

Hong Kong Kam Fan Awards 2023

Shortlist



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

Note:

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A - Print

Ref No.	Category	Entry Title	Brand	Entrant
A-03-0038	A-3. Print - not including Poster - Print Single - Consumer Goods including FMCG	Hamlet	Penguin Classic	Cheil HK
A-03-0042	A-3. Print - not including Poster - Print Single - Consumer Goods including FMCG	Pride and Prejudice	Penguin Classic	Cheil HK
A-05-0046	A-5. Print - not including Poster - Print Single - Electronics	Living Room	POWERbot (robot vacuums)	Cheil HK
A-05-0050	A-5. Print - not including Poster - Print Single - Electronics	Playroom	POWERbot (robot vacuums)	Cheil HK
A-15-0007	A-15. Print - not including Poster - Print Campaign	Timeless Stories	Penguin Classic	Cheil HK
A-15-0008	A-15. Print - not including Poster - Print Campaign	POWERbot	POWERbot (robot vacuums)	Cheil HK

B - Outdoors

Ref No.	Category	Entry Title	Brand	Entrant
B-17-0243	B-17. Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	KFC Fing Fing Cajun Chips	KFC Hong Kong	Edelman
B-18-0039	B-18. Outdoors - Poster Single - Consumer Goods including FMCG	Hamlet	Penguin Classic	Cheil HK
B-18-0043	B-18. Outdoors - Poster Single - Consumer Goods including FMCG	Pride and Prejudice	Penguin Classic	Cheil HK
B-20-0047	B-20. Outdoors - Poster Single - Electronics	Living Room	POWERbot (robot vacuums)	Cheil HK
B-30-0013	B-30. Outdoors - Poster Campaign	Timeless Stories	Penguin Classic	Cheil HK
B-30-0015	B-30. Outdoors - Poster Campaign	POWERbot	POWERbot (robot vacuums)	Cheil HK
B-30-0304	B-30. Outdoors - Poster Campaign	Feels Good To Move	Cathay	Leo Burnett Limited
B-33-0276	B-33. Outdoors - Outdoors Campaign - Creative Use of Field Marketing and Event	Seabed	Greenpeace East Asia	DDB Group Hong Kong

C - Film

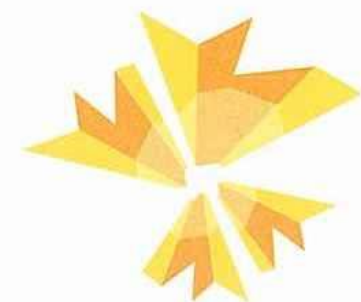
Ref No.	Category	Entry Title	Brand	Entrant
C-45-0305	C-45. Film - TVC Film Single - Entertainment, Leisure & Travel	Feels Good To Move	Cathay	Leo Burnett Limited
C-49-0148	C-49. Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	The Pride Lion	Gay Games	Havas Hong Kong
C-49-0306	C-49. Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Feels Good To Move	Cathay	Leo Burnett Limited
C-50-0299	C-50. Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	Take Your Time To Rediscover The City	Oriental Watch Company	Omelette Digital Limited

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D - Radio & Audio

Ref No.	Category	Entry Title	Brand	Entrant
D-53-0029	D-53. Radio & Audio - Radio & Audio - Best Use of Audio Platforms	Efforts Rewarded	Pizza Hut	Ogilvy Hong Kong
D-53-0134	D-53. Radio & Audio - Radio & Audio - Best Use of Audio Platforms	SOULFULL	Wealth & Personal Banking	Saatchi & Saatchi HK

E - Digital

Ref No.	Category	Entry Title	Brand	Entrant
E-57-0011	E-57. Digital - Web Platform - Web App / Microsite	Undercover	Women Helping Women	Ogilvy Hong Kong
E-61-0017	E-61. Digital - Branded Tech - Technology Innovation	Undercover	Women Helping Women	Ogilvy Hong Kong
E-65-0273	E-65. Digital - Best Personalization Experience	HSBC Premier – Elevate Campaign – My Wealthy Future	HSBC Premier	VML

