



# 金帆廣告大獎®

## Kam Fan Awards

### 41<sup>st</sup> edition

### Entry Kit

Kam Fan 41<sup>st</sup> edition will deliberate on advertising works created and launched during the 2025 calendar year, with the final crowning and awards presentation scheduled for March 2026.

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## **Rules for Entry**

1. The Awards are open to all HK4As members, HK4As affiliate members, and any other advertising-related organizations that are not HK4As members.
2. All entries must be initiated, created, and developed by a Hong Kong-based agency (including in-house agencies) and launched for the Hong Kong market **between January 1, 2025 and January 31, 2026.**

Works launched between January 1, 2025 and January 31, 2025 may be entered in the 41st edition of the Kam Fan Awards if they were not entered in last year's competition.

For regional campaigns that include Hong Kong:

- The entered work must specifically address the Hong Kong market/audience,
- Be produced by Hong Kong personnel based in Hong Kong, and
- Have media placement proofs showing that the work was run in Hong Kong.

Starting this year, a dedicated category titled "Hong Kong Unlimited" has been introduced to recognize works conceived, produced, and developed by Hong Kong-based agencies (including in-house teams) that have been launched beyond local borders — across the Greater Bay Area (GBA), regional, and international markets.

Eligible submissions may fall under any of the following categories:

- I. Work for international brands launched in global markets outside Hong Kong
- II. Work for Hong Kong or local brands launched in global markets outside Hong Kong
- III. Work for Mainland Chinese brands launched in global markets outside Hong Kong
- IV. Work for international or local brands launched in Chinese Mainland (excluding Hong Kong)

Entrants should submit their complete campaign or project, accompanied by any supporting details or performance results deemed relevant.

**\*\*Note:** Cross-border work that was also launched in Hong Kong should be entered under the Kam Fan major categories.

3. All entries must be created in the normal course of business, with media placement paid for (where applicable), except in categories specifically designated for Charity, Pro Bono, or Public Service work.
4. All entries must comply with the advertising codes of practice of the government in the city where the work was published or broadcast. Any execution that has been barred from publication or broadcast under rulings based on these codes will not be eligible for entry.

5. Entries deemed by the judges to be local adaptations of existing international materials will be disqualified.  
“Existing international material” refers to work in any medium that has been previously published outside Hong Kong for the same client, including any duplication of layout, subject matter, or core executional concept.
6. **Entrants must ensure that their company logo, label, or any other identifying marks are NOT attached to their entries.**
7. Work that has previously been submitted to the HK4As Kam Fan Awards is not eligible for re-entry under the same category this year. However, if the work was run during the current eligibility period and is entered under a different category, it will be accepted.
8. The same piece of work may be entered in one or multiple categories.
9. Only one party may act as the Entrant for any given submission. When both a Media Agency and a Creative Agency are involved, the parties must agree in advance which will submit the entry.  
If the same entry is submitted by two or more different entrants, only the first submission received will be accepted and acknowledged.
10. Credits: All information entered on the registration form — including names of agencies, networks, holding companies, and individuals — will be used for acknowledgements across all formats. These include, but are not limited to, trophies, certificates, tally sheets, presentations, the Awards Journal, and various official listings throughout the Kam Fan Awards.  
The Primary Agency information provided in the “Entrant” column will be used for all acknowledgements. Please note that ***HK4As will not make any amendments to any details, including the entrant's name, once an entry has been processed and judged.***
11. Category Adjustments: Under special circumstances, HK4As may move entries to more appropriate categories before judging begins. Similarly, judges reserve the right to reassign entries to different categories during the judging process if deemed necessary.
12. Once submitted, entry materials, details, and fees are non-returnable and non-refundable under all circumstances, including cases of disqualification.
13. The Awards Committee reserves the right to disqualify any entry that fails to meet the qualifications outlined in the Rules for Entry, or is otherwise deemed unsuitable at the judges' discretion.
14. All decisions made by the jury are final.

15. The jury reserves the right to withhold awards for any work that, in its judgment, does not meet the required standard of excellence.

16. **Statement on Kam Fan Entry Rules for Use of Materials Submitted**

By submitting an Entry, the Entrant grants to HK4As, its agents, licensees, and contractors a non-exclusive, irrevocable, perpetual, sublicensable, and royalty-free licence to use or exploit the Entry, in whole or in part, by any means, including—without limitation—playing, transmitting, disseminating, broadcasting, distributing, performing, showing, copying, reproducing, or otherwise making use of the Entry.

This licence extends to use through any medium, whether now known or hereafter developed, including but not limited to:

- Featuring the Entry, in whole or in part, on HK4As' website(s), Awards Archive website(s), and Awards book(s);
- Displaying and/or utilising the Entry at the Awards ceremony;
- Producing recordings related to the Awards for promotional or operational purposes;
- Using the Entry for archiving, industry-related, and/or educational purposes.

