

26 November 2010
For Immediate Release



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

2010 HK4As Kam Fan Awards **Results Announcements**

HK4As Kam Fan Awards is the flagship event organized every year since 1984 to recognize the best works in the market, and is highly regarded as the “Grand Prix” accolade of the industry. It is considered one of the largest & most prestigious awards shows in Asia.

Since the economic downturn, nobody from the outer room nor our young creatives could imagine the inspirational lifestyle that advertising was known for can come into real-life. This year’s Kam Fan is themed “Glamour’s Back” to bring back the spirit of big times of the ad industry and hopes to inspire hard works for awards, recognition & the luxurious lifestyle that comes with them.

The prizes presentation was held at the Hong Kong Exhibition & Convention Centre tonight (26 November 2010) with guests, clients, sponsors, business associates and celebrities gracing the occasion.

The Grand Kam Fan Award winner is “Trailer” of IKEA by Leo Burnett Hong Kong. It created a clever media idea with several cinema-sized curtains from actual IKEA ones, and were opened one by one at the start of the movie during the campaign period in a cinema. The title sponsor of the Kam Fan Award, RoadShow Media Ltd, with a special guest Dr. Leung Chun-Ying, Convenor of the Executive Council presented the Award. “Trailer” is also winner of the Media Kam Fan.

In addition to the Print Kam Fan (Greenpeace’s Parallel Consequences Campaign) and Interactive & Direct Kam Fan (Dim Sum Television’s Real-Life Betting), 13 Gold, 28 Silver and 59 Bronze Awards were also presented. *

This year the HK4As continues to receive the sponsorship from Create Hong Kong of the Commerce and Economic Development Bureau to sponsor the Kam Fan winners to attend the International Cannes Advertising Festival in France, AdFest in Thailand and Spikes Asia in Singapore.

Mr. Jerry Liu, Head of Create Hong Kong of the Commerce and Economic Bureau, attended the presentation to present the awards and congratulated the winners in person.

Ms. Iris Lo, HK4As Creative Chairman, said “the ad industry would benefit from these incentives given by the Government to arouse more awareness, encouragement and interest to and among the ad profession.”

The Kam Fan Awards are held in high esteem by the industry worldwide. The international status of Kam Fan Awards is reflected by the judging panel of creative luminaries from the world. This year it consisted of local and overseas advertising gurus from Sweden, Germany, Japan, Philippines, Thailand, Taiwan & Hong Kong *.

- * Attachment 1- 2010 Kam Fan Winners Synopsis**
- Attachment 2 - 2010 Kam Fan Awards Winner List**
- Attachment 3 - 2010 Kam Fan Awards Judges**

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HK4As Background Info

The Association of Accredited Advertising Agencies of Hong Kong (the HK4As) is an association of major advertising agencies in Hong Kong. The Association’s objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 23 Full Members and 18 Affiliated Members.