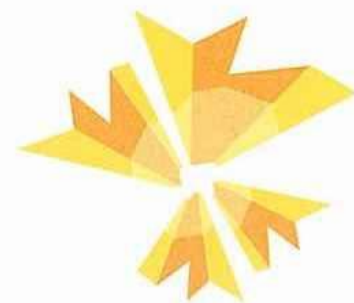


Hong Kong Kam Fan Awards 2024

Shortlist



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B – Outdoors

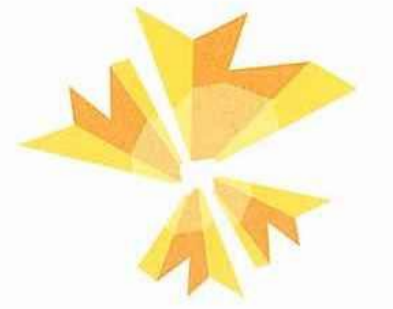
Ref No.	Category	Entry Title	Brand	Entrant
B-32-0058	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Outdoor Ambient	The Halloweenized Hong Kong	Hong Kong Tourism Board	Ogilvy Hong Kong
B-32-0298	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Outdoor Ambient	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong
B-32-0357	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Outdoor Ambient	Oh, Postmas Tree	Hong Kong Tourism Board	Grey Advertising Hong Kong
B-33-0195	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Field Marketing and Event	LKK Yummy Convenience Store	Lee Kum Kee	Grey Advertising Hong Kong
B-33-0245	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Field Marketing and Event	HSBC Tax Election	HSBC	Saatchi & Saatchi Hong Kong

C – Film

Ref No.	Category	Entry Title	Brand	Entrant
C-42-0259	Film - TVC Film Single - Consumer Services - Banking	Client Continuum Campaign	HSBC	Saatchi & Saatchi Hong Kong
C-45-0167	Film - TVC Film Single - Entertainment, Leisure & Travel	Now that's what we call a Seven	Cathay	Leo Burnett Hong Kong
C-45-0315	Film - TVC Film Single - Entertainment, Leisure & Travel	Asia Miles 25th Anniversary - Unlocking possibilities	Cathay	Leo Burnett Hong Kong
C-46-0309	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	Innovation Reshapes Everything	Hong Kong Productivity Council	Hong Kong Productivity Council
C-49-0014	Film - Other Screens / Non-TV Broadcast Film / Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	The Sound of Violence	Save the Children	Cheil HK
C-49-0153	Film - Other Screens / Non-TV Broadcast Film / Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Rerighting History	Cathay	Leo Burnett Hong Kong
C-50-0290	Film - Other Screens / Non-TV Broadcast Film / Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	Take Your Time with The Timekeepers	Oriental Watch Company	Omelette Digital Limited
C-50-0346	Film - Other Screens / Non-TV Broadcast Film / Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	The Fraud Chart Awards: Fighting Fraud with the Power of Pop Music	Hang Seng Bank	DDB Group Hong Kong

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D – Radio & Audio

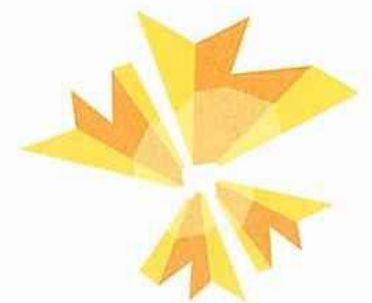
Ref No.	Category	Entry Title	Brand	Entrant
D-53-0017	Radio & Audio - Best Use of Audio Platforms	The Sound of Violence	Save the Children	Cheil HK
D-54-0018	Radio & Audio - Best Use of Audio Technology	The Sound of Violence	Save the Children	Cheil HK

