

香港廣告商會
THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



PROVE AND IMPROVE

f i hongkong4as
globe aaaa.com.hk

HK4As
STUDENTS' AWARD 2024

NOV 27, 2024
submission ends

DEC 2024-JAN 2025
judging

MID-MAR 2025
results release

Awards presentation at Kam Fan Awards Celebration Party

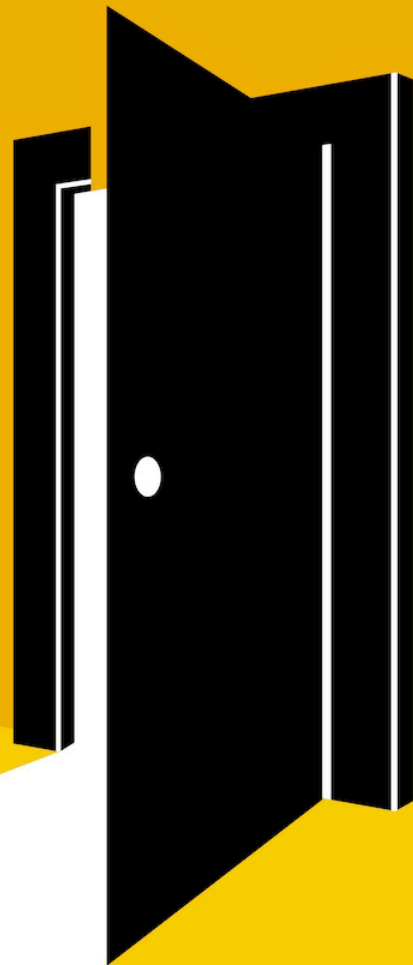
HK4As

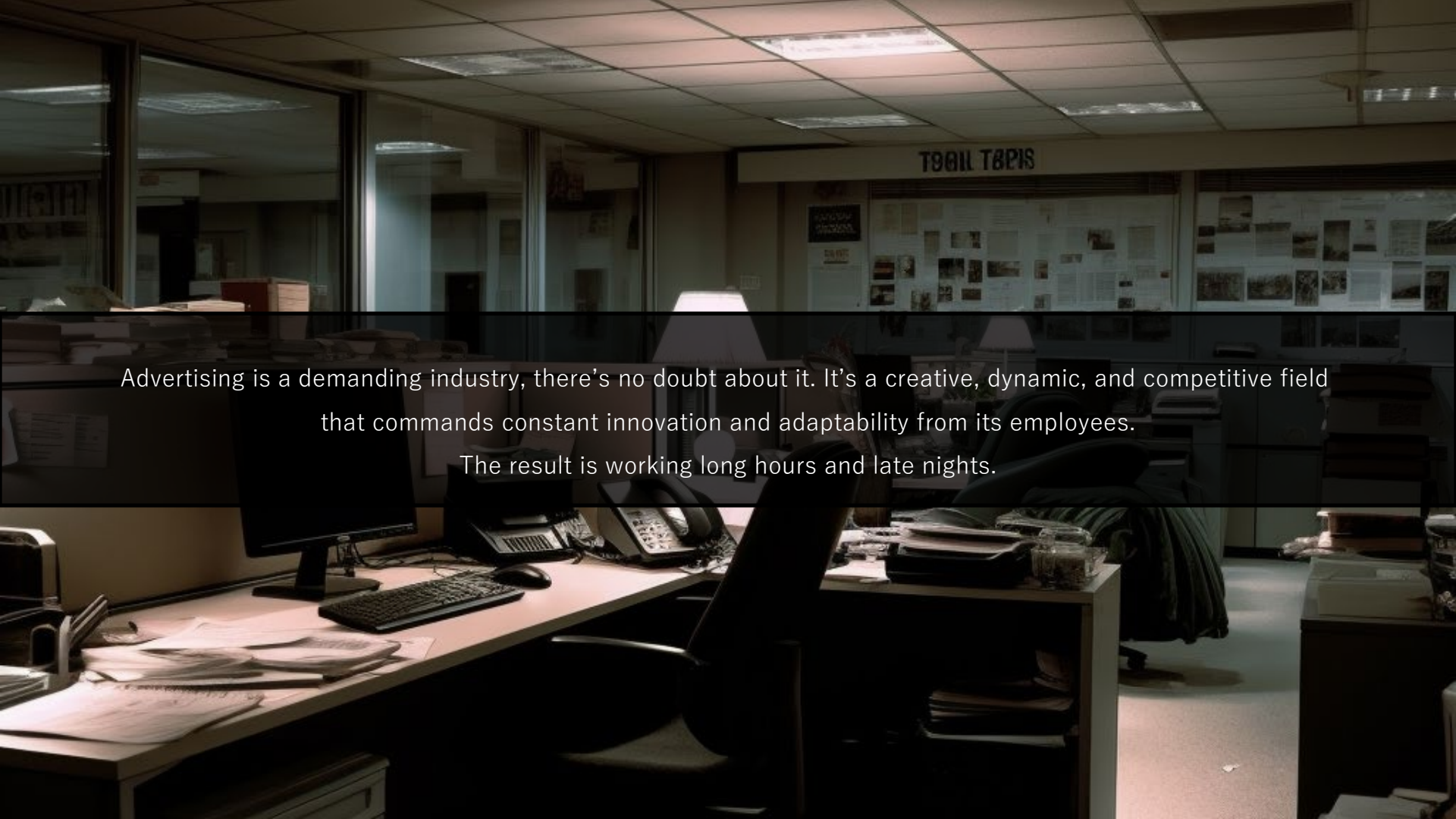
Students' Award

Briefing

香港廣告商會學生大獎

2024





Advertising is a demanding industry, there's no doubt about it. It's a creative, dynamic, and competitive field that commands constant innovation and adaptability from its employees. The result is working long hours and late nights.

A photograph of a person walking through an open door. Above the door is a sign that says "EXIT". The person is wearing a dark top, shorts, and sneakers. The room is dimly lit, and the floor has a checkered pattern. The text is overlaid on the image in a white font.

EXIT

Leading Gen Z is avoiding the advertising industry due to its lack of work-life balance. They prefer having time to enjoy life and pursue activities they find meaningful rather than dedicating all their time to work.

A man with a beard and a dark cap is sitting in a meditative lotus position, eyes closed, with his arms outstretched. He is in a dark, cluttered office space. Papers and documents are floating in the air around him, suggesting a state of calm amidst chaos. The overall lighting is dim and blue-toned.

#AgencyLife

TIME TO REBRAND AGENCY LIFE!



Four-day workweeks have been shown to have a positive impact on both retention and recruitment:

63% of candidates surveyed by Gartner in 2023 noted that a four-day workweek is the
“top new and innovative benefit that would attract them to a job.”

