



金帆廣告大獎®  
**Kam Fan Awards**

**Entry Kit**

**2024 Edition**

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## **Rules for Entry**

1. The Awards are open to all HK4As members, HK4As affiliate members, and any other advertising related non HK4As organizations.
2. All works entered must be initiated, created and developed by a Hong Kong agency (*in-house agency inclusive*) based in Hong Kong, and launched for the Hong Kong market **between January 1, 2024 and January 26, 2025.** (*Work launched between January 1, 2025, to January 26, 2025 can be entered in the 2025 Kam Fan Awards if they have not been not entered in 2024.*) \*\*\* For regional campaigns which cover the Hong Kong market, and being run in Hong Kong as part of the campaign, the work entered must be speaking to the Hong Kong market/audience; produced by Hong Kong people based in Hong Kong; and have been run in Hong Kong with media placement proofs.
3. All work of entries 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 the work in any medium known to have been previously published outside Hong Kong for the same client, whether it's the layout, subject matter or executional core concept 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. **Entrant's company logo, label or other identifications should NOT be attached to any of its entries.**
7. Work that had been submitted for previous HK4As Kam Fan Awards are not eligible for re-entering under the same category this year. If the work is run during the eligibility period and entering under a different category, it will be accepted.
8. The same work can be entered in one or multiple categories.
9. Only one party can be the Entrant to submit an entry. Under circumstances that both Media and Creative Agencies are involved, it should be **agreed in advance** between the parties concerned. In the event that the same entry has been submitted by two or more different entrants, **only the first entry will be accepted and acknowledged**
10. Credits: All information entered on the registration form including names of agencies, network, holding company and individuals etc. will be used for acknowledgements of all sort

including but not limiting to Trophies, Certificates, Tally, Presentation, Awards Journal, and various lists of record throughout the entire Kam Fan Awards. The Primary Agency's information at the Entrants' Column will be used for all acknowledgements. **HK4As will not amend any info including the Entrant's name once the entry has been processed and judged.**

11. Under special circumstances, HK4As may move entries to more appropriate categories before the judging begins; similarly, judges can move categories during judging.
12. Once submitted, both entry details/materials and entry fees would not be returned or refunded for whichever reason including disqualification.
13. The Awards Committee reserves the right to disqualify entries which fail to meet the qualifications listed under Rules of Entry, or are deemed otherwise unqualified in the judges' opinion.
14. The jury's decision will be final.
15. The jury reserves the option of not awarding any work that is/are not up to the standard, in the jury's opinion.
16. **Statement on Kam Fan Entry Rules for Use of Materials Submitted**  
By submitting an Entry, the Entrant 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), at 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 warrants that it has the right or authority to grant such licence to HK4As.***
17. Entrants will be given sufficient time to proofread or confirm their submitted materials. After the final deadline for submission, the registration system will be closed, and entrants will not be able to make any amendments. ***Changes of data/info will not be allowed after submission will not be allowed.***
18. The entrants agree that 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. As the organizer, HK4As reserves the right to make adjustments of the rules as deemed necessary, and make final decisions in case of doubts.

## **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 accompanies the entry, it will be taken as it is. For category M - HK Roots, the submission files can be in Cantonese/Chinese, English is not mandatory.
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 to all categories.
5. Entry will be disqualified if the required materials and verifications are (i) incomplete, or (ii) failed to submitted before the submission deadline, or (iii) exceeded the limits specified in "Materials Formats" on P.9-14
6. 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 Procedures**

### **1<sup>st</sup> Round Submission: December – January 27, 2025**

#### *Step 1: Online Registration*

1. You are required to create an entrant account online at the 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 entries entered by you 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.9-13 for details), as the 1<sup>st</sup> round judging will be performed by the jury 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 your entry records are correct and materials submitted can be played.

