

A Cyber (Digital & Interactive)

A-1. Website / Mini-site

A-1A. Campaign sites

(For creative excellence in Brand Building/Campaign Website/Mini-site (including community-building websites) design. These sites are usually having a shorter lifespan than corporate websites. Entries will be evaluated on creative idea, design, user experience and application of technology).

A-1B. Corporate Websites

(For creative excellence in Corporate Website design. These websites will be evaluated on creative idea, design, content structure, navigation user experience, functionality and application of technology).

A-2 Online Advertising

(For creative excellence in online advertising (display) in all formats. Entries will be evaluated on creative idea, design, execution and application of technology).

A-3 E-mail Marketing

(For creative excellence in Email Marketing. Entries will be evaluated on creative idea, design, response mechanism, execution and application of technology. Response rates are optional but recommended).

A-4 Mobile

(For creative excellence in using Mobile Wireless Marketing elements: SMS/ MMS, Mobile sites etc. Entries will be evaluated on creative idea, design, response integration, execution and application of technology).

A-4A. Mobile Marketing (SMS/MMS/etc.) non-application based

A-4B. Mobile Applications (*Functional Apps, not Games*)

A-4C. Mobile Games (*definition of Games is a Game that is played on a Mobile. This category is for Games strictly made for mobile devices only, including tablets*)

A-5 Social Media

(Award for creative excellence in the development of social media only on Applications and application of technology e.g. Blog, Facebook, Xanga, my Space.com, etc)

A-5A. Social Media Marketing

A-5B. Social Media Applications

A-5C. Social Media Games (*definition of Games is a Game that is played on a Social Media Platform. This category is for Games specifically for Social Media only*)

A-6 Digital – Point of Sales and In Store Innovation

A-7 Online Film

Entry in this category should have never been broadcasted on television or other non-online channels such as elevators, bus or in-store TV screens. TV commercials are not eligible or need to be a longer or different edited execution of the original broadcast version. Examples include film/video uploaded to any website, online portal or social media channel such as mini-site, Youtube, facebook page or mobile site.

A-7A Viral

A-7B Others

Entries should include any interactive advertising elements designed to generate viral effect (message spreading rapidly on its own – without additional advertising costs). Entries will be evaluated based on the creative idea, execution and its viral success.

A-8 Best Cyber Campaign

(Award given to work that demonstrates creativity in at least three digital avenues, either all three under the same digital media, or from different media)

A-9 Best Use of Digital Technology & Innovation (Online media, mobile, OOH)

A-10 Charity, Pro bono and Public service

B Print

B 1 Print (not incl Poster)

Single Print

B-11. Public Transport and Utilities

(Buses, MTR, power, water etc)

- B-12. Beverages, Food, Snacks, Confectionery
(Includes alcoholic and non-alcoholic drinks)
- B-13. Beauty & Personal Care
(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)
- B-14. Electronics
(mobile phones, cameras, TV, office electronics, etc)
- B-15. Automotive
(cars, motorbikes, bikes, trucks, etc)
- B-16. Fashion & Apparel
(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)
- B-17. Household products
(Including white goods, furniture, cleaning products, pet food, stationery, etc)
- B-18. Retailers and Real Estate
(stores, boutiques, shopping malls, retail chains, property etc)
- B-19. Supermarket & Restaurants
- B-20. Logistic & Transport
(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)
- B-21. Financial and Other Corporate Services
(Financial services: such as Banking, Credit Card products, Insurances etc)
- B-22. Telecommunications & Media
(Communication networks, publications, websites, advertising companies, media etc)
- B-23. Entertainment, Leisure & Travel
(Hotels, tourism destinations, casinos, theme parks, airlines etc)
- B-24. Corporate Image & Branding (including Sponsorships & Events)
(Non-product or service based advertising)

B-25. Charity, Pro bono and Public service

B 2 Print Campaign

B-26. Public Transport and Utilities

(Buses, MTR, power, water etc)

B-27. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

B-28. Beauty & Personal Care

(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)

B-29. Electronics

(mobile phones, cameras, TV, office electronics, etc)

B-30. Automotive

(cars, motorbikes, bikes, trucks, etc)

B-31. Fashion & Apparel

(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)

B-32. Household products

(Including white goods, furniture, cleaning products, pet food, stationery, etc)

B-33. Retailers and Real Estate

(stores, boutiques, shopping malls, retail chains, property etc)