Additionally, employees whose employers offer a four-day workweek reported a **14% increase in productivity** and a **17% increase in well-being**, according to Gartner.

A man in a dark suit and tie is sitting in a chair, holding a lit cigarette in his right hand. He is looking directly at the camera with a serious expression. The background consists of horizontal window blinds. On a desk to the left, there is a glass ashtray with a lit cigarette, a glass of water, and a rotary telephone. The overall lighting is dim and moody.

YOUR TASK

Convincing your boss in the future (the juries) to adopt a 4-day work week in a creative manner with your GEN Z perspective and insight.

THE BRIEF

Hey Boss

4 - DAY

WORKWEEK

Works!

Develop a creative campaign to encourage your future employer or supervisor in the advertising industry to adopt 4-day work week work schedule.

The Brief:

OBJECTIVE:

To convince your future employer or supervisor to transition to a 4-day work week.

Utilizing your insights and creative strategies to effectively communicate the benefits of this alternative work schedule.

ISSUE:

The current working structure in advertising agencies deterring graduating students from joining.

INSIGHT:

By adopting a 4-day workweek, employers can attract and retain top talent, improve employee morale, foster creativity, and enhance overall company performance.

CHALLENGE:

The challenge lies in shifting the mindset of employers who may be resistant to change and sceptical about the feasibility and productivity of a shorter workweek model.

Target audience :

Employers or supervisors in the advertising industry who may be open to innovative work arrangements and who could potentially implement a 4-day work week policy within their agencies.



