

NOV 27, 2026
submission ends

DEC 2026-JAN 2027
judging

MID-MAR 2027
results release

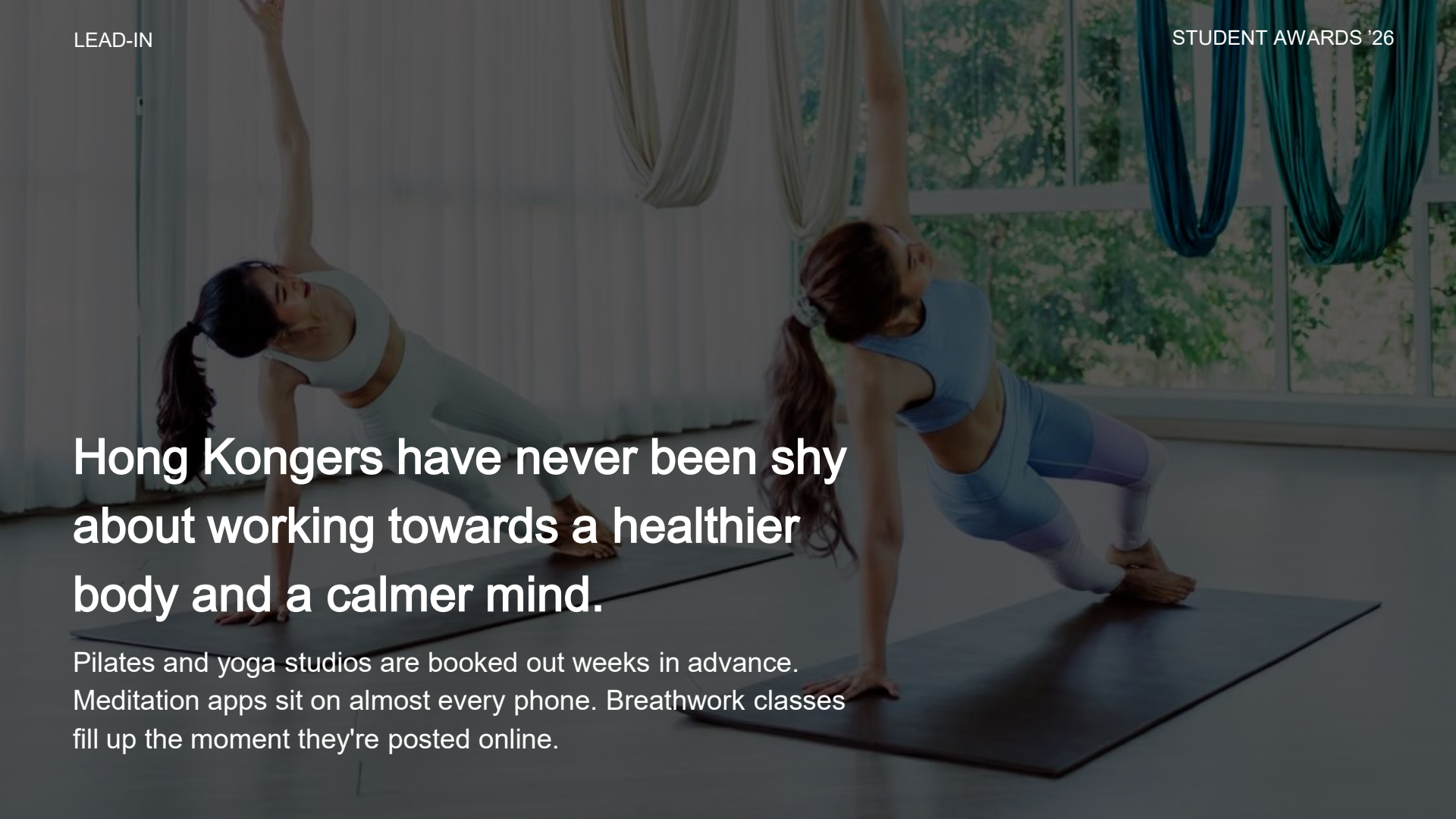


HK4As
Students' Award 2026

**Chaos In,
Gold Out.**



Awards presentation at
Kam Fan Awards Celebration Party

A photograph of two women in a bright, airy Pilates studio. They are both performing a side plank variation on black mats. The woman on the left is wearing a light grey athletic set, and the woman on the right is wearing a light blue and purple athletic set. They are both holding onto a teal aerial silk hanging from the ceiling. Large windows in the background show green foliage outside. The text is overlaid on the left side of the image.