**The Entrant warrants that it possesses the necessary rights and authority to grant the licence described above to HK4As.**

17. Entrants will be given sufficient time to proofread and confirm their submitted materials.

After the final submission deadline, the registration system will be closed, and no amendments will be allowed. ***Changes to submitted data or information will not be accepted once the submission is completed.***

18. Entrants agree that HK4As bears no responsibility for errors or omissions appearing in presentations or winners' collaterals, nor for any loss or damage to works under any circumstances.

19. HK4As, as the organizer, reserves the right to adjust the rules as necessary and to make final decisions in any cases of doubt.

## **Submission Requirements**

### **1. Advertiser's Consent**

Entrants must obtain and be able to provide the advertiser's consent for the submission of any specific piece of work.

### **2. Language Requirements**

- Entries submitted in languages other than English must include a complete English translation.
- If no translation is provided, the entry will be evaluated as submitted.
- For Category M – HK Roots, submission files may be in Cantonese or Chinese; English translation is not mandatory.

### **3. Interactive / Digital Materials**

Entries containing interactive or digital components should be hosted on the entrant's own website (preferably not on a live client's site). Any required usernames and passwords must be provided. Sites that cannot be accessed due to incorrect credentials or broken links will not be judged.

### **4. Campaign Entries**

Campaign entries must consist of two or more executions that advertise the same product or service. This requirement applies across all categories.

### **5. Disqualification Criteria**

An entry will be disqualified if any of the following occur:

- The required materials or verifications are incomplete.
- The materials are not submitted before the submission deadline.
- The materials exceed the limits defined under "Materials Formats" (p. 10-14).

### **6. Eligibility and Contract Requirements**

Entries must have been created as part of a standard paid contract with a client, where the client has paid for all or most of the media costs.

Exceptions may be granted for entries related to Charity or Public Service campaigns.

## **Submission Procedures**

### **1<sup>st</sup> Round Submission: December – February 6, 2026**

#### *Step 1: Online Registration*

##### **1. Create an Entrant Account**

You must first create an entrant account using the official online 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. Complete an Individual Entry Form**

Each entry or campaign must have its own individual form completed. After you have submitted your entry, a printable record for each entry will be generated and available for your reference.

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

1. Entrants are required to submit their entries in digital format (refer to “1<sup>st</sup> Round Entry Materials Format” on p.10-14 for details), as the first-round judging will be conducted online by the jury.
2. Entrants must preview all uploaded materials online to ensure that every file and record is valid and functioning as intended.

#### **\*\*Note:**

The Organizer and system provider will not accept any requests to amend entry records or materials once submitted. Please make full use of the **Preview** function to verify that your submission details are correct and that your materials play back properly.

## **Deadlines**

<b>Early-bird Deadline</b>	<b>11:59pm, January 16, 2026 (Friday)</b>
<b>Regular Deadline</b>	<b>11:59pm, January 30, 2026 (Friday)</b>
<b>Late Deadline (Late charge applies)</b>	<b>11:59pm, February 6, 2026 (Friday)</b>
<b>***System will be closed at 11:59pm, February 6, 2026 (Friday)***</b>	

## **2nd Round Submission**

### **1. Notifications**

Entrants who have been shortlisted for the final round of judging will be notified by email **after March 2, 2026**.

### **2. Materials Submission**

- Shortlisted entries must submit case boards.
- Late submissions will not be accepted.
- Refer to “Attachment 2: 2nd Round Submission Formats” (p.15) for detailed specifications.

### **3. Verification Submission**

- Only real copy verifications are accepted for shortlisted entries.
- Entries will be disqualified if verifications are incomplete or not submitted by the deadline.
- Refer to “Verification Requirements” (p.8-9) for further instructions.

### **4. Find the contact information on P.17**

## **Deadline**

<b>Hard Copy Submission Deadline (For all categories except Hong Kong Roots)</b>	<b>6pm, March 12, 2026 (Thursday)</b>
<b>Hard Copy Submission Deadline (For Hong Kong Roots)</b>	<b>6pm, March 6, 2026 (Friday)</b>

## **Verification Requirements**

**All entry verifications must be submitted online prior to the 1<sup>st</sup> round of judging. Shortlisted entries will be required to submit original verification letters in hard copy before progressing to the 2<sup>nd</sup> round of judging.** Entries will not be processed if verification materials are incomplete or submitted after the deadline.

For online submissions, ensure that all files are in standard JPG or PDF format.

**\*\*Note:** All submitted entries must have been developed in accordance with a specific client brief and executed in their final version. Original and final materials must be provided, along with all standard documents and proofs required for verification.

