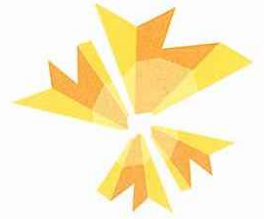


## 2010 Kam Fan Awards – Press Coverage

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### Leo Burnett Hong Kong wins big at 2010 Kam Fan Awards



By [Benjamin Li](#) on Nov 29, 2010 (1 day ago)

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**HONG KONG - Leo Burnett Hong Kong won the Grand Kam Fan award for its 'Curtains: Trailer' for Ikea at the annual Kam Fan Awards held at the Hong Kong Exhibition and Convention Centre on Friday. A further 13 gold, 28 silver and 59 bronze awards were also presented.**

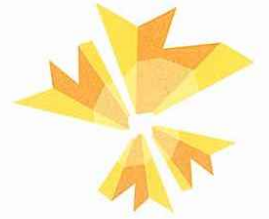


Leo Burnett HK taking the grand prize at Kam Fan 2010

Leo Burnett's winning campaign saw the agency create several cinema-sized Ikea curtains which opened one by one at the start of each movie, announcing Ikea's 2010 curtain collection like a blockbuster movie.

Leo Burnett also walked away with the print Kam Fan for its parallel consequences campaign to promote Greenpeace's 'Car free day'.

McCann Worldgroup Hong Kong impressed the judges with their television campaign titled 'Real-life betting' for Dim Sum, which scored the Interactive and Direct Kam Fan.



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Dentsu Hong Kong's 'Yakult's 'Productive mom' and 'Wooden kid' won the Broadcast Highest Ranking silver award.

The Outdoor and Ambient Highest Ranking silver went to McCann Worldgroup Hong Kong for [Metro Daily's 'Future Daily'](#) on April's Fool Day. Metro Daily also won the client of the year award.

PHD Hong Kong and DDB Hong Kong's [Vitasoy '70 instant message packs'](#) scored the Integrated Highest Ranking silver.

[Click here](#) to access the full list of winners.

The tally for overall ranking by individual office saw Leo Burnett Hong Kong score 152 points with two Kam Fans, four golds, four silvers and 10 bronze. McCann Worldgroup came second with 136 points, including one Kam Fan, six gold and four silver, and Grey Hong Kong third with 68 points.

KC Tsang, associate professor of School of Design at Hong Kong Polytechnic University, commented, "The quality of this year's entries for traditional TV advertising in fact decreased as more and more efforts have been put on interactive. We need to put more effort into traditional media."