

HK4As Students' Award 2026

Submission Guidelines

Entry Format

The work can be submitted in any format, with a maximum of **three (3) categories/types** per entry. **Chinese or English is acceptable.**

Submission Items

Compulsory

1. Entry form (doc.)
2. Work (Maximum: 3 categories/types)
3. Summary board (jpg.) (A2 size, High Res for printing)

Optional

4. Case video (mp4.)

A. Print/Poster

1. Print/ Poster materials should be printed or mounted on artboard/foamboard and **must not exceed A3 size.**
2. A maximum of **three (3)** Print/Poster items may be submitted.

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. A maximum of **three (3)** mock-ups/props may be submitted

C. Storyboard (for TVC submission)

1. Storyboards may be printed or mounted on artboard/foamboard.
2. Hard-copy storyboards must not exceed **A3 size** and are limited to **five (5) pages.**

D. Audio

1. All audio files or demo must be in **MP3 format.**
2. Duration must not exceed **3 minutes per file.**
3. File Size must not exceed **10MB per file.**
4. Only **one (1)** audio shall be submitted.

E. Video (incl. Film/TVC/Social video; case videos will be under separate category)

1. All videos must be submitted in **MP4 format**.
2. Duration must not exceed **3 minutes per file**.
3. File size must not exceed **100MB per file**. Recommended specification: **1920 x 1080px, 16:9**.
4. Only **one (1)** video may be submitted.

F. Digital & Social (including social media content, apps, website demos, screenshots and other digital platforms)

1. Provide the website address (URL) and login credentials (username and password), if applicable.
2. All submitted URLs must remain active from the date of submission until **March 17, 2027** to allow judging.
3. Only **one (1)** website or digital destination may be submitted.

G. Other Format

1. Please specify the material type and provide details in the Entry Form.

Summary board (Compulsory)

1. A **Summary Board** in JPG format (A2 size, maximum 7MB) must be submitted to explain the creative work and will not be counted as one of the three submission categories/types.
2. Please name the file: Summary Board – Entry Title
3. If submitting a hard copy, the Summary Board must be printed or mounted on artboard/foamboard in **A2 size**.

Case Video (Optional)

1. A **Case Video** may be submitted as supplementary information and will not be counted as one of the three submission categories/types.
2. The Case Video must follow the Video requirements above with the exception of the file size which can go up to 200MB.
3. Please name the file: Case Video – Entry Title

AI Declaration

The use of **Generative AI (GenAI)** tools or technologies for any purpose and at any stage of the creative process must be declared in the Entry Form. Participants must provide details of the AI tools used, their purpose, and the AI-generated content included in the submission.

Briefing and Questionnaire Requirement

All team members must watch the **Creative Sharing cum Students' Award 2026 Briefing** and complete the briefing questionnaire to confirm eligibility and qualify as official participants.

If your team has not yet completed the requirement, please visit the HK4As YouTube Channel to watch the recorded session and complete the briefing questionnaire:

<https://forms.gle/j2FgEN3kzy1KYE3r7>

Remarks

1. Each team may consist of a maximum of **five (5) students** from the same or different institutions.
2. All submissions must include a completed **Entry Form (doc.)** and **Summary Board (jpg.)** (A2 size, high resolution for printing).
3. Entries must be submitted to awards@aaaa.com.hk on or before **November 27, 2026 (Friday), 11:59pm** via a public web link (Google Drive or Dropbox is recommended).
4. Please ensure that all submitted materials can be accessed, viewed and downloaded before submission.
5. All submitted URLs must remain active until **March 17, 2027**.
6. Hard-copy materials must be clearly labelled on the back with the Entry Title and Contact Person's Name. For entries consisting of multiple pieces, each item should also indicate its sequence (e.g. "Poster 1 of 3", "Poster 2 of 3").
7. Entries that are incomplete, submitted after the deadline, or fail to comply with the rules and requirements may be disqualified.
8. HK4As has the right to use or reproduce accepted entries on HK4As' website, social media channels, awards publications and related materials for industry-related or educational purposes.
9. HK4As reserves the right to amend these rules where necessary.
10. HK4As owns the right of final decision in the event of any dispute.