### **Category A – Print & Publishing**

(Excluding online publications or online magazines)

- Original tear sheets (no print-outs or photocopies).
- Original client endorsement letter printed on the client's official letterhead.

### **Category B – Outdoors**

- Original media schedule issued by a recognized media agency.
- Actual photo or video showing the work on location.
- Original client endorsement letter on official client letterhead.

### **Category C – Film**

Requirements differ depending on film type:

- Paid films: Must include an original media schedule from a recognized media agency.
- FOC (free of charge) & online/non-paid films: Must include an original client endorsement letter on the client's letterhead.

### **Category D – Audio & Radio**

- Either an original media schedule from a recognized media agency and/or an original client endorsement letter on the client's official letterhead.

**Category E - Digital****Category F - 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.

**Category G - 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****Category J - Promo & Direct and****Category K - Integrated**

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

**Category L - Positive Change****Category M - Hong Kong Roots****Category N - Hong Kong Unlimited**

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 &	Original Media schedule from recognized Media Agencies, AND
Direct:	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: 1st 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 Hong Kong Roots, the submission files can be in Cantonese or Chinese.)

**Applies to all categories.**

<b>Sequence</b>	<b>Steps / Files</b>	<b>Definition</b>	<b>File Limitations</b>
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, and information deck (PDF, 10 slides max) 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 divider 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, 2026 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.

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**

### **Category F - Social & Mobile**

1. Submit digital materials URL (please refer to “Interactive / Digital materials” Requirements on P.11.)
2. Presentation Image
  - For all entries, you must supply a Digital Presentation Image (Please refer to “Image” Requirements on P.11.). 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.10.)

### **Category H - Creative B2B**

#### Compulsory Materials

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

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

## 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.11). It should focus on key visuals supplemented with key points or a summary in less than 100 words in English preferably.

### 2. Supporting Materials

#### Use of Print:

- No more than 3 images

#### 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.

#### Use of Screens / Use of Outdoor / Use of Ambient / Use of Technology / Use of Event / Use of Stunt / Use of Data Driven Insight / Use of Real Time Data / Use of Data Driven Targeting / Use of Branded Content & Sponsorship / Use of Co-creation and User Generated Content / 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.

#### Use of Digital Platforms / Use of Social Platforms / Use of Mobile:

- Refer to “Interactive / Digital Materials” Requirements on P.11.

#### 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.10.

## **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**

## **Category M - Hong Kong Roots**

## **Category N - Hong Kong Unlimited**

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 (all categories) must submit hard-copy files for 2<sup>nd</sup> Round final judging. All items must be delivered to the HK4As office.**

**1. Case board**

- Size: A2 (Landscape format)
- Material: Printout mounted on foamboard only – no other material permitted
- Identification: Mark entry number on the back
- No agency name or logo on the front
- Single entry: Submit ONE case board
- Multiple entries (2 or more): submit TWO sets of case boards in total; ensure same entry numbers are marked on 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.8-9

**4. Actual physical pieces of entries**

- Only for Category G – 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@aaaa.com.hk](mailto:awards@aaaa.com.hk)**

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

## **Entry Fees**

### ***HK4As Members***

	<b>Early Bird</b> (Jan 16, 2026)	<b>Regular</b> (Jan 30, 2026)	<b>Late Entry</b> (Feb 6, 2026)
<b>Single Entry</b>	\$1,950	\$2,600	\$3,250
<b>Campaign Entry</b>	\$3,900	\$5,200	\$6,500
<b>Category K - Integrated</b>	\$3,900	\$5,200	\$6,500
<b>Category M - Hong Kong Roots</b>	\$1,500	\$2,000	\$2,500
<b>Category N - Hong Kong Unlimited</b>	\$1,500	\$2,000	\$2,500

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

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

10% for 5-9 entries

15% for 10-19 entries

20% for 20-24 entries

25% for 25-29 entries

30% for 30 or more entries

## Entry Fees – Cont.

### **Non-HK4As Members**

	<b>Early Bird</b> (Jan 16, 2026)	<b>Regular</b> (Jan 30, 2026)	<b>Late Entry</b> (Feb 6, 2026)
<b>Single Entry</b>	\$3,900	\$5,200	\$6,500
<b>Campaign Entry</b>	\$7,800	\$10,400	\$13,000
<b>Category K - Integrated</b>	\$7,800	\$10,400	\$13,000
<b>Category M - Hong Kong Roots</b>	\$1,500	\$2,000	\$2,500
<b>Category N - Hong Kong Unlimited</b>	\$1,500	\$2,000	\$2,500

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

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

10% for 3-4 entries

20% for 5-9 entries

25% for 10-14 entries

30% for 15 or more entries

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

### Important 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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