

Organized by:

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



# 金帆廣告大獎® Kam Fan Awards

## Entry Kit

### 2021 Edition

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## **Rules for Entries**

1. The Awards are open to all HK4As members and any other advertising related non HK4As organizations.
2. All works entered must be initiated, created and developed by a Hong Kong agency stationed in Hong Kong, and launched for the Hong Kong market **between October 11<sup>th</sup>, 2019 and October 10<sup>th</sup>, 2021**.\*\*\* On regional campaigns covering the Hong Kong market, and running in Hong Kong as part of its campaigns, all works entered must be speaking to the Hong Kong market; produced by Hong Kong people based in Hong Kong; and run in Hong Kong with media placement proofs.
3. All entries work must be done in the normal course of business, with media placement paid for (if applicable), except in the category of Charity, Pro bono, Public service.
4. All entries must conform to the advertising code of practice of the government of the city in which they appeared. Any execution barred from publication or broadcast under rulings based on these Codes is not eligible.
5. For **Category A - H, J - M**, entries which are deemed by the judges to be local adaptations of existing international materials will be disqualified. Existing international material is defined as work in any medium whose execution core concept, layout or subject matter known to have been previously published outside Hong Kong for the same client. For **Category I**, entries which are deemed by the judges to be local adaptations of existing international methodology or core concept in media usage, will be disqualified.
6. No entrant's company logo, label or other identifications should be attached to the entries.
7. Entries submitted for previous HK4As Kam Fan Awards are not eligible.
8. The same entry can be submitted in one or several categories.
9. Only one party may submit an entry, i.e. Media or Advertising Agency, and this is to be **agreed in advance** between the parties concerned. In the event that same entry is submitted by two different entrants, **only the first entry will be accepted**.
10. Credits: The information: names, agencies, categories etc, and all information entered on the registration form will be used for all acknowledgements e.g. Trophies, Certificates, Tally, Presentation, Awards Journal, and on all records throughout the entire Kam Fan Award. The Primary Agency's information at the Entrants' Column will be used for all acknowledgements. The HK4As will not amend any info and the Entrant's names after its entry has been processed and judged.
11. HK4As will endeavor to move entries to more appropriate categories if necessary, before the judging begins, or the Judges can move categories during Judging.
12. Entries and fees are not returnable and refundable for any reason including disqualification.
13. The Awards Committee reserves the right to disqualify entries which fail to meet the qualifications listed here or are deemed otherwise unqualified in the judges' opinion.

14. The judges' decisions will be final.
15. The jury reserves the option of not awarding any work not up to their standard.
16. **Statement on Kam Fan Entry Rules for Use of Materials Submitted**  
By submitting an Entry, the Entrants hereby grants to HK4As, its agents, licensee and contractors a non-exclusive, an irrevocable, a perpetual, a sub-licensable and a royalty-free licence to use or exploit, whether by means of playing, transmitting, dissimulating, broadcasting, distributing, performing, showing, copying, reproducing or otherwise the Entry in whole or in part through any medium whether now or hereafter known, including without limitation, featuring the Entry in whole or in part on HK4As' website, Awards Archive Website(s), Awards Book(s), in Awards ceremony, production of any recordings relating to the Awards for promoting and running the Awards, archiving purposes, industry-related and/or educational activities. The Entrant represents and warrants that it has the right or authority to grant such a licence to HK4As.
17. Entrants will be given sufficient time to check submitted materials. After the deadline for submission, the registration system will be closed and entrants will not be able to make amendments. Any changes of data after submission will not be allowed.
18. The entrants agree that the HK4As will not accept responsibility for errors or omissions reproduced in the Presentation or Winners Collaterals, or for works lost or damaged under any circumstances.
19. The HK4As reserves the right to make adjustments of the rules as deemed necessary, and the final decision rest with the Organizer.

### **Submission Requirements**

1. Entrants must be able to provide the advertiser's consent regarding the submission of any particular piece of work.
2. Entries submitted in languages other than English must be accompanied by a complete English translation. If no translation accompanied the entry, it will be taken as it is.
3. Entries with Interactive / Digital materials should be hosted on entrant's own website (ideally, not a live client's site) with any required username/password provided. Sites that cannot be accessed due to incorrect usernames, passwords or faulty links will not be judged.
4. Campaign entries must be a series of 2 or more executions advertising the same product. This applies for both creative & media categories.
5. Entry will be disqualified if the required materials and verifications are incomplete, not submitted before the submission deadline, or exceeded the limits specified in "Materials Formats" on P.8-14
6. All entries must have been made within the context of a normal paying contract with the client, who must have paid for all or the majority of the media costs. Exceptions granted for Charity, Public Services.