#### **Deadlines**

<b>Early-bird Deadline</b>	<b>11:59pm, January 9, 2025 (Thursday)</b>
<b>Regular Deadline</b>	<b>11:59pm, January 23, 2025 (Thursday)</b>
<b>Late Deadline (Late charge applies)</b>	<b>11:59pm, January 27, 2025 (Monday)</b>
<b>***System will be closed at 11:59pm, January 27, 2025 (Monday)***</b>	

**2<sup>nd</sup> Round Submission: February 25, 2025 – March 11, 2025**

***(Hong Kong Roots: February 25, 2025 – March 7, 2025)***

1. Notifications will be given **after February 21, 2025** by email for entries that have been shortlisted to move to the final round of judging.
2. Materials Submission
  - Shortlisted entries will submit case boards. Late submissions will not be counted.
  - Please refer to “Attachment 2: 2<sup>nd</sup> Round Submission Formats” on P.14 for details.
3. Verification Submission
  - Only real copy verifications are accepted for shortlisted entries. Entry will be disqualified if verifications are incomplete and not submitted before the submission deadline.
  - Please refer to the “Verifications Requirements” on P.7-8.
4. Please find the contact information on P.16.

**Deadline**

<b>Hard Copy Submission Deadline</b>	<b>6pm, March 11, 2025 (Tuesday)</b>
<b>Hard Copy Submission Deadline (For Hong Kong Roots)</b>	<b>6pm, March 7, 2025 (Friday)</b>

## **Verification Requirements**

**All entry verifications are to be submitted online prior to the 1<sup>st</sup> round of judging. Shortlisted entries will be required to submit verification letters in real copy before getting to the 2<sup>nd</sup> round of judging.** Entries will not be processed if verifications are incomplete & not submitted before deadline. For online submissions, make sure the files are in standard format of JPG/PDF.

**\*Important:** please note that all submitted entries must have been developed in accordance with 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 A - Print**

Print: Original tear sheets (NOT print-outs) and Original Client Endorsement letter in Client's letter head

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 & Craft**

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.

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

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

## **Category L - Positive Change & M - Hong Kong Roots**

All entries need to provide with Original Client Endorsement letter in Client’s letter head.

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.



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

### **General Formats**

\*\*\* Entries submitted in languages other than English must be accompanied by an English translation. If no translation accompanies the entry, it will be taken as it is. (For HK Roots, the submission files can be in Cantonese or Chinese.)

**Applies to all categories.**

Sequence	Steps / Files	Definition	File Limitations
1	Upload The Work	The actual creative work seen in the market. Make sure the work itself falls under the category definition. Other supporting materials should be uploaded in “Upload Other Materials”.	Max 3
2	Upload Case Video	Video that explains the whole campaign, strategy, and message	Only 1
3	Upload Other Materials	Including case board, supporting images etc.	Max 5
4	Upload Verifications	Must – Client Verification Letter Optional – Media plan	Max 2

### **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. For category M – HK Roots, the submission files can be in Cantonese/Chinese, English is not mandatory.
  - For Category A - J, L & M: maximum 2 minutes
  - For Category K – Integrated: maximum 3 minutes
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. 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) input of username and password are not being encouraged at any time.
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 March 31, 2025 to allow online judging.
4. Sites that cannot be accessed due to incorrect usernames, passwords or faulty links will not be judged.

## IV. Film/Videos

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. For category M - HK Roots, the submission files can be in Cantonese/Chinese, English is not mandatory.
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.

## **Category Specifics**

### **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.9-10.)
2. Presentation Image
  - For all entries, you must supply a Digital Presentation Image (Please refer to “Image” Requirements on P.10.). It should focus on key visuals supplemented with key points or a summary in less than 100 words in English preferably.
3. Case Video (Please refer to “Case Video” Requirements on P.9.)

### **Category I - Media**

#### **1. Compulsory Materials**

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

- (i) Channel Strategy (300 words maximum)
- (ii) Creative Idea and Insight (300 words maximum)
- (iii) Execution (300 words maximum)
- (iv) Results (300 words maximum)

##### **B. Presentation Image**

- Submit a Digital Presentation Image (please refer to “Image” Requirements on P.10). It should focus on key visuals supplemented with key points or a summary in less than 100 words in English preferably.

