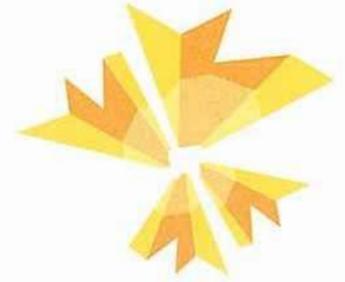


Hong Kong Kam Fan Awards 2021

List of Finalists

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

A-Print				
Ref No.	Category	Entry Title	Brand	Entrant
A-2-0081	Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Street Fighter	Chupa Chups	Cheil Hong Kong
A-2-0082	Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Claw Machine	Chupa Chups	Cheil Hong Kong
A-2-0083	Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Racing Car	Chupa Chups	Cheil Hong Kong
A-6-0078	Print - not including Poster - Print Single - Automotive	Abandoned Station 1	Volkswagen	Cheil Hong Kong
A-6-0079	Print - not including Poster - Print Single - Automotive	Abandoned Station 2	Volkswagen	Cheil Hong Kong
A-6-0080	Print - not including Poster - Print Single - Automotive	Abandoned Station 3	Volkswagen	Cheil Hong Kong
A-13-0084	Print - not including Poster - Print Campaign	Abandoned Stations	Volkswagen	Cheil Hong Kong
A-13-0129	Print - not including Poster - Print Campaign	Joy Sticks	Chupa Chups	Cheil Hong Kong
B-Outdoors				
Ref No.	Category	Entry Title	Brand	Entrant
B-15-0130	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Street Fighter	Chupa Chups	Cheil Hong Kong
B-15-0131	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Claw Machine	Chupa Chups	Cheil Hong Kong
B-15-0132	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Racing Car	Chupa Chups	Cheil Hong Kong
B-19-0133	Outdoors - Poster Single - Automotive	Abandoned Station 1	Volkswagen	Cheil Hong Kong
B-19-0134	Outdoors - Poster Single - Automotive	Abandoned Station 2	Volkswagen	Cheil Hong Kong
B-19-0135	Outdoors - Poster Single - Automotive	Abandoned Station 3	Volkswagen	Cheil Hong Kong
B-26-0136	Outdoors - Poster Campaign	Abandoned Stations	Volkswagen	Cheil Hong Kong
B-26-0137	Outdoors - Poster Campaign	Joy Sticks	Chupa Chups	Cheil Hong Kong
B-27-0165	Outdoors - Outdoors Campaign - Creative Use of Standard Outdoor Billboard Space	Impossible Ballet	Samsung	Cheil Hong Kong
C-Film				
Ref No.	Category	Entry Title	Brand	Entrant
C-43-0085	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	#DearHK	McDonald's Hong Kong	DDB Group Hong Kong
C-43-0288	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Numbers	The Women's Foundation	Wunderman Thompson Limited
C-44-0055	Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	Pressure Karaoke	Lucozade	Cheil Hong Kong
D-Radio & Audio				
Ref No.	Category	Entry Title	Brand	Entrant
D-46-0262	Radio & Audio - Radio & Audio Campaign - Radio Commercial Campaign	Voice Navigation	Orbis	Ogilvy Hong Kong
D-47-0102	Radio & Audio - Radio & Audio Single - Best Use of Audio Platforms	Pressure Karaoke	Lucozade	Cheil Hong Kong

