



## Hong Kong Kam Fan Awards 2023

### “Hong Kong Roots 本地薑” snapshot

(This is a quick guide only. For details, please refer to the full version of Entry Kit and List of Categories.)

#### Category M Hong Kong Roots 本地薑

Entries should demonstrate the uniqueness and excellence of Hong Kong creativity with strong relevancy to local insight, culture or behaviour.

M-179.	<p>Culture Roots</p> <p>This is an award that recognises how local culture was leveraged and implemented in the creative solution, celebrating the heritage and value of local culture.</p>
M-180.	<p>Music Roots</p> <p>This is an award that recognises how local music was leveraged and implemented in the creative solution, celebrating the uniqueness and heritage of Hong Kong.</p>
M-181.	<p>Language Roots</p> <p>This is an award that recognises how local language was leveraged and implemented in the creative solution, celebrating the rich history of Cantonese.</p>
M-182.	<p>Typography Roots</p> <p>This is an award that recognises how local culture was leveraged and implemented in the design of typography.</p>
M-183.	<p>People Roots</p> <p>This is an award that recognises how local people, from celebrities, to influencers, to everyday people, were leveraged and implemented in the creative solution, celebrating the richness and/or diversity of the community.</p>
M-184.	<p>Design Roots (*new)</p> <p>This is an award that recognizes how local design was leveraged and implemented in the creative solution, celebrating the uniqueness and heritage of Hong Kong.</p>

#### Verification Requirements:

All entries need to provide with Original Client Endorsement letter in Client’s letter head (\* refer to Client’s Letter Template).

Print:	Original tear sheets (NOT print-outs). Online magazines are NOT eligible
Outdoors, Promo & Direct:	Original Media schedule from recognized Media Agencies, AND Actual photo /video on location
Film & Radio:	Original Media schedule from recognized Media Agencies
Digital, Social & Mobile:	Original Media schedule from recognized Media Agencies OR Original Client Endorsement letter in Client’s Letterhead

For Email marketing entries: to ensure greater understanding of your work’s execution, you should include a sample of the email message with the Form and Subject fields as it appeared to the email recipients.

**\*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.

Submission notes:

- Entries can be of any type listed in the Print, Outdoors, Digital, Social, Mobile, Promo & Direct, Radio & Audio and Film categories. Please refer to these categories for details. For the submission requirement, please refer to the General Formats.
- Video or images of offline work can be submitted for this entry category. No more than 3 items can be submitted.

Entry Fees & Deadlines:

Early Bird Deadline	January 4, 2024 (Thursday)	\$1,200
Deadline	January 18, 2024 (Thursday)	\$1,600
Late Deadline	January 24, 2024 (Wednesday)	\$1,840

**For general enquiries, please contact:**

The Association of Accredited Advertising Agencies of Hong Kong (HK4As)

Tel: 852 2882 8161

Email: [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk)

Address: Suite 1906, Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong

**For 1<sup>st</sup> Round Online Materials Submissions technical enquiries, please contact:**

admanGo tel: 852 3426 2128