



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

## **HK advertising agencies win int'l awards**

Creative city: Secretary for Commerce & Economic Development Rita Lau congratulates Leo Burnett Hong Kong and Grey Hong Kong for winning awards at the Cannes Lions International Advertising Festival.



Secretary for Commerce & Economic Development Rita Lau has congratulated Leo Burnett Hong Kong and Grey Hong Kong for winning 10 awards, including two gold awards, at the Cannes Lions International Advertising Festival.

**Creative city:** Secretary for Commerce & Economic Development Rita Lau congratulates Leo Burnett Hong Kong and Grey Hong Kong for winning awards at the Cannes Lions International Advertising Festival.

Grey Hong Kong's Umbrella Bag project won Hong Kong's first ever Gold Lion award in the outdoor category, while Leo Burnett Hong Kong picked up one Gold Lion, three Silver Lions and five Bronze Lions with its projects - the Hidden Sound Campaign, the Unequal Childhood Paper-cutting series, the Organic Poo poster series and the Trailer.

Mrs Lau said Hong Kong's achievement at the festival represents a recognition of the city's advertising talent and shows the quality of its creative work meets international standards.

"Create Hong Kong has collaborated with the Association of Accredited Advertising Agencies of Hong Kong to provide sponsorship under the CreateSmart Initiative for the industry to participate in international competitions and major creative industry events, with a view to raising the profile of our advertising sector and showcasing Hong Kong creativity to the world. I am pleased to know two of the Lions award winners this year were sponsored by CreateHK. This is good encouragement for others, especially budding young talent," she said.

## **Active participation**

Apart from the Cannes Lions International Advertising Festival, CreateHK has provided financial support to winners of the HK4As Kam Fan Awards and the HK4As Young Creative Competition to participate in other global contests or workshops.

The Government is considering sponsoring the HK4As to organise a forum for the winners to share their experiences and show their award-winning projects. The Government's Youth Portal will also upload their work for public sharing and to foster appreciation of creativity among young people.

CreateHK has also supported the HK4As for the second consecutive year to provide a two-month summer internship programme and a one-year graduate trainee programme for tertiary students who are interested in the advertising industry.