Budget Constraint

“Essay”

Too many “Background Study”

Boring



Up to Trend

Relevant

Innovation

things that make you laugh

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)



Entry Format

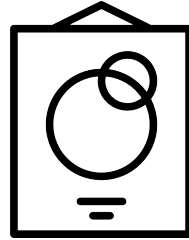
The Work:

A maximum of 3 types of materials,
in any format

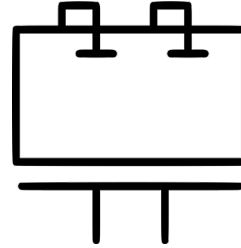
Language:

Chinese or English, both are acceptable

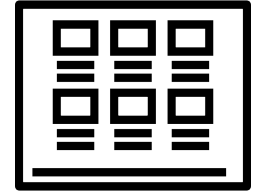
Types of Materials



Print / Poster



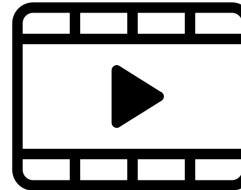
Outdoor



Storyboard



Audio



Video



Interactive/ Digital

The material types are included but not limited to the above



Submission Items

Compulsory

1. Entry form (doc.)
2. Work (Max: 3 types of materials)
3. Summary board (jpg.) (A2 size, High Res for printing)

Optional

4. Presentation video (mp4.)



How to Submit

Online Submission:

awards@aaaa.com.hk

(Suggest using Google drive / Dropbox link)

Materials hard-copy

(optional and by appointment)

Email to: awards@aaaa.com.hk

Email Subject: HK4As Students' Award 2023 – Entry Submission – Entry Title



My Drive > Sample_HK4As Students' Award 2023 – Entry Name ← 1. Entry Title
(Chinese / English, both acceptable)

Folders

A. Print / Poster E. Video F. Interactive / Digital ← 2. Work
(Max: 3 categories/types)

Files

3. Entry form

4. Summary board

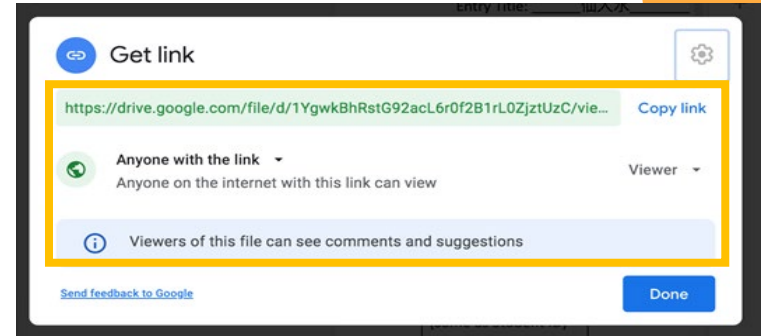
File name:
Poster_Entry title_1
Video_Entry title_1
Digital_Entry title_1

File name: Entry form_Entry title

File name: Summary board_Entry title

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%

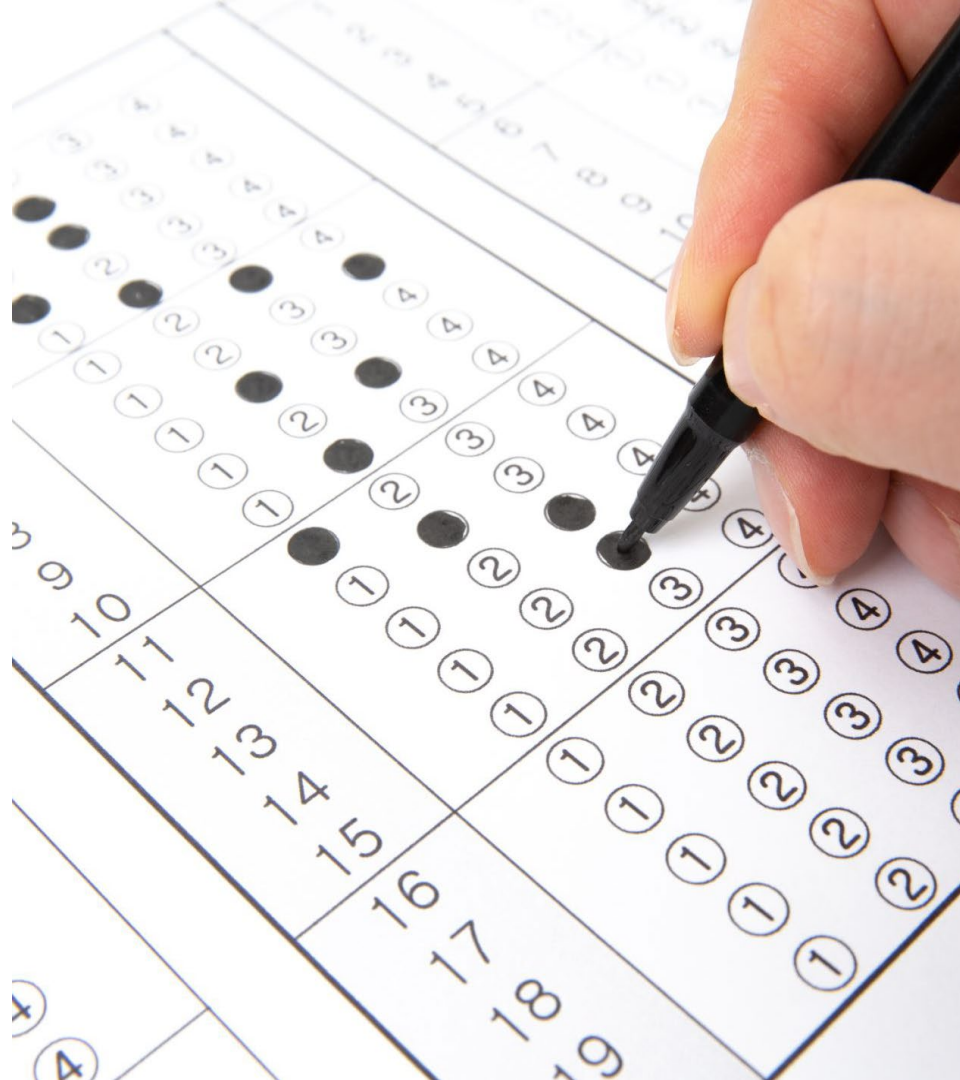
(Is the idea inspiring?)