E – Digital

Ref No.	Category	Entry Title	Brand	Entrant
E-55-0180	Digital - Web Campaign	7-11 Hug	7-Eleven	The Right Side
E-57-0287	Digital - Web Platform - Web App / Microsite	7-11 Hug	7-Eleven	The Right Side
E-58-0098	Digital - Online Ad - Ad Format Solutions	Rerighting History	Cathay	Leo Burnett Hong Kong
E-59-0037	Digital - Branded Games - Interactive Gaming Experience	Ghost Skins	Samsung	Cheil HK
E-59-0305	Digital - Branded Games - Interactive Gaming Experience	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong
E-61-0099	Digital - Branded Tech - Technology Innovation	Rerighting History	Cathay	Leo Burnett Hong Kong
E-61-0282	Digital - Branded Tech - Technology Innovation	Think Out Of the Screen	Samsung	Cheil HK
E-62-0097	Digital - Best Digital Campaign	Rerighting History	Cathay	Leo Burnett Hong Kong
E-62-0129	Digital - Best Digital Campaign	Cheering Flight	Cathay	Leo Burnett Hong Kong
E-63-0295	Digital - Omni-Channel Experience	Galaxy AI Cantonese Culture Festival	Samsung HK	NoTwo HK Limited
E-63-0306	Digital - Omni-Channel Experience	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong

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F – Social

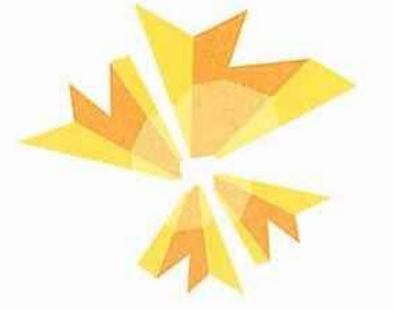
Ref No.	Category	Entry Title	Brand	Entrant
F-67-0332	Social - Social - Social Commerce	The Airport Code War	Uber Hong Kong	Omelette Digital Limited
F-68-0299	Social - Social - Social Currency	MaccyLeaks	McDonald's Hong Kong	DDB Group Hong Kong
F-69-0009	Social - Social - Social Purpose	The Touch Annual Report	Orbis	Cheil HK
F-69-0019	Social - Social - Social Purpose	The Sound of Violence	Save the Children	Cheil HK
F-69-0038	Social - Social - Social Purpose	Ghost Skins	Samsung	Cheil HK
F-69-0101	Social - Social - Social Purpose	Rerighting History	Cathay	Leo Burnett Hong Kong
F-70-0131	Social - Social - Real-time Activity / Response	Cheering Flight	Cathay	Leo Burnett Hong Kong
F-72-0103	Social - Social - Influencer / Talent	Rerighting History	Cathay	Leo Burnett Hong Kong
F-72-0265	Social - Social - Influencer / Talent	HSBC Premier Elite	HSBC	Saatchi & Saatchi Hong Kong
F-72-0344	Social - Social - Influencer / Talent	Wong's EPL Prediction	HKT-Now TV	Havas Worldwide Hong Kong Limited
F-73-0301	Social - Social - Innovative Use of Social or Community	MaccyLeaks	McDonald's Hong Kong	DDB Group Hong Kong
F-73-0331	Social - Social - Innovative Use of Social or Community	The Airport Code War	Uber Hong Kong	Omelette Digital Limited
F-74-0155	Social - Social - Use of Content	Every Move Counts	Cathay	Leo Burnett Hong Kong
F-75-0229	Social - Social - Community Management / Building	HSBC One x T1: For Every Legendary One	HSBC	Saatchi & Saatchi Hong Kong
F-76-0104	Social - Social and Interactive Video - Social Video	Rerighting History	Cathay	Leo Burnett Hong Kong
F-76-0156	Social - Social and Interactive Video - Social Video	Every Move Counts	Cathay	Leo Burnett Hong Kong

G – Mobile

Ref No.	Category	Entry Title	Brand	Entrant
G-80-0297	Mobile - Websites	7-11 Hug	7-Eleven	The Right Side
G-81-0039	Mobile - Apps	Ghost Skins	Samsung	Cheil HK
G-83-0040	Mobile - Games / eSports	Ghost Skins	Samsung	Cheil HK

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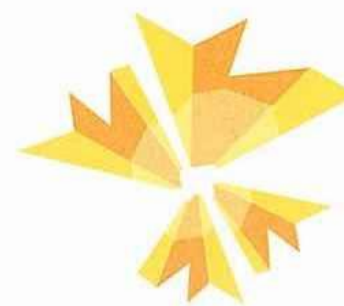
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H – Design and Crafts

