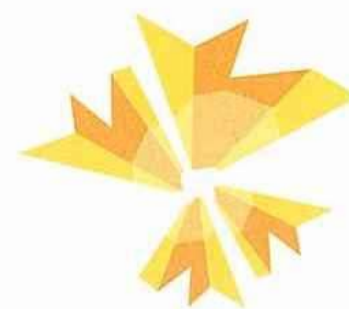


Hong Kong Kam Fan Awards 2022

Shortlist



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A - Print

Ref No.	Category	Entry Title	Brand	Entrant
A-3-0184	Print - not including Poster - Print Single - FMCG	Protection Beyond Imagination	P&G Whisper	GREY HK
A-14-0086	Print - not including Poster - Print Single - Charity, Pro bono and Public service	Mental Health	The Samaritans	Ogilvy Hong Kong

B - Outdoors

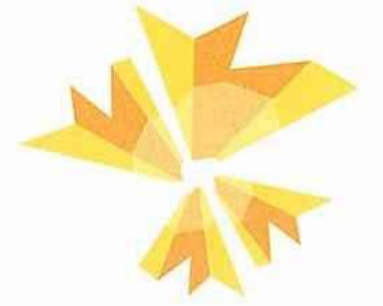
Ref No.	Category	Entry Title	Brand	Entrant
B-17-0337	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	#DearMyFriend	McDonald's	DDB Group Hong Kong
B-30-0128	Outdoors - Poster Campaign	Figure-out-able (4 eyer's collection)	Figure-out-able Art Series	M&C Saatchi Spencer
B-30-0222	Outdoors - Poster Campaign	Beasts for Feasts	The Chairman Restaurant	M&C Saatchi Spencer
B-31-0349	Outdoors - Outdoors Campaign - Creative Use of Standard Outdoor Billboard Space	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited
B-33-0268	Outdoors - Outdoors Campaign - Creative Use of Field Marketing and Event	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.

C - Film

Ref No.	Category	Entry Title	Brand	Entrant
C-46-0060	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	Innovation Never Stops	Hong Kong Productivity Council	Hong Kong Productivity Council
C-46-0246	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	ViuTV 2022 World Cup Image-Thank You for NOT Watching	ViuTV	MakerVille Company Limited
C-46-0267	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	Empowering You to Fight Another Day	UA Finance	M&C Saatchi Spencer
C-49-0031	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Bubble Family	yuu Insure	Kids & Dogs
C-49-0091	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital
C-49-0105	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Figure-out-able (4 eyer's collection)	"Figure-out-able" Art Series	M&C Saatchi Spencer
C-49-0293	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	#THISISMYFAMILY	Premier	Wunderman Thompson Hong Kong
C-50-0238	Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	A Taste of Togetherness	Cafe de Coral	Dentsu

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E - Digital

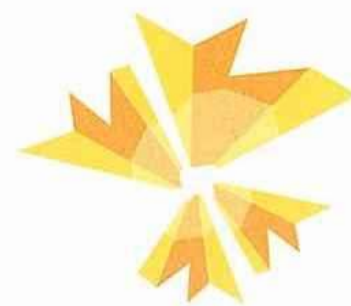
Ref No.	Category	Entry Title	Brand	Entrant
E-55-0192	Digital - Web Campaign	DuoVerse	HSBC	Saatchi & Saatchi
E-55-0270	Digital - Web Campaign	Starlight	Coca-Cola	PS Workshop
E-57-0299	Digital - Web Platform - Web App / Microsite	Red Hot Festival - Paraverse	Credit Card	Wunderman Thompson Hong Kong
E-59-0116	Digital - Branded Games - Interactive Gaming Experience	Quest for Dyslexia	Samsung	Cheil HK
E-59-0300	Digital - Branded Games - Interactive Gaming Experience	Red Hot Festival - Paraverse	Credit Card	Wunderman Thompson Hong Kong
E-60-0313	Digital - Branded Games - Live Digital	EveryMile Campaign	Credit Card	Wunderman Thompson Hong Kong
E-61-0269	Digital - Branded Tech - Technology Innovation	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.
E-62-0137	Digital - Best Digital Campaign	Share for Good	New World Development	Saatchi & Saatchi
E-62-0195	Digital - Best Digital Campaign	DuoVerse	HSBC	Saatchi & Saatchi
E-62-0276	Digital - Best Digital Campaign	Starlight	Coca-Cola	PS Workshop
E-63-0225	Digital - Omni-Channel Experience	The Big Boss Beasts Menu	The Chairman Restaurant	M&C Saatchi Spencer
E-64-0197	Digital - Best Live Streaming	DuoVerse	HSBC	Saatchi & Saatchi