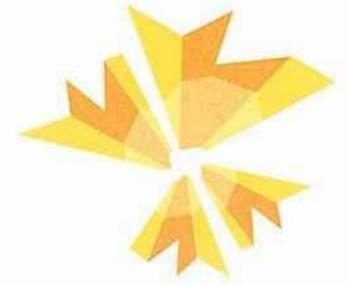


Hong Kong Kam Fan Awards 2021

List of Finalists

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

E-Digital				
Ref No.	Category	Entry Title	Brand	Entrant
E-52A-0054	Digital - Branded Games Single - Interactive Gaming Experience	The Cost of Bullying	Samsung	Cheil Hong Kong
E-53-0391	Digital - Branded Tech Single - Technology Innovation	Connecting Children with Nature	Mitsubishi Electric (Hong Kong)	dentsuMCGARRYBOWEN
E-53-0436	Digital - Branded Tech Single - Technology Innovation	The Art of Progress	HSBC	Saatchi & Saatchi Hong Kong
E-54-0277	Digital - Digital Campaign - Best Digital Campaign	InstaMockExam	Hang Seng Bank	The Bread Digital Limited
E-56-0166	Digital - Best Live Streaming	Impossible Ballet	Samsung	Cheil Hong Kong
E-56-0275	Digital - Best Live Streaming	Samsung Galaxy S20 Campaign (Cantopopera)	Samsung	DDB
F-Social				
Ref No.	Category	Entry Title	Brand	Entrant
F-58B-0057	Social - Social Single - Social Purpose	The Cost of Bullying	Samsung	Cheil Hong Kong
F-58B-0278	Social - Social Single - Social Purpose	InstaMockExam	Hang Seng Bank	The Bread Digital Limited
F-58B-0289	Social - Social Single - Social Purpose	Numbers	The Women's Foundation	Wunderman Thompson Limited
F-58C-0032	Social - Social Single - Real-time Activity / Response	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
F-58D-0033	Social - Social Single - Co-Creation & User Generated Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
F-58E-0433	Social - Social Single - Influencer / Talent	Hong Kong 21s Golden Video Awards	Samsung Galaxy S21	The Bread Digital Limited
F-58F-0034	Social - Social Single - Innovative Use of Social or Community	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
F-58F-0279	Social - Social Single - Innovative Use of Social or Community	InstaMockExam	Hang Seng Bank	The Bread Digital Limited
F-58F-0293	Social - Social Single - Innovative Use of Social or Community	Spicy Island	Tamjai Samgor	Madkids Communications Limited
F-58G-0035	Social - Social Single - Use of Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
F-58G-0095	Social - Social Single - Use of Content	Pressure Karaoke	Lucozade	Cheil Hong Kong
F-59A-0302	Social - Social Video	Changes	Patisserie La Lune	SOCIETY
F-59A-0448	Social - Social Video	Spicy Facial Mask	Tamjai Samgor	Madkids Communications Limited
G-Mobile (*new)				
Ref No.	Category	Entry Title	Brand	Entrant
G-60-0276	Mobile - Mobile Single - Technology	Samsung Galaxy S20 Campaign (Cantopopera)	Samsung	DDB
G-64-0096	Mobile - Mobile Single - Games / eSports	The Cost of Bullying	Samsung	Cheil Hong Kong
G-64-0234	Mobile - Mobile Single - Games / eSports	Pizza Hut x KFC Chicken Popcorn Pizza	Pizza Hut	Ogilvy Hong Kong