Ref No.	Category	Entry Title	Brand	Entrant
H-85-0025	Design & Crafts - Design - Offline Publications & Brand Collateral	The Touch Annual Report	Orbis	Cheil HK
H-88-0079	Design & Crafts - Design - Brand Environments and Space Design	Aria Suite - Where Artistry Takes Flight	Cathay Pacific	Leo Burnett Hong Kong
H-88-0234	Design & Crafts - Design - Brand Environments and Space Design	Travel to the fullest, live life to the fullest - Journey Reimagined	Standard Chartered Hong Kong	Leo Burnett Hong Kong
H-89-0196	Design & Crafts - Design - Event Storytelling	LKK Yummy Convenience Store	Lee Kum Kee	Grey Advertising Hong Kong
H-89-0236	Design & Crafts - Design - Event Storytelling	Travel to the fullest, live life to the fullest - Journey Reimagined	Standard Chartered Hong Kong	Leo Burnett Hong Kong
H-94-0042	Design & Crafts - Design - User Experience	Ghost Skins	Samsung	Cheil HK
H-95-0020	Design & Crafts - Design - Sound Design	The Sound of Violence	Save the Children	Cheil HK
H-101-0178	Design & Crafts - Print Craft - Photography	Sneak Joy	McDonald's Hong Kong	DDB Group Hong Kong
H-103-0203	Design & Crafts - Print Craft - Art Direction	Sneak Joy	McDonald's Hong Kong	DDB Group Hong Kong
H-104-0083	Design & Crafts - Film Craft - Cinematography	Aria Suite - Where Artistry Takes Flight	Cathay Pacific	Leo Burnett Hong Kong
H-104-0157	Design & Crafts - Film Craft - Cinematography	Every Move Counts	Cathay	Leo Burnett Hong Kong
H-104-0271	Design & Crafts - Film Craft - Cinematography	Client Continuum Campaign	HSBC	Saatchi & Saatchi Hong Kong
H-105-0158	Design & Crafts – Film Craft - Editing	Every Move Counts	Cathay	Leo Burnett Hong Kong
H-106-0276	Design & Craft – Film Craft - Directing	Client Continuum Campaign	HSBC	Saatchi & Saatchi Hong Kong

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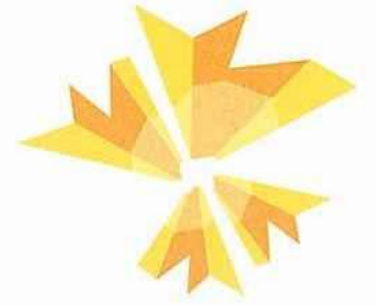
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H – Design and Crafts

Ref No.	Category	Entry Title	Brand	Entrant
H-108-0085	Design & Crafts - Film Craft - Use of Music	Aria Suite - Where Artistry Takes Flight	Cathay Pacific	Leo Burnett Hong Kong
H-108-0139	Design & Crafts - Film Craft - Use of Music	Keep Up	Hong Kong Science & Technology Park	Grey Advertising Hong Kong
H-108-0250	Design & Crafts - Film Craft - Use of Music	HSBC Brand: Make Your Next Move, Make Your Mark	HSBC	Saatchi & Saatchi Hong Kong
H-109-0106	Design & Crafts - Film Craft - Special Effects & Animation	Rerighting History	Cathay	Leo Burnett Hong Kong
H-111-0164	Design & Crafts - Copy Craft - Best Chinese Slogan	愛做選擇 Love is a matter of choices - 0 系	Durex Hong Kong	Durian Limited
H-112-0212	Design & Crafts - Copy Craft - Best Film/Video Script (English)	Now that's what we call a Seven	Cathay	Leo Burnett Hong Kong
H-113-0354	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Hack-Free Forever (No Lies Edition) 長 HACK 廝守	Hang Seng Bank	DDB Group Hong Kong
H-113-0355	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	No Risk, No Loss (Shattered Dreams Version) NORISK	Hang Seng Bank	DDB Group Hong Kong
H-113-0356	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Call Alert: Stay Scam-Free 來電安全隱患	Hang Seng Bank	DDB Group Hong Kong
H-113-0359	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Sweet Trap, Bitter Truth 粉碎糖心 TRAP	Hang Seng Bank	DDB Group Hong Kong
H-113-0362	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Online Shopping Bliss (100% Authentic Edition) 網購真美	Hang Seng Bank	DDB Group Hong Kong
H-113-0363	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Family First (Stay Scam-Free Together) 家大歡喜	Hang Seng Bank	DDB Group Hong Kong
H-114-0238	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Travel to the fullest, live life to the fullest - Journey Reimagined	Standard Chartered Hong Kong	Leo Burnett Hong Kong
H-115-0107	Design & Crafts - Digital Craft - Form - Video / Moving Image	Rerighting History	Cathay	Leo Burnett Hong Kong
H-120-0108	Design & Crafts - Digital Craft - Data - Data Storytelling	Rerighting History	Cathay	Leo Burnett Hong Kong
H-124-0008	Design & Crafts - Digital Craft - Technology - Technological Achievement in Digital Craft	The Dragon : From Tai Hang to the World	Hong Kong Tourism Board	Carat Media Services Hong Kong
H-124-0109	Design & Crafts - Digital Craft - Technology - Technological Achievement in Digital Craft	Rerighting History	Cathay	Leo Burnett Hong Kong
H-124-0284	Design & Crafts - Digital Craft - Technology - Technological Achievement in Digital Craft	Think Out Of the Screen	Samsung	Cheil HK

