

# 2018 HK4As Students' Award Submission Format Guidelines

## Entry Materials

Campaign entries must be a series of 2 or more executions advertising the same product. Both CHI & ENG materials are acceptable.

### A. Print / Poster

1. Print / Poster should be printed on papers or mounted on art boards **NOT exceeding A2 size**.
2. The no. of print/posters to be submitted **must not exceed 3**.

### B. Outdoors (including Outdoor, Ambient, Field Marketing, Point of sale and Direct Mail)

1. Actual samples **MUST NOT exceed A2 size**.
2. Any 3D works submitted, the actual size must not exceed **23.4" x 16.5" x 11.7"** i.e. **A2 x A4 height**.
3. If the actual pieces are not available, please send **6"x4" colour photographs (maximum 5 photographs)** to support your entries.
4. The no. of outdoor works to be submitted **must not exceed 3**.

### C. Story Board (Storyboard for TVC will do)

1. The story board can be printed on A4 papers or mounted on art boards.
2. If it is printed on A4 paper, it **MUST NOT exceed 12 pages**.
3. If it is to be mounted on art boards, it **MUST NOT exceed two A2 size art boards**.

### D. Audio

1. All audio files or demo must be in **MP3 format**; submitted in a DVD/ USB.
2. Duration of such entries **should not exceed 3 minutes** per file.
3. File Size should not exceed **10MB per audio file**.
4. Only **1 audio** shall be submitted.

### E. Video (incl. Film / TVC) \* could include explanation video & to be specified

1. All videos must be in **MP4 format**; submitted in a DVD/ USB.
2. Duration of such entries **should not exceed 3 minutes** per file.
3. File Size should not exceed **100MB per video**.
4. Only **1 video** shall be submitted.

### F. Interactive / Digital materials \* include digital tools such as Apps, YouTube, demo, screenshots etc

1. Submit website address (URL) and username and password (if any).
2. All submitted URLs must be active from the time you submit your entry until **December 2018** to allow judging.
3. Only **1 website** shall be submitted.

### Presentation Brief (Optional as Supplement)

1. A document or a video can be submitted as an explanation of your Creative Works, which is a supplementary info and will not be counted as any of the 3 media options. Please specify the material is "Presentation Brief".
2. If in written form (either in document or PowerPoint), it is limited to a maximum of **two A4 pages in standard Arial 12 fonts**
3. If a video is preferred, please refer to requirements of **(E) Video**.

### Remarks

1. Each team is limited to a maximum of 4 full-time students from the same or different institutes.
2. All works must be submitted with completed entry form.
3. All materials must be **labelled clearly with Entry Title, Contact Person's name at the back**; for entries of more than 1 display, also mark the back of each piece with the ranking, i.e. "Entry Name, Contact Person, Poster 1 of 3", "Entry Name, Contact Person, Poster 2 of 3" etc.
4. **All works in D, E & F are required to be saved in a DVD/ USB**. Please ensure the materials can be displayed before submission.
5. All works MUST be submitted to HK4As Office by **POST** or **IN PERSON** by **19 OCT 2018 (Fri), 5pm**.
6. **Only local students who are studying and were never employed as full-time employees in the advertising industry, are eligible to enter the HK4As' Students' Award**.
7. Works violating the above or late entries will be disqualified.
8. HK4As has the right to use or reproduce the work of all accepted entries for announcing on HK4As' official Facebook page, Awards Annual, Awards Journal discs, VCD/DVD for industry-related or educational use
9. The HK4As reserves the right to make adjustments of the rules as deemed necessary, and the final decision rest with the Organizer.