

# HK4AS STUDENTS' AWARD BRIEF

## 香港廣告商會學生大獎

### 2021

香港廣告商會  
THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



A photograph of a cinema auditorium with rows of red seats. The word "CINEMA" is written in large, white, bold, sans-serif capital letters across the center of the image. The seats are arranged in a grid pattern, and the overall lighting is a deep red, matching the color of the seats. The word "CINEMA" is the central focus, positioned horizontally and vertically in the middle of the frame.

**CINEMA**



**PEOPLE LOVE MOVIES  
BUT THEY DON'T LOVE  
GOING TO CINEMA  
ANYMORE**

NETFLIX

**STREAMING IS THE  
NEW TREND NOW**



**SOME MOVIES START  
STREAMING ONLY**



**SOME MOVIES ARE ON  
DOING BOTH**

# COVID-19 MAKES CINEMA EVEN HARDER TO CONTINUE

2021.3.8

1985年開業至今  
**UA Cinemas**  
即日起全線結業  
遣散百多名員工



**告別了，UA戲院！**

紀愛華 (Ira Kaye) 先生於1985年在香港成立了UA戲院，三十六年來，UA陪伴著大家一同成長，走過不同的人生階段，度過了無數光影時刻，成為大家生活的一部份。

UA數十年來一直用心經營戲院業務，致力提供最優質和專業的戲院服務，竭誠地為顧客帶來極致的觀影娛樂。可惜，由於疫情及長期的經營壓力，UA遺憾地宣佈於即日起(2021年3月8日)全線結業，特此向長期支持UA的顧客鄭重致歉。

這絕對是一個痛心及遺憾的決定，我們衷心感謝每一位UA的顧客、同事和合作夥伴過去的支持和鼓勵。

[LINK](#)

結束36年營業



**UA戲院全線結業**  
網頁停運員工毋須上班

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[LINK](#)

【#執事一言】



曾鳳珠  
香港菁英會主席

來自UA戲院結業啟示

[LINK](#)

**THERE ARE STILL 62 CINEMAS,  
292 MOVIE SCREENS AND  
42,448 MOVIE SEATS IN HK.**





# PREVENTION AND CONTROL OF DISEASE REGULATION

## **【Special Arrangement (Update: 18 Mar 2021)】**

According to the Prevention and Control of Disease (Requirements and Directions) (Business and Premises) Regulation (Cap. 599F), we updated a series of measures to prevent COVID-19:

- Upon entering the cinema, all patrons must wear a face mask, submit to a temperature & quarantine wristband check and make admission record

- **Scan the specific QR code via 'LeaveHomeSafe' mobile app**

**([www.leavehomesafe.gov.hk](http://www.leavehomesafe.gov.hk)) and show the screen capture to cinema staff, or**

**- Fill in a form with name, contact number, visit date & time\* (You may print the form: <https://bit.ly/3qxSn4S>)**

- No eating or drinking inside a house is allowed.

- Alternate seating will be implemented, and must be observed, at all screenings.

- Disinfection and cleaning of houses between shows.

- All staff members must wear face masks at all times, and submit to a daily temperature check.

