



SPARK TODAY SHAPE THE FUTURE

SUBMISSION
ENDS | NOV 27, 2025

JUDGING | DEC 2025 - JAN 2025

AWARDS
PRESENTATION | MID-MAR 2025

HK4As

STUDENTS' AWARD 2025

Awards presentation at
Kam Fan Awards Celebration Party

HK4As STUDENTS' AWARDS BRIEFING

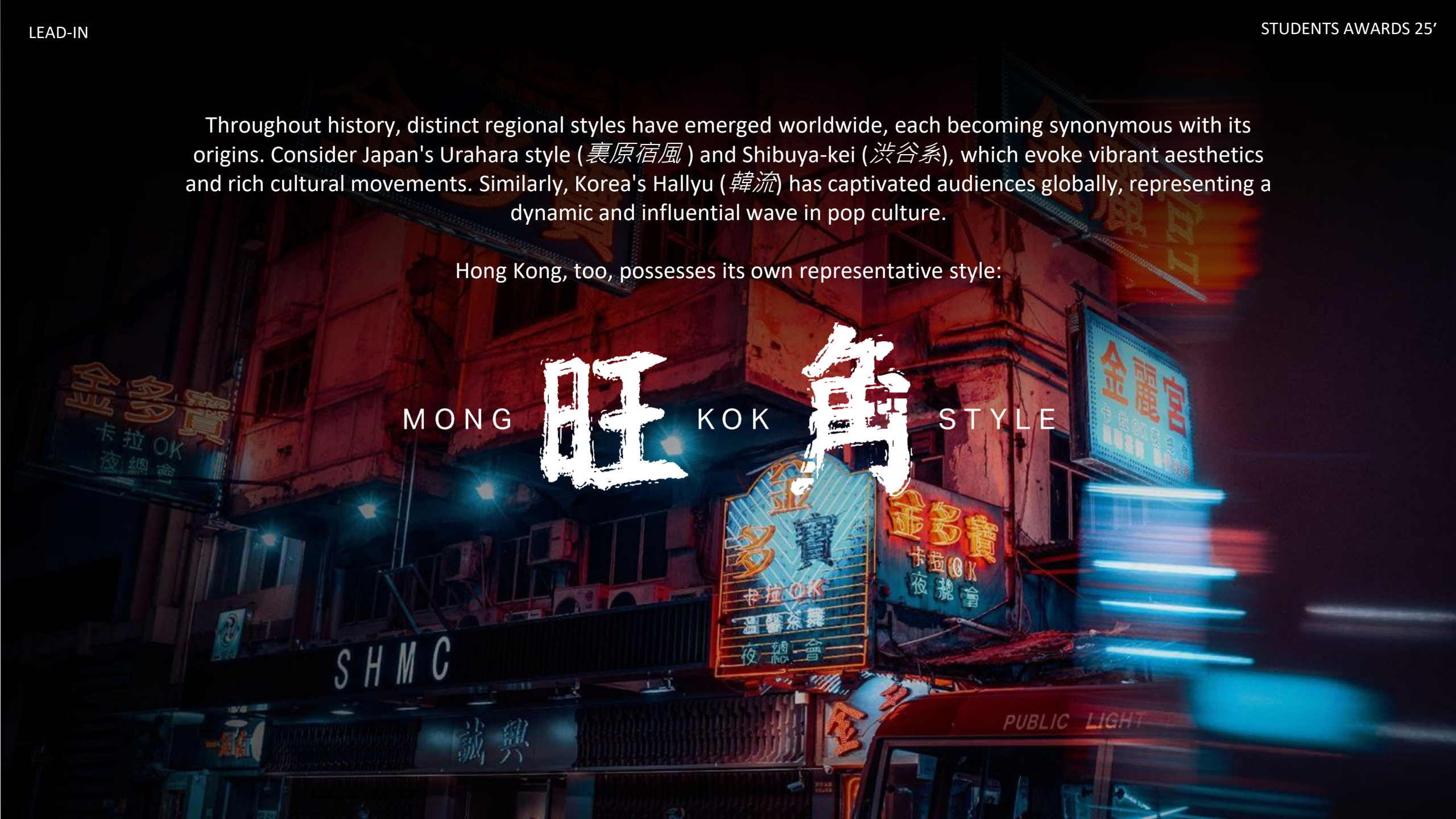
香港廣告商會學生大獎2025



Throughout history, distinct regional styles have emerged worldwide, each becoming synonymous with its origins. Consider Japan's Urahara style (裏原宿風) and Shibuya-kei (渋谷系), which evoke vibrant aesthetics and rich cultural movements. Similarly, Korea's Hallyu (韓流) has captivated audiences globally, representing a dynamic and influential wave in pop culture.

