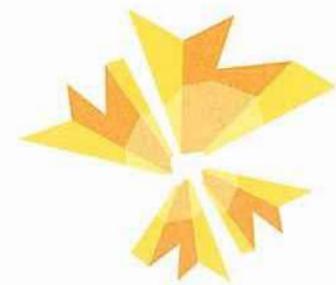


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B – Outdoors

Ref No.	Category	Entry Title	Brand	Entrant	Medal
B-19-0038	Outdoors - Poster Campaign	Year of the Snake	Coca-Cola	Ogilvy Hong Kong	Silver
B-20-0039	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Standard Outdoor Billboard Space	Year of the Snake	Coca-Cola	Ogilvy Hong Kong	Bronze
B-20-0120	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Standard Outdoor Billboard Space	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong	Gold
B-21-0058	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Outdoor Ambient	Back to Kai Tak	Cathay	Leo Hong Kong	Bronze
B-22-0059	Outdoors - Outdoors Campaign (Including MTR, bus shelter, bus body, billboards etc.) - Creative Use of Field Marketing and Event	Back to Kai Tak	Cathay	Leo Hong Kong	Silver

C – Film

Ref No.	Category	Entry Title	Brand	Entrant	Medal
C-28-0087	Film - TVC Film Single - Consumer Services/Business to Business	We've Made It Better - Trev Falls Off His Bike	HSBC Banking Mobile App	Dentsu Creative Hong Kong	Bronze
C-30-0134	Film - TVC Film Campaign	We've Made It Better	HSBC Banking Mobile App	Dentsu Creative Hong Kong	Merit
C-31-0135	Film - Other Screens / Non-TV Broadcast Film / Webisode Single	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Merit

E – Digital

Ref No.	Category	Entry Title	Brand	Entrant	Medal
E-55-0007	Digital - Branded Games - Interactive Gaming Experience	Toxic Backfire	Samsung	Cheil HK	Bronze
E-55-0032	Digital - Branded Games - Interactive Gaming Experience	CAMP IRL	High Peak Outdoor	Dentsu Creative Hong Kong	Silver
E-57-0009	Digital - Branded Tech - Technology Innovation	Safe Sketch	Save the Children	Cheil HK	Silver

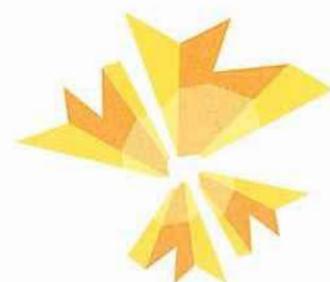
F – Social & Mobile

Ref No.	Category	Entry Title	Brand	Entrant	Medal
F-65-0011	Social & Mobile - Social - Social Purpose	Toxic Backfire	Samsung	Cheil HK	Bronze
F-65-0018	Social & Mobile - Social - Social Purpose	Safe Sketch	Save the Children	Cheil HK	Bronze
F-68-0218	Social & Mobile - Social - Influencer/Talent	Galaxy AI Brings Us Closer Together	Samsung HK	NoTwo HK	Bronze
F-77-0019	Social & Mobile - Mobile - Apps	Safe Sketch	Save the Children	Cheil HK	Bronze