## **Submission Procedure**

### **1<sup>st</sup> Round Submission: August – October 17<sup>th</sup>, 2021**

Detailed instructions for online registration, submission, format and packing details will be provided online.

#### **Step 1: Online Registration**

1. You are required to create an entrant account online at admango entry system before submitting any entry details. Once you have opened an entrant account, you can submit your entry details anytime before the submission deadline. You can always login to review your entry record and edit any information before submission. Each entrant (e.g. Advertising Agency) needs to open one account only with the full name of your company. For individual entrant, please open an account by using the full name of the registrant.
2. An individual form must be filled out for each entry or campaign. All your entries can be generated to a printable record after entry submission.

#### **Step 2: Online Materials Submission**

1. You are required to submit digital format of the entries (please see “1<sup>st</sup> Round Entry Materials Format” on P.8-12 for details), as the 1<sup>st</sup> round judging will be performed by judges online.
2. Entrants should preview uploaded materials online to assure all the materials are valid.

\*\*\* Organizer and system provider will not entertain any request to amend any entry records or materials submitted. Please use the **Preview** function to ensure that the entry records are correct and materials submitted can be played.

#### **Deadlines**

<b>Entries Submission Deadline</b>	<b>11:59pm, October 15<sup>th</sup>, 2021 (Friday)</b>
<b>Late Entries Deadline (Late charge applies)</b>	<b>11:59pm, October 17<sup>th</sup>, 2021 (Sunday)</b>
<b>***System Closed after 11:59pm, October 17<sup>th</sup>, 2021 (Sunday)</b>	

## 2<sup>nd</sup> Round Submission: November 8<sup>th</sup> – 12<sup>th</sup>, 2021

1. Notifications will be given **after November 5<sup>th</sup>, 2021** by email for entries eligible for entering the final round after 1<sup>st</sup> round elimination.

2. Materials Submission

For Print, Outdoors, Digital, Social, Mobile, Design & Crafts, Media, Promo & Direct, Integrated, Pivot and Hong Kong Roots, hard copies to be submitted in addition to USB to HK4As **before deadline of 2<sup>nd</sup> round submission**. Late submissions will not be counted.

Please refer to “Attachment 2: 2<sup>nd</sup> Round Submission Formats” on P.13-14 for details.

3. Verification Submission

For all finalists, please submit the verifications in real copy. Entry will be disqualified if the verifications are incomplete and not submitted before the submission deadline.

Please refer to the “Verifications Requirements” on P.6-7.

4. Please find the contact information on P.15.

### Deadline

<b>Hardcopy Submission Deadline</b>	<b>11:59pm, November 12<sup>th</sup>, 2021 (Friday)</b>
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## **Verifications Requirements**

**All entry verifications are to be submitted online in the 1st round. All Finalists are required to submit verifications in real copy in the 2<sup>nd</sup> round.** Entries will not be processed if verifications are incomplete & not submitted before deadline.

Please submit all files online **in a standard format of JPG / PDF** (except true copies tear sheets). True copy tear sheets should be delivered to HK4As Office.

### **Category A - Print**

Print: Original tear sheets (NOT print-outs) and Original Client Endorsement letter in Client's letter head (\* refer to Client's Letter Template)

Online magazines are NOT eligible.

### **Category B - Outdoors**

Original Media schedule from recognized Media Agencies, AND

Actual photo / video on location AND

Original Client Endorsement letter in Client's letterhead.

### **Category C - Film**

Films: Original Media schedule from recognized Media Agencies.

FOC & Online Films (non-paid): Original Client Endorsement letter in Client's letterhead.

### **Category D - Radio & Audio**

Original Media schedule from recognized Media Agencies and /or Original Client Endorsement letter in Client's letterhead.

### **Category E - Digital, F - Social, and G - 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.

## Category H - Design & Crafts

- Print & Poster: Original image and / or actual photo / video on location, and Original Client Endorsement letter in Client's Letterhead. Online magazines are NOT eligible.
- Film & Radio: Original Media schedule from recognized Media Agencies and / or Original Client Endorsement letter in Client's Letterhead.
- Outdoors: Actual photo / video on location AND Paid Media schedule recognized Media Agencies and / or Original Client Endorsement letter in Client's Letterhead.
- Digital, Social & Mobile: Original Client Endorsement letter in Client's Letterhead.

**\*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.

## Category I - Media, J - Promo & Direct and K - Integrated

Original Media schedule from recognized Media Agencies and/or Original Client's Letter.

## Category L - Pivot & M - Hong Kong Roots

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.

## **Attachment 1: 1<sup>st</sup> Round Entry Materials Formats**

### **1<sup>st</sup> Round Submission: General Formats**

\*\*\* Entries submitted in languages other than English must be accompanied by an English translation. If no translation accompanied the entry, it will be taken as it is.