Hong Kong, too, possesses its own representative style:

MONG 旺 KOK 角 STYLE



But here's the problem:

MK Style was once a vibrant and uniquely Hong Kong cultural phenomenon. However, everyone has developed different interpretations of MK Style.

Some interpretations are labeled with certain inherent images, many of which, with the passage of time which are negative and may be associated with *immaturity, inelegance, or a forced attempt at being cool.*

This perception arises from the appearance of Mong Kok street youth and "Triad" members, contributing to the derogatory connotation of the term "MK".



Yet, Gen Z is increasingly drawn to authenticity and challenging stereotypes. It's time to re-evaluate and rewrite this unique facet of Hong Kong's identity!



ESTABLISHING MK AS A CULTURE

Yes, style can evolve into a cultural phenomenon, where it moves beyond individual expression to become a shared, deeply embedded aspect of a group's identity, reflecting and reinforcing societal values, norms, and heritage. A style becomes cultural when it is adopted, shared, and passed down through a community, influencing collective behaviors and creating a shared understanding of what is considered appropriate or desirable within that culture.



Your challenge is to creatively redefine MK style from a new generation's perspective. You need to propose persuasive and engaging creative solutions to reinterpret and positively present the unique charm and cultural value of MK style.

Devise a creative campaign to allow Gen Z and other audiences to recognize that MK style should not be a derogatory term, and to give it new contemporary significance.

Make MK style recognizable and a source of pride for Gen Z and other younger generations!



OBJECTIVE

To challenge the public's negative perception of MK style and reinterpret it as a unique Hong Kong cultural symbol. The goal is for Gen Z and other audiences to recognize that MK style is not derogatory and to give it new, contemporary meaning.

ISSUE

MK style, though rich in Hong Kong characteristics, but people always misinterpret as immature or inelegant. This negative labeling hinders younger generations from identifying with this unique cultural memory.

INSIGHT

Gen Z is increasingly drawn to authenticity and challenging stereotypes. It's time to re-evaluate and rewrite this unique facet of Hong Kong's identity.

CHALLENGE

How to creatively subvert the misinterpreted impression of MK style? Devise a creative campaign or solution to reinterpret and positively showcase MK style's charm and cultural value, making it a source of pride for Gen Z and other young generations.

TARGET AUDEINCE

Primarily Gen Z and other younger audiences. Secondarily, the general public interested in Hong Kong local culture, fashion, and social labeling issues.



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: 5 pax)



Entry Format

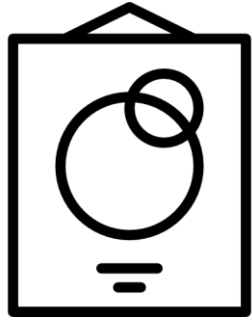
The Work:

A maximum of 3 types of materials,
in any format

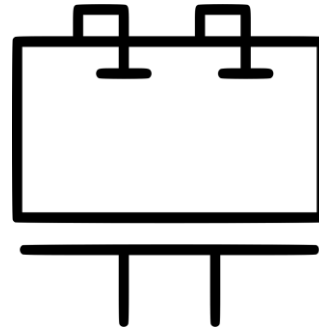
Language:

Chinese or English, both are acceptable

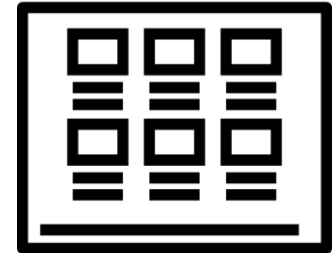
Types of Materials



Print / Poster



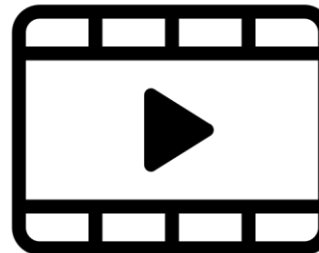
Mock-Ups / Props
(indoor, outdoor)



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.)