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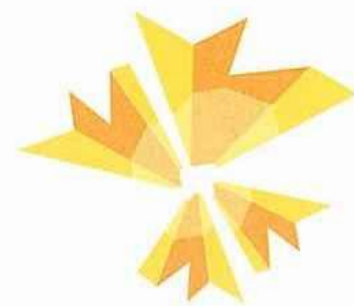
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I – Media

Ref No.	Category	Entry Title	Brand	Entrant
I-127-0185	Media - Sectors - Beverages, Food, Snacks, Confectionery	Revival of a Classic	Coca-Cola	Ogilvy Hong Kong
I-130-0043	Media - Sectors - Electronics	Ghost Skins	Samsung	Cheil HK
I-134-0246	Media - Sectors - Consumer Services - Banking	HSBC Tax Election	HSBC	Saatchi & Saatchi Hong Kong
I-137-0110	Media - Sectors - Entertainment, Leisure & Travel	Rerighting History	Cathay	Leo Burnett Hong Kong
I-137-0213	Media - Sectors - Entertainment, Leisure & Travel	Now that's what we call a Seven	Cathay	Leo Burnett Hong Kong
I-137-0334	Media - Sectors - Entertainment, Leisure & Travel	The Halloweenized Hong Kong	Hong Kong Tourism Board	Ogilvy Hong Kong
I-139-0011	Media - Sectors - Charity, Pro bono and Public service	The Touch Annual Report	Save the Children	Cheil HK
I-139-0015	Media - Sectors - Charity, Pro bono and Public service	The Sound of Violence	Save the Children	Cheil HK
I-140-0012	Media - Channels - Best Use of Print	The Touch Annual Report	Orbis	Cheil HK
I-141-0279	Media - Channels - Best Use of Screen	Think Out Of the Screen	Samsung	Cheil HK
I-142-0021	Media - Channels - Best Use of Audio	The Sound of Violence	Save the Children	Cheil HK
I-144-0186	Media - Channels - Best Use of Ambient	Revival of a Classic	Coca-Cola	Ogilvy Hong Kong
I-144-0307	Media - Channels - Best Use of Ambient	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong
I-144-0335	Media - Channels - Best Use of Ambient	The Halloweenized Hong Kong	Hong Kong Tourism Board	Ogilvy Hong Kong
I-146-0160	Media - Channels - Best Use of Social Media	Every Move Counts	Cathay	Leo Burnett Hong Kong
I-146-0302	Media - Channels - Best Use of Social Media	MaccyLeaks	McDonald's Hong Kong	DDB Group Hong Kong
I-150-0253	Media - Channels - Best Use of Event	HSBC One x T1: For Every Legendary One	HSBC	Saatchi & Saatchi Hong Kong
I-151-0022	Media - Channels - Best Use of Stunt	The Sound of Violence	Save the Children	Cheil HK
I-151-0333	Media - Channels - Best Use of Stunt	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong

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I – Media

Ref No.	Category	Entry Title	Brand	Entrant
I-152-0304	Media - Insight & Strategy - Best Use of Data Driven Insight	MaccyLeaks	McDonald's Hong Kong	DDB Group Hong Kong
I-152-0320	Media - Insight & Strategy - Best Use of Data Driven Insight	Asia Miles 25th Anniversary - Unlocking possibilities	Cathay	Leo Burnett Hong Kong
I-155-0188	Media - Insight & Strategy - Best Use of Branded Content & Sponsorship	Revival of a Classic	Coca-Cola	Ogilvy Hong Kong
I-155-0310	Media - Insight & Strategy - Best Use of Branded Content & Sponsorship	foodpanda x 42nd Hong Kong Film Awards "Hurray" Sponsorship	foodpanda HK	foodpanda HK
I-157-0336	Media - Insight & Strategy - Best Integrated Media Campaign	The Halloweenized Hong Kong	Hong Kong Tourism Board	Ogilvy Hong Kong
I-159-0254	Media - Insight & Strategy - Best Omni-Channel Campaign	HSBC One x T1: For Every Legendary One	HSBC	Saatchi & Saatchi Hong Kong
I-160-0023	Media - Insight & Strategy - Best Use of Small Budget (Up to HK\$0.2M Media Spending)	The Sound of Violence	Save the Children	Cheil HK
I-161-0184	Media - Excellence in Media Craft - Media Insights & Strategy	We Brew Data	Asahi Hong Hong	dentsu X HK Ltd.
I-161-0314	Media - Excellence in Media Craft - Media Insights & Strategy	7-11 App Launch	7-Eleven	PHD Hong Kong
I-164-0312	Media - Excellence in Media Craft - Use of Channel Integration	7-11 App Launch	7-Eleven	PHD Hong Kong
I-165-0183	Media - Excellence in Media Craft - Use of Data & Analysis	We Brew Data	Asahi Hong Hong	dentsu X HK Ltd.
I-165-0311	Media - Excellence in Media Craft - Use of Data & Analysis	Mom AI Intelligence Network	Mead Johnson	PHD Hong Kong
I-165-0367	Media - Excellence in Media Craft - Use of Data & Analysis	Platinum Legend. Confirmed.	American Express	IPG Mediabrands

J – Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant
J-166-0175	Promo & Direct - Use of Ambient (Small Physical Scale)	Get Well Soon Menu	Prudential Medical Insurance	Noah Workshop
J-167-0189	Promo & Direct - Use of Ambient (Large Physical Scale)	Revival of a Classic	Coca-Cola	Ogilvy Hong Kong
J-167-0308	Promo & Direct - Use of Ambient (Large Physical Scale)	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong
J-168-0024	Promo & Direct - Use of Broadcast	The Sound of Violence	Save the Children	Cheil HK
J-169-0013	Promo & Direct - Use of Print	The Touch Annual Report	Orbis	Cheil HK
J-171-0192	Promo & Direct - Use of In-Store Customer Experience	Sneak Joy	McDonald's Hong Kong	DDB Group Hong Kong
J-172-0190	Promo & Direct - Use of Field Marketing & Event	Revival of a Classic	Coca-Cola	Ogilvy Hong Kong

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J – Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant
J-172-0261	Promo & Direct - Use of Field Marketing & Event	HSBC One x T1: For Every Legendary One	HSBC	Saatchi & Saatchi Hong Kong
J-174-0046	Promo & Direct - Use of Mobile Marketing and Technology	Ghost Skins	Samsung	Cheil HK
J-182-0016	Promo & Direct - Use of Technology	The Sound of Violence	Save the Children	Cheil HK
J-182-0116	Promo & Direct - Use of Technology	Rerighting History	Cathay	Leo Burnett Hong Kong