#### **I. Case Video**

1. The case video should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English. It should not exceed 2 minutes for Category A - J, L & M, and 3 minutes maximum for Category K - Integrated.
2. For campaign entries, edit all spots on the same file with 2 seconds of black leader between each spot. All entries of the same campaign category can be edited on to one file but 5 seconds of black must be provided between each campaign entry.
3. Video Specifications:  
Maximum resolution is **1920x1080** with 16:9 aspect ratio in **MP4** file format.  
Codec: H.264/AAC.  
Maximum codec parameter: H.264 - Constant Rate Factor(crf) 10 / AAC - 256kb, Stereo.  
File size should **not exceed 200MB** per video.

#### **II. Image**

1. JPEG / PNG @ maximum 2000 pixels by 3400 pixels, RGB color
2. Each entry can only submit **1 image**.
3. File Size should **not exceed 5MB** per image.

#### **III. Interactive / Digital materials**

1. Submit active browsable website address (URL) link if applicable. Alternatively, and if campaign has expired, materials should be hosted on an offline URL or the entrant's own website (ideally, not a live client's site) including any required username and password provided.
2. If submitting an active browsable URL it needs to lead the viewer straight into the entry page. Please provide a username and password (if applicable).
3. All submitted URLs must be active from the time you submit your entry until **December 2021** to allow online judging.
4. Sites that cannot be accessed due to incorrect usernames, passwords or faulty links will not be judged.



## IV. Film

1. Films must be submitted as they originally aired and in the original language. For non-English language entries, you are required to subtitle in English. If you are submitting a subtitled version, you must ensure that the script used is identical to the original ad.
2. All videos must be in the **“.mp4 format”** with following specifications.
3. Video Specifications:  
Maximum resolution is **1920x1080** with 16:9 aspect ratio in **MP4** file format.  
Codec: H.264/AAC.  
Maximum codec parameter: H.264 - Constant Rate Factor(crf) 10 / AAC - 256kb, Stereo.  
File size should **not exceed 200MB** per video.

## V. Audio

1. Submit 1 video for this entry category.
2. If English translation is needed, it should be in subtitles & played simultaneously on screen with the sound track.

## **1<sup>st</sup> Round Submission: Specific Categories**

### **Category B - Outdoors**

Video or images can be submitted, please refer to general submission format.

### **Category E - Digital, F - Social & G - Mobile**

1. Submit digital materials URL (please refer to “Interactive / Digital materials” Requirements on P.8.)
2. Presentation Image

For all entries, you must supply a Digital Presentation Image (Please refer to “Image” Requirements on P.8.). It should focus on key visuals & with only key points in no more than 100 words in English.

3. Case Video

Please refer to “Case Video” Requirements on P.8.

## Category I - Media

### 1. Compulsory Materials

#### A. Written Case (Submit online in the 1st round submission):

- (i) Channel Strategy (150 words maximum)
- (ii) Creative Idea and Insight (150 words maximum)
- (iii) Execution of Implementation (150 words maximum)
- (iv) Result (50 words maximum)

#### B. Presentation Image

- Submit a Digital Image (Please refer to “Image” Requirements on P.8). It should focus on key visuals & with key points or a simple, clear summary of your entry, in no more than 100 words in English.

### 2. Supporting Materials

#### Best use of Print:

- No more than 8 images

#### Best use of Audio:

- Supply 1 Audio or Video, if English translation is needed, it should be in subtitles & played simultaneously on screen with the sound track.

Best use of Screens / Best use of Outdoor / Best use of Ambient / Best Use of Technology /  
Best Use of Events / Best Use of Stunts / Best Use of Data Driven Insight / Best Use of Real Time Data  
/ Best Use of Data on Targeting / Best use of Branded Content & Sponsorship /  
Use of Co-creation and User Generated Content / Best use of Small Budget /  
Best Integrated Media Campaign / Best eCommerce Programme / Best Omni-Channel Campaign :  
- Supply No more than 8 images / 1 Video or Audio.

#### Best of Digital / Best Use of Social Media / Best Use of Mobile Devices

- Refer to “Interactive / Digital Materials” Requirements on P.8.

### 3. Case Video (Optional)

For all entries, you may prepare a Case Video to support your entry. This presentation should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English summarizing your entry. Please refer to “Case Video” Requirements on P.8.

## Category J - Promo & Direct

1. Written Case (Submit online in the 1st round submission)
2. Results (50 words maximum)  
Show how the execution(s) maximized the value of the investment and generated business results. Please ensure you do not refer to the name of your agency or any contributing creative companies or people within this submission.

## Category K - Integrated

1. Case video, images, digital advertising or website could be submitted for this entry category, please refer to the general submission format above.
2. Video or images of offline work can be submitted for this entry category. **No more than 3** items could be submitted.
3. Case Video of this category must not exceed 3 minutes.