Hong Kongers have never been shy about working towards a healthier body and a calmer mind.

Pilates and yoga studios are booked out weeks in advance. Meditation apps sit on almost every phone. Breathwork classes fill up the moment they're posted online.

Meanwhile, every single morning, in parks across the city, the same benefits are being taught for free.

This is Tai Chi, a centuries old internal martial art and one of Hong Kong's most recognisable morning sights.

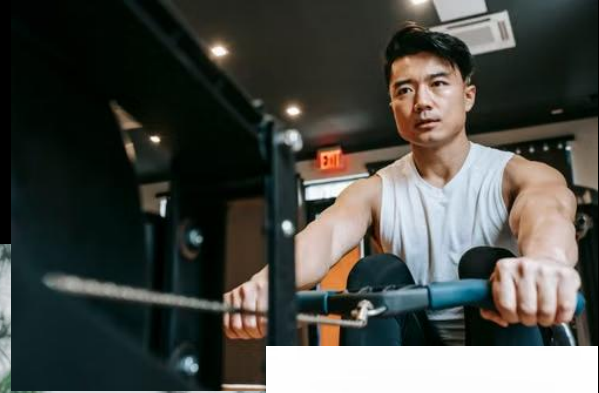
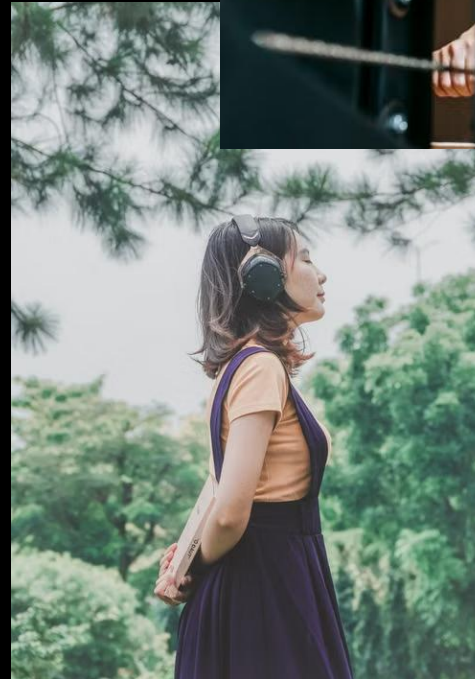


Most young people have simply never thought to count it as exercise.

People under 35 picture their grandparents in a park at 7am doing Tai Chi, not themselves.

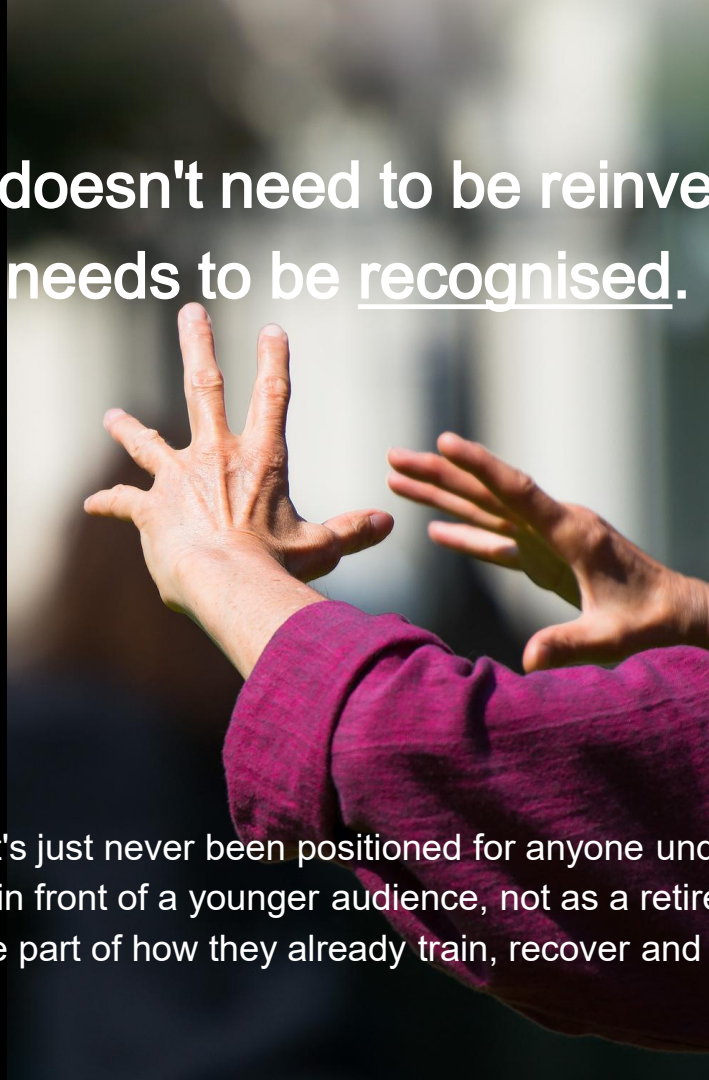
But young Hong Kongers already pay for mobility work, recovery and mental focus through yoga, pilates, apps and breathwork.

