



## Leo Burnett scoops Grand Kam Fan

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Published: 21 hours 9 min ago

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Hong Kong - Leo Burnett scooped the lions share of awards including the Grand Kam Fan for its "Curtains: Trailer" campaign for Ikea at the 2010 Kam Fan Awards.

In a night which saw 160 awards given out, Leo Burnett climbed to the top of the ladder with two Kam Fan Awards, four gold, four silver and 10 bronze. Its "Parallel Consequences" work Greenpeace landed the agency a Print Kam Fan award.

Photos from the night can be seen [here](#).

Coming in at second place was McCann Worldgroup Hong Kong which scooped one Kam Fan award for its "Real-Life Betting" work for Dim Sum Television on top of six gold, four silver and six bronze awards.

Client of the year went to Metro Publishing Hong Kong for its widely awarded "Future Daily" campaign developed by McCann Worldgroup.

Other big winners from the night included Grey Hong Kong for its work with *Re:spect Magazine* and Westone Earphones as well as DDB and PHD for their Vitasoy 70 Instant Message Packs promotion.

While the number of awards given out on the night were high, judges were critical of the level of creative work submitted in this year's award.

Chris Kyme, director of Kymechow, said he was disappointed that the innovative thinking was limited to campaigns with smaller budgets. See his full comments on the 2010 Kam Fan Awards [here](#).