F - Social

Ref No.	Category	Entry Title	Brand	Entrant
F-69-0070	F-69. Social - Social - Social Purpose	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong
F-71-0163	F-71. Social - Social - Co-Creation & User Generated Content	PizzAI Hut	Pizza Hut	Dentsu Creative Hong Kong
F-71-0240	F-71. Social - Social - Co-Creation & User Generated Content	Let's get Moving ;p	Cathay	Leo Burnett Limited
F-72-0057	F-72. Social - Social - Influencer / Talent	Efforts Rewarded	Pizza Hut	Ogilvy Hong Kong
F-72-0101	F-72. Social - Social - Influencer / Talent	Mom-Certified	HKTVMall	Saatchi & Saatchi HK
F-75-0322	F-75. Social - Social - Community Management / Building	Let's get Moving ;p	Cathay	Leo Burnett Limited
F-77-0172	F-77. Social - Social and Interactive Video - Interactive Video	Men's Choice Matter	HPV Protection	Narrow door

G - Mobile

Ref No.	Category	Entry Title	Brand	Entrant
G-79-0018	G-79. Mobile - Mobile - Technology	Undercover	Women Helping Women	Ogilvy Hong Kong
G-81-0019	G-81. Mobile - Mobile - Apps	Undercover	Women Helping Women	Ogilvy Hong Kong

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H – Design & Crafts

Ref No.	Category	Entry Title	Brand	Entrant
H-086-0224	H-86. Design & Crafts - Design - Promotional Item Design	Nobody Does Rugby Sevens Like Hong Kong	Cathay	Leo Burnett
H-086-0339	H-86. Design & Crafts - Design - Promotional Item Design	Sunkist Citric Essence	Sunkist	Edelman
H-091-0014	H-91. Design & Crafts - Design - Advertising Posters Design	Timeless Stories	Penguin Classic	Cheil H
H-091-0016	H-91. Design & Crafts - Design - Advertising Posters Design	POWERbot	POWERbot (robot vacuums)	Cheil HK
H-094-0020	H-94. Design & Crafts - Design - User Experience	Undercover	Women Helping Women	Ogilvy Hong Kong
H-096-0340	H-96. Design & Crafts - Design - Packaging Design	Sunkist Citric Essence	Sunkist	Edelman
H-097-0071	H-97. Design & Crafts - Design - Consumer Product Design	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong
H-098-0072	H-98. Design & Crafts - Design - Environmental & Social Impact	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong
H-098-0279	H-98. Design & Crafts - Design - Environmental & Social Impact	Seabed	Greenpeace East Asia	DDB Group Hong Kong
H-100-0036	H-100. Design & Crafts - Print Craft - Illustration	Alice	Penguin Classic	Cheil HK
H-100-0040	H-100. Design & Crafts - Print Craft - Illustration	Hamlet	Penguin Classic	Cheil HK
H-100-0044	H-100. Design & Crafts - Print Craft - Illustration	Pride and Prejudice	Penguin Classic	Cheil HK
H-102-0048	H-102. Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Living Room	POWERbot (robot vacuums)	Cheil HK
H-102-0052	H-102. Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Playroom	POWERbot (robot vacuums)	Cheil HK
H-102-0060	H-102. Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Kitchen	POWERbot (robot vacuums)	Cheil HK
H-103-0037	H-103. Design & Crafts - Print Craft - Art Direction	Alice	Penguin Classic	Cheil HK
H-103-0041	H-103. Design & Crafts - Print Craft - Art Direction	Hamlet	Penguin Classic	Cheil HK
H-103-0045	H-103. Design & Crafts - Print Craft - Art Direction	Pride and Prejudice	Penguin Classic	Cheil HK
H-104-0310	H-104. Design & Crafts - Film Craft - Cinematography	Feels Good To Move	Cathay	Leo Burnett Limited
H-108-0331	H-108. Design & Crafts - Film Craft - Use of Music	The Pride Lion	Gay Games	Havas Hong Kong

