



Kam Fan says no to scam ads

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Hong Kong - The Association of Accredited Advertising Agencies of Hong Kong has made a stand that it will not condone scam ads at the Kam Fam Awards this year.

There have been debates in recent months regarding scam ads that appeared in different international awards shows such as the fake "Tsunami Ad" created by DDB Brazil for WWF.

As reported by [Marketing](#), The One Club have now introduced new rules and penalties for fake ads.

In Hong Kong, Spencer Wong (pictured), creative committee chairman for HK4As, said works solely created for entering Kam Fan will definitely not be accepted.

"The eligibility in entering the Kam Fan should be strictly followed and adhered to and all entries must have been done in the normal course of business", he said.

Scam ads will be automatically disqualified and all entries will require additional verifications to prove that it was a launched campaign endorsed by the client.

Wong said scam ad is no short cut to win awards and they won't make you famous.

He wants creatives to use their excellent craft work for scam ads and redirect that energy in more constructive areas such as new media and interactive.

A Kam Fan judging panel has been chosen and some of the creative and iDA

judges include Sam Ball, creative partner for Lean Mean Fighting Machine, Hwee Beng Poh, ECD for DraftFCB Shanghai and Pinit Chantaprateep, deputy chairman, chief creative officer for JWT Thailand.

Some of the media judges include Timothy Cheng, Head of eBusiness for Citibank Hong Kong, Maggie Choi, managing director for OMD Asia Pacific, Randy La, VP of leadership marketing for McDonald's and Vivian Lee, marketing director for Ocean Park.

Judging has commenced and winners will be announced at the awards presentation on November 6 at the Hong Kong Convention Centre.