F - Social

Ref No.	Category	Entry Title	Brand	Entrant
F-67-0198	Social - Social - Social Commerce	DuoVerse	HSBC	Saatchi & Saatchi
F-69-0115	Social - Social - Social Purpose	Quest for Dyslexia	Samsung	Cheil HK
F-69-0140	Social - Social - Social Purpose	Share for Good	New World Development	Saatchi & Saatchi
F-70-0141	Social - Social - Real-time Activity / Response	Share for Good	New World Development	Saatchi & Saatchi
F-72-0167	Social - Social - Influencer / Talent	Reimagining Studio Sound Quality	Samsung Galaxy Buds2 Pro	The Bread Digital
F-72-0199	Social - Social - Influencer / Talent	DuoVerse	HSBC	Saatchi & Saatchi
F-72-0326	Social - Social - Influencer / Talent	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited

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F - Social

Ref No.	Category	Entry Title	Brand	Entrant
F-73-0277	Social - Social - Innovative Use of Social or Community	Starlight	Coca-Cola	PS Workshop
F-74-0093	Social - Social - Use of Content	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital
F-74-0176	Social - Social - Use of Content	Reimagining Studio Sound Quality	Samsung Galaxy Buds2 Pro	The Bread Digital
F-74-0327	Social - Social - Use of Content	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited
F-76-0094	Social - Social and Interactive Video - Social Video	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital
F-76-0097	Social - Social and Interactive Video - Social Video	Figure-out-able (4 eye's collection)	'Figure-out-able' Art Series	M&C Saatchi Spencer
F-76-0201	Social - Social and Interactive Video - Social Video	What makes a home, a home?	OneDegree Hong Kong	Giraffe
F-76-0328	Social - Social and Interactive Video - Social Video	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited

G - Mobile

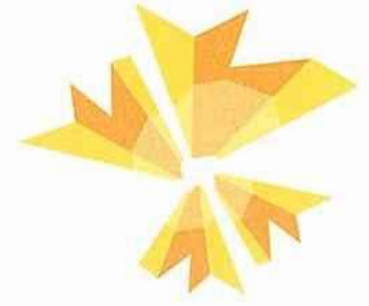
Ref No.	Category	Entry Title	Brand	Entrant
G-79-0202	Mobile - Mobile - Technology	DuoVerse	HSBC	Saatchi & Saatchi
G-83-0117	Mobile - Mobile - Games / eSports	Quest for Dyslexia	Samsung	Cheil HK

H - Design & Crafts

Ref No.	Category	Entry Title	Brand	Entrant
H-85-0370	Design & Crafts - Design - Offline Publications & Brand Collateral	The Rich Talk	The Singleton	DDB Group Hong Kong
H-86-0371	Design & Crafts - Design - Promotional Item Design	The Rich Talk	The Singleton	DDB Group Hong Kong
H-88-0151	Design & Crafts - Design - Brand Environments and Space Design	Open to Art	HSBC	Saatchi & Saatchi
H-88-0358	Design & Crafts - Design - Brand Environments and Space Design	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited
H-89-0203	Design & Crafts - Design - Event Storytelling	DuoVerse	HSBC	Saatchi & Saatchi
H-89-0359	Design & Crafts - Design - Event Storytelling	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited
H-91-0185	Design & Crafts - Design - Advertising Posters Design	Protection Beyond Imagination	P&G Whisper	GREY HK
H-92-0098	Design & Crafts - Design - Event Posters Design	Figure-out-able (4 eye's collection)	'Figure-out-able' Art Series	M&C Saatchi Spencer
H-95-0099	Design & Crafts - Design - Sound Design	Figure-out-able (4 eye's collection)	"Figure-out-able" Art Series	M&C Saatchi Spencer

