



Leo Burnett, McCann dominate Kam Fan



By: Adaline Lau, Hong Kong

KAM FAN LEO BURNETT MCCANN

Hong Kong - Leo Burnett has taken out the Grand Prix at the 25th Kam Fan Awards for its "Sweat Campaign" for Life Yoga, with McCann Worldgroup also a strong winner.

As the HK4As celebrates 25 years of recognising talents in the local advertising industry, this year pseudo models were invited to grace the event and hand out awards that created a stir among the audience.

Leo Burnett Hong Kong has won the Grand Kam Fan as well as the print Kam Fan for its sweat campaign for its client Life Yoga to promote hot yoga aimed at beauty conscious people.

The interactive and direct Kam Fan were awarded to McCann Worldgroup for the One Walk campaign to commemorate the one year anniversary of the Sichuan Earthquake for Jet Li One Foundation.

McCann has also snatched the media Kam Fan for client Coca Cola on the happy whistling machine campaign to get teens involved with its jingle.