AI Declaration

The use of GenAI for all purposes and at all stages have to be declared.

Fill out the declaration statement included in the entry form.



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 2025 – Entry Submission – Entry Title

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

2. Work
(Max: 3 categories/types)

3. Entry form
File name: Entry form_Entry title

4. Summary board
File name: Summary board_Entry title

My Drive > Sample_HK4As Students' Award 2023 – Entry Name

Folders

A. Print / PosterE. VideoF. Interactive / Digital

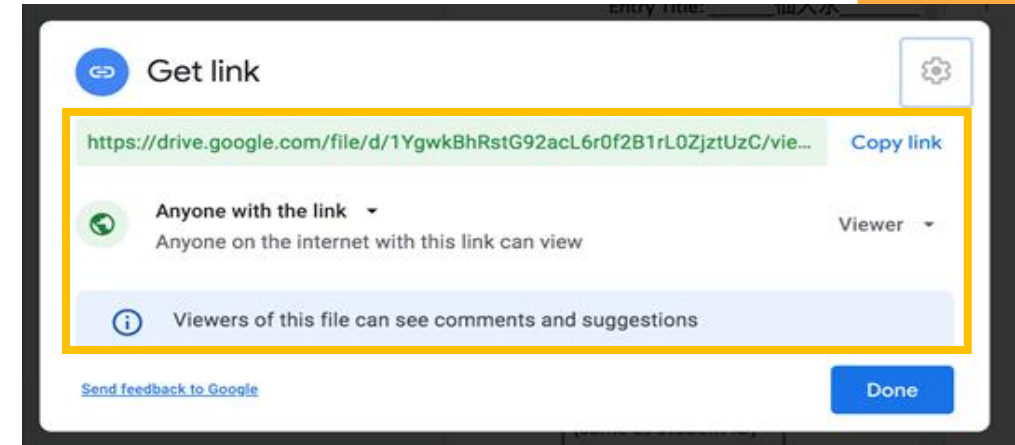
Files

HK4As_Students' Award 20...

Entry title
Graphic Graphic Graphic
Insight Str
Summary board - Entry Titl...

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)





Online Submission Deadline

November 27, 2025
11:59 p.m.
(Thursday)

Inspirations?

2023

Winning work playlist

<https://www.youtube.com/playlist?list=PL4elMJK5WtEXqWLd51kRbRwUVzR7-pTcY>

2024

Winning work playlist

https://youtube.com/playlist?list=PL4elMJK5WtEXKdhCjI0-5fCsYeHE8mPGe&si=nb80ecteOvtMyeq_





Questions?

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

by
October 10, 2025 (Fri)