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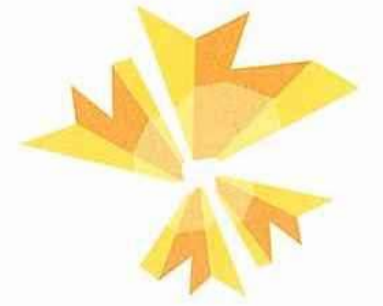
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H - Design & Crafts

Ref No.	Category	Entry Title	Brand	Entrant
H-100-0186	Design & Crafts - Print Craft - Illustration	Protection Beyond Imagination	P&G Whisper	GREY HK
H-102-0187	Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Protection Beyond Imagination	P&G Whisper	GREY HK
H-103-0188	Design & Crafts - Print Craft - Art Direction	Protection Beyond Imagination	P&G Whisper	GREY HK
H-104-0059	Design & Crafts - Film Craft - Cinematography	A Taste of Togetherness	Cafe de Coral	Dentsu
H-104-0096	Design & Crafts - Film Craft - Cinematography	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital
H-104-0171	Design & Crafts - Film Craft - Cinematography	Closing Life's Gaps	AGBA Group	Saatchi & Saatchi
H-106-0165	Design & Crafts - Film Craft - Directing	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital
H-106-0172	Design & Crafts - Film Craft - Directing	Closing Life's Gaps	AGBA Group	Saatchi & Saatchi
H-107-0027	Design & Crafts - Film Craft - Production Design	Professor yuu	yuu to me	Kids & Dogs
H-107-0028	Design & Crafts - Film Craft - Production Design	Long-legged Wonder Woman	yuu to me	Kids & Dogs
H-107-0032	Design & Crafts - Film Craft - Production Design	Bubble Family	yuu Insure	Kids & Dogs
H-108-0329	Design & Crafts - Film Craft - Use of Music	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited
H-109-0131	Design & Crafts - Film Craft - Special Effects & Animation	Way to Wonders	Honor Global	Saatchi & Saatchi
H-109-0205	Design & Crafts - Film Craft - Special Effects & Animation	DuoVerse	HSBC	Saatchi & Saatchi
H-109-0350	Design & Crafts - Film Craft - Special Effects & Animation	Empowering You to Fight Another Day	UA Finance	M&C Saatchi Spencer
H-111-0061	Design & Crafts - Copy Craft - Best Chinese Slogan	A Taste of Togetherness	Cafe de Coral	Dentsu
H-111-0265	Design & Crafts - Copy Craft - Best Chinese Slogan	Life's a mixture, we taste it all	TamJai SamGor Mixian	Society
H-113-0166	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital
H-113-0330	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited

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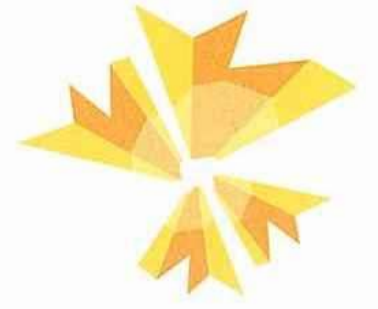
Ref No.	Category	Entry Title	Brand	Entrant
H-114-0101	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Figure-out-able (4 eyer's collection)	"Figure-out-able" Art Series	M&C Saatchi Spencer
H-114-0132	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Way to Wonders	Honor Global	Saatchi & Saatchi
H-114-0152	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Open to Art	HSBC	Saatchi & Saatchi
H-114-0365	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited
H-115-0029	Design & Crafts - Digital Craft - Form - Video / Moving Image	Professor yuu	yuu to me	Kids & Dogs
H-115-0033	Design & Crafts - Digital Craft - Form - Video / Moving Image	Bubble Family	yuu Insure	Kids & Dogs
H-115-0133	Design & Crafts - Digital Craft - Form - Video / Moving Image	Way to Wonders	Honor Global	Saatchi & Saatchi
H-117-0153	Design & Crafts - Digital Craft - Form - Overall Aesthetic Design	Open to Art	HSBC	Saatchi & Saatchi
H-117-0224	Design & Crafts - Digital Craft - Form - Overall Aesthetic Design	Beasts For Feasts	The Chairman Restaurant	M&C Saatchi Spencer
H-119-0118	Design & Crafts - Digital Craft - Content - Real-time Contextual Content	Quest for Dyslexia	Samsung	Cheil HK
H-119-0154	Design & Crafts - Digital Craft - Content - Real-time Contextual Content	Open to Art	HSBC	Saatchi & Saatchi
H-122-0119	Design & Crafts - Digital Craft - Data - Curation of Data	Quest for Dyslexia	Samsung	Cheil HK
H-122-0271	Design & Crafts - Digital Craft - Data - Curation of Data	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.

