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

2009 HK4As' Kam Fan Awards **Results Announcements**

This is a very special year to the HK4As as its flagship Kam Fan Awards is the 25th year into history. The HK4As Kam Fan Awards is organized by the HK4As every year since 1984 to recognize the best works in the market, and is highly regarded as the "Grand Prix" accolade of the industry.

The theme for this year's Kam Fan Awards is "LET OTHERS LET OTHERS KNOW", as the HK4As wants this message of creativity to be propagated by words of mouth and become social topics.

A prizes presentation was held at the H K Exhibition & Convention Centre tonight attended by guests, clients, sponsors, business associates and celebrities gracing the occasion.

The Grand Kam Fan winner is "Sweat Campaign" of Life Yoga by Leo Burnett Hong Kong. The Campaign is promoting the fact that hot yoga could burn fat more effectively through heavy sweating, so as to draw more beauty-conscious people to practice hot yoga. It is also the Print Kam Fan.

In addition, the Interactive/Direct (Jet Li's One Foundation) and Media Kam Fan (Coke's whistling Campaign), 10 Gold, 22 Silver and 50 Bronze Kam Fan Awards were also presented. *

This year the Kam Fan was made special with a good news announcement on a sponsorship from the Create Hong Kong of the Commerce and Economic Development Bureau that Kam Fan winners would be sponsored to attend the International Cannes Advertising Festival in France, D & AD in UK and Spikes Asia in Singapore.

In thanking the Government for its support, Spencer Wong, HK4As' Creative Committee Chairman said : "In a same mission to lead, champion and drive the development of the creative economy in Hong Kong, the HK4As is very pleased to receive the support from the Create Hong Kong to the ad industry to gain more overseas participation. "Hong Kong is emerging as a leader in the

Asian creative arena, and our 4As Members have had outstanding performances at International competitions, as the recent victories of a number of Grand Prix Award winners in world famous shows such as the Cannes & the Spikes Awards are to go by. Support from the Government will definitely bring about Hong Kong's Creative Industry to greater heights and wider realms if our ad talents are able to realize their potentials by having even more participation in international world-class events.”

“For the ad industry which will benefit, these incentives will arouse more awareness, encouragement and interest to and among our profession, and in turn help drive the creative industry as a competitive advantage of Hong Kong.” added Spencer Wong.

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HK4As Background Info

HK4As is an Association of major advertising agencies in Hong Kong. Its objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry.

HK4As currently has 21 Full Members and 14 Affiliated Members. The 4As now accepts applications for Affiliated Members, Individual, NGO and Students members. For details, please refer to

<http://www.aaaa.com.hk/en/membership/member.php> or call 28828161 for further enquiries.