## Category L - Pivot & M - Hong Kong Roots

1. 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.
2. Video or images of offline work can be submitted for this entry category. **No more than 3** items can be submitted.

## **Attachment 2: 2<sup>nd</sup> Round Submission Formats**

### **All Categories**

#### **Case Video**

Case Videos must be submitted in USB, with **both long version** that was submitted in the 1<sup>st</sup> round, and a **shorten/edited version**.

The long version will be viewed by the Jury during voting and deliberations and could be used if your entry is a winner in post-event promotions, any industry-related or educational activities. It should not exceed 2 minutes for Category A-J, L & M and 3 minutes maximum for Category K Integrated.

The shorten/edited version (45 sec max) might be shown at the Presentation Gala if the entry is a winner.

#### **Film**

Films must be submitted in USB in the 1<sup>st</sup> round. A shorten/edited version of 45 secs max would be requested if the entry got shortlisted.

#### **Audio**

Entrants must submit a Video (MP4) in USB in the 1<sup>st</sup> round. A shorten/edited version of 45 secs max would be requested if the entry got shortlisted.

## **2<sup>nd</sup> Round Submission: Specific Categories**

### **Print, Poster, Media & Promo & Direct**

1. Entries with images must be mounted on mounted board (which must match digital proof submitted in the 1<sup>st</sup> round). The art boards MUST not be bigger than A2 size, otherwise they will be disqualified.
2. For campaign entries or more than 1 display of the same entry, mark the back of each piece in the campaign with the reference code and the ranking "1 of 3", "2 of 3" etc.

### **Design, Direct Mail**

Actual samples required. Entries must be mounted on art boards proportionally and MUST NOT exceed the size of A2. If the actual pieces are not available, please send 6"x4" color photographs (maximum 5) mounted on an art board and MUST NOT exceed the size of A2. If it includes a letter, you must send an actual copy of the letter.

### **Crafts**

All entries are mandatory to be submitted in hardcopy actual samples, either mounting on art boards in actual sizes (and NOT exceeding A2 size), submitted in a USB for videos. If the actual pieces are not available, please send in 6"x4" color photographs (maximum 5).

### **Integrated**

1. Print / Poster must be mounted on art boards and MUST not be bigger than A2 size, otherwise they will be disqualified.
2. Actual samples required. Entries must be mounted on art boards proportionally and MUST NOT exceed the size of A2. If the actual pieces are not available, please send 6"x4" color photographs (maximum 5) mounted on an art board and MUST NOT exceed the size of A2. If it includes a letter, you must send an actual copy of the letter.

### **Pivot & Hong Kong Roots**

Please refer to the above rules for your type of entry.

## **Payment Method**

1. Payment by cheque:

Payment to 'The Association of Accredited Advertising Agencies of Hong Kong' and hand delivered or couriered to HK4As office:

Suite 1906, Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong.

2. Payment can be deposited direct into the account:

Account Name: The Association of Accredited Advertising Agencies of Hong Kong

Bank: The Hongkong and Shanghai Banking Corporation Limited (HSBC)

Account Number: 025-2-059464

\*\*\* Payment Deadline: November 12<sup>th</sup>, 2021 (Friday)

\*\*\* If paying via bank transfer, please ensure the Invoice Number is referenced in the wire notes and email notifications are sent to [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk)

## **Entry Fees**

### ***HK4As Members***

	<b>Early Bird Deadline</b> (Sep 15, 2021)	<b>Deadline</b> (Oct 15, 2021)	<b>Late Deadline</b> (Oct 17, 2021)
<b>Single Entry</b>	\$1,380	\$1,800	\$2,250
<b>Campaign Entry</b>	\$2,760	\$3,600	\$4,500
<b>Category K - Integrated</b>	\$2,760	\$3,600	\$4,500
<b>Category M - Hong Kong Roots</b>	\$1,000	\$1,000	\$1,250

### ***Non-HK4As Members***

	<b>Early Bird Deadline</b> (Sep 15, 2021)	<b>Deadline</b> (Oct 15, 2021)	<b>Late Deadline</b> (Oct 17, 2021)
<b>Single Entry</b>	\$2,760	\$3,600	\$4,500
<b>Campaign Entry</b>	\$5,520	\$7,200	\$9,000
<b>Category K - Integrated</b>	\$5,520	\$7,200	\$9,000
<b>Category M - Hong Kong Roots</b>	\$1,000	\$1,000	\$1,250

\*Design & Crafts will only accept single entries

### **For general enquiries, please contact:**

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

Tel: 852 2882 8161

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

Address: Suite 1906, Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong

### **For 1<sup>st</sup> Round Online Materials Submissions technical enquiries, please contact:**

admanGo tel: 852 3426 2128