Tai Chi has been offering the same thing for free in public parks every morning the whole time.



Tai Chi doesn't need to be reinvented. It needs to be recognised.

None of it is outdated, it's just never been positioned for anyone under 60. This brief is about putting Tai Chi back in front of a younger audience, not as a retirement hobby, but as a legitimate part of how they already train, recover and switch off.



Tai Chi works despite its slow pace

Your task is to get Hong Kongers aged 18 to 35, who already exercise regularly and spend on fitness or wellness, to actually take up Tai Chi. Not as a replacement for the gym, but as a free, convenient practice that fits alongside it.

This is a generation that judges a workout by how hard it feels. Your challenge is to convince them that Tai Chi works despite its slow pace, and make them want to join a Tai Chi group in the park, not just talk about it.



TAI CHI

OBJECTIVE: To reposition Tai Chi as a practice for young Hong Kongers, not only for retirees

ISSUE: Tai Chi is seen as exercise for retirees and senior citizens, so younger people assume it isn't meant for them.

INSIGHT: Young Hong Kongers already pay for mobility work, recovery and mental focus through pilates classes, meditation apps and breathwork. Tai Chi covers the same ground and is taught free in public parks most mornings. Most have simply never counted it as exercise.

CHALLENGE: How do we convince a generation that judges a workout by how hard it feels that Tai Chi is effective despite its slow pace?

TARGET AUDIENCE: Hong Kongers aged 18–35 who already exercise regularly and spend on fitness or wellness.

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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

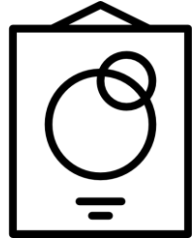
The Work:

A maximum of 3 types of materials,
in any format

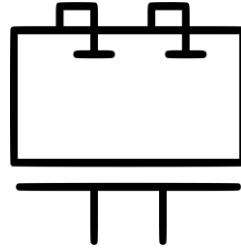
Language:

Chinese or English, both are acceptable

Types of Materials



Print / Poster



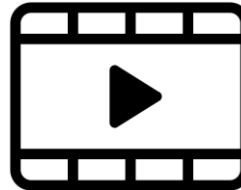
Mock-Ups / Props
(indoor, outdoor)



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. Case 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.

Questionnaire Requirement

Please ensure all team members complete the briefing questionnaire to fulfill eligibility requirements.

*****Note: Questionnaire completion is mandatory for official participation.***

<https://forms.gle/j2FgEN3kzy1KYE3r7>





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 2026 – Entry Submission – Entry Title

My Drive > Sample_HK4As Students' Award 2026 – 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

HK4As_Students' Award 20...

Summary board - Entry Titl...

3. Entry form

File name: Entry form_Entry title

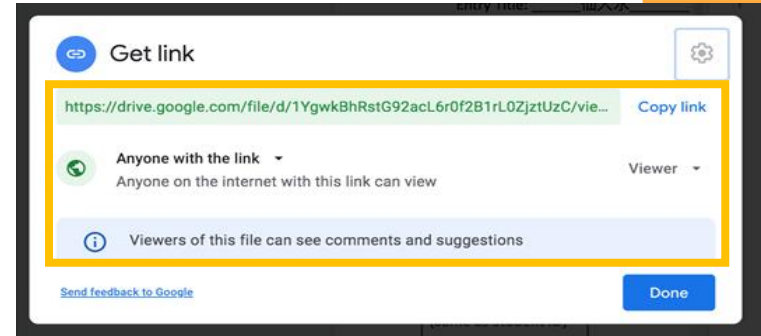
4. Summary board

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)



Inspirations?

