



Hong Kong Kam Fan Awards 2023

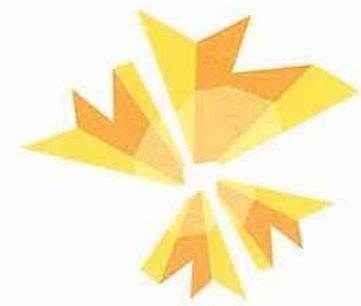
Shortlist

Note:

- All shortlisted entries will undergo a Round Two Judging where awards **may be** conferred.
- The levels of award include Merit, Bronze, Silver and Gold.
- Shortlisted entries will not be guaranteed an award.
- There will not be any list of finalists before the Kam Fan Award Ceremony.

M - Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant
M-179-0122	Hong Kong Roots - Hong Kong Roots - Culture Roots	Curry de Coral	Cafe de Coral	Dentsu Creative Hong Kong
M-179-0131	Hong Kong Roots - Hong Kong Roots - Culture Roots	Smart Use of 'Future Money'	Wealth and Personal Banking	Saatchi & Saatchi HK
M-179-0300	Hong Kong Roots - Hong Kong Roots - Culture Roots	Take Your Time To Rediscover The City	Oriental Watch Company	Omelette Digital Limited
M-180-0059	Hong Kong Roots - Hong Kong Roots - Music Roots	Efforts Rewarded	Pizza Hut	Ogilvy Hong Kong
M-180-0272	Hong Kong Roots - Hong Kong Roots - Music Roots	5G Broadband: Solitude	3HK	Madkids Communications Limited
M-181-0061	Hong Kong Roots - Hong Kong Roots - Language Roots	Grandma runs fast	PrimeCredit	Vibes Limited
M-181-0106	Hong Kong Roots - Hong Kong Roots - Language Roots	Mom-Certified	HKTVMall	Saatchi & Saatchi HK
M-181-0123	Hong Kong Roots - Hong Kong Roots - Language Roots	Curry de Coral	Cafe de Coral	Dentsu Creative Hong Kong
M-181-0180	Hong Kong Roots - Hong Kong Roots - Language Roots	Rethink Your Ride	Uber Taxi	Havas Worldwide Hong Kong Limited
M-182-0012	Hong Kong Roots - Hong Kong Roots - Typography Roots	Taste the A.I.DEA	Tim Ho Wan	Kids & Dogs
M-183-0132	Hong Kong Roots - Hong Kong Roots - People Roots	Smart Use of 'Future Money'	Wealth and Personal Banking	Saatchi & Saatchi HK
M-183-0141	Hong Kong Roots - Hong Kong Roots - People Roots	SOULFULL	Wealth & Personal Banking	Saatchi & Saatchi HK
M-183-0162	Hong Kong Roots - Hong Kong Roots - People Roots	Savouring The True Taste of Hong Kong	Fairwood	Hungry Digital Limited
M-183-0204	Hong Kong Roots - Hong Kong Roots - People Roots	TamJai SamGor 15th Anniversary Campaign	TamJai SamGor 15th Anniversary	The Bread Digital



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

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M-183-0259	Hong Kong Roots - Hong Kong Roots - People Roots	Hang Seng 90th Anniversary - Ever Growing Ever Innovating Campaign	Hang Seng Bank	Uth Creative Group
M-183-0268	Hong Kong Roots - Hong Kong Roots - People Roots	New Balance - Live Life to the Fullest	New Balance	Mindshare Hong Kong
M-183-0301	Hong Kong Roots - Hong Kong Roots - People Roots	Take Your Time To Rediscover The City	Oriental Watch Company	Omelette Digital Limited
M-184-0231	Hong Kong Roots - Hong Kong Roots - Design Roots	Nobody Does Rugby Sevens Like Hong Kong	Cathay	Leo Burnett
M-184-0263	Hong Kong Roots - Hong Kong Roots - Design Roots	Arts in HK - City Canvas	Hong Kong Tourism Board	Grey Advertising Hong Kong