B-34. Supermarket & Restaurants

B-35. Logistic & Transport

(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)

B-36. Financial and Other Corporate Services

(Financial services: such as Banking, Credit Card products, Insurances etc)

B-37. Telecommunications & Media

(Communication networks, publications, websites, advertising companies, media etc)

B-38. Entertainment, Leisure & Travel

(Hotels, tourism destinations, casinos, theme parks, airlines etc)

B-39. Corporate Image & Branding (including Sponsorships & Events)

(Non-product or service based advertising)

B-40. Charity, Pro bono and Public service

C Outdoors

C 1 Posters Single

C-41. Public Transport and Utilities

(Buses, MTR, power, water etc)

C-42. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

C-43. Beauty & Personal Care

(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)

C-44. Electronics

(mobile phones, cameras, TV, office electronics, etc)

C-45. Automotive

(cars, motorbikes, bikes, trucks, etc)

C-46. Fashion & Apparel

(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)

C-47. Household products

(Including white goods, furniture, cleaning products, pet food, stationary, etc)

C-48. Retailers and Real Estate

(stores, boutiques, shopping malls, retail chains, property etc)

C-49. Supermarket & Restaurants

C-50. Logistic & Transport

(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)

C-51. Financial and Other Corporate Services

(Financial services: such as Banking, Credit Card products, Insurances etc)

C-52. Telecommunications & Media

(Communication networks, publications, websites, advertising companies, media etc)

C-53. Entertainment, Leisure & Travel

(Hotels, tourism destinations, casinos, theme parks, airlines etc)

C-54. Corporate Image & Branding (including Sponsorships & Events)

(Non-product or service based advertising)

C-55. Charity, Pro bono and Public service

C 2 Poster Campaign

C-56. Public Transport and Utilities

(Buses, MTR, power, water etc)

C-57. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

C-58. Beauty & Personal Care

(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)

C-59. Electronics

(mobile phones, cameras, TV, office electronics, etc)

C-60. Automotive

(cars, motorbikes, bikes, trucks, etc)

C-61. Fashion & Apparel

(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)

C-62. Household products

(Including white goods, furniture, cleaning products, pet food, stationery, etc)

C-63. Retailers and Real Estate

(stores, boutiques, shopping malls, retail chains, property etc)

C-64. Supermarket & Restaurants

C-65. Logistic & Transport

(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)

C-66. Financial and Other Corporate Services

(Financial services: such as Banking, Credit Card products, Insurances etc)

C-67. Telecommunications & Media

(Communication networks, publications, websites, advertising companies, media etc)

C-68. Entertainment, Leisure & Travel

(Hotels, tourism destinations, casinos, theme parks, airlines etc)

C-69. Corporate Image & Branding (including Sponsorships & Events)

(Non-product or service based advertising)

C-70. Charity, Pro bono and Public service

C3 Outdoors Single *(Including MTR, bus shelter, bus body, billboards etc)*

C-71. Public Transport and Utilities

(Buses, MTR, power, water etc)

C-72. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

C-73. Beauty & Personal Care

(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)

C-74. Electronics

(mobile phones, cameras, TV, office electronics, etc)

C-75. Automotive

(cars, motorbikes, bikes, trucks, etc)

C-76. Fashion & Apparel

(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)

C-77. Household products

(Including white goods, furniture, cleaning products, pet food, stationery, etc)

C-78. Retailers and Real Estate

(stores, boutiques, shopping malls, retail chains, property etc)

C-79. Supermarket & Restaurants

C-80. Logistic & Transport

(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)

C-81. Financial and Other Corporate Services

(Financial services: such as Banking, Credit Card products, Insurances etc)

C-82. Telecommunications & Media

(Communication networks, publications, websites, advertising companies, media etc)

C-83. Entertainment, Leisure & Travel

(Hotels, tourism destinations, casinos, theme parks, airlines etc)

C-84. Corporate Image & Branding (including Sponsorships & Events)

(Non-product or service based advertising)

C-85. Charity, Pro bono and Public service

C 4 Outdoors Campaign (C-86)

(Campaign submitted should be composed of 3 or more different executions of the outdoor single)

C 5 Ambient(C-87)

(All non-traditional communications that responds relevantly and creatively to its immediate environment; such as installations, pop up stores, street art etc)

C 6 Field Marketing(C-88)

(Door-to-door, merchandising, sampling, stunt, rallies, event etc)

C 7 Point of Sale(C-89)

(Print & Non-Print)

C 8 Direct Mail(C-90)

(Includes both flat and 3-dimensional mail. Direct mail that includes sample products, pop-ups, premiums, dimensional involvement devices etc)

D. Design

Important: please note that all submitted entries must have been developed in accordance to a specific client brief and executed in its final version. Original and final materials will be required, along with all standard documents/proofs needed for verification.