2024

Winning work playlist

https://youtube.com/playlist?list=PL4eIMJK5WtEXKdhCjI0-5fCsYeHE8mPGe&si=nb80ecteOvtMyeq_

2025

Winning work playlist

https://youtube.com/playlist?list=PL4eIMJK5WtEVf_sn6cNUt-OUv2KZ4TRN3&si=sz_JRlbBL_p_qzQ7





Questions?

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

by
October 9, 2026 (Fri)

Students' Award 2026 - Journey



Briefing

Judging

Awards
Presentation
Mid March, 2027

Roger
Hatchuel
Student
Academy

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

June

July

2026

2027

Meeting with
Education
Institutes

Submission
Deadline

Shortlist
Announcement

Winning work
showcase
@ YouTube

Meeting the
Jury party



Judging Criteria

Creativity - 50%

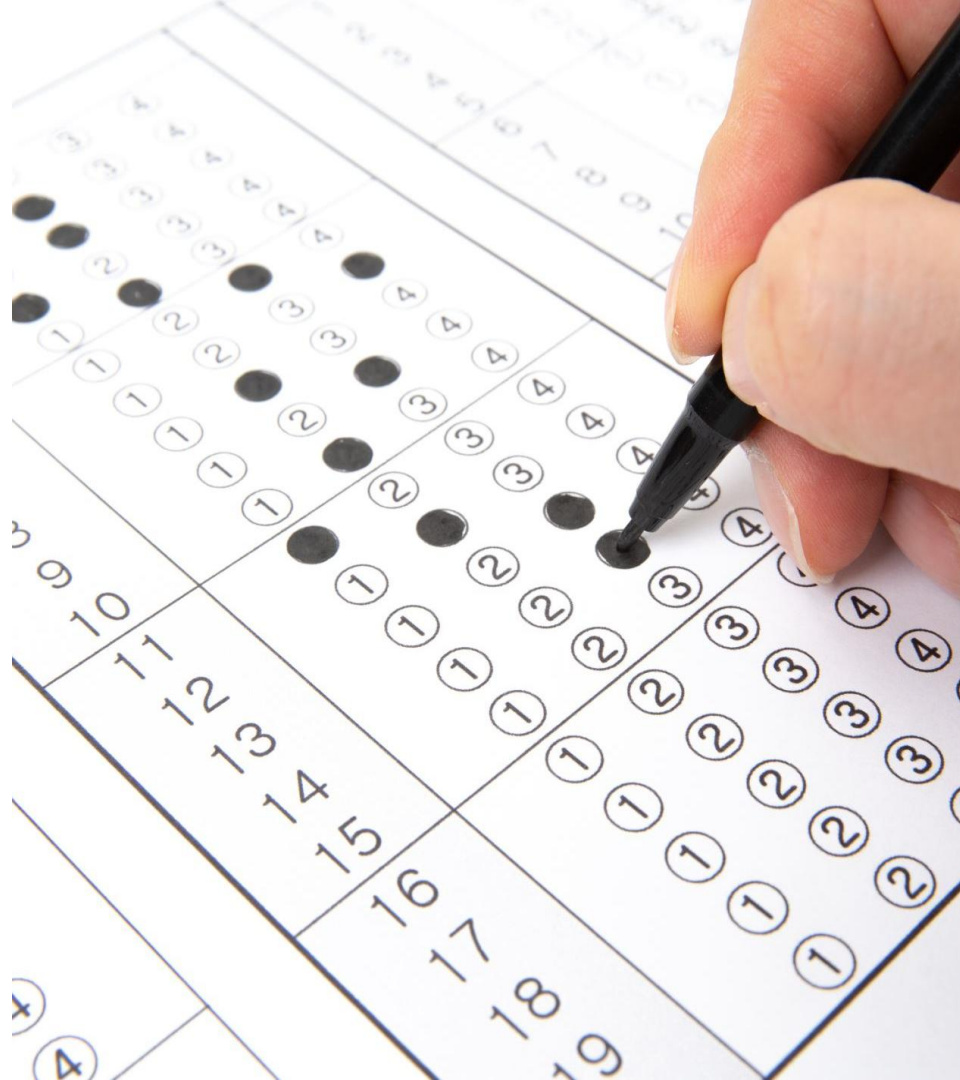
(Is the idea inspiring?)