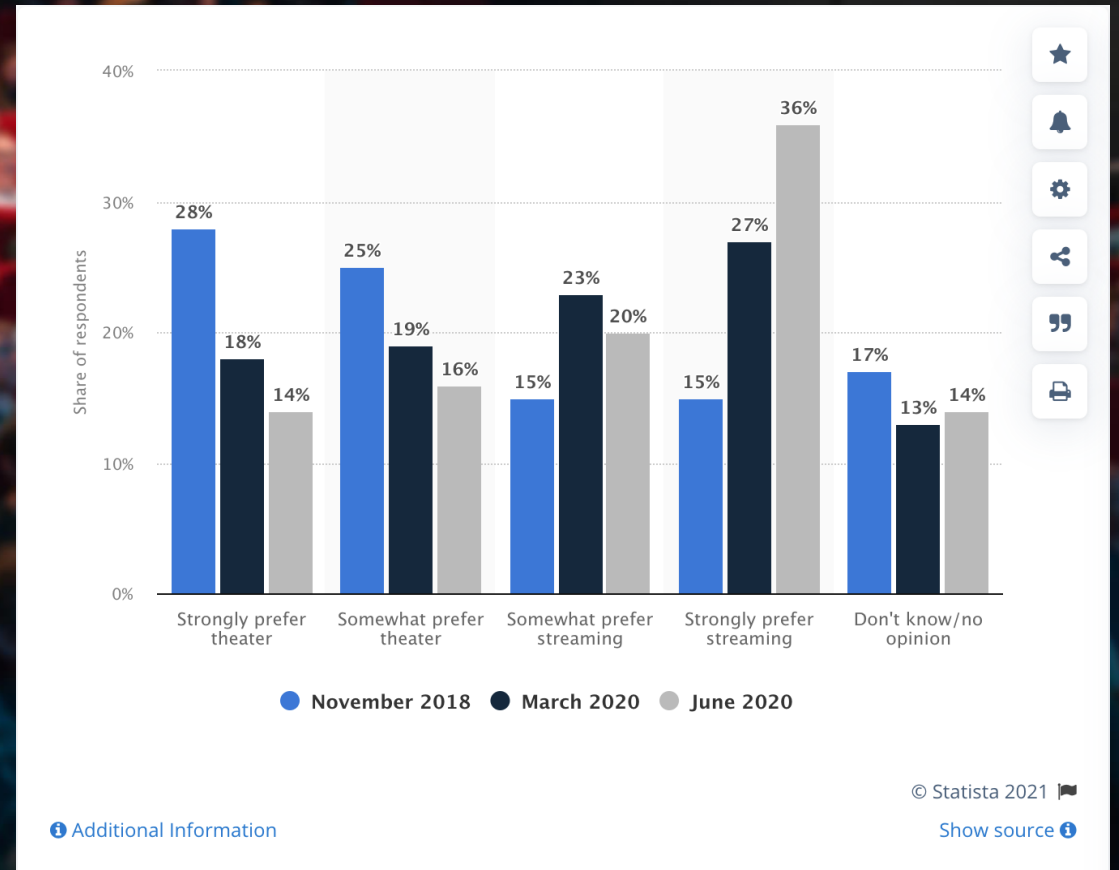
- All staff members must take COVID-19 test every 14 days.

Our cinemas reserve the right to refuse entry or remove patrons from the premises, or stop the screening, in the following circumstances:

- i. Patron registers body temperature higher than 37.5°C, or
- ii. Patron is not wearing a face mask, or removes mask during screening, or
- iii. Patron fails to make admission record, or
- iv. Patron is not sitting in their assigned seat, corresponding to their ticket, or
- v. Patron is wearing a government-issued home quarantine wristband.

**HOWEVER,  
MOVIE LOVERS  
STILL PREFER  
CINEMA**

**PREFERENCE FOR WATCHING A MOVIE FOR THE FIRST TIME AT A THEATER INSTEAD OF VIA A STREAMING SERVICE IN THE US FROM NOVEMBER 2018 TO JUNE 2020**



Watching movies in the theater vs. via a streaming service U.S. 2018-2020-LINK

# CINEMA PROVIDE NOT ONLY MOVIES BUT ALSO MEMORIES

我們的愛情故事



裝住好多戀愛回憶 UA戲院全線結業  
第一次拖手就係喺戲院！見證住無數情侶一齊

「戲院有結業一日、戲飛會甩色，但有啲回憶永遠記得」

我估你一定試過：

1. 摸黑拖佢手仔
2. 擺起個扶手挨住大家睇
3. 太凍除件髒畀佢（順便攞實）
4. 感動位偷望到另一半喊想保護佢...
5. 太緊張睇佢仲多過睇套戲

同ex第一次出街keep到依家



SOURCE: UA Cinemas, LIHKG

港式  
情侶

啲戲飛發黃都唔捨得掉

[LINK](#)



**WHAT CAN WE DO TO MAKE  
THEM GO TO CINEMA AGAIN?**

# TASK

CREATE AN INTEGRATED  
BRANDING CAMPAIGN  
TO PROMOTE CINEMA.

# DELIVERABLES

ANY CREATIVE CHANNELS, TVC, PRINT,  
OUTDOOR, SOCIAL OR DIGITAL ACTIVATION



A vintage projector is shown from a low angle, casting a bright beam of light through its lens. The background is a deep, dark red, and the projector's body is black with a silver lens. The beam of light is the central focus, illuminating the scene.

# BE CREATIVE

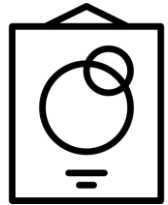
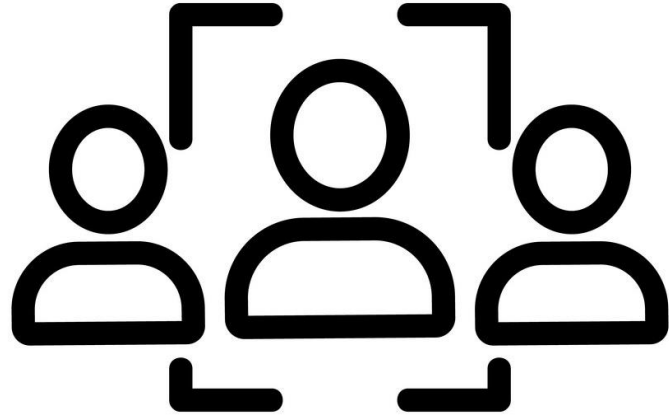
ATTENTION GRABBER

# BE MEANINGFUL

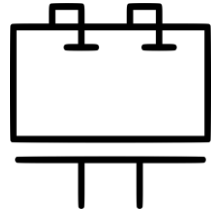
CONNECT WITH CONSUMERS

# BE FOCUS

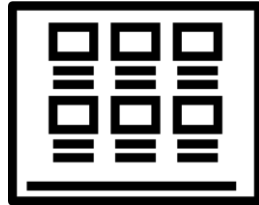
ONE-SENTENCE IDEA



Print / Poster



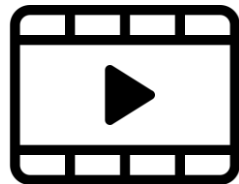
Outdoors



Storyboard



Audio



Video



Interactive / Digital

## ENTRY CRITERIA

### Participants:

Full time students from local institutes  
Individual or Team (Max: 4pax)

### The Work / Entry:

A maximum of 3 items, in any format

### Language:

Chinese and English, both acceptable



## ENTRY SUBMISSION

Submission items:

1. Entry form
2. Materials
3. Presentation brief (optional as supplement)

Online Submission:

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

(Suggested using Google drive / Dropbox link)

Materials hard-copy

(optional and to be sent separately to HK4As office)



# Email Subject: HK4As Students' Award 2021 – Entry Submission – Entry Title

My Drive > **Sample\_HK4As Students' Award 2021 - Entry Name** ← **Entry Title**  
(Chinese / English, both acceptable)

**Folders**

- A. Print / Poster**
- E. Video**
- F. Interactive / Digital** ← **Format**  
(Max: 3 items)

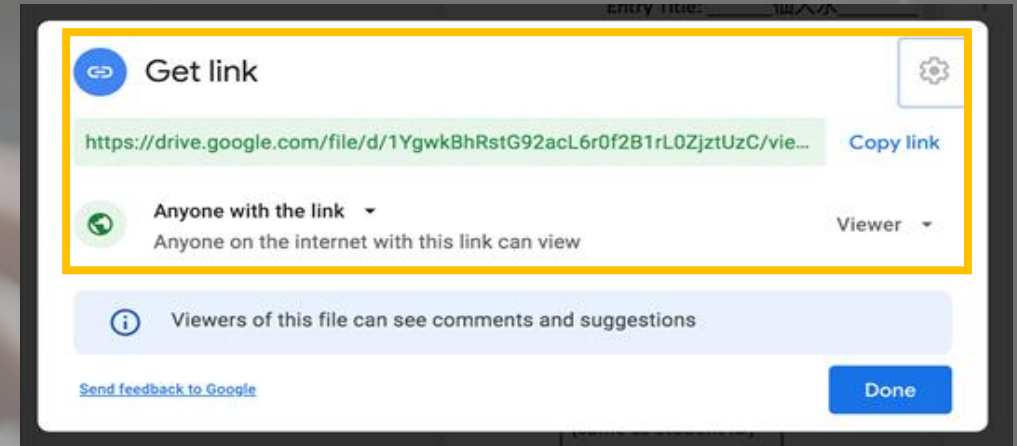
**Files**

- Entry form** ← **Entry form**  
File name: Entry form\_Entry title
- Presentation brief** ← **Presentation brief**  
(Optional as supplement)  
File name: Presentation brief\_Entry title

File name: Poster\_Entry title\_1

# Before you submit, please make sure...

- Teammates' **personal particulars** are correct (especially for cross-u-teams)
- Only **ONE** representative to submit via email
- Put all submission items (including entry form) into **ONE** google drive / dropbox link
- The submission link should bear **no login request** and **every file can be download**
- Your **email address** should be your **most frequently used one** (ie. Personal email address)





## JUDGING CRITERIA

Creativity (Is the idea inspiring?)	50%
Meaningfulness (Is the idea fit for purpose?)	30%
Execution (Is it brilliantly executed?)	20%



# THE AWARDS

Merit

Bronze

Silver

Gold

Best Craft of Copy

Best Craft of Art

Best of Show

# Overseas Exposure Opportunities for Winners

(to be confirmed)



AdStars

Young Stars

AD Competition 2022  
(Korea)



**CANNES  
LIONS**

Cannes Lions

Roger Hatchuel

Student Academy 2022  
(France)

Sponsored by:





# Honour for Winners

Winning work will be showcased at HK4As new website – Work column

<https://aaaa.com.hk/work>

Work



## Honour for **Winners** (to be confirmed)

- 'Meet the Out-standing Students' will be arranged for agency creatives, planners, directors...

# Honour for Best of Show Winning Team

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A privilege to design  
the key visual for HK4As  
Students' Award 2022





# Time Yourself!



ONLINE SUBMISSION DEADLINE  
**November 5, 2021**  
**11:59 p.m.**  
**(Friday)**

Enquires:

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



Send your questions to:  
[awards@aaaa.com.hk](mailto:awards@aaaa.com.hk)

by  
**October 3, 2021 (Sunday)**

Stay tuned on Facebook



**Stay tuned & Follow us!**

<https://www.facebook.com/HongKong4As/>



**Scan Me**

# Student Member

Eligibility: Students of age 18+

Fee: HK\$200 per year

(Validity period extended to Dec 2022)

Benefits:

- Joining social activities, company visits and training programmes
- Networking with industry practitioners at AdBar
- Talent posting on HK4As website





# Have Fun & Enjoy!

Click on website

<https://aaaa.com.hk/nextGen/student>

to download the brief  
and entry form

Photo by [Denise Jans](#) on [Unsplash](#)

<https://photoartinc.com/photo-cinema-2-2/>

Photo by [Dawid Łabno](#) on [Unsplash](#)

<https://observer.case.edu/mulan-2020-a-mess-of-hollow-representation-and-real-world-controversy/#modal-photo>

<https://www.europosters.eu/posters/black-widow-unfinished-business-v76977>

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