I - Media

Ref No.	Category	Entry Title	Brand	Entrant
I-126-0044	Media - Media - Best Use of Print	PLANT YOUR DREAM	ONE INNOVALE	Henderson Property Agency Limited
I-127-0353	Media - Media - Best Use of Screens	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited
I-128-0178	Media - Media - Best Use of Audio	Reimagining Studio Sound Quality	Samsung Galaxy Buds2 Pro	The Bread Digital
I-130-0067	Media - Media - Best Use of Ambient	Man in the Box	Pizza Hut	Ogilvy Hong Kong
I-130-0156	Media - Media - Best Use of Ambient	Open to Art	HSBC	Saatchi & Saatchi

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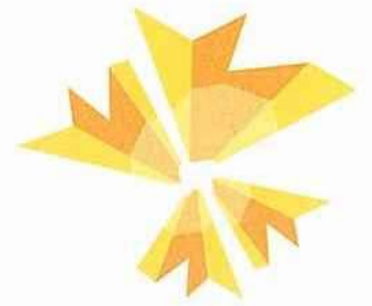
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I - Media

Ref No.	Category	Entry Title	Brand	Entrant
I-131-0120	Media - Media - Best of Digital	Quest for Dyslexia	Samsung	Cheil HK
I-131-0143	Media - Media - Best of Digital	Share for Good	New World Development	Saatchi & Saatchi
I-131-0210	Media - Media - Best of Digital	DuoVerse	HSBC	Saatchi & Saatchi
I-131-0323	Media - Media - Best of Digital	Red Hot Festival - Paraverse	Credit Card	Wunderman Thompson Hong Kong
I-132-0109	Media - Media - Best Use of Social Media	GO Hard Together!	Hang Seng Bank Limited	DataMetas Limited
I-132-0278	Media - Media - Best Use of Social Media	Starlight	Coca-Cola	PS Workshop
I-132-0282	Media - Media - Best Use of Social Media	Duck Blood Returns	TamJai SamGor Mixian	Madkids
I-132-0286	Media - Media - Best Use of Social Media	Spicy Martial Arts	TamJai SamGor Mixian	Madkids
I-133-0121	Media - Media - Best Use of Mobile Devices	Quest for Dyslexia	Samsung	Cheil HK
I-133-0221	Media - Media - Best Use of Mobile Devices	SeFUNs in the Air	Cathay Pacific Airways Limited	LEO BURNETT LIMITED (HK)
I-134-0157	Media - Media - Best Use of Technology	Open to Art	HSBC	Saatchi & Saatchi
I-134-0211	Media - Media - Best Use of Technology	DuoVerse	HSBC	Saatchi & Saatchi
I-134-0319	Media - Media - Best Use of Technology	EveryMile Campaign	Credit Card	Wunderman Thompson Hong Kong
I-135-0212	Media - Media - Best Use of Events	DuoVerse	HSBC	Saatchi & Saatchi
I-136-0068	Media - Media - Best Use of Stunts	Man in the Box	Pizza Hut	Ogilvy Hong Kong
I-136-0158	Media - Media - Best Use of Stunts	Open to Art	HSBC	Saatchi & Saatchi
I-136-0368	Media - Media - Best Use of Stunts	Mead Johnson Enfa A+ Babyband	Mead Johnson	PHD
I-137-0051	Media - Media - Best Use of Data Driven Insight	No More Excuses	AXA Hong Kong & Macau	Publicis Worldwide Limited
I-138-0122	Media - Media - Best Use of Real Time Data	Quest for Dyslexia	Samsung	Cheil HK
I-139-0052	Media - Media - Best Use of Data on Targeting	No More Excuses	AXA Hong Kong & Macau	Publicis Worldwide Limited
I-140-0071	Media - Media - Best use of Branded Content & Sponsorship	WingStreet Brand Launch	Pizza Hut	Ogilvy Hong Kong
I-140-0213	Media - Media - Best use of Branded Content & Sponsorship	DuoVerse	HSBC	Saatchi & Saatchi
I-141-0376	Media - Media - Use of Co-creation and User Generated Content	Mead Johnson Enfa A+ Babyband	Mead Johnson	PHD
I-142-0069	Media - Media - Best use of Small Budget (Up to HK\$0.2M Media Spending)	Man in the Box	Pizza Hut	Ogilvy Hong Kong



