

A Piece
to Success.



2022

HK 4As
Students' Award

<https://aaaa.com.hk>

HK4AS
STUDENTS' AWARD BRIEF
香港廣告商會學生大獎
2022

A close-up photograph of a wild boar's head in profile, facing right. Its dark, wrinkled snout is prominent. A human hand is visible in the upper right, holding a piece of food, possibly a bun or a piece of meat, just out of the boar's reach. The background is a blurred natural setting with green foliage and brown ground.

DON'T FEED WILD BOARS

• Photo by 李澤彤 on [HK01](#)

BACKGROUND



**PEOPLE KEEP
FEEDING WILD
BOARS. THEY
NOT ONLY GROW
MORE FAMILIAR
WITH HUMAN
BUT ALSO
INCREASE THEIR
POPULATION.**

- Video by TVB (official) on [YouTube](#)

[LINK](#)

BACKGROUND

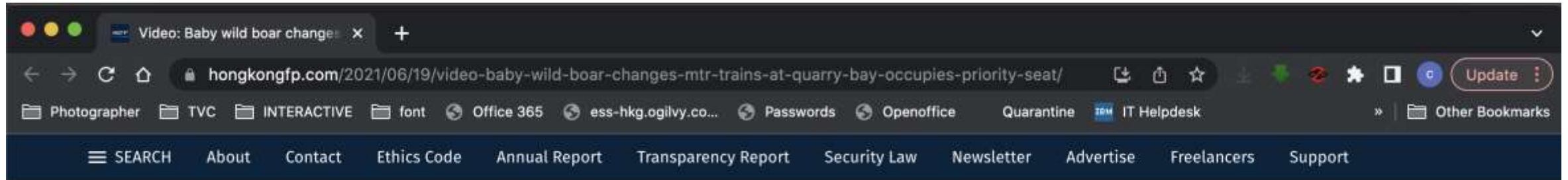


PEOPLE KEEP FEEDING WILD BOARS. THEY NOT ONLY GROW MORE FAMILIAR WITH HUMAN BUT ALSO INCREASE THEIR POPULATION.

- Video by TVB USA Official on [YouTube](#)

[LINK](#)

THEY ARE EVEN NOT SCARED TO LEAVE THE COUNTRYSIDE AND EXPLORE THE URBAN AREA.



Video: Baby wild boar changes MTR trains at Quarry Bay, occupies priority seat

by AFP
07:00, 19 JUNE 2021



A young wild boar in Hong Kong has sparked delight by hopping onto a Hong Kong subway train and leading staff on a merry cross-harbour chase that included boarding two separate trains.

The plucky piglet slipped under the ticket barriers of Quarry Bay station on Hong Kong Island on Friday afternoon and somehow managed to board a passing train.

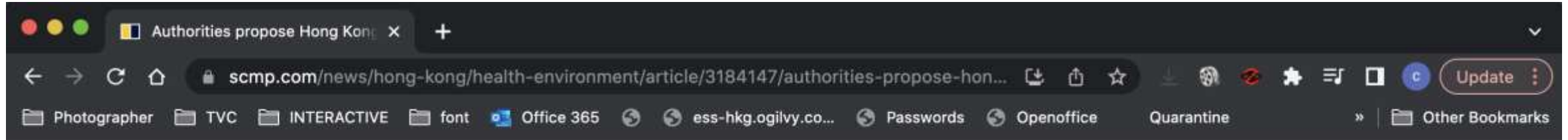


reader.

Video of the incident showed the juvenile trotting down a carriage half-filled with bemused commuters as a hapless staff member tried — and failed — to catch him with a blue tarpaulin.

[LINK](#)

HONG KONG GOVERNMENT PROPOSES NEW MEASURES TO STOP PUBLIC FEEDING WILD BOARS.