Hong Kong Kam Fan Awards 2021

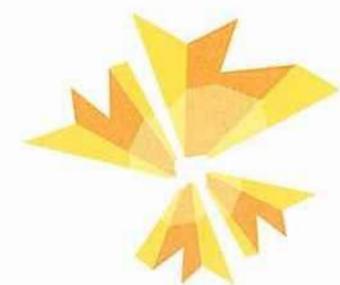
List of Finalists

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

H-Design & Crafts				
Ref No.	Category	Entry Title	Brand	Entrant
H-67-0118	Design & Crafts - Design Single - Promotional Item Design	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
H-67-0399	Design & Crafts - Design Single - Promotional Item Design	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited
H-69-0119	Design & Crafts - Design Single - Brand Environments and Space Design	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
H-69-0328	Design & Crafts - Design Single - Brand Environments and Space Design	The Art of Progress	HSBC	Saatchi & Saatchi Hong Kong
H-70-0156	Design & Crafts - Design Single - Self-Promotion	Space to Create	Foundry 852	Ogilvy Hong Kong
H-71-0138	Design & Crafts - Design Single - Advertising Posters Design	Abandoned Stations	Volkswagen	Cheil Hong Kong
H-71-0143	Design & Crafts - Design Single - Advertising Posters Design	Joy Sticks	Chupa Chups	Cheil Hong Kong
H-75-0455	Design & Crafts - Design Single - Sound Design	Electrified: Mercedes-Benz EQA Car Show	Mercedes-Benz HK Limited	Isobar Hong Kong
H-76-0092	Design & Crafts - Design Single - Packaging Design	Foosball Pizza Box	Pizza Hut	Ogilvy Hong Kong
H-77-0086	Design & Crafts - Design Single - Consumer Product Design	Pizza Hut x IKEA SAVVA	Pizza Hut	Ogilvy Hong Kong
H-78-0122	Design & Crafts - Design Single - Environment & Social Impact	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
H-80-0144	Design & Crafts - Print Crafts Single - Illustration	Joy Sticks	Chupa Chups	Cheil Hong Kong
H-81-0139	Design & Crafts - Print Crafts Single - Photography	Abandoned Stations	Volkswagen	Cheil Hong Kong
H-82-0145	Design & Crafts - Print Crafts Single - Computer Generated Imagery, Retouch & Image Manipulation	Joy Sticks	Chupa Chups	Cheil Hong Kong
H-83-0140	Design & Crafts - Print Crafts Single - Art Direction	Abandoned Stations	Volkswagen	Cheil Hong Kong
H-83-0146	Design & Crafts - Print Crafts Single - Art Direction	Joy Sticks	Chupa Chups	Cheil Hong Kong
H-88-0147	Design & Crafts - Film Craft Single - Use of Music	Pressure Karaoke	Lucozade	Cheil Hong Kong
H-92-0260	Design & Crafts - Copy Crafts Single - Best Film Script (English)	Numbers	The Women's Foundation	Wunderman Thompson Limited
H-93-0154	Design & Crafts - Copy Crafts Single - Best Film Script (Chinese)	#DearHK	McDonald's Hong Kong	DDB Group Hong Kong
H-93-0230	Design & Crafts - Copy Crafts Single - Best Film Script (Chinese)	The Distance	Patisserie La Lune	SOCIETY
H-93-0303	Design & Crafts - Copy Crafts Single - Best Film Script (Chinese)	Changes	Patisserie La Lune	SOCIETY

Hong Kong Kam Fan Awards 2021

List of Finalists



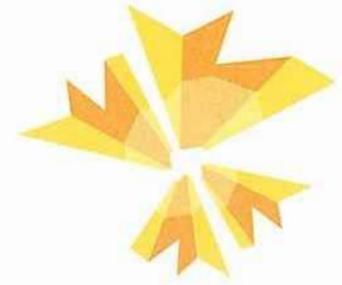
THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

