



金帆廣告大獎®
Kam Fan Awards

Entry Kit

2022 Edition

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Rules for Entries

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 stationed in Hong Kong, and launched for the Hong Kong market **between October 11, 2021 and December 31, 2022.** *** 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. 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 for all 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.9-13
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

1st Round Submission: November – January 15, 2023

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 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 “1st Round Entry Materials Format” on P.9-12 for details), as the 1st 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

Early-bird Submission Deadline	11:59pm, December 7, 2022 (Wednesday)
Entries Submission Deadline	11:59pm, January 10, 2023 (Tuesday)
Late Entries Deadline (Late charge applies)	11:59pm, January 15, 2023 (Sunday)
System Closed after 11:59pm, January 15, 2023 (Sunday)	

2nd Round Submission: February 16, 2023 – February 24, 2023

1. Notifications will be given **after February 15, 2023** by email for entries eligible for entering the final round after 1st round elimination.

2. Materials Submission
 - Only submit case boards for shortlisted entries. Late submissions will not be counted.
 - Please refer to “Attachment 2: 2nd Round Submission Formats” on P.13 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.15.

Deadline

Hard Copy Submission Deadline	6pm, February 24, 2023 (Friday)
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Verifications Requirements

All entry verifications are to be submitted online in the 1st round. Shortlisted entries will be required to submit verification letters in real copy in the 2nd 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**.

***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: 1st Round Entry Materials Formats

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. (For HK Roots, the submission files can be in Cantonese or Chinese.)

All categories apply.

Sequence	Steps / Files	Definition	File Limitations
1	Upload The Work	Creative work that showed in any platforms (including poster, film, video/online video, digital, and any other formats)	Max 10
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) 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 March 31, 2023 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.

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.9-10.)
2. Presentation Image
 - For all entries, you must supply a Digital Presentation Image (Please refer to “Image” Requirements on P.9.). 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.9.)

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 (150 words maximum)
- (iv) Results (50 words maximum)

B. Presentation Image

- Submit a Digital Presentation Image (Please refer to “Image” Requirements on P.9). 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.10.

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 (150 words maximum)
- (ii) Idea (150 words maximum)
- (iii) Execution (150 words maximum)
- (iv) Results (50 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: 2nd Round Submission Formats

For all categories, all shortlisted entries must submit below hard-copy files for the 2nd final judging. Hard-copy files should be delivered to the HK4As office.

1. Case board
 - Size: Not exceeding A2 size
 - Mark down the entry number at the back
 - No agency logo should be included

2. Client Verification Letter
 - Only original or certified true copy with company chop will be accepted

3. Actual physical pieces of entries
 - Only for Category H – Design & Craft
 - Optional item

Note

Amendments are not allowed after submission of the entry. Should there be any exceptions, extra administrative fees will be charged.

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: January 19, 2023 (Thursday)

*** 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

Entry Fees

HK4As Members

	Early Bird (December 7, 2022)	Deadline (January 10, 2023)	Late Charge (January 15, 2023)
Single Entry	\$1,380	\$1,800	\$2,250
Campaign Entry	\$2,760	\$3,600	\$4,500
Category K - Integrated	\$2,760	\$3,600	\$4,500
Category M - Hong Kong Roots	\$1,000	\$1,200	\$1,500

**Category H - Design & Craft will only accept single entries*

Non-HK4As Members

	Early Bird (December 7, 2022)	Deadline (January 10, 2023)	Late Charge (January 15, 2023)
Single Entry	\$2,760	\$3,600	\$4,500
Campaign Entry	\$5,520	\$7,200	\$9,000
Category K - Integrated	\$5,520	\$7,200	\$9,000
Category M - Hong Kong Roots	\$1,000	\$1,200	\$1,500

**Category H - Design & Craft 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

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

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

admanGo tel: 852 3426 2128