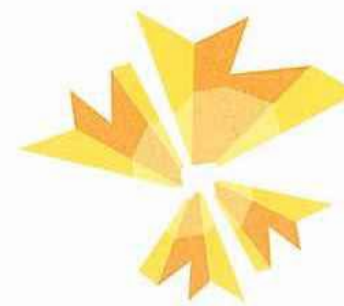


Hong Kong Kam Fan Awards

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Shortlist



THE ASSOCIATION OF ACCREDITED
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香港廣告商會

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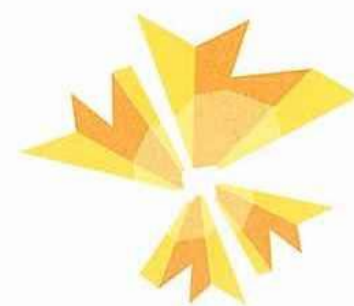
I – Media

Ref No.	Category	Entry Title	Brand	Entrant
I-142-0077	Media - I1 - Sectors - Healthcare	Heros in White	Herbalgy	TVB
I-144-0061	Media - I1 - Sectors - Travel, Leisure, Retail, Restaurants & Fast-Food Chains	Back to Kai Tak	Cathay	Leo Hong Kong
I-146-0098	Media - I1 - Sectors - Consumer Services/Business to Business	HSBC NRC 2.0 Campaign	HSBC	Saatchi & Saatchi Hong Kong
I-149-0153	Media - I2 - Channels - Use of Screen	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong
I-151-0154	Media - I2 - Channels - Use of Outdoor	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong
I-152-0156	Media - I2 - Channels - Use of Ambient	Back to Kai Tak	Cathay	Leo Hong Kong
I-157-0099	Media - I2 - Channels - Innovative Use of Influencers	HSBC NRC 2.0 Campaign	HSBC	Saatchi & Saatchi Hong Kong
I-158-0136	Media - I2 - Channels - Use of Event	From Bites to Beats	McDonald's Hong Kong	BBDO Hong Kong
I-158-0157	Media - I2 - Channels - Use of Event	Back to Kai Tak	Cathay	Leo Hong Kong
I-159-0158	Media - I2 - Channels - Use of Stunt	Back to Kai Tak	Cathay	Leo Hong Kong
I-164-0159	Media - I3 - Insights & Strategy - Use of Branded Content & Sponsorship	Back to Kai Tak	Cathay	Leo Hong Kong
I-166-0100	Media - I3 - Insights & Strategy - Best Integrated Media Campaign	HSBC NRC 2.0 Campaign	HSBC	Saatchi & Saatchi Hong Kong
I-172-0262	Media - I4 - Excellence in Media Craft - Media Execution	Back to Kai Tak	Cathay	Digitas Hong Kong

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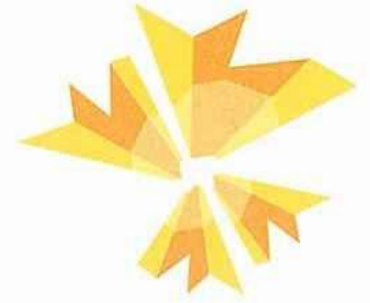
M – Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant
M-209-0131	Hong Kong Roots – Culture Roots	Hong Kong Halloween: Dress Up! Show Up	Hong Kong Tourist Board	Ogilvy Hong Kong
M-209-0152	Hong Kong Roots - Culture Roots	Back to Kai Tak	Cathay	Leo Hong Kong
M-209-0171	Hong Kong Roots - Culture Roots	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong
M-209-0224	Hong Kong Roots - Culture Roots	Galaxy AI Brings Us Closer Together	Samsung HK	NoTwo HK
M-209-0257	Hong Kong Roots - Culture Roots	HSBC Hong Kong: Celebrating 160 years of great stories	HSBC	Grey Advertising Hong Kong Limited
M-210-0247	Hong Kong Roots - Music Roots	HKTVMall CASHBACK	HKTVMall	Omelette Digital Limited
M-211-0196	Hong Kong Roots - Language Roots	Go Wild with Travel	Klook	Grey Advertising Hong Kong Limited
M-211-0211	Hong Kong Roots - Language Roots	Pungry Army in Da House Gourmet Fest	Chinachem Group	NoTwo HK
M-211-0225	Hong Kong Roots - Language Roots	HKTVMall CASHBACK	HKTVMall	Omelette Digital Limited
M-213-0112	Hong Kong Roots - People Roots	11 Years, Always By Your Side	Uber Hong Kong	Omelette Digital Limited
M-213-0169	Hong Kong Roots - People Roots	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong
M-213-0226	Hong Kong Roots - People Roots	Galaxy AI Brings Us Closer Together	Samsung HK	NoTwo HK
M-214-0026	Hong Kong Roots - Design Roots	Out of the Box	VLT	Havas Hong Kong
M-214-0042	Hong Kong Roots - Design Roots	Year of the Snake	Coca-Cola	Ogilvy Hong Kong
M-214-0066	Hong Kong Roots - Design Roots	The Proud Pair	Hong Kong Marriage Equality	Leo Hong Kong
M-214-0095	Hong Kong Roots - Design Roots	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong
M-214-0155	Hong Kong Roots - Design Roots	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong
M-214-0170	Hong Kong Roots - Design Roots	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong

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M – Hong Kong Roots - The Legendary Roots, powered by TVB

Ref No.	Category	Entry Title	Brand	Entrant
M-215-0246	Hong Kong Roots - The Legendary Roots	Baked Pork Chop Rice Campaign	Café de Coral	Dentsu Creative
M-215-0261	Hong Kong Roots - The Legendary Roots	Boss Koo's Choice - Po Chai Pills Satchet	Po Chai Pills	Hillygo Communications Limited
M-216-0025	Hong Kong Roots - The Legendary Roots	Out of the Box	VLT	Havas Hong Kong