HK4As Students' Award 2022
Submission Guidelines

Entry Format

The work can be in any format with a maximum of 3 categories/types. Both CHINESE & ENGLISH materials are 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.)

A. Print / Poster

1. Print / Poster should be printed or mounted on art boards / foamboard **NOT exceeding A3 size.**
2. The no. of print / posters to be submitted **must not exceed 3**.

B. Outdoor *(incl. Outdoor, Ambient, Field Marketing, Point of sale and Direct Mail)*

1. Actual print / samples **MUST NOT exceed A3 size.**
2. The no. of outdoor works to be submitted **must not exceed 3**.

C. Storyboard *(serves the purpose for TVC)*

1. The storyboard can be printed or mounted on art boards / foamboard.
2. If you would like to submit a hard-copy storyboard, it should be printed or mounted on art boards / foamboard **NOT exceeding A3 size. (Max: 5 pagers)**

D. Audio

1. All audio files or demo must be in **MP3 format;**
2. Duration of such entries **should not exceed 3 minutes** per file.
3. File Size should not exceed **10MB per audio file**.
4. Only **1 audio** shall be submitted.

E. Video *(incl. Film / TVC / Social video) * could include presentation video & to be specified*

1. All videos must be in **MP4 format;**
2. Duration of such entries **should not exceed 3 minutes** per file.
3. File size should not exceed **200MB per video**. (1920 x 1080px, 16:9)
4. Only **1 video** shall be submitted.

F. Interactive / Digital *(incl. digital tools such as social media, apps demo, website demo, screenshots etc)*

1. Submit website address (URL) and username and password (if any).
2. All submitted URLs must be active from the time you submit your entry until **December 31, 2022** to allow judging.
3. Only **1 website** shall be submitted.

Summary board (Compulsory)

1. A **summary board (jpg., maximum A3 size and 5MB) MUST** be submitted as an explanation of your creative work, which will not be counted as any of the 3 categories. Please name the file as "Summary board – entry title".
2. If you would like to submit a hard-copy summary board, it should be printed or mounted on art boards / foamboard **NOT exceeding A3 size.**

Presentation video (Optional)

You can also submit a **presentation video (mp4.)** as a supplementary info and will not be counted as any of the 3 categories/types. For the format, please refer to requirements of (E) Video. Please specify the file as "Presentation video – entry title".

Remarks

1. Each team is limited to a maximum of 4 students from the same or different institutes.
2. All works MUST be submitted with a completed **entry form** (doc.) and **summary board** (jpg.).
3. All works MUST be submitted to awards@aaaa.com.hk on/before **NOVEMBER 4, 2022 (Friday) at 11:59pm by public weblink (suggested using Google Drive or Dropbox)**.
4. Please ensure the **materials can be displayed and downloaded** before submission. All submitted URLs must be active from the time you submit your entry until December 31, 2022.
5. All hard-copy materials must be labelled clearly with Entry Title, Contact Person's name at the back; for entries of more than 1 display, also mark the back of each piece with the ranking, i.e. "Entry Name, Contact Person, Poster 1 of 3", "Entry Name, Contact Person, Poster 2 of 3" etc.
6. Only students who are studying in local education institutes and who are not working in the advertising industry are eligible to enter the HK4As Students' Award.
7. Works violating the above or late entries will be disqualified.
8. The HK4As has the right to use or reproduce the work of all accepted entries on HK4As social media, Website, Awards Annual, Awards Journal discs, VCD/DVD etc. for industry-related or educational use.
9. The HK4As reserves the right to make adjustments of the rules as deemed necessary, and the final decision rests with the Organizer.