

香港廣告商會

THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



HK4As


Students' Award Brief

香港廣告商會學生大獎

2020

**Bottled Drinks are very popular
in Hong Kong**





**Around 8.3 million bottles
enter the landfills daily**



Background

High consumption on bottled drinks

Difficult to decompose (450 years)

Low Recycling Rate



The Problem of Plastic Bottles



UNBOTTLE WATER

WHAT IS “UNBOTTLE WATER”?

A Water Station providing fresh and high quality water

Located at high-traffic areas
(shopping malls, schools etc)

Promote “Bottle Less” Lifestyle



TASK

Create an integrated branding campaign to promote the new launch of “**UNBOTTLE WATER**”

Deliverables

Any creative channels, TVC, Print, Outdoor, Social or Digital Activation



BE CREATIVE
(ATTENTION GRABBER)

BE MEANINGFUL
(CONNECT WITH CONSUMERS)

BE FOCUS
(ONE-SENTENCE IDEA)

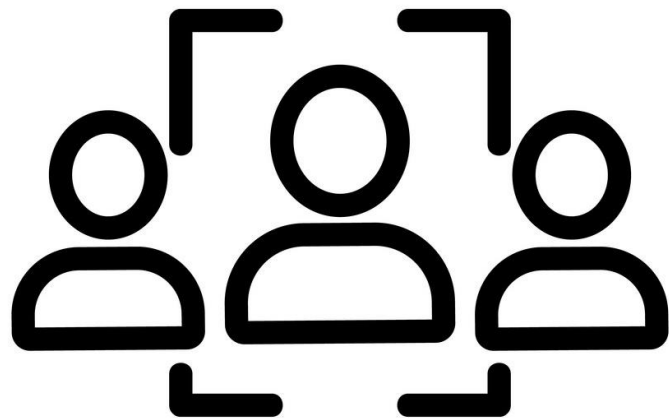


JUDGING CRITERIA

Creativity (Is the idea inspiring?)	50%
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Meaningfulness (Is the idea fit for purpose?)	30%
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Execution (Is it brilliantly executed?)	20%
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ENTRY CRITERIA

Participants:

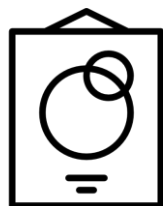
Full time students from local institutes
Individual or Team (Max: 4pax)

The Work / Entry:

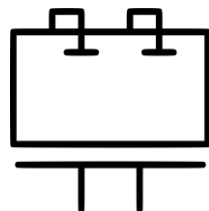
A maximum of 3 items, in any format

Language:

Chinese and English, both acceptable



Print / Poster



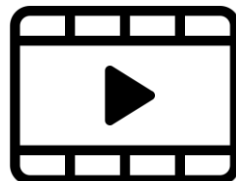
Outdoor



Storyboard



Audio



Video



Interactive / Digital



ENTRY SUBMISSION

Submission items:

1. Entry form
2. Materials
3. Presentation brief (optional as supplement)

Online Submission:

studentsaward@aaaa.com.hk

(Suggested using Google drive / Dropbox link)


Materials hard-copy


(optional and to be sent separately to HK4As office)


Email Subject: HK4As Students' Award 2020 – Entry Submission – Entry Title

My Drive > **HK4As Students' Award 2020 - Entry Name** ← **Entry Title**
(Chinese / English, both acceptable)


Folders

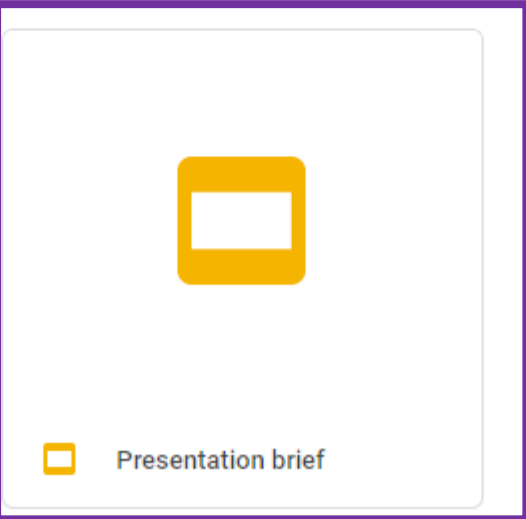
 **A. Print / Poster**

 **E. Video**

 **F. Interactive / Digital** ← **Format**
(Max: 3 items)

Files

 ← **Entry form**
File name: Entry form_Entry title

 ← **Presentation brief**
(Optional as supplement)
File name: Presentation brief_Entry title

File name: Poster_Entry title_1



THE AWARDS

Merit

Bronze

Silver

Gold

Best Craft of Copy

Best Craft of Art

Best of Show

Overseas exposure opportunities for the winners

(to be confirmed)

AdStars – Young Stars AD Competition 2021 (Korea)

Or

Cannes Lions - Roger Hatchuel Student Academy 2021
(France)

Sponsored by:



Time Yourself!



ONLINE SUBMISSION DEADLINE

November 25, 2020

**11:59 p.m.
(Wednesday)**

Enquires:

Tel: 2882 8161

Email: studentsaward@aaaa.com.hk



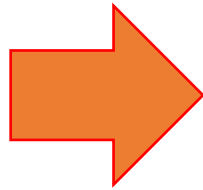
Send your questions to:
studentsaward@aaaa.com.hk

by
October 9, 2020 (Friday)

Stay tuned on Facebook



Scan QR code & Follow Us



<https://www.facebook.com/HongKong4As/>



The only cost is your creativity!

Have fun & enjoy!

Click on website to download the brief and entry form