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I - Media

Ref No.	Category	Entry Title	Brand	Entrant
I-143-0072	Media - Media - Best Integrated Media Campaign	WingStreet Brand Launch	Pizza Hut	Ogilvy Hong Kong
I-143-0241	Media - Media - Best Integrated Media Campaign	A Taste of Togetherness	Cafe de Coral	Dentsu
I-145-0405	Media - Media - Best Omni-Channel Campaign	SHISEIDOVERSE: 150 Years to the Future	SHISEIDO	iProspect Hong Kong

J - Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant
J-146-0065	Promo & Direct - Promo & Direct - Use of Ambient (Small Physical Scale)	Man in the Box	Pizza Hut	Ogilvy Hong Kong
J-147-0159	Promo & Direct - Promo & Direct - Use of Ambient (Large Physical Scale)	Open to Art	HSBC	Saatchi & Saatchi
J-147-0297	Promo & Direct - Promo & Direct - Use of Ambient (Large Physical Scale)	See The Love	Sony Hong Kong	The Right Side
J-151-0273	Promo & Direct - Promo & Direct - Use of In-Store Customer Experience	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.
J-152-0160	Promo & Direct - Promo & Direct - Use of Field Marketing & Event	Open to Art	HSBC	Saatchi & Saatchi
J-152-0354	Promo & Direct - Promo & Direct - Use of Field Marketing & Event	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited
J-153-0123	Promo & Direct - Promo & Direct - Use of Digital Platform	Quest for Dyslexia	Samsung	Cheil HK
J-153-0144	Promo & Direct - Promo & Direct - Use of Digital Platform	Share for Good	New World Development	Saatchi & Saatchi
J-154-0124	Promo & Direct - Promo & Direct - Use of Mobile Marketing and Technology	Quest for Dyslexia	Samsung	Cheil HK
J-156-0125	Promo & Direct - Promo & Direct - Use of Data	Quest for Dyslexia	Samsung	Cheil HK
J-157-0066	Promo & Direct - Promo & Direct - Use of Product and Package Design	Man in the Box	Pizza Hut	Ogilvy Hong Kong
J-162-0274	Promo & Direct - Promo & Direct - Use of Technology	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.

K - Integrated

Ref No.	Category	Entry Title	Brand	Entrant
K-164-0070	Integrated - Integrated - Best Integrated Campaign	WingStreet Brand Launch	Pizza Hut	Ogilvy Hong Kong
K-164-0275	Integrated - Integrated - Best Integrated Campaign	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.

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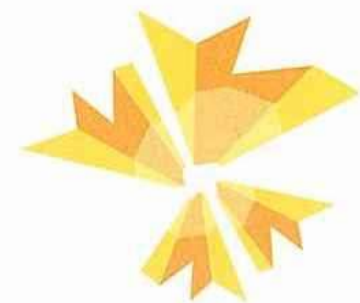
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L - Positive Change