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G – Design & Craft

Ref No.	Category	Entry Title	Brand	Entrant	Medal
G-82-0040	Design & Craft - Design - Promotional Item Design	Year of the Snake	Coca-Cola	Ogilvy Hong Kong	Bronze
G-82-0090	Design & Craft - Design - Promotional Item Design	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong	Bronze
G-84-0121	Design & Craft - Design - Brand Environments and Space Design	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong	Bronze
G-84-0179	Design & Craft - Design - Brand Environments and Space Design	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Silver
G-85-0060	Design & Craft - Design - Event Storytelling	Back to Kai Tak	Cathay	Leo Hong Kong	Bronze
G-85-0178	Design & Craft - Design - Event Storytelling	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Gold
G-93-0063	Design & Craft - Design - Consumer Product Design	The Proud Pair	Hong Kong Marriage Equality	Leo Hong Kong	Gold
G-94-0064	Design & Craft - Design - Environment & Social Impact	The Proud Pair	Hong Kong Marriage Equality, Eaton and Playback Concept	Leo Hong Kong	Silver
G-97-0041	Design & Craft - Print Craft - Illustration	Year of the Snake	Coca-Cola	Ogilvy Hong Kong	Gold
G-104-0167	Design & Craft - Film Craft - Production Design	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Silver
G-106-0092	Design & Craft - Film Craft - Special Effects & Animation	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong	Bronze
G-107-0137	Design & Craft - Film Craft - AI Craft	Cathay Cargo Live Animal - We carry them all, big and small	Cathay Cargo	Leo Hong Kong	Bronze
G-109-0046	Design & Craft - Copy Craft – Best Chinese Slogan	Preface Just Start Movement	Preface	Preface	Merit
G-113-0151	Design & Craft - Digital Craft - Form - Video / Moving Image	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong	Silver
G-121-0056	Design & Craft - Digital Craft - Data - Data Storytelling	Unpack Your 2025	Cathay	Leo Hong Kong	Merit
G-123-0020	Design & Craft - Digital Craft - Data - Curation of Data	Safe Sketch	Save the Children	Cheil HK	Bronze

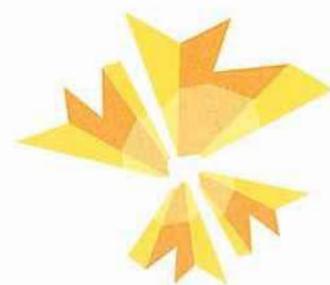
H – Creative B2B

Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-138-0149	Creative B2B - Craft in B2B	Cathay Cargo Live Animal - We carry them all, big and small	Cathay Cargo	Leo Hong Kong	Merit

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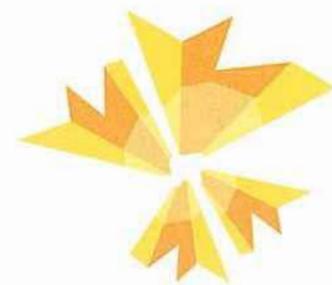
I – Media

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

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J – Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant	Medal
J-180-0093	Promo & Direct - Sectors - Consumer Services/Business to Business	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong	Silver
J-182-0107	Promo & Direct - Channels - Use of Ambient (Small Physical Scale)	Soulfull Playmate	The Hongkong Bank Foundation	Saatchi & Saatchi Hong Kong	Merit
J-183-0177	Promo & Direct - Channels - Use of Ambient (Large Physical Scale)	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Gold
J-188-0165	Promo & Direct - Channels - Use of Field Marketing & Event	Back to Kai Tak	Cathay	Leo Hong Kong	Bronze
J-188-0176	Promo & Direct - Channels - Use of Field Marketing & Event	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Gold
J-189-0094	Promo & Direct - Channels - User of Product and Package Design	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong	Silver
J-192-0016	Promo & Direct - Channels - Use of Gaming	Toxic Backfire	Samsung	Cheil HK	Bronze
J-192-0033	Promo & Direct - Channels - Use of Gaming	CAMP IRL	High Peak Outdoor	Dentsu Creative Hong Kong	Silver
J-194-0024	Promo & Direct - Digital, Social and Data & Technology - Use of Mobile	Safe Sketch	Save the Children	Cheil HK	Merit
J-198-0129	Promo & Direct - Digital, Social and Data & Technology - Co-Creation & User Generated Content	UNESCO x LKK Global - Forever Flavors Project	Lee Kum Kee	Dentsu Creative Hong Kong	Merit

K – Integrated

	Category	Entry Title	Brand	Entrant	Medal
K-201-0047	Integrated - Best Integrated Campaign	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong	Bronze
K-201-0172	Integrated - Best Integrated Campaign	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Silver

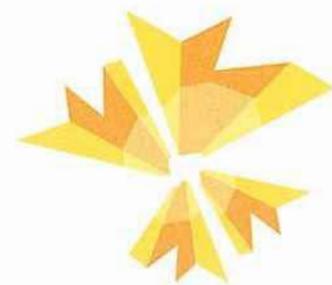
L – Positive Change

Ref No.	Category	Entry Title	Brand	Entrant	Medal
L-208-0065	Positive Change - Not-for-Profit / Charity / Government	The Proud Pair	Hong Kong Marriage Equality	Leo Hong Kong	Gold