 South China Morning Post

SUBSCRIBE



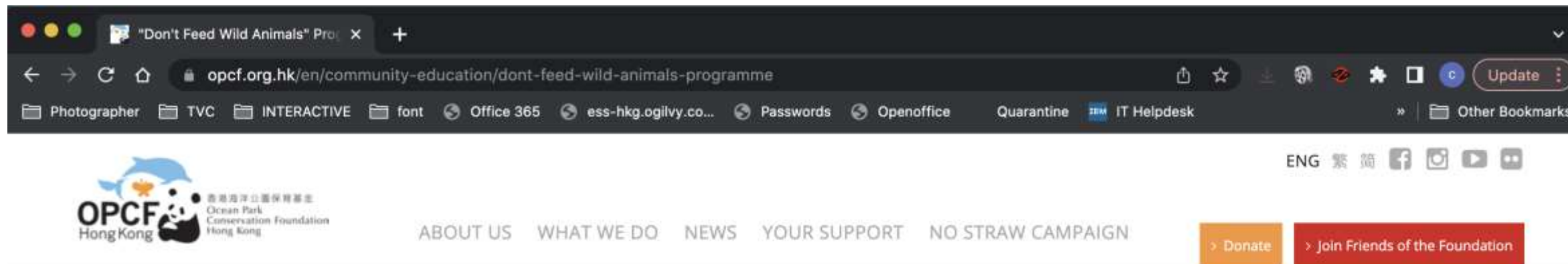
Hong Kong / Health & Environment

Authorities propose Hong Kong-wide ban on feeding wild animals, with a HK\$100,000 fine and 1 year in jail for offenders, in bid to tackle boar problem

- Lawmakers will discuss new measures to manage wild pigs in the city to safeguard public safety and maintain environmental hygiene next week
- Ban covering whole of Hong Kong is an amendment to Wild Animals Protection Ordinance, which prohibits feeding monkeys in areas such as country parks

[LINK](#)

THEY EVEN LAUNCH A PROGRAMME TO EDUCATE THE PUBLIC.
HOWEVER, THIS PROGRAMME IS QUITE LOW PROFILE.



WHAT WE DO

> Conservation & Research

> Community Education

> Conservation Day

> University Student
Sponsorship Programme

> Juvenile Horseshoe Crab
Rearing Programme

> Horseshoe Crab Population
Survey

"DON'T FEED WILD ANIMALS" PROGRAMME



In recent years, human feeding appears to be one of the major causes of inducing the unnatural growth of monkey and wild pig population in Hong Kong. Through frequent contacts with humans, these wild animals might lose their instinctive fear to

[LINK](#)

PROBLEM

CREATE AN INTEGRATED
CAMPAIGN TO HELP
PROMOTING GOVERNMENT'S
“DON'T FEED WILD ANIMALS”
PROGRAMME

OR

CREATE AN INTEGRATED
CAMPAIGN **USING OTHER
BRAND** TO EDUCATE PUBLIC
NOT TO FEED WILD BOAR.

DELIVERABLES

ANY CREATIVE CHANNELS, TVC,
PRINT, OUTDOOR, SOCIAL OR
DIGITAL ACTIVATION



Who Can Join

Participants:

- Full time students from local institutes
- Part time students who are not working in advertising industry
- International/exchange students

Programs / Majors:

All disciplines

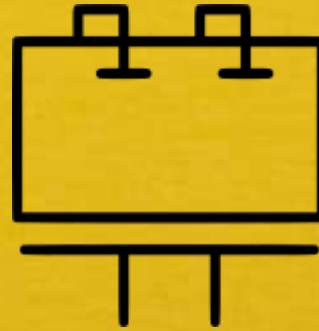
Entrants:

Individual or Team (Max: 4 pax)

Categories / Types



Print / Poster



Outdoor



Storyboard



Audio



Video



Interactive / Digital



Entry Format

The Work:

A maximum of 3 categories/types,
in any format

Language:

Chinese and English, both acceptable

Submission Items

Compulsory

1. Entry form (doc.)
2. Work (Max: 3 categories/types)
3. Summary board (jpg.)

Optional

4. Tell your story by a presentation video (mp4.)



How to Submit

Online Submission:

awards@aaaa.com.hk

(Suggested using Google drive / Dropbox link)

Materials hard-copy

(optional and by appointment)