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Ref No.	Category	Entry Title	Brand	Entrant
H-114-0318	H-114. Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Preferred Banking - Be a Game Changer and “Carry” Yourself Campaign	Preferred Banking	Sunny Idea (HK) Limited
H-123-0021	H-123. Design & Crafts - Digital Craft - Technology - Innovative Use of Technology	Undercover	Women Helping Women	Ogilvy Hong Kong

I – Media

Ref No.	Category	Entry Title	Brand	Entrant
I-128-0138	I-128. Media - Media - Best Use of Audio	SOULFULL	Wealth & Personal Banking	Saatchi & Saatchi HK
I-129-0103	I-129. Media - Media - Best Use of Outdoor	Mom-Certified	HKTVMall	Saatchi & Saatchi HK
I-129-0294	I-129. Media - Media - Best Use of Outdoor	Spooky Business	Hong Kong Tourism Board	Grey Advertising Hong Kong
I-130-0283	I-130. Media - Media - Best Use of Ambient	Seabed	Greenpeace East Asia	DDB Group Hong Kong
I-132-0217	I-132. Media - Media - Best Use of Social Media	McDonald's Coffee Retirement	McCafe Hong Kong	DDB Group Hong Kong
I-132-0326	I-132. Media - Media - Best Use of Social Media	Let's get Moving ;p	Cathay	Leo Burnett Limited
I-133-0022	I-133. Media - Media - Best Use of Mobile Devices	Undercover	Women Helping Women	Ogilvy Hong Kong
I-134-0023	I-134. Media - Media - Best Use of Technology	Undercover	Women Helping Women	Ogilvy Hong Kong
I-135-0176	I-135. Media - Media - Best Use of Events	HSBC RewardCash Red Hot Auction	HSBC Credit Card	VML
I-135-0213	I-135. Media - Media - Best Use of Events	McNuggets Art World	McDonald's Hong Kong	DDB Group Hong Kong
I-136-0152	I-136. Media - Media - Best Use of Stunts	Arm for Hong Kong	UA 30	M&C Saatchi Spencer
I-136-0218	I-136. Media - Media - Best Use of Stunts	McDonald's Coffee Retirement	McCafe Hong Kong	DDB Group Hong Kong
I-137-0363	I-137. Media - Media - Best Use of Data Driven Insight	Preferred Banking – Be a Game Changer and “Carry” Yourself Campaign	Hang Seng Bank Limited	Zenith HK
I-139-0359	I-139. Media - Media - Best Use of Data on Targeting	Preferred Banking – Be a Game Changer and “Carry” Yourself Campaign	Hang Seng Bank Limited	Zenith HK
I-140-0065	I-140. Media - Media - Best use of Branded Content & Sponsorship	A Twist On Tradition	Coca-Cola	Ogilvy Hong Kong
I-141-0282	I-141. Media - Media - Use of Co-creation and User Generated Content	HSBC Premier – Elevate Campaign – My Wealthy Future	HSBC Premier	VML
I-141-0327	I-141. Media - Media - Use of Co-creation and User Generated Content	Let's get Moving ;p	Cathay	Leo Burnett Limited
I-143-0314	I-143. Media - Media - Best Integrated Media Campaign	Feels Good To Move	Cathay	Leo Burnett Limited
I-143-0345	I-143. Media - Media - Best Integrated Media Campaign	McDonald's Coffee Retirement	McDonald's Hong Kong	Omnicom Media Group