I-Media

Ref No.	Category	Entry Title	Brand	Entrant
I-95-0167	Media - Media Single - Best Use of Screens	Impossible Ballet	Samsung	Cheil Hong Kong
I-98-0087	Media - Media Single - Best Use of Ambient	Pizza Hut x IKEA SAVVA	Pizza Hut	Ogilvy Hong Kong
I-98-0401	Media - Media Single - Best Use of Ambient	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited
I-100-0036	Media - Media Single - Best Use of Social Media	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
I-100-0280	Media - Media Single - Best Use of Social Media	InstaMockExam	Hang Seng Bank	The Bread Digital Limited
I-100-0435	Media - Media Single - Best Use of Social Media	Hong Kong 21s Golden Video Awards	Samsung Galaxy S21	The Bread Digital Limited
I-101-0308	Media - Media Single - Best Use of Mobile Devices	InstaMockExam	Hang Seng Bank	The Bread Digital Limited
I-101-0456	Media - Media Single - Best Use of Mobile Devices	Electrified: Mercedes-Benz EQA Car Show	Mercedes-Benz HK Limited	Isobar Hong Kong
I-102-0333	Media - Media Single - Best Use of Technology	The Art of Progress	HSBC	Saatchi & Saatchi Hong Kong
I-102-0442	Media - Media Single - Best Use of Technology	Spicy Island	Tamjai Samgor	Madkids Communications Limited
I-103-0124	Media - Media Single - Best Use of Events	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
I-104-0073	Media - Media Single - Best Use of Stunts	Mask to Go	New World Development	Saatchi & Saatchi Hong Kong
I-104-0149	Media - Media Single - Best Use of Stunts	M Chicken	McDonald's Hong Kong	DDB Group Hong Kong
I-104-0190	Media - Media Single - Best Use of Stunts	PEACH-UP Baby Butt	Huggies	Havas Hong Kong
I-105-0420	Media - Media Single - Best Use of Data Driven Insight	The Intelligent Nature	The LOHAS	Havas Hong Kong
I-106-0334	Media - Media Single - Best Use of Real Time Data	The Art of Progress	HSBC	Saatchi & Saatchi Hong Kong
I-107-0370	Media - Media Single - Best Use of Data on Targeting	McDonald's App Revamp + Value Double Up Campaign	McDonald's Hong Kong	OMD Hong Kong
I-108-0363	Media - Media Single - Best use of Branded Content & Sponsorship	Not Just One Brand of Real Beauty	Dove	PHD Hong Kong
I-108-0404	Media - Media Single - Best use of Branded Content & Sponsorship	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited
I-109-0037	Media - Media Single - Use of Co-creation and User Generated Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
I-110-0038	Media - Media Single - Best use of Small Budget (Up to HK\$0.2M Media Spending)	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
I-110-0191	Media - Media Single - Best use of Small Budget (Up to HK\$0.2M Media Spending)	PEACH-UP Baby Butt	Huggies	Havas Hong Kong
I-111-0061	Media - Media Campaign - Best Integrated Media Campaign	Those in the know, know	HSBC Jade	Saatchi & Saatchi Hong Kong
I-111-0341	Media - Media Campaign - Best Integrated Media Campaign	The FANTastic EURO 2020	Now TV	Havas Hong Kong
I-111-0371	Media - Media Campaign - Best Integrated Media Campaign	yu for all	yu Rewards Club	M&C Saatchi Spencer Hong Kong Ltd.
I-111-0373	Media - Media Campaign - Best Integrated Media Campaign	McDonald's App Revamp + Value Double Up Campaign	McDonald's Hong Kong	OMD Hong Kong
I-113-0368	Media - Media Campaign - Best Omni-Channel Campaign	McDonald's Big Mac Bacon Rejuvenation Campaign	McDonald's Hong Kong	OMD Hong Kong

Hong Kong Kam Fan Awards 2021

List of Finalists

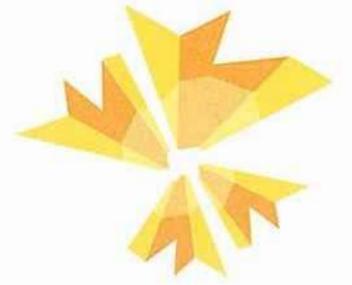


THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

J-Promo & Direct				
Ref No.	Category	Entry Title	Brand	Entrant
J-115-0125	Promo & Direct - Promo & Direct Single - Use of Ambient (Large Physical Scale)	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
J-118-0168	Promo & Direct - Promo & Direct Single - Use of Standard Outdoor Space	Impossible Ballet	Samsung	Cheil Hong Kong
J-120-0126	Promo & Direct - Promo & Direct Single - Use of Field Marketing & Event	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
J-120-0148	Promo & Direct - Promo & Direct Single - Use of Field Marketing & Event	M Chicken	McDonald's Hong Kong	DDB Group Hong Kong
J-120-0453	Promo & Direct - Promo & Direct Single - Use of Field Marketing & Event	Electrified: Mercedes-Benz EQA Car Show	Mercedes-Benz HK Limited	Isobar Hong Kong
J-121-0100	Promo & Direct - Promo & Direct Single - Use of Digital Platform	The Cost of Bullying	Samsung	Cheil Hong Kong
J-121-0104	Promo & Direct - Promo & Direct Single - Use of Digital Platform	Pressure Karaoke	Lucozade	Cheil Hong Kong
J-122-0101	Promo & Direct - Promo & Direct Single - Use of Mobile Marketing and Technology	The Cost of Bullying	Samsung	Cheil Hong Kong
J-122-0443	Promo & Direct - Promo & Direct Single - Use of Mobile Marketing and Technology	Spicy Island	Tamjai Samgor	Madkids Communications Limited
J-123-0039	Promo & Direct - Promo & Direct Single - Use of Social Networks	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
J-124-0335	Promo & Direct - Promo & Direct Single - Use of Data	The Art of Progress	HSBC	Saatchi & Saatchi Hong Kong
J-125-0089	Promo & Direct - Promo & Direct Single - Use of Product and Package Design	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong
J-127-0093	Promo & Direct - Promo & Direct Single - Dimensional Mailing	Foosball Pizza Box	Pizza Hut	Ogilvy Hong Kong
J-129-0040	Promo & Direct - Promo & Direct Single - Co-Creation & User Generated Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
J-130-0336	Promo & Direct - Promo & Direct Single - Use of Technology	The Art of Progress	HSBC	Saatchi & Saatchi Hong Kong
J-130-0445	Promo & Direct - Promo & Direct Single - Use of Technology	Spicy Island	Tamjai Samgor	Madkids Communications Limited
J-131-0090	Promo & Direct - Promo & Direct Campaign - Best Integrated Direct Campaign	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong
K-Integrated				
Ref No.	Category	Entry Title	Brand	Entrant
K-132-0091	Integrated - Integrated Campaign - Best Integrated Campaign	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong
K-132-0246	Integrated - Integrated Campaign - Best Integrated Campaign	Dove: A Beautiful Crossover	Dove Hong Kong	Secret Tour Hong Kong