Email to: awards@aaaa.com.hk

Email Subject: HK4As Students' Award 2022 – Entry Submission – Entry Title

1. Entry Title
(Chinese / English, both acceptable)

My Drive > Sample_HK4As Students' Award 2022 - Entry Name

2. Work
(Max: 3 categories/types)

A. Print / Poster

E. Video

F. Interactive / Digital

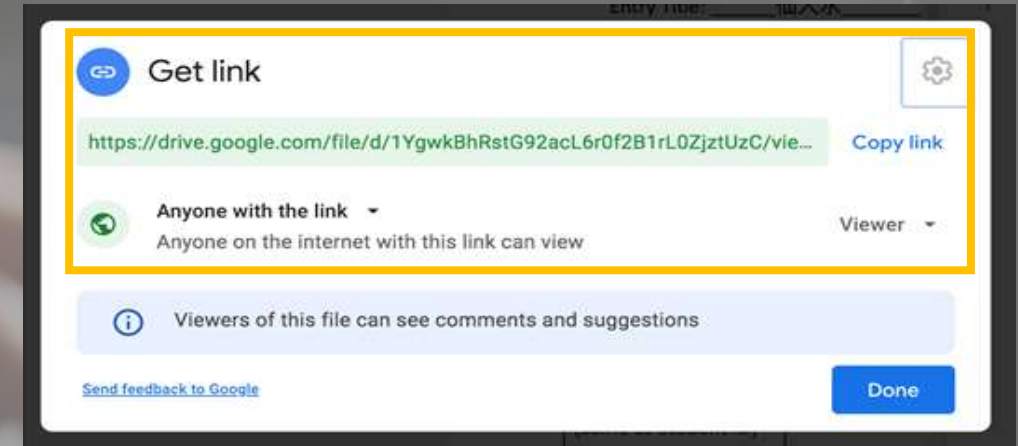
3. Entry form
File name: Entry form_Entry title

4. Summary board
File name: Summary board_Entry title

File name:
Poster_Entry title_1
Video_Entry title_1
Digital_Entry title_1

Before you submit, please make sure...

- Teammates' **personal particulars** are correct (especially for cross-u-teams)
- Only **ONE** representative to submit via email
- Put all submission items (including entry form) into **ONE** google drive / dropbox link
- The submission link should bear **no login request** and **files can be displayed and downloaded without expiry date**
- Your **email address** should be your **most frequently used one** (ie. Personal email address)