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J – Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant
J-146-0083	J-146. Promo & Direct - Promo & Direct - Use of Ambient (Small Physical Scale)	'Mini'ngful Museum	Kleenex	HAVAS HONG KONG
J-146-0286	J-146. Promo & Direct - Promo & Direct - Use of Ambient (Small Physical Scale)	Seabed	Greenpeace East Asia	DDB Group Hong Kong
J-147-0153	J-147. Promo & Direct - Promo & Direct - Use of Ambient (Large Physical Scale)	Arm for Hong Kong	UA 30	M&C Saatchi Spencer
J-150-0244	J-150. Promo & Direct - Promo & Direct - Use of Standard Outdoor Space	KFC Fing Fing Cajun Chips	KFC Hong Kong	Edelman
J-154-0024	J-154. Promo & Direct - Promo & Direct - Use of Mobile Marketing and Technology	Undercover	Women Helping Women	Ogilvy Hong Kong
J-155-0247	J-155. Promo & Direct - Promo & Direct - Use of Social Networks	McDonald's Coffee Retirement	McCafe Hong Kong	DDB Group Hong Kong
J-155-0328	J-155. Promo & Direct - Promo & Direct - Use of Social Networks	Let's get Moving ;p	Cathay	Leo Burnett Limited
J-156-0105	J-156. Promo & Direct - Promo & Direct - Use of Data	Mom-Certified	HKTVMall	Saatchi & Saatchi HK
J-156-0129	J-156. Promo & Direct - Promo & Direct - Use of Data	Smart Use of 'Future Money'	Wealth and Personal Banking	Saatchi & Saatchi HK
J-157-0066	J-157. Promo & Direct - Promo & Direct - Use of Product and Package Design	A Twist On Tradition	Coca-Cola	Ogilvy Hong Kong
J-157-0230	J-157. Promo & Direct - Promo & Direct - Use of Product and Package Design	Nobody Does Rugby Sevens Like Hong Kong	Cathay	Leo Burnett
J-157-0376	J-157. Promo & Direct - Promo & Direct - Use of Product and Package Design	Sunkist Citric Essence	Sunkist	Edelman
J-161-0195	J-161. Promo & Direct - Promo & Direct - Co-Creation & User Generated Content	PizzAI Hut	Pizza Hut	Dentsu Creative Hong Kong
J-161-0329	J-161. Promo & Direct - Promo & Direct - Co-Creation & User Generated Content	Let's get Moving ;p	Cathay	Leo Burnett Limited
J-162-0025	J-162. Promo & Direct - Promo & Direct - Use of Technology	Undercover	Women Helping Women	Ogilvy Hong Kong
J-163-0287	J-163. Promo & Direct - Promo & Direct - Best Integrated Direct Campaign	Hello Takes You to More	Hong Kong Tourism Board	Grey Advertising Hong Kong

K – Integrated

Ref No.	Category	Entry Title	Brand	Entrant
K-164-0315	K-164. Integrated - Integrated - Best Integrated Campaign	Feels Good To Move	Cathay	Leo Burnett Limited

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L – Positive Change

Ref No.	Category	Entry Title	Brand	Entrant
L-168-0169	L-168. Positive Change - Positive Change - Pharmaceutical Products	你醒先，定條蛇醒先？	Shingrix	McCann Health
L-168-0173	L-168. Positive Change - Positive Change - Pharmaceutical Products	Men's Choice Matter	HPV Protection	Narrow door
L-172-0248	L-172. Positive Change - Positive Change - Retail and Real Estate	McDiploma	McDonald's Hong Kong	DDB Group Hong Kong
L-176-0075	L-176. Positive Change - Positive Change - Entertainment, Leisure & Travel	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong
L-177-0249	L-177. Positive Change - Positive Change - Corporate Image & Branding (Including Sponsorships & Events)	McDiploma	McDonald's Hong Kong	DDB Group Hong Kong
L-178-0026	L-178. Positive Change - Positive Change - Charity, Pro bono and Public service	Undercover	Women Helping Women	Ogilvy Hong Kong
L-178-0076	L-178. Positive Change - Positive Change - Charity, Pro bono and Public service	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong
L-178-0149	L-178. Positive Change - Positive Change - Charity, Pro bono and Public service	The Pride Lion	Gay Games	Havas Hong Kong
L-178-0291	L-178. Positive Change - Positive Change - Charity, Pro bono and Public service	Seabed	Greenpeace East Asia	DDB Group Hong Kong

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

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Ref No.	Category	Entry Title	Brand	Entrant
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
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