Hong Kong Kam Fan Awards 2021

List of Finalists



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

L-Pivot (*new)				
Ref No.	Category	Entry Title	Brand	Entrant
L-134-0105	Pivot - Pivot Single - Beverages, Food, Snacks, Confectionery	Pressure Karaoke	Lucozade	Cheil Hong Kong
L-134-0407	Pivot - Pivot Single - Beverages, Food, Snacks, Confectionery	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited
L-140-0127	Pivot - Pivot Single - Retail and Real Estate	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
L-142-0041	Pivot - Pivot Single - Entertainment, Leisure & Travel	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong
M-Hong Kong Roots				
Ref No.	Category	Entry Title	Brand	Entrant
M-145-0128	Hong Kong Roots - Hong Kong Roots - Culture Roots	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong
M-145-0242	Hong Kong Roots - Hong Kong Roots - Culture Roots	ViuTV 2021 Mid-Autumn Festival Image	ViuTV	HK Television Entertainment Company Limited
M-145-0408	Hong Kong Roots - Hong Kong Roots - Culture Roots	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited
M-145-0468	Hong Kong Roots - Hong Kong Roots - Culture Roots	Changes	Patisserie La Lune	SOCIETY
M-146-0106	Hong Kong Roots - Hong Kong Roots - Music Roots	Pressure Karaoke	Lucozade	Cheil Hong Kong
M-146-0304	Hong Kong Roots - Hong Kong Roots - Music Roots	Changes	Patisserie La Lune	SOCIETY
M-146-0393	Hong Kong Roots - Hong Kong Roots - Music Roots	外賣修濃賢	Deliveroo	Noah Workshop Ltd
M-147-0315	Hong Kong Roots - Hong Kong Roots - Language Roots	More Than Just Food - 點止搵食咁簡單	foodpanda	Curious Few Company Limited
M-147-0467	Hong Kong Roots - Hong Kong Roots - Language Roots	ZETLAND SEAL FONT	M&C Saatchi Spencer Hong Kong Limited	M&C Saatchi Spencer Hong Kong Ltd.
M-148-0461	Hong Kong Roots - Hong Kong Roots - Typography Roots	ZETLAND SEAL FONT	M&C Saatchi Spencer Hong Kong Limited	M&C Saatchi Spencer Hong Kong Ltd.
M-149-0155	Hong Kong Roots - Hong Kong Roots - People Roots	#DearHK	McDonald's Hong Kong	DDB Group Hong Kong
M-149-0243	Hong Kong Roots - Hong Kong Roots - People Roots	ViuTV 2021 Mid-Autumn Festival Image	ViuTV	HK Television Entertainment Company Limited
M-149-0311	Hong Kong Roots - Hong Kong Roots - People Roots	More Than Just Food - 點只搵食咁簡單	foodpanda Hong Kong	Carat Media Services Hong Kong
M-149-0409	Hong Kong Roots - Hong Kong Roots - People Roots	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited