

## **Attachment 2: 2013 HK4As Kam Fan Awards Winners List**

<b>Medal</b>	<b>Advertiser</b>	<b>Entry Title</b>	<b>Agency</b>
<b>Kam Fan</b>			
Grand Kam Fan	Ferrero	Mobile Goodness	Leo Burnett Hong Kong
Outdoors Kam Fan	Ferrero	Mobile Goodness	Leo Burnett Hong Kong
Cyber Kam Fan	Mei Ah Entertainment Group Ltd.	One Movie One Second	McCann Worldgroup Hong Kong
<b>Cyber</b>			
<b>Website/ Mini-site (Campaign sites)</b>			
Bronze	Canon Hong Kong Co Ltd	Photo Kidictionary	Drafftcb Hong Kong Ltd
Merit	Samsung Electronics Hong Kong	Virtual Photo Tour	Cheil Hong Kong
Merit	NIKON HONG KONG LTD.	I AM THE CITY EXPLORER	Wunderman   AGENDA (Hong Kong) Limited
<b>Online Advertising</b>			
Bronze	Casablanca	Sleep Mode	Leo Burnett Hong Kong
Merit	Samsung Electronics Hong Kong	Virtual Photo Tour	Cheil Hong Kong
Merit	Canon Hong Kong Co Ltd	Photo Kidictionary	Drafftcb Hong Kong Ltd
<b>Mobile (Mobile Marketing (SMS/MMS/etc.) non-application based)</b>			
Bronze	PuraPharm International (H.K.) Ltd	Golden 4-Hours	JWT Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong

Medal	Advertiser	Entry Title	Agency
<b>Mobile (Mobile Applications)</b>			
Silver	Staedtler	MEmoji	Leo Burnett Hong Kong
Bronze	Wrangler	Wrangler Mileage	TBWA\Digital Arts Network Hong Kong
Merit	Coca Cola China Limited	Coca-Cola iOpener	McCann Worldgroup Hong Kong
<b>Mobile (Mobile Games)</b>			
Bronze	McDonald's Restaurants (Hong Kong) Ltd	McDonald's 2013 Coca Cola Glass AR ADVENTURES	DDB Group Hong Kong
Merit	Pizza Hut	Pizza Hut Big Box	Ogilvy & Mather Group HK
<b>Social Media (Social Media Marketing)</b>			
Bronze	Nestle Hong Kong Limited	100 Tofu Recipes Wanted	McCann Worldgroup Hong Kong
<b>Social Media (Social Media Games)</b>			
Gold	Mei Ah Entertainment Group Ltd.	One Movie One Second	McCann Worldgroup Hong Kong
Merit	CSL Limited	one2free GAME ON	TBWA\ Hong Kong
<b>Digital - Point of Sales and In Store Innovation</b>			
Gold	shopelsewhere.hk	Shop Elsewhere	Ogilvy & Mather Group, Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
Merit	Samsung Electronics Hong Kong	Virtual 'Pop-up Store' Posters	Cheil Hong Kong
<b>Online Film (Viral)</b>			
Merit	Sony Corporation	Made for memories in real from social life	Carat Hong Kong

Medal	Advertiser	Entry Title	Agency
<b>Online Film (Others)</b>			
Merit	SCA Tissue Hong Kong Limited	Banana peel water for the broken hearts	Publicis Hong Kong
<b>Best Cyber Campaign</b>			
Bronze	Canon Hong Kong Co Ltd	Photo Kidictionary	Drafftcb Hong Kong Ltd
<b>Best Use of Digital Technology &amp; Innovation</b>			
Bronze	shopelsewhere.hk	Shop Elsewhere	Ogilvy & Mather Group, Hong Kong
Bronze	Staedtler	MEmoji	Leo Burnett Hong Kong
Merit	CSL Limited	one2free GAME ON	TBWA\ Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
Merit	McDonald's Restaurants (Hong Kong) Ltd	McDonald's 2013 Coca Cola Glass AR ADVENTURES	DDB Group Hong Kong
Merit	NIKE HONG KONG LTD.	M vs W	Wunderman   AGENDA (Hong Kong) Limited
<b>Charity, Pro bono and Public service</b>			
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
<b>Print</b>			
<b>Print Single - Beverages, Food, Snacks, Confectionery</b>			
Bronze	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Lamb	Leo Burnett Hong Kong
Bronze	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Chicken	Leo Burnett Hong Kong
<b>Print Single - Beauty &amp; Personal Care</b>			

Medal	Advertiser	Entry Title	Agency
Merit	Cremorlab (Shilla Limited)	Sun Block: Run	Cheil Hong Kong
Merit	Cremorlab (Shilla Limited)	Sun Block: Volleyball	Cheil Hong Kong
<b>Print Single - Electronics</b>			
Bronze	Westone (Thinking Group Limited)	Bees	DDB Group Hong Kong
Merit	Westone (Thinking Group Limited)	Fly	DDB Group Hong Kong
<b>Print Single - Household products</b>			
Merit	Staedtler	The Pencil - Architecture	Leo Burnett Hong Kong
<b>Print Single - Charity, Pro bono and Public service</b>			
Merit	Samsung Electronics Hong Kong	Text Cursor: Bike	Cheil Hong Kong
<b>Print Campaign - Beverages, Food, Snacks, Confectionery</b>			
Bronze	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Animal Tragedies Campaign	Leo Burnett Hong Kong
<b>Print Campaign - Beauty &amp; Personal Care</b>			
Merit	Watson's The Chemist	Monsters in the Mouth Campaign - Monster in Her Mouth/Monster in His Mouth/Monster in Your Mouth	DDB Group Hong Kong
Merit	Cremorlab (Shilla Limited)	Sun Block: Run / Surf / Volleyball	Cheil Hong Kong
<b>Print Campaign - Electronics</b>			
Merit	Westone (Thinking Group Limited)	Buzz Campaign - Bees / Mosquitos / Fly	DDB Group Hong Kong
<b>Print Campaign - Fashion &amp; Apparel</b>			
Merit	Samsonite Asia Limited	The Dark Side Campaign	JWT Hong Kong

Medal	Advertiser	Entry Title	Agency
<b>Print Campaign - Financial and Other Corporate Services</b>			
Merit	AIA International Limited	"Real Life Never Stops"	TBWA\Hong Kong
<b>Print Campaign - Charity, Pro bono and Public service</b>			
Merit	Samsung Electronics Hong Kong	Text Cursor: Bike / Pram / Car	Cheil Hong Kong
Merit	Tencent	Dun Txt N Drive Campaign	Leo Burnett Hong Kong
<b>Outdoors</b>			
<b>Poster Single - Electronics</b>			
Bronze	Westone (Thinking Group Limited)	Bees	DDB Group Hong Kong
<b>Poster Single - Household products</b>			
Merit	Staedtler	The Pencil - Architecture	Leo Burnett Hong Kong
<b>Poster Single - Telecommunications &amp; Media</b>			
Silver	1905 (Beijing) Network Technology Co., Ltd.	Online Cinema	Grey Group Hong Kong
<b>Poster Single - Charity, Pro bono and Public service</b>			
Bronze	Samsung Electronics Hong Kong	Text Cursor: Bike	Cheil Hong Kong
Merit	Samsung Electronics Hong Kong	Text Cursor: Pram	Cheil Hong Kong
<b>Poster Campaign - Beauty &amp; Personal Care</b>			
Merit	Cremorlab (Shilla Limited)	Sun Block: Run / Surf / Volleyball	Cheil Hong Kong
<b>Poster Campaign - Electronics</b>			

