2010 Kam Fan Awards – Press Coverage
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Leo Burnett Hong Kong win the Grand Kam Fan for IKEA at the Hong Kong 4As Awards

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For the second year running, Leo Burnett Hong Kong has won the Grand Kam Fan - the best in show award at the annual HK4As Kam Fan Awards.

The judges awarded IKEA Curtains the top award in what was a big night for the agency. Leo Burnett took home two Grand Prix-level Kam Fan Awards in the Media and Print categories, four gold, four silver, 10 bronze and 18 merit awards to be the No.1 ranked agency at the Hong Kong industry's biggest awards night. The second Kam Fan was awarded to the Parallel Consequences print campaign promoting Greenpeace's Car Free Day. The campaign shows the consequences of excessive car use on fragile ecosystems, highlighted in detailed illustrations within twin tyre tracks.

The Interactive & Direct Kam Fan was won by McCann Worldgroup for 'Real-Life Betting' for Dim Sum Television. Their task was to promote a new travel series about Macau for Dim Sum TV, to be broadcast in China. With people now spending more time online than watching TV, the campaign aimed to pull them back from the online environment.

In addition to the three Kam Fan awards, 13 Gold, 28 Silver and 59 Bronze Awards were also presented. A full list of winners can be seen here.

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.Mr. Jerry Liu, Head of Create Hong Kong of the Commerce and Economic Bureau, attended the presentation to present the awards and congratulated the winners in person.

Iris Lo, HK4As Creative Chairman, said: "the ad industry would benefit from these incentives given by the Government to arouse more awareness, encouragement and interest to and among the ad profession."

The Kam Fan Awards were judged by a panel of international and local judges that included Gustav Martner (Crispin Porter + Bogusky Europe), Götz Ulmer (Jung von Matt, Germany), Kentaro Katsube (UNIT_ONE,inc., Japan), Prangthip Seelos (Creative Juice/G1, Bangkok) and David Guerrero (BBDO Guerrero / Proximity Philippines).

GLAMOUR'S BACK

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IKEA

INTERACTIVE / DIRECT
XAM FAN
Dim Sum Television