Stay connected & Follow us

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

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



Students' Award 2025 - Journey



Briefing

Judging

Awards
Presentation
Mid March, 2025

Roger
Hatchuel
Student
Academy

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

June

July

2025

2026

Meeting with
Education
Institutes

Submission
Deadline

Shortlist
Announcement

Winning work
showcase
@ YouTube
Meeting the
Jury party



Judging Criteria

Creativity - 50%

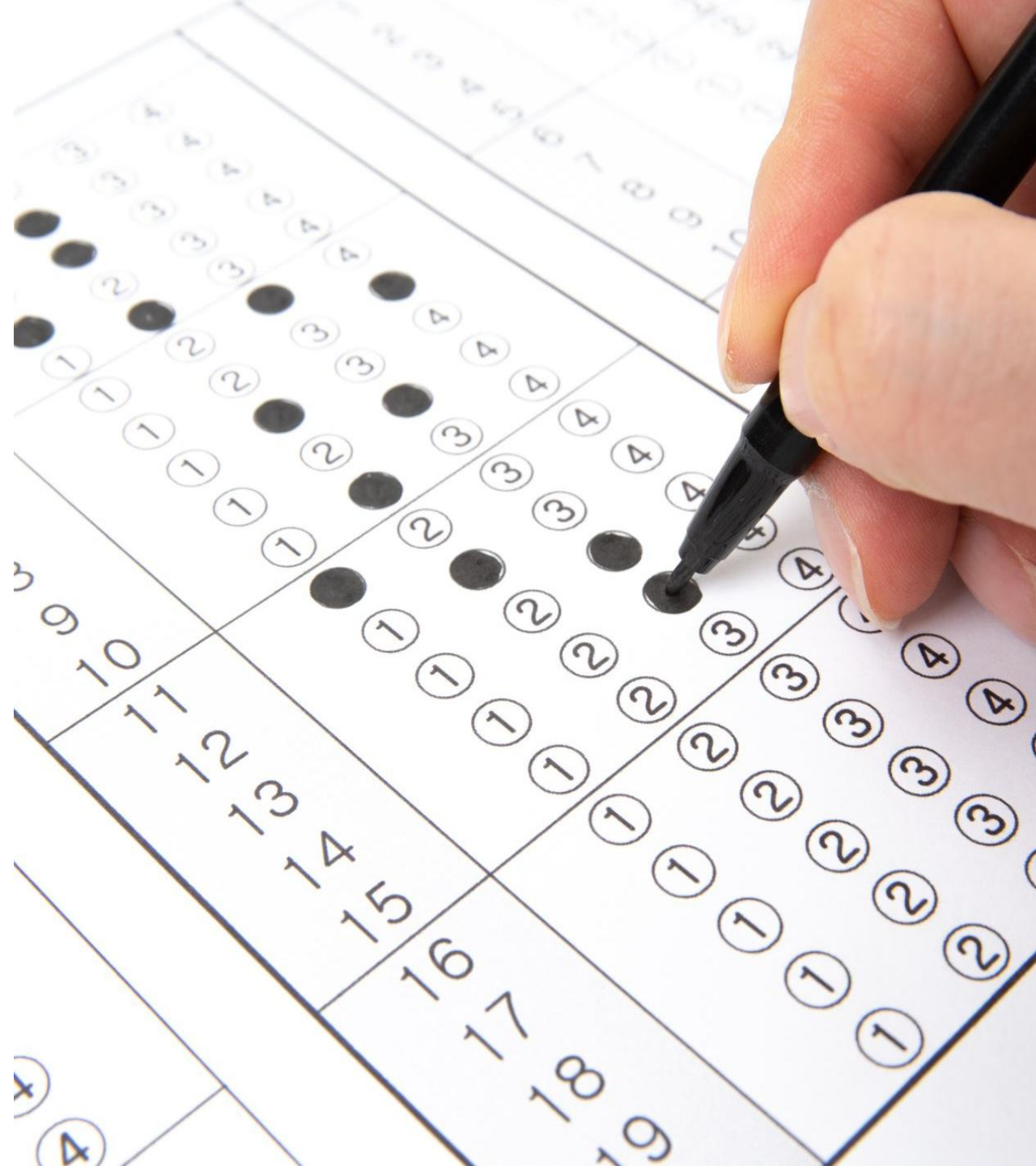
(Is the idea inspiring?)

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



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
2026 to showcase their
creativity





