

Kam Fan: Redefining traditional media

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Hong Kong - After the judging for 2010 Kam Fan Awards, chairman of HK4As Creative Committee Iris Lo (pictured) said this year's works have redefined creativity in traditional media.

While most campaigns submitted were cross-media, inevitably with digital elements including social media or mobile, Lo hinted there were plenty of quality work that made innovative use of what traditional media have to offer.

She said the message to the industry is the importance to develop breakthrough ideas and select the appropriate media to enhance creativity, rather than going digital for the sakes of going digital.

"Media is a tool, not a concept," Lo said.

Judges on the panel said many of this year's work adopted multiple channels, both online and offline, reflecting how fragmented Hong Kong's media landscape is.

"It's getting hard to define which category a campaign belongs to," said David Guerrero, chairman of BBDO Guerrero/Proximity Philippines, "You'll see a lot of overlapping this year."

Violet Wang, creative partner of VK 35, said the industry is going through an experimental period of how to mix traditional and digital media, and will soon undergo "a shift change in media use".

Gustav Martner, partner and executive creative director of Crispin Porter + Bogusky Europe, added that digital should not be limited on computers or mobile but including Hong Kong's digital outdoor billboards.

"They should be used as a point of interaction. You've got all this concentrated traffic, which we don't in Sweden, and these nice big digital screens which can do so much more than broadcasting a TVC," Martner said.

The winners of the 2010 Kam Fan will be unveiled at the awards presentation on 26 November.