

First Young Creative winners announced

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Published: 9 February 2010

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Hong Kong - Young creatives from Leo Burnett, Grey, Euro RSCG and JWT have won the first CreateHK and HK4As Young Creatives Competition, launched to support creative talent across the territory.

Fifteen creatives from advertising agencies competed for five places in the HK4As Young Creatives Competition, backed by the Commerce & Economic Development Bureau.

The winners all received sponsorship to two international awards competitions in 2010.

Since making the call for entry the HK4As has received "overwhelming response" from its members, according to executive director Angela Ng.

All candidates were put through a screening test on 5 February by the three judges: Ida Lee, principal assistant secretary of Communications & Technology Branch of CEDB; Antony Chow, advisor of HK4As, and ad veteran KC Tsang, now assistant professor at the School of Design of The Hong Kong Polytechnic University.

"I think if you give any topic to these youngsters, their work will be so much different from the old school of thoughts as they have such different exposure and views which are so interesting.

"We are confident that they will bring pride to Hong Kong in the two international awards which we send them to" said Lee.

"CreateHK Office is pleased to support such worthwhile endeavour of the advertising industry, and I am impressed by such enthusiastic responses shown."

The HK4As' representative team who will be competing in the ADFEST Young Lotus Workshop in Thailand in March are Kiu Chan and Timothy Li from Leo Burnett.

The other team made up of Halo Cheng from Grey, Kain Law from Euro RSCG and Arthur Tse from JWT will compete at the Young Spikes Awards in Singapore later this year.