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 2027
to showcase their
creativity





This is not just an award

It's a full journey

Student Member

Eligibility: Students of age 18+

Fee: HK\$220 per year
(Validity period extended to Dec 2027)

Benefits:

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



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Online Submission Deadline

**November 27, 2026
11:59 p.m.
(Friday)**

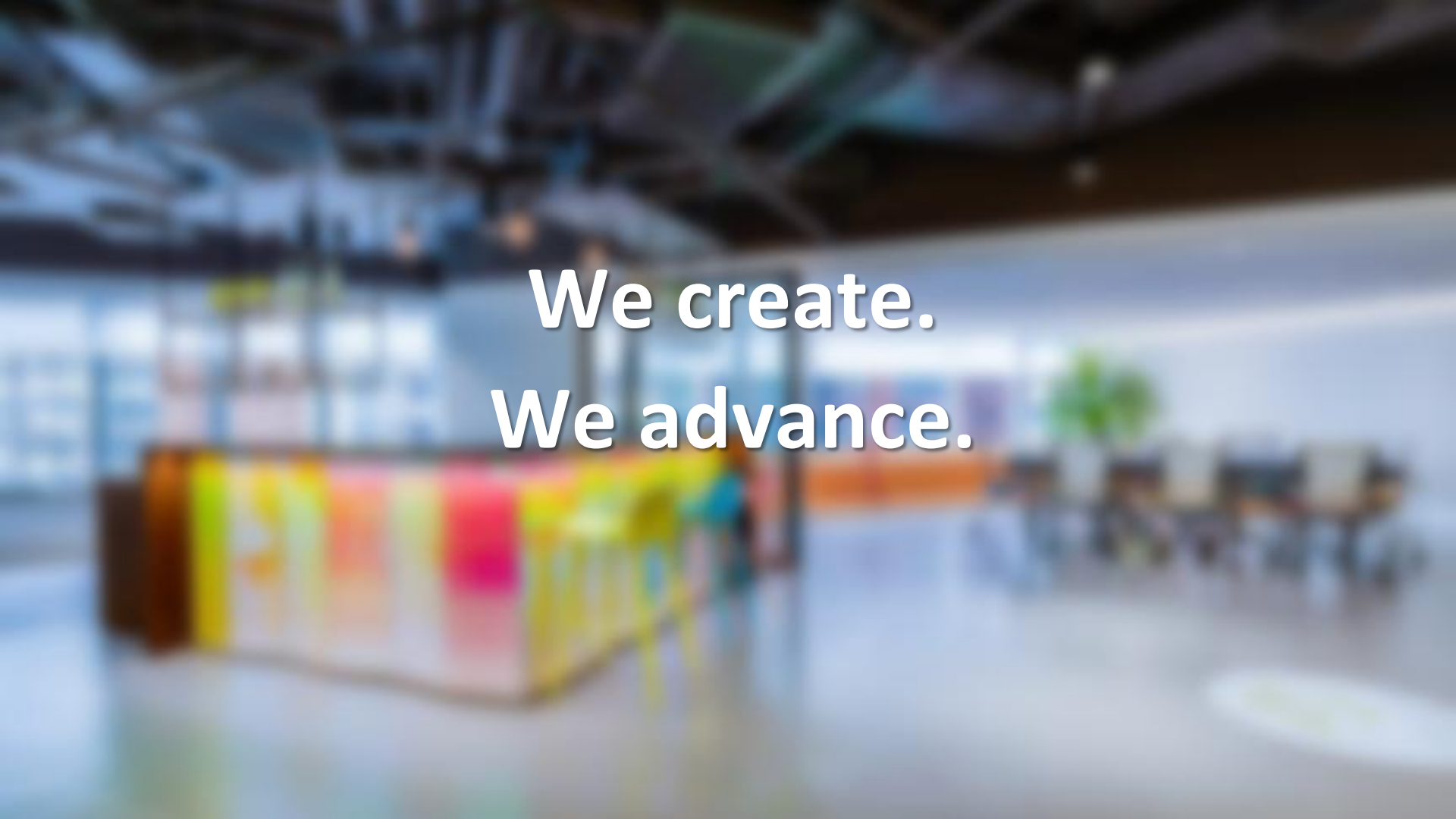
Thank you all for coming!

Please ensure all team members complete the briefing questionnaire to fulfill eligibility requirements.

*****Note: Questionnaire completion is mandatory for official participation.***

<https://forms.gle/j2FgEN3kzy1KYE3r7>





**We create.
We advance.**