

The HK4As Kam Fan Awards (formerly known as the HK4As Creative Awards), is organized by the HK4As every year since 1984 to recognize the best works in the market. Kam Fan, literally meaning 'Golden Sail', is highly regarded as the "Grand Prix" accolade of the Hong Kong advertising industry

Kam Fan FAQs

1. How can I win ?

With your precious prize winning materials.

Also to note is any erroneous submitted materials will lead to missed opportunities or even disqualifications. Wrong formats or difficulty in opening the files will hinder the online judging by overseas judges.

The Judges are also giving tips at the Kam Fan website

2. What is the flexibility with entry deadline ?

Official deadline is 4 September 2013. There is a grace period of 2 days until 6 Sept for Entrants to double check & correct materials or for any corrupt files.

The registration site will be closed permanently after 6 Sept at 11:59 hours

3. When is the Judging ?

The Judges will judge online in October.

Final rounds for Media Judging is 31 October & Creative & Digital judging is 2 to 5 November

4. How will I know if my entries are shortlisted into the Finals ?

Finalists notifications will be sent on 15 October. Those who do not receive email notices can consider their entries not in the final round, or can check with the HK4As with any enquiries

5. Who can enter the Kam Fan ?

The Kam Fan is open to all those involved in advertising and communications – ad agencies, production companies, advertisers etc.

6. What if my video is over 3 min ?

This year the rule has been modified to reflect the times. The timing of videos has been relaxed, please read the Kam Fan Rules for updates

7. Why is there a Rule at (III) Interactive # 3 for a date on the URLs ?

In the past the Judges could not open some URLs as they were dead before the judging. Make sure the URL entered is active until Dec 2013 , or at least after the judging

8. What will lead to disqualifications of my works?

Incorrect formats, sizes & quantities of submitted materials.

Unable to provide true verifications of your entries.

9. Are Clients' endorsement letters & media schedules necessary ?

Yes. The Judges would ask for them when they feel an entry is dubious. These letters can help your works from being disqualified. Please download the template from the link in the "Verification Requirements" at the Kam Fan website

The media schedules are important to support that the work is not a scam as this is what the Judges will use as proofs. All submitted media solutions must have been created within the context of a normal paying contract with a Client – except in the case of self-promotion and non-profit organizations – and that Client must have paid for all of the media costs.

10. What if I entered the wrong category ?

Your entry will be helped put in the right spot by the discretion of the Judges. And if the Judges think a certain entry qualifies for more than the category entered, they might suggest to judge it in another category as well, that is why the HK4As sometimes call you up to charge this additional entry fee after the Judging.

11. What happens if another agency also wants to enter the same piece of work ?

Only one party may enter an advertisement. Duplications need to be agreed in advance between the parties concerned. In the event that the same ad is submitted by two different Entrant Companies, only the first entry will be judged.

12. Then what about acknowledgements and credits for the entry which has more than one partner ?

All recognitions i.e. tally, screen, script, trophies, certs etc will be for the one Primary Entrant. The only exception will be where two agencies joined for the entry e.g. Integrated Category

13. Can I not pay the listing fee for my awarded works ?

It is specified in the Rules that "all Finalists are required to pay a listing fee after the Awards. In return each they will be entitled to the Awards Journal".

Entrants not agreeing to this fee might get their entries taken out from the list and not receiving the Awards Journal

14. When is the Awards Presentation ?

This year it is on 30 November (Saturday) at the HK Convention Center