D1 Corporate Identity:

D-91A) new or redesign of logos

D-91B) development and application of logos in stationery

D2 Posters, film exhibition, events, concerts, sponsorships.(D-92)

D3 Cards, invitations and other greetings: (D-93)

greetings or invitations sent physically or electronically to a private person

D4 Publications: (D-94)

design of annual reports, marketing brochures, catalogues, press kits, etc.

D5 Broadcast design and digital design: (D-95)

Channel branding, programme branding, idents, website intros, etc

D6 Packaging design (D-96)

D7 Environmental and space design: (D-97)

retail environment, seasonal displays, pop-up stores, showrooms, concept stores etc

E Film (Both TVC & Online)

E 1 TVC Film Single

(Entry of this category is for films broadcasted on TV. Media schedule & placements are needed as support)

- E-98. Public Transport and Utilities
(Buses, MTR, power, water etc)
- E-99. Beverages, Food, Snacks, Confectionery
(Includes alcoholic and non-alcoholic drinks)
- E-100. Beauty & Personal Care
(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)
- E-101. Electronics
(mobile phones, cameras, TV, office electronics, etc)
- E-102. Automotive
(cars, motorbikes, bikes, trucks, etc)
- E-103. Fashion & Apparel
(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)
- E-104. Household products
(Including white goods, furniture, cleaning products, pet food, stationery, etc)
- E-105. Retailers and Real Estate
(stores, boutiques, shopping malls, retail chains, property etc)
- E-106. Supermarket & Restaurants
- E-107. Logistic & Transport
(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)
- E-108. Financial and Other Corporate Services
(Financial services: such as Banking, Credit Card products, Insurances etc)
- E-109. Telecommunications & Media
(Communication networks, publications, websites, advertising companies, media etc)
- E-110. Entertainment, Leisure & Travel
(Hotels, tourism destinations, casinos, theme parks, airlines etc)

E-111. Corporate Image & Branding (including Sponsorships & Events)
(Non-product or service based advertising)

E-112. Charity, Pro bono and Public service

E-113. Non –TV Broadcast Film / Other Screens

Entry of this category precludes entry into other categories or needs to be longer execution and must be different version than TV. Online or Offline work is accepted. Films that ran on alternative screens but NOT on TV i.e. in lifts, taxis, in-store, transportation TV and outdoor TV.

E 2 Campaign

E-114. Public Transport and Utilities

(Buses, MTR, power, water etc)

E-115. Beverages, Food, Snacks, Confectionery

(Includes alcoholic and non-alcoholic drinks)

E-116. Beauty & Personal Care

(skincare, cosmetics, shampoo, personal hygiene, condoms, health care products, etc)

E-117. Electronics

(mobile phones, cameras, TV , office electronics, etc)

E-118. Automotive

(cars, motorbikes, bikes, trucks, etc)

E-119. Fashion & Apparel

(branded goods, luxury goods, jewelry, watches, ready-to-wear etc)

E-120. Household products

(Including white goods, furniture, cleaning products, pet food, stationery, etc)

E-121. Retailers and Real Estate

(stores, boutiques, shopping malls, retail chains, property etc)

E-122. Supermarket & Restaurants

E-123. Logistic & Transport

(related to shipping of goods, delivery services, freight forwarding, shipping lines, etc)

E-124. Financial and Other Corporate Services

(Financial services: such as Banking, Credit Card products, Insurances etc)

E-125. Telecommunications & Media

(Communication networks, publications, websites, advertising companies, media etc)

E-126. Entertainment, Leisure & Travel

(Hotels, tourism destinations, casinos, theme parks, airlines etc)

E-127. Corporate Image & Branding (including Sponsorships & Events)

(Non-product or service based advertising)

E-128. Charity, Pro bono and Public service

E-129. Non –TV Broadcast Film / Other Screens

Entry of this category precludes entry into other categories or needs to be longer execution and must be different version than TV. Online or Offline work is accepted. Films that ran on alternative screens but NOT on TV i.e. in lifts, taxis, in-store, transportation TV and outdoor TV.

