**Hong Kong Kam Fan Awards 2022**

Organized by: 

**“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.

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| M-179. | Culture RootsThis is an award that recognises how local culture was leveraged and implemented in the creative solution, celebrating the heritage and value of local culture. |
| M-180. | Music RootsThis is an award that recognises how local music was leveraged and implemented in the creative solution, celebrating the uniqueness and heritage of Hong Kong. |
| M-181. | Language RootsThis is an award that recognises how local language was leveraged and implemented in the creative solution, celebrating the rich history of Cantonese. |
| M-182. | Typography RootsThis is an award that recognises how local culture was leveraged and implemented in the design of typography. |
| M-183. | People RootsThis 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. |
| M-184. | Design Roots (\*new)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. |

Verification Requirements:

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

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| 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:

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| Early Bird Deadline | December 7, 2022 (Wednesday) | $1,000 |
| Deadline | January 10, 2023 (Tuesday) | $1,200 |
| Late Deadline | January 15, 2023 (Sunday) | $1,500 |

**For general enquiries, please contact:**

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

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

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