K – Integrated

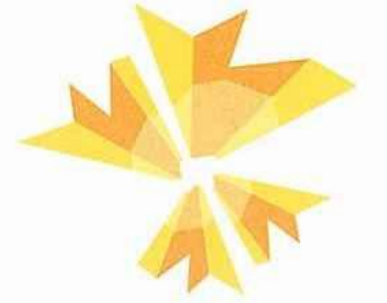
Ref No.	Category	Entry Title	Brand	Entrant
K-184-0216	Integrated - Best Integrated Campaign	Now that's what we call a Seven	Cathay	Leo Burnett Hong Kong
K-184-0231	Integrated - Best Integrated Campaign	HSBC One x T1: For Every Legendary One	HSBC	Saatchi & Saatchi Hong Kong

L – Positive Change

Ref No.	Category	Entry Title	Brand	Entrant
L-192-0288	Positive Change - Retail and Real Estate	7-11 Hug	7-Eleven	The Right Side
L-196-0117	Positive Change - Entertainment, Leisure & Travel	Rerighting History	Cathay	Leo Burnett Hong Kong
L-198-0348	Positive Change - Charity, Pro bono and Public service	The Fraud Chart Awards: Fighting Fraud with the Power of Pop Music	Hang Seng Bank	DDB Group Hong Kong

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M – HK Roots

Ref No.	Category	Entry Title	Brand	Entrant
M-199-0067	Hong Kong Roots - Culture Roots	Revival of a Classic	Coca-Cola	Ogilvy Hong Kong
M-199-0118	Hong Kong Roots - Culture Roots	Rerighting History	Cathay	Leo Burnett Hong Kong
M-199-0181	Hong Kong Roots – Culture Roots	Innovation Reshapes Everything	Hong Kong Productivity Council	Hong Kong Productivity Council
M-199-0294	Hong Kong Roots - Culture Roots	Galaxy AI Cantonese Culture Festival	Samsung HK	NoTwo HK Limited
M-199-0329	Hong Kong Roots - Culture Roots	Take Your Time with The Timekeepers	Oriental Watch Company	Omelette Digital Limited
M-199-0338	Hong Kong Roots - Culture Roots	The Halloweenized Hong Kong	Hong Kong Tourism Board	Ogilvy Hong Kong
M-199-0358	Hong Kong Roots - Culture Roots	Oh, Postmas Tree	Hong Kong Tourism Board	Grey Advertising Hong Kong
M-200-0220	Hong Kong Roots - Music Roots	HSBC Brand: Make Your Next Move, Make Your Mark	HSBC	Saatchi & Saatchi Hong Kong
M-200-0351	Hong Kong Roots - Music Roots	The Fraud Chart Awards: Fighting Fraud with the Power of Pop Music	Hang Seng Bank	DDB Group Hong Kong
M-201-0138	Hong Kong Roots - Language Roots	So F_ing Delicious	LKK Noodles	Grey Advertising Hong Kong
M-201-0293	Hong Kong Roots - Language Roots	Galaxy AI Cantonese Culture Festival	Samsung HK	NoTwo HK Limited
M-203-0119	Hong Kong Roots - People Roots	Rerighting History	Cathay	Leo Burnett Hong Kong
M-203-0163	Hong Kong Roots - People Roots	Every Move Counts	Cathay	Leo Burnett Hong Kong
M-203-0270	Hong Kong Roots - People Roots	Client Continuum Campaign	HSBC	Saatchi & Saatchi Hong Kong
M-203-0296	Hong Kong Roots - People Roots	7-11 Hug	7-Eleven	The Right Side
M-203-0322	Hong Kong Roots - People Roots	Asia Miles 25th Anniversary - Unlocking possibilities	Cathay	Leo Burnett Hong Kong
M-203-0330	Hong Kong Roots - People Roots	Take Your Time with The Timekeepers	Oriental Watch Company	Omelette Digital Limited
M-204-0244	Hong Kong Roots - Design Roots	Travel to the fullest, live life to the fullest - Journey Reimagined	Standard Chartered Hong Kong	Leo Burnett Hong Kong
M-204-0370	Hong Kong Roots - Design Roots	Galaxy AI Cantonese Culture Festival	Samsung HK	NoTwo HK Limited
M-204-0371	Hong Kong Roots - Design Roots	7-11 Hug	7-Eleven	The Right Side