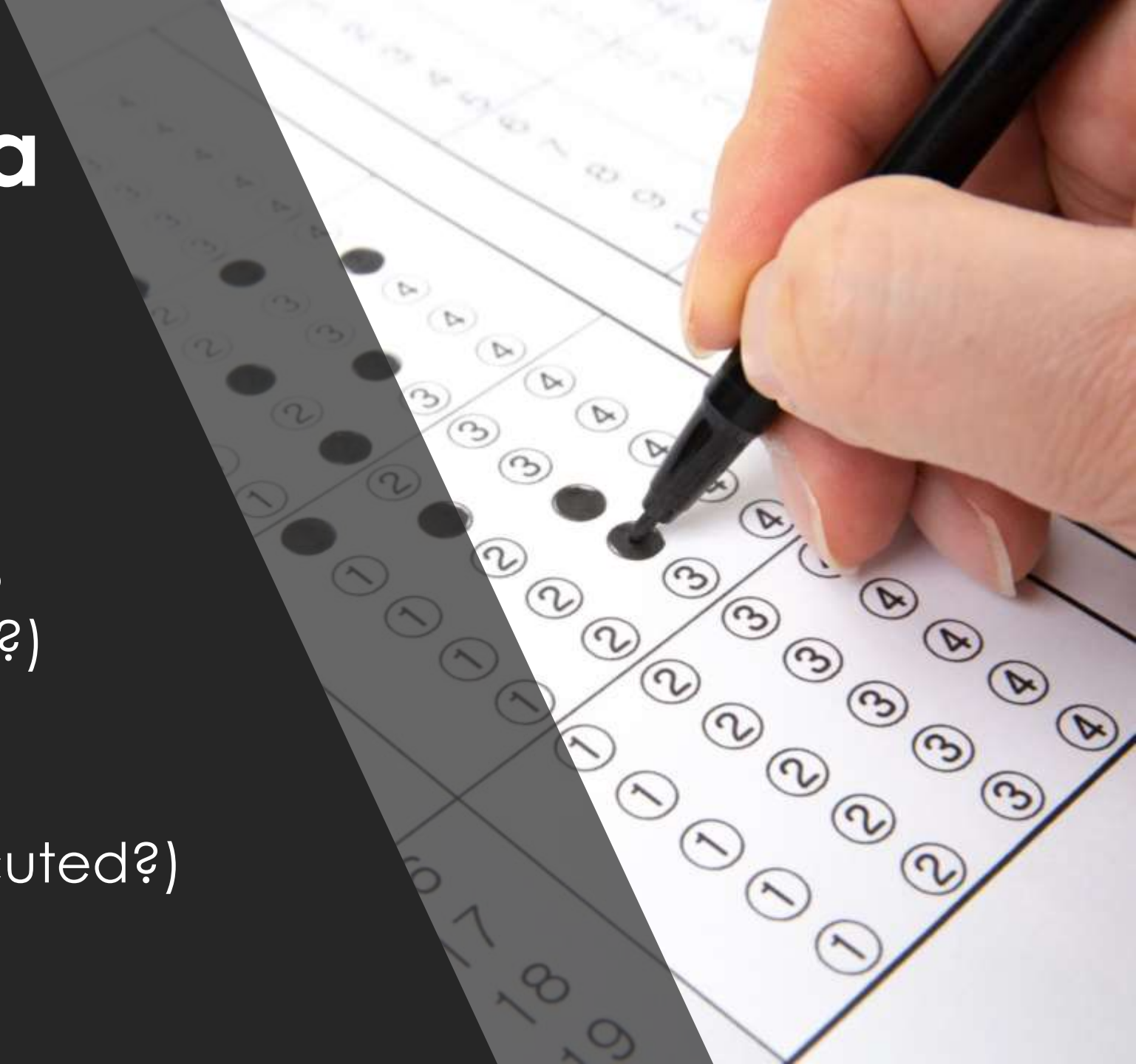


Judging Criteria

Creativity - 50%
(Is the idea inspiring?)

Meaningfulness - 30%
(Is the idea fit for purpose?)

Execution - 20%
(Is the idea brilliantly executed?)



How to select?