F. Radio

F-130 Radio Single

F-131 Radio Campaign

G. Crafts - Crafts will not be included in the tally and not awarded trophies. Not eligible to compete for Grand Kam Fan.

(Entries can be made from any medium : including Print, Film and Cyber)

G-132. Chinese Copy

G-133. English Copy

G-134. Design/ Art Direction

G-135. Illustration

G-136. Typography (English & Chinese)

G-137. Photography

- G-138. Direction
- G-139. Editing
- G-140. Cinematography
- G-141. Sound Effect & Use of Music
- G-142. Animation / Special Effect

H Media

H1 Single – Media

- H-143. Best use of Print

- H-144. Best use of Screens
(Including TV, cinema, in-flight, and outdoor screens etc)

- H-145. Best use of Outdoor

- H-146. Best use of Digital Media
(Including websites, microsities, search engine, banner ads, instant messaging , email marketing, digital POS)

- H-147. Best use of Other Digital Platform (Including Mobile)
(Including new technology, QR code, games, augmented reality, downloads applications, mobile applications etc.)

- H-148. Best use of Branded Content, Product Placement, Experiential, Sponsorship, Stunts and Events

- H-149. Best use of Ambient
(Effective use of the environment, which includes execution in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, tickets barriers, floor media and other adaptations of exterior locations, signage, buildings or street furniture etc.)

- H-150. Best use of Social Media
(Viral advertising, blogs, social networking sites and applications, consumer generated content)

- H-151 Best use of Audio
(Eg. radio and other audio technology)

H 2 Campaign – Media (more than one execution)

H-152. Best use of Print

H-153. Best use of Screens

(Including TV, cinema, in-flight, and outdoor screens etc.)

H-154. Best use of Outdoor

H-155. Best use of Digital Media

(Including websites, microsites, search engine, banner ads, instant messaging , email marketing, digital POS)

H-156. Best use of Other Digital Platform (Including Mobile)

(Including new technology, QR code, games, augmented reality, downloads applications, mobile applications etc.)

H-157. Best use of Branded Content, Product Placement, Experiential, Sponsorship, Stunts and Events

H-158. Best use of Ambient

(Effective use of the environment, which includes execution in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, tickets barriers, floor media and other adaptations of exterior locations, signage, buildings or street furniture etc.)

H-159. Best use of Social Media

(Viral advertising, blogs, social networking sites and applications, consumer generated content)

H-160. Best Small Budget Campaign (up to HK \$0.5 M)

H-161. Best Integrated Media Campaign

(Entries in this category MUST show that multiple types of media were used in the campaign (e.g. TV, Radio, Outdoor). Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, with emphasis placed on how well the different types complement and build on each other.)

H-162 Best use of Audio

(Eg. radio and other audio technology)

I Integrated

(To be jointly submitted by Creative & Media Agencies, if both parties involved)

Best Integrated Campaign (I-163.)

(Entries should demonstrate diversified marketing activities that are integrated with at least three different forms of advertising e.g. radio, TV, print, poster, outdoor, direct, digital, mobile, DM, collaterals etc. Entries will be evaluated on creative idea, design, response mechanism, execution and use of media)

J. Client Award (Awarded to the Boldest Client on use of Creativity or Media)(J-164)

(This Award is a distinguished honor given to the Best Advertiser of the year recognized by the panel of Judges on the boldest use of creativity or Media. This award is given at the judges' discretion and all work will be considered. No entries required.)

Kam Fan Awards

(No Kam Fan Awards will be given to Client Awards)

Print Kam Fan

(No entries required. Gold award winners from category B are eligible)

Outdoors Kam Fan

(No entries required. Gold award winners from category C are eligible)

Film Kam Fan

(No entries required. Gold award winners from category E are eligible)

Radio Kam Fan

(No entries required. Gold award winners from category F are eligible)

Cyber Kam Fan

(No entries required. Gold award winners from category A are eligible).

Media Kam Fan

(No entries required. Gold award winners from category H are eligible).

Integrated Kam Fan

(No entries required. Gold award winners from categories I are eligible)

Grand Kam Fan

No entries required. All Kam Fan Awards winners are eligible

Special Awards

Students Awards * *certs only*