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M – Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant	Medal
M-209-0131	Hong Kong Roots – Culture Roots	Hong Kong Halloween: Dress Up! Show Up	Hong Kong Tourism Board	Ogilvy Hong Kong	Merit
M-209-0152	Hong Kong Roots - Culture Roots	Back to Kai Tak	Cathay	Leo Hong Kong	Gold
M-209-0171	Hong Kong Roots - Culture Roots	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Silver
M-209-0224	Hong Kong Roots - Culture Roots	Galaxy AI Brings Us Closer Together	Samsung HK	NoTwo HK	Merit
M-209-0257	Hong Kong Roots - Culture Roots	HSBC Hong Kong: Celebrating 160 years of great stories	HSBC	Grey Advertising Hong Kong Limited	Merit
M-210-0247	Hong Kong Roots - Music Roots	HKTVMall CASHBACK	HKTVMall	Omelette Digital Limited	Bronze
M-211-0196	Hong Kong Roots - Language Roots	Go Wild with Travel	Klook	Grey Advertising Hong Kong Limited	Bronze
M-211-0211	Hong Kong Roots - Language Roots	Pungry Army in Da House Gourmet Fest	Chinachem Group	NoTwo HK	Merit
M-211-0225	Hong Kong Roots - Language Roots	HKTVMall CASHBACK	HKTVMall	Omelette Digital Limited	Bronze
M-213-0112	Hong Kong Roots - People Roots	11 Years, Always By Your Side	Uber Hong Kong	Omelette Digital Limited	Silver
M-213-0169	Hong Kong Roots - People Roots	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Gold
M-213-0226	Hong Kong Roots - People Roots	Galaxy AI Brings Us Closer Together	Samsung HK	NoTwo HK	Bronze
M-214-0026	Hong Kong Roots - Design Roots	Out of the Box	VLT	Havas Hong Kong	Bronze
M-214-0042	Hong Kong Roots - Design Roots	Year of the Snake	Coca-Cola	Ogilvy Hong Kong	Merit
M-214-0066	Hong Kong Roots - Design Roots	The Proud Pair	Hong Kong Marriage Equality	Leo Hong Kong	Silver
M-214-0095	Hong Kong Roots - Design Roots	HSBC One+ Campaign	HSBC	Saatchi & Saatchi Hong Kong	Merit
M-214-0155	Hong Kong Roots - Design Roots	Taking Off Again with Kai Tak	Cathay	Leo Hong Kong	Silver
M-214-0170	Hong Kong Roots - Design Roots	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Silver
M-215-0246	Hong Kong Roots - The Legendary Roots	Baked Pork Chop Rice Campaign	Café de Coral	Dentsu Creative Hong Kong	Bronze
M-215-0261	Hong Kong Roots - The Legendary Roots	Boss Koo's Choice - Po Chai Pills Sachet	Po Chai Pills	Hillygo Communications Limited	Merit
M-216-0025	Hong Kong Roots - The Legendary Roots	Out of the Box	VLT	Havas Hong Kong	Bronze

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N – Hong Kong Unlimited

Ref No.	Category	Entry Title	Brand	Entrant	Medal
N-217-0141	Hong Kong Unlimited - Hong Kong Unlimited - Celebrating creativity without border	Pantene Hair Reborn	Pantene	Grey Advertising Hong Kong Limited	Bronze
N-217-0216	Hong Kong Unlimited - Hong Kong Unlimited - Celebrating creativity without border	Pantene Pet Pit	Pantene	Grey Advertising Hong Kong Limited	Gold

Special Awards

Kam Fan 41 – Creative Agency: Leo Hong Kong

Kam Fan 41 – Media Agency: Digitas Hong Kong

Kam Fan 41 – Client: Cathay

Grand Kam Fan: Back to the Beginning (G-85-0178 Design & Craft - Design - Event Storytelling)