#### **2. Supporting Materials**

##### **Best use of Print:**

- No more than 3 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 soundtrack.

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 3 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.10.

Media Insights & Strategy / Media Planning / Media Execution / Use of Channel Integration / Use of Data & Analytics

- Optional items: URL, Digital supporting content, Digital supporting images - JPG

### 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.9

## Category J - Promo & Direct

Compulsory Materials

Written Case (Submit online in the 1st round submission)

- (i) Strategy (300 words maximum)
- (ii) Idea (300 words maximum)
- (iii) Execution (300 words maximum)
- (iv) Results (300 words maximum)

## 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.
3. Case Video of this category must not exceed 3 minutes.

## **Category L – Positive Change & 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.

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

**Shortlisted entries of all categories are required to submit below hard-copy files for the 2<sup>nd</sup> Round final judging. Hard-copy files should be delivered to the HK4As office.**

1. Case board
  - Size: A2 size in landscape format
  - Material: Printout mounted on foamboard only (no other material accepted)
  - Mark down the entry number at the back
  - No agency name and logo should be included
  - For single entry, submit only ONE case board
  - For multiple entries (two or more), submit TWO sets of case board in total; have the same entry numbers marked at the back of each board
2. Client Verification Letter
  - Only original or certified true copy with company chop will be accepted
3. Other Verification Documents required according to Category
  - Please adhere to the details listed on the Verification Requirements on P.7-8
4. Actual physical pieces of entries
  - Only for Category H – Design & Craft
  - Optional item

**\*Failure to submit the required materials in full before the deadline will result in disqualification of the entry/entries.**

## Payment Methods

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

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

**Please only pay upon receipt of the official invoice issued by HK4As!**

## Entry Fees

### **HK4As Members**

	<b>Early Bird</b> (Jan 9, 2025)	<b>Regular</b> (Jan 23, 2025)	<b>Late Entry</b> (Jan 27, 2025)
<b>Single Entry</b>	\$1,950	\$2,600	\$2,990
<b>Campaign Entry</b>	\$3,900	\$5,200	\$5,980
<b>Category K - Integrated</b>	\$3,900	\$5,200	\$5,980
<b>Category M - Hong Kong Roots</b>	\$1,500	\$2,000	\$2,300

*\*Single Entry only for Category H - Design & Craft! No Campaign entry will be accepted.*

### **Bundle Discount for Members:**

10% for 10-19 entries

15% for 20-29 entries

20% for 30 or more entries

## Entry Fees – Cont.

### **Non-HK4As Members**

	<b>Early Bird</b> (Jan 9, 2025)	<b>Regular</b> (Jan 23, 2025)	<b>Late Entry</b> (Jan 27, 2025)
<b>Single Entry</b>	\$3,900	\$5,200	\$5,980
<b>Campaign Entry</b>	\$7,800	\$10,400	\$11,960
<b>Category K - Integrated</b>	\$7,800	\$10,400	\$11,960
<b>Category M - Hong Kong Roots</b>	\$1,500	\$2,000	\$2,300

*\*Single Entry only for Category H - Design & Craft! No Campaign entry will be accepted.*

#### **Bundle Discount for Non-Members:**

10% for 5-9 entries  
15% for 10-14 entries  
20% for 15 or more entries

*\*Bundle discounts will only be invoiced manually by HK4As upon submission of all entries.*

## Notes

- **Entry fees are non-refundable, in part or in whole, under all circumstances!**
- **Amendments are not allowed after submission of the entry. Should exceptions be granted, extra administrative fees will be charged.**
- **Once you press the ‘submit’ button, you agree to enter the Kam Fan Awards. Your entry will automatically be counted and deemed valid. You will then be issued an invoice with the corresponding entry fees by HK4As and you are required to settle the payment without any delay. If under any exceptional circumstances that you need to withdraw the entry, you are still entitled to settle the entry fees.**

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

admanGo at tel: 852 3426 2128

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