Adidas	Bronze Campaign
TBWA\Tequila\ Hong Kong	Yang Adidas Asia Pacific/ Adidas	Bronze Campaign
TBWA\Tequila\ Hong Kong	Yelena Adidas Asia Pacific/ Adidas	Bronze Campaign

Craft - Print – Best Use of Photography		
TBWA\Tequila\ Hong Kong	Tyson Adidas Asia Pacific/ Adidas	Bronze Campaign
TBWA\Tequila\ Hong Kong	Yang Adidas Asia Pacific/ Adidas	Bronze Campaign
TBWA\Tequila\ Hong Kong	Yelena Adidas Asia Pacific/ Adidas	Bronze Campaign

About Spikes Asia Awards

Spikes, the region's oldest and most prestigious award for creative advertising, comprises the entry competitions of TV/Cinema, Print, Outdoor, Radio, Digital, the Jade Spikes for Integrated, Direct & Sales Promotion, Media, Print Craft, TV/Cinema Craft and Design. Six juries of leading international and regional creatives will judge the work in Singapore during the Festival week.

For further info & requests for interviews

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