

## HK4As Students' Award 2025

### 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.)  
(mp4.)
2. Work (Max: 3 categories/types)
3. Summary board (jpg.) (A2 size, High Res for printing)

##### Optional

4. Presentation video

#### **A. Print/Poster**

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

#### **B. Mock-Ups/Props (incl. Indoor, Outdoor, Ambient, Field Marketing, Point of sale and Direct Mail)**

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

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

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

#### **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. Digital & Social (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 **March 17, 2026** to allow judging.
3. Only **1 website** shall be submitted.

**G. Other Format**

1. Provide the material type and include its details on the entry form.

**Summary board (Compulsory)**

1. A soft copy of summary board (jpg. format, A2 size, 7MB Max) **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 artboards / foamboard **in A2 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".

**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**.

## Remarks

1. Each team is limited to a maximum of 5 students from the same or different institutes.
2. All works MUST be submitted with a completed **entry form** (doc.) and summary board (jpg.) (A2, High Res for printing).
3. All works MUST be submitted to [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk) on/ **before NOVEMBER 27, 2025 (Thursday) 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 March17, 2026.
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. Works violating the above or late entries will be disqualified.
7. HK4As has the right to use or reproduce the work of all accepted entries on HK4As social media, Website, Awards Journal files etc. For industry-related or educational use.
8. HK4As reserves the right to amend the rules as deemed necessary.
9. HK4As owns the right for final decision at disputes.