



Hong Kong Kam Fan Awards 2024

“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-199.	<p>Culture Roots 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-200.	<p>Music Roots 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-201.	<p>Language Roots 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-202.	<p>Typography Roots This is an award that recognises how local culture was leveraged and implemented in the design of typography.</p>
M-203.	<p>People Roots 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. All people that have a connection with Hong Kong are considered as local people regardless of nationality, race, colour, mother-tongue etc.</p>
M-204.	<p>Design Roots 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 9, 2025 (Thursday)	\$1,500
Deadline	January 23, 2025 (Thursday)	\$2,000
Late Deadline	January 27, 2025 (Monday)	\$2,300

For general enquiries, please contact:

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

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