This is not just an award

It's a full journey

Overseas Exposure Opportunity for Outstanding Performer



**CANNES
LIONS**

Roger Hatchuel Student Academy 2026

Palais Des Festivals, Cannes, France

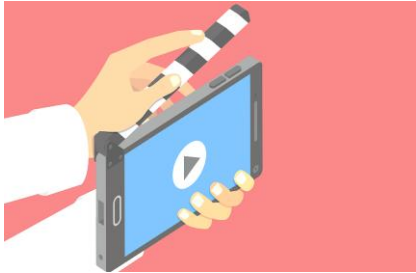
June 22-26, 2026

Roger Hatchuel Student Academy



**CANNES
LIONS**

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

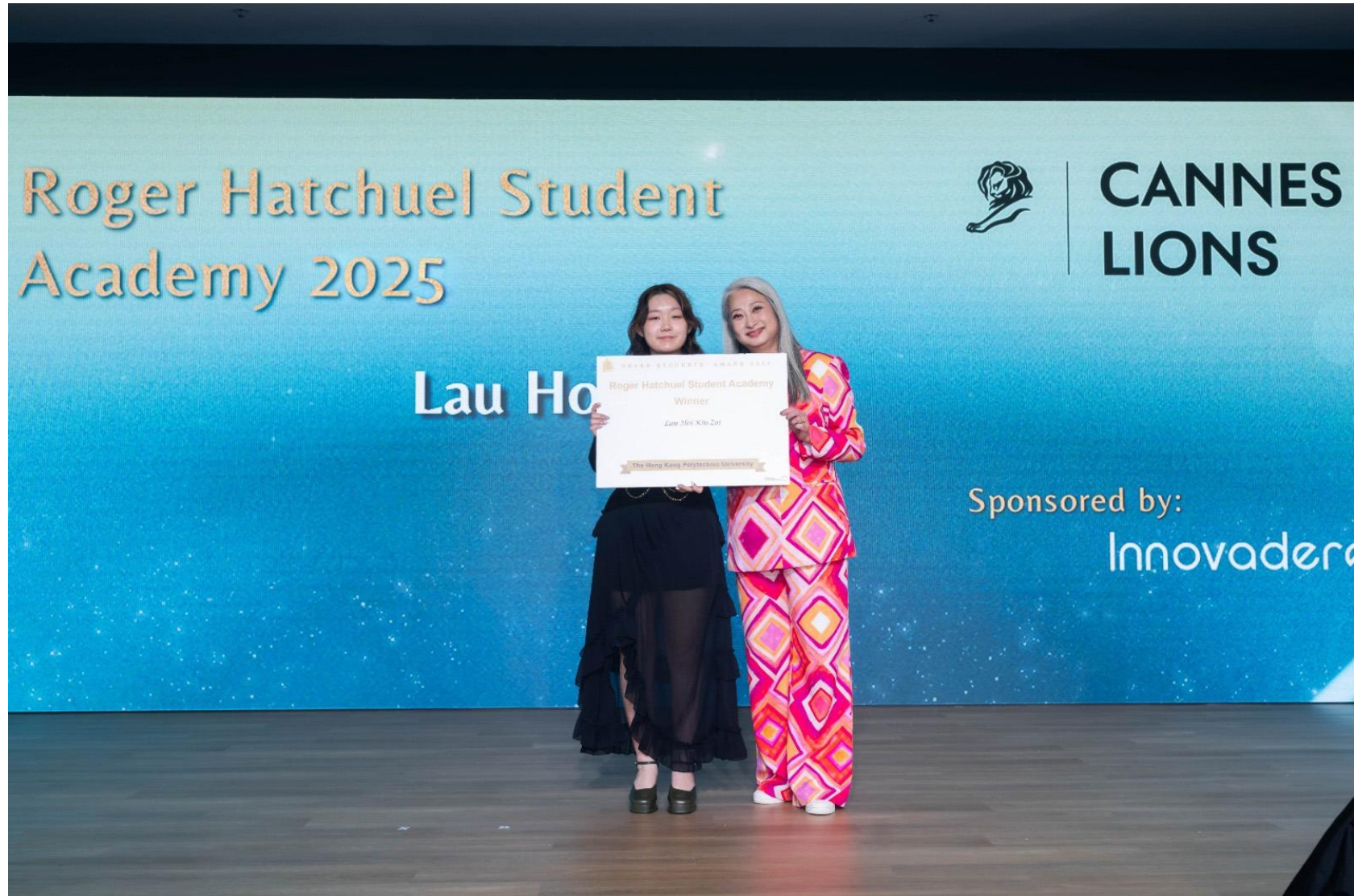
Cannes Lions'
international judges will pick
the most eligible one
from the 3 nominations



Step 4

Winner will be announced
by Cannes Lions

2025 Winner



2024 Students' Award Winner – Lau Hoi Liu, Zoi

<https://youtu.be/sY1-YkUEW-Y>



Student Member

Eligibility: Students of age 18+

Fee: HK\$220 per year
(Validity period extended to Dec 2026)

Benefits:

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



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**We create.
We advance.**