

15 July, 2011

For Immediate Release

HK4As calls your painstaking hard work to its Kam Fan Awards

To reward the hard work and recognize those who have been dedicating to create attractive and resonant ads in the past year, the Association of Accredited Advertising Agencies of Hong Kong (HK4As) aptly named its flagship event **the Kam Fan Awards** under the theme “**Pain is Glory**” to recognize their blood, sweat and tears.

The HK4As Kam Fan Awards is held annually by the Association to recognize advertising excellences in Hong Kong since 1984. The Kam Fan, meaning “Golden Sail” in Chinese, is regarded as the “Oscar of the Ad Industry”. It is the most sought-after and acclaimed accolade in the Hong Kong advertising trade.

Differentiated from other advertising award shows, the HK4As Kam Fan is held in high esteem by the industry worldwide. The international status is reflected by the judging panel of creative luminaries from around the world. This year the Kam Fan Judging panel comprises of : * Judges’ bios in Attachment

International Judges

Yuya Furukawa
Executive Creative Director
Dentsu, Japan

Hei Yiyang
Founder & Director
SenseTeam, China

Masato Mitsudera
Creative Director
Beacon Communications, Tokyo, Japan

Benjamin Palmer
Co-Founder & CEO
The Barbarian Group, New York, USA

Jureeporn Thaidumrong
CEO and Creative Chairwoman
nudeJEH, Bangkok , Thailand

Alistair Wood
Executive Creative Director
Cheil Worldwide Inc., Seoul, South
Korea

Noel Yeo
Creative Director
BBH Singapore

Richard Yu
Executive Creative Director
Bates 141 Taipei, Taipei

Media Judges

Jackson Kwok
CEO
OMG Hong Kong

Ken Matsumura
President
Dentsu Media Hong Kong

Chris Ryan
CEO
Aegis Media Hong Kong

Chris Skinner
Managing Director
Universal McCann Hong Kong

KK Tsang
CEO
GroupM Hong Kong

This year's Kam Fan Awards is again well supported by colleagues, business partners and client corporations, with RoadShow Media Limited as title sponsor 3rd year in a row.

Deadline for entries is 14 September 2011.

For details please refer to HK4As website: www.aaaa.com.hk.

For further info or requests for interviews, please contact :

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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 28 Full Members and 22 Affiliated Members.

2011 HK4As Kam Fan Awards – Judges (International)

Yuya Furukawa
Executive Creative Director
Dentsu, Japan

Yuya is known to be a quiet and reserved person, but his work proves to be quite the opposite, with a strong voice.

He has won numerous international and domestic awards including Gold, Silver and Bronze awards at Cannes, New York Festivals, and Grand Prix at Adfest and the Times Asia-Pacific Awards. He also won the Best Creative of the Year by the Japan Advertising Agencies Association in 2005.

He has served as a judge for Cannes, Clio, Media Spikes, Busan International Advertising Festival, and as both judge and speaker at Adfest and Young Guns Awards.

Besides his work as a Creative Director, Yuya is also known for writing scenarios for TV & radio programmes, lyrics for pop songs, and a column for a major national newspaper. He also lectures at Nihon University College of Art.



Hei Yiyang
Founder & Director
SenseTeam, China

Founder & Creative Director of SenseTeam. Born in 1975. Found SenseTeam in 1999

His works are about branding, exhibition planning, environmental design and publishing. He is one of the most active cultural exchange pioneers in China. He devotes himself to putting different mediums like graphic design, contemporary art, advertising, architectural space, city, society together, to make the works interesting, meaningful and valuable.

He is the leader of SenseTeam - the most energetic and farsighted team in global Chinese creative teams. It focuses on civility and sociality.

He has won:

New York ADC - One Golden Award, Two Silver Award, Three Merit Awards,
Cannes Lions International Advertising Festival - Two Silver Awards,
New York One Show Design - One Golden Award, One Silver Award, Six Merit Award,
D&AD - Four in book,
Adfest Design Lotus - Two Golden Award, Two Silver Award
HKDA Awards - One Golden Award, Two Bronze Awards, Sixteen Merit Awards.



Masato Mitsudera
Creative Director
Beacon Communications, Tokyo,
Japan

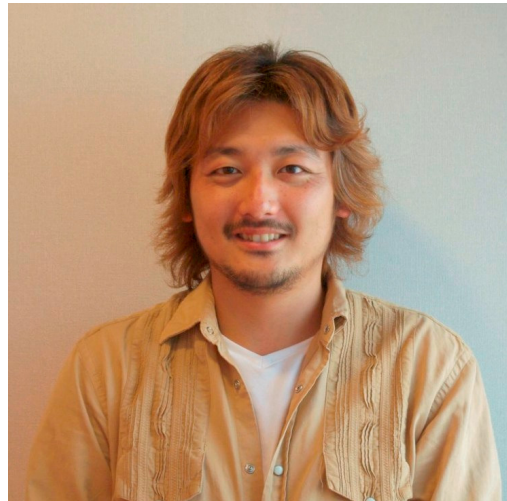
His career started at domestic advertising company as a CM planner, then moved beacon, joint company of Dentsu and Leo Burnett.

He produced many strong campaigns, both local and global, and received various local and international awards.

He achieved Cannes Promo Lions Grand Prix and Cannes PR Lions Gold in 2009 for “YUBARI CITY CAMPAIGN” which was started from his voluntary presentation.

Also achieved Grande Lotus Roots and INNOVA Lotus at ADFEST2010, Grand CUP at ADFEST2011.

He experienced Cannes, ADFEST and CLIO award Jury, and selected STAR Reacher at Leo Burnett Group.



Benjamin Palmer
Co-Founder & CEO
The Barbarian Group, New York, USA

Benjamin Palmer is a co-founder of The Barbarian Group, served as its CEO since the company's founding in 2001, and has since come to be one of the most respected voices in the world of interactive and digital advertising. He has been named one of Creativity's 50 top creatives and one of Esquire's 'Best & Brightest'. Benjamin also sits on the board of the Art Director's Club, and has served as jury chair for the Asia Pacific Advertising Festival (APAF).



Benjamin leads the creative and cultural vision of The Barbarian Group, overseeing creative as well as the company's overall direction, maintaining the integrity of the company's creative output.

In his capacity as CEO, Benjamin has lead The Barbarian Group to its position in the industry today – that of unparalleled creative quality and an uncanny ability to cut through the noise with consistently great and effective interactive communication. He has also been instrumental in fostering the shop's sense of purpose, rebellion, mischief, innovation, results and growth. The Barbarian Group has been named Creativity's Interactive Agency of the Year (2006) and Digital Company of the Year (2008), and was recently recognized as one of the world's 50 most innovative companies by *Fast Company*.

Judee Pongthumrong

**CEO and Creative Chairwoman
Judee Pongthumrong, Bangkok, Thailand**

Judee's started out as a Copywriter at DY&R Bangkok before joining Leo Burnett Bangkok, followed by Far East DDB Advertising Bangkok, Results Advertising Bangkok, and later Saatchi & Saatchi Bangkok as Executive Creative Director. Under her leadership, Results won Thailand's first-ever Cannes Gold Lion in 2000 and Saatchi and Saatchi won Thailand's first-ever D&AD Pencil and became Agency of the year in Asian region in 2003. She made history again in 2005 for winning another Cannes Gold Lion for the Energy Policy and Planning Office (EPPO) TV campaign.



Judee opened her own creative shop, "JEH United", in 2005. Her world famous Smooth E campaign in 2006 won the independent agency a Gold at Cannes, Best of Film at ADFEST, Best of Show at Asian Awards, and Australia's AWARD. In 2006, she was named Creative of the Year by Hong Kong's Media Marketing Magazine, and ranked #1 in Campaign Brief Asia as the Hottest Creative in Asia while JEH United became the Gunn Report's 18th most awarded agency in the world. She won another Gold at Cannes in 2008 with Sylvania Light Bulbs "Picnic" TVC, and 2011 has already witnessed her winning Best of film at Asia Pacific Advertising Festival (ADFEST), for The Positive Network's "Sorry Thailand" and Chang Soda's "Fizzy Billboard" has won Best Outdoor at Adstar, Busan.

June 2011, after six years of outstanding

success in creative advertising and a succession of award-winning campaigns, Judee and JEH United have made another big step forward by merging with NUDE Communication – a boutique brand agency focusing on Strategic Branded Communications.

Alistair Wood
Executive Creative Director
Cheil Worldwide Inc., Seoul, South Korea

Started as a copywriter in London, Alistair has won various awards at D&AD, Cannes, One Show while working at various agencies Lowe, Leo & JWT, and worked in various countries (UK, US and now Korea)



Noel Yeo
Creative Director
BBH Singapore

Noel Yeo is an award-winning creative director, whose work includes the industry-changing “YourSingapore.com” campaign for Singapore Tourism Board. He is one of only four Asia-based creative directors featured in the book CD:Y0, which features, amongst others, Ari Merkin, Gerry Graf, Rob Schwartz and Luke Sullivan.



Richard Yu
Executive Creative Director
Bates 141 Taipei, Taipei

Richard has 18 years of experience in advertising industry.

After joined Bates in May 2006, Richard lead Bates141 became the Top 1 Taiwan Agency of the Year in 2008-2009 by Campaign Brief Asia Creative Rankings.

Richard’s work has won over 700 major awards include numerous international and local awards.



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