Award winners

Round 3 – Conferment of Awards

Finalists

Round 2 – Onsite judging

Shortlists

Round 1 – Online judging

Entrants



The Awards

Merit

Bronze

Silver

Gold

Best Craft of Copy

Best Craft of Art

Best of Show





Online Submission Deadline

**November 4, 2022
11:59 p.m.
(Friday)**



This is not just an award
It's a full journey



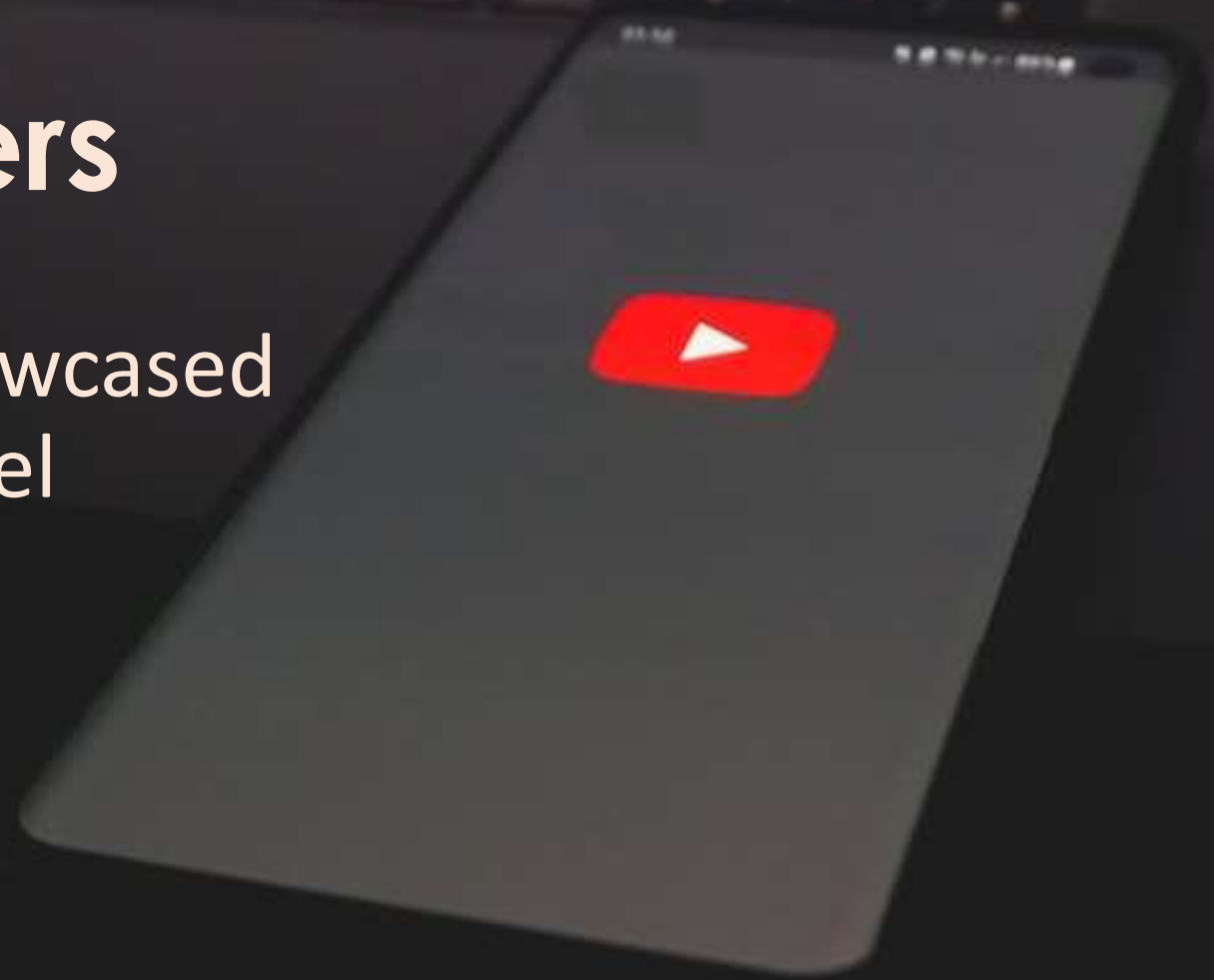
Finalists X'mas party @ HK4As Office

Connecting students and professors with judges / industry professionals
at the end of semester

Honor for Winners

Winning work will be showcased
at HK4As YouTube Channel

<https://www.youtube.com/user/HK4As>





Experience the Industry Event

Award Presentation @ Kam Fan Show in March 2023



Overseas Exposure Opportunities for Top Performers (to be confirmed)



**CANNES
LIONS**

CANNES LIONS

Roger Hatchuel

Student Academy 2023
(France)



MAD STARS

MAD STARS

Young Stars

AD Competition 2023
(Korea)

Sponsored by:





HK4As Students' Award 2022 Winners Sharing

@ YS Digital Content Creator 2023



Partnered by:



Honor for Best of Show Winning Team

A privilege to design
the key visual for HK4As
Students' Award 2023



HK4As Students' Award 2022, the journey



Inspirations?

2020

Virtual Award Presentation
cum Training

<https://www.youtube.com/watch?v=DHgbamMpUwM>

2021

Winning work playlist

<https://www.youtube.com/playlist?list=PL4elMJK5WtEVH3ZpJffHNJCPnuMe5oO3P>





Questions?

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

by
September 28, 2022 (Wed)

Stay connected & Follow us

We will announce all Q&A
at HK4As Facebook page
on September 30 (Friday)

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



Get Ready Now!

Click on website to
view the award details and
download the entry form

<https://aaaa.com.hk/nextGen/student>



Student Member

Eligibility: Students of age 18+

Fee: HK\$220 per year

(Validity period extended to Dec 2023)

Benefits:

- Joining social activities, company visits and training programmes
- Networking with industry practitioners at AdBar
- Talent posting on HK4As website



Follow Us





**We create.
We advance.**

CREDIT

- Photo by 李澤彤 on [HK01](#)
- News by AFP on [Hong Kong Free Press](#)
- News by Ezra Cheung on [SCMP](#)
- Video by TVB USA Official on [YouTube](#)
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