Ref No.	Category	Entry Title	Brand	Entrant
L-169-0292	Positive Change - Positive Change - Electronics	See The Love	Sony Hong Kong	The Right Side
L-172-0146	Positive Change - Positive Change - Retail and Real Estate	Share for Good	New World Development	Saatchi & Saatchi
L-173-0110	Positive Change - Positive Change - Consumer Services - Banking	GO Hard Together!	Hang Seng Bank Limited	DataMetas Limited
L-173-0162	Positive Change - Positive Change - Consumer Services - Banking	Open to Art	HSBC	Saatchi & Saatchi
L-174-0220	Positive Change - Positive Change - Consumer Services - Insurance	What makes a home, a home?	OneDegree Hong Kong	Giraffe
L-178-0296	Positive Change - Positive Change - Charity, Pro bono and Public service	See The Love	Sony Hong Kong	The Right Side

M - Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant
M-179-0035	Hong Kong Roots - Hong Kong Roots - Culture Roots	Better than the good old days with THE HARMONIE	THE HARMONIE	Henderson Property Agency Limited
M-179-0057	Hong Kong Roots - Hong Kong Roots - Culture Roots	No More Excuses	AXA Hong Kong & Macau	Publicis Worldwide Limited
M-179-0175	Hong Kong Roots - Hong Kong Roots - Culture Roots	Closing Life's Gaps	AGBA Group	Saatchi & Saatchi
M-179-0217	Hong Kong Roots - Hong Kong Roots - Culture Roots	DuoVerse	HSBC	Saatchi & Saatchi
M-179-0288	Hong Kong Roots - Hong Kong Roots - Culture Roots	Duck Blood Returns	TamJai SamGor Mixian	Madkids
M-179-0375	Hong Kong Roots - Hong Kong Roots - Culture Roots	Why not loving both?	TamJai Yunnan Mixian & TamJai SamGor Mixian	Society
M-180-0177	Hong Kong Roots - Hong Kong Roots - Music Roots	Closing Life's Gaps	AGBA Group	Saatchi & Saatchi
M-180-0244	Hong Kong Roots - Hong Kong Roots - Music Roots	A Taste of Togetherness	Cafe de Coral	Dentsu



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M - Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant
M-183-0030	Hong Kong Roots - Hong Kong Roots - People Roots	Professor yuu	yu to me	Kids & Dogs
M-183-0037	Hong Kong Roots - Hong Kong Roots - People Roots	Laser Eyes Lady	yu to me	Kids & Dogs
M-183-0058	Hong Kong Roots - Hong Kong Roots - People Roots	No More Excuses	AXA Hong Kong & Macau	Publicis Worldwide Limited
M-183-0218	Hong Kong Roots - Hong Kong Roots - People Roots	DuoVerse	HSBC	Saatchi & Saatchi
M-183-0219	Hong Kong Roots - Hong Kong Roots - People Roots	What makes a home, a home?	OneDegree Hong Kong	Giraffe
M-183-0245	Hong Kong Roots - Hong Kong Roots - People Roots	A Taste of Togetherness	Cafe de Coral	Dentsu
M-183-0248	Hong Kong Roots - Hong Kong Roots - People Roots	ViuTV Christmas Tree Image 2022	ViuTV	MakerVille Company Limited
M-183-0255	Hong Kong Roots - Hong Kong Roots - People Roots	#StrongBeauty - Believe in Your Beauty	Mannings	DDB Group Hong Kong
M-183-0266	Hong Kong Roots - Hong Kong Roots - People Roots	Why not loving both?	TamJai Yunnan Mixian & TamJai SamGor Mixian	Society
M-183-0290	Hong Kong Roots - Hong Kong Roots - People Roots	Spicy Martial Arts	TamJai SamGor Mixian	Madkids
M-183-0298	Hong Kong Roots - Hong Kong Roots - People Roots	See The Love	Sony Hong Kong	The Right Side
M-183-0332	Hong Kong Roots - Hong Kong Roots - People Roots	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited
M-183-0347	Hong Kong Roots - Hong Kong Roots - People Roots	Darlie - Smile to Connect	Darlie	Narrow Door
M-184-0163	Hong Kong Roots - Hong Kong Roots - Design Roots	Open to Art	HSBC	Saatchi & Saatchi
M-184-0325	Hong Kong Roots - Hong Kong Roots - Design Roots	Red Hot Festival - Paraverse	Credit Card	Wunderman Thompson Hong Kong