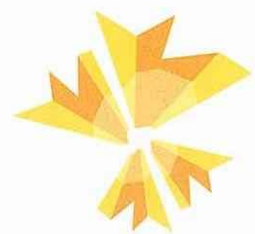


25 November 2011
For Immediate Release



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

2011 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 advertising market, and is highly regarded as the “Grand Prix” accolade of the industry. It is also one of the largest & most prestigious awards shows in Asia.

The theme for this year's Kam Fan Awards is “PAIN IS GLORY”, as the HK4As wants to encourage the ad men not to give up easily as true glory can only be born of pain. Together we have gone through tough times and now we should accredit those who sacrificed all their sweat and tears.

The prizes presentation was held at the Hong Kong Exhibition & Convention Centre tonight (25 November 2011) with guests, clients, sponsors, business associates and celebrities gracing the occasion.

The Grand Kam Fan winner is “Chok! Chok! Chok!” of Coca-Cola by McCann Worldgroup Hong Kong. In Hong Kong, Coca-Cola was launching a regional TVC. And their task was to stay true to the film whilst getting every teen in town to see it and buzz about it. But now that teens are less turned on by passive tv ads, how could they get this one spot to excite teens on a whole new level? It is also the Media Kam Fan.

In addition, the Cyber Kam Fan (KFC HK's Indescribable Taste by Ogilvy & Mather Group, HK), 5 Gold, 17 Silver and 22 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.

P. 2

- * **Attachment 1: 2011 Kam Fan Winners' Synopsis**
- Attachment 2: 2011 Kam Fan Awards' Winner List**

For more information, please contact

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

Karmen Cheng – Events & PR Assistant, HK4As Tel: 2882 8174 / 6278 9796

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 29 Full Members and 24 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.