



Hong Kong Kam Fan Awards 2021

“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. The work can be submitted in any of the above categories/sub categories (except Design & Crafts) as a single piece or campaign.

M-145.	Culture Roots (*new) This is an award that recognises how local culture was leveraged and implemented in the creative solution, celebrating the rich heritage and value of local culture.
M-146.	Music Roots (*new) This is an award that recognises how local music was leveraged and implemented in the creative solution.
M-147.	Language Roots (*new) This is an award that recognises how local language was leveraged and implemented in the creative solution, celebrating the rich history of Cantonese.
M-148.	Typography Roots (*new) This is an award that recognises how local culture was leveraged and implemented in design of typography.
M-149.	People Roots (*new) 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 rich diversity of the community.

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	Sep 15, 2021 (Wednesday)	\$1,000
Deadline	Oct 15, 2021 (Friday)	\$1,000
Late Deadline	Oct 17, 2021 (Sunday)	\$1,250

For general enquiries, please contact:

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For 1st Round Online Materials Submissions technical enquiries, please contact:

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