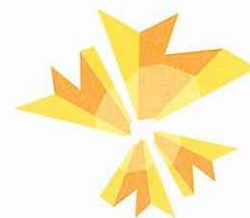


October 30, 2009

Press Release



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

Changing mindset is way to embrace new challenges

- Kam Fan Judges

The Association of Accredited Advertising Agencies of Hong Kong's (HK4As) flagship event Kam Fan Awards invites impressive line-ups of international big name Creatives to judge the industry's works every year.

The 4As took the chance while the visiting gurus are in town to hold a session at which the gurus shared their views on the latest advertising trends, tools and mindset around the theme "How to Drive Change & Embrace New Challenges".

This year the event is enhanced with the support from the Create Hong Kong of the Commerce and Economic Development Bureau. Students of advertising- related disciplines were sponsored by the Bureau to meet and learn from the world famous creative leaders brought in by the HK4As.

At the Sharing session, students and ad pros listened to one of the Kam Fan Judges Sam Ball of Lean Mean Fighting Machine, London, explored the relationship between technology and advertising. Another Judge Lance Martin spoke on how doubting convention helped agency build brands and how that same doubt prepared us to embrace new challenges in the ever-changing industry.

When asked for views on the role of creativity in the current economic climate, Lance Martin, Executive Creative Director of Taxi2, Toronto, said that "it has become more important with more pressure placed on cost-effective results, and added-values for our clients, ideas that are fresh, innovative and impactful will be the only ones that can successfully deliver these mandates."

In addition to Sam Ball & Lance Martin, there were total 9 international Judges, flown in by the Hk4As to help judge its Kam Fan Awards. The winning works of the Kam Fan will be honored at a prizes presentation ceremony on November 6 at the HK Convention Center.

For more information, please contact:

Angela Ng - Executive Director, HK4As Tel : 2882 6828 / 9049 1742

Vivian Ho – Events & PR Executive , HK4As Tel: 2882 6699/ 9367 4499

E-mail : hk4as@aaaa.com.hk

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.