Meaningfulness - 30%

(Does the idea fit for purpose?)

Execution - 20%

(Can the idea be brilliantly executed?)





Awards

Gold

Silver

Bronze

Merit

Special Awards

Best of Show

Best Craft of Copy

Best Craft of Art

Steps to Fame



Winners

Awards Presentation @ Kam Fan Celebration Party

Contenders for Awards

Meet the Jury Party

Finalists

Round 2 – Onsite judging

Round 1 – Online judging

Entrants



Honor for Winners

Winning work will be showcased
at HK4As YouTube Channel

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

Honor for Best of Show Winning Team

A privilege to design
the key visual for HK4As
Students' Award 2025
to showcase their
creativity



Students' Award 2024 - Journey



Inspirations?

2022

Winning work playlist

<https://www.youtube.com/playlist?list=PL4eIMJK5WtEVyszeLqbCv5oSfWnv-Ulyg>

2023

Winning work playlist

<https://www.youtube.com/playlist?list=PL4eIMJK5WtEXqWLd51kRbRwUVzR7-pTcY>





Questions?

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

by
October 2, 2024 (Wed)

Stay connected & Follow us

We will announce all Q&A
at HK4As Facebook page
In Mid-October

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





Get Ready Now!

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

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



Online Submission Deadline

November 27, 2024
11:59 p.m.
(Wednesday)



This is not just an award

It's a full journey

Overseas Exposure Opportunity for Top Performer



**CANNES
LIONS**

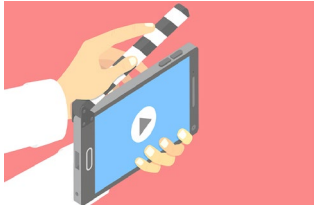
Roger Hatchuel
Student Academy
16-20 June 2025
(France)



**CANNES
LIONS**

Roger Hatchuel Student Academy

A unique global learning experience for students from all parts of the world to be held alongside the annual Cannes Lions International Level of Festivity. One winning student from HK4As Students' Award will represent Hong Kong to take part in the academy. Only Year 4 students are eligible to participate.



Step 1

2-min video submission



Step 2

Local judges
from HK4As member agencies
to select and nominate
3 best candidates



Step 3

Cannes Lions'
international judges will pick
the most eligible one
from the 3 nominations



Step 4

Winner will be announced
by Cannes Lions

Overseas Learning Opportunity for Winner



2023 Students' Award Winner- Tse Mei Ting

<https://youtu.be/XWFOfq4NqPI?si=HtmdvRbP7EbZELCs>



Student Member

Eligibility: Students of age 18+

Fee: HK\$220 per year
(Validity period extended to Dec 2024)

Benefits:

- Joining social activities, company visits and training programmes
- Networking with industry practitioners at Bar1906
- Talent posting on HK4As website



Follow Us





**We create.
We advance.**