



## Kam Fan Awards opens call for entry

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Hong Kong - The Hong Kong Association of Accredited Advertising Agencies is calling for entries to its annual Kam Fan Awards, now in its 25th year.



This year the Kam Fan Awards, which recognise advertising excellence in Hong Kong and China, launches under the theme of "LET OTHERS LET OTHERS KNOW".

The theme is hoping to recognise the growing power of word-of-mouth and social media to spread the message of creativity. A campaign to support the awards show rolls out in August.

This year the 4A's will introduce a new category Best Interactive Film and a special Community Award, which runs under the theme of "Let's do some good".

Judging this year's awards includes a line up of local and international creatives including Tan Kiang, film director from WOWWOWTANK Hong Kong, Koshi Uchiyama, creative director GT inc Tokyo, Pinit Chantaprateep, deputy chairman chief creative officer JWT Thailand and Sam Ball, creative partner at Lean Mean Fighting Machine London.