Medal	Advertiser	Entry Title	Agency
Bronze	Westone (Thinking Group Limited)	Buzz Campaign - Bees / Mosquitos / Fly	DDB Group Hong Kong
<b>Poster Campaign - Fashion &amp; Apparel</b>			
Merit	Samsonite Asia Limited	The Dark Side Campaign	JWT Hong Kong
<b>Poster Campaign - Household products</b>			
Merit	Casablanca	Goodnight, Troubles Campaign	Leo Burnett Hong Kong
<b>Poster Campaign - Charity, Pro bono and Public service</b>			
Bronze	Society of Community Organization	Cage Home Poster	Publicis Hong Kong
Merit	Samsung Electronics Hong Kong	Text Cursor: Bike / Pram / Car	Cheil Hong Kong
<b>Outdoors Single - Electronics</b>			
Bronze	Westone (Thinking Group Limited)	Bees	DDB Group Hong Kong
<b>Outdoors Campaign</b>			
Bronze	AIA International Limited	"Real Life Never Stops"	TBWA\Hong Kong
Merit	Society of Community Organization	Cage Home Integrated Campaign	Publicis Hong Kong
<b>Ambient</b>			
Silver	Ferrero	Mobile Goodness	Leo Burnett Hong Kong
Bronze	Society of Community Organization	Man in the Cage	Publicis Hong Kong
Bronze	Mentholatum (Asia Pacific) Ltd.	Play Free	Grey Group Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong

Medal	Advertiser	Entry Title	Agency
<b>Field Marketing</b>			
Gold	Ferrero	Mobile Goodness	Leo Burnett Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
Merit	Samsung Electronics Hong Kong	'Dual-Shot' Photo Booth	Cheil Hong Kong
Merit	McDonald's Restaurants (Hong Kong) Ltd	Night Side of McDonald's	DDB Group Hong Kong
Merit	Mentholatum (Asia Pacific) Ltd.	Play Free	Grey Group Hong Kong
Merit	3M Hong Kong Ltd.	The Magic of Sticky Advertising	Grey Group Hong Kong
Merit	PuraPharm International (H.K.) Ltd	Golden 4-Hours	JWT Hong Kong
<b>Point of Sale</b>			
Merit	Samsung Electronics Hong Kong	Virtual 'Pop-up Store' Posters	Cheil Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
<b>Design</b>			
<b>Publications</b>			
Merit	Shangri-la International Hotel Management Ltd	Shangri-la Hotel Image Book Series	Ogilvy & Mather Group HK
Merit	7-Eleven Hong Kong	Napkin	Leo Burnett Hong Kong
<b>Environmental and space design</b>			
Silver	Mentholatum (Asia Pacific) Ltd.	Play Free	Grey Group Hong Kong
Merit	McDonald's Restaurants (Hong Kong) Ltd	Night Side of McDonald's	DDB Group Hong Kong

Medal	Advertiser	Entry Title	Agency
<b>Film (Both TVC &amp; Online)</b>			
<b>Film Single - Beverages, Food, Snacks, Confectionery</b>			
Bronze	Hong Kong Yakult Co Ltd	Court	Dentsu Hong Kong Ltd
<b>Film Single - Fashion &amp; Apparel</b>			
Merit	Tse Sui Luen Jewellery	The Pianist	DDB Group Hong Kong
Merit	City Chain Company Limited	100 Years of Love	McCann Worldgroup Hong Kong
<b>Film Single - Household products</b>			
Bronze	SCA Tissue Hong Kong Limited	The Perfect Man	Publicis Hong Kong
<b>Film Single - Non -TV Broadcast Film / Other Screens</b>			
Merit	Nestle Hong Kong Limited	100 Tofu Recipes Wanted	McCann Worldgroup Hong Kong
<b>Film Campaign - Telecommunications &amp; Media</b>			
Merit	CSL Limited	one2free PLAYGROUND	TBWA\Hong Kong
<b>Radio</b>			
<b>Radio Single</b>			
Merit	AIA Hong Kong	AIA Spring Income Plan Campaign	TBWA\Hong Kong
Merit	3M Hong Kong Ltd.	Couple	Grey Group Hong Kong
Merit	Good-life Consumer Products Ltd.	Sunscreen - Encounter	JWT Hong Kong
Merit	Good-life Consumer Products Ltd.	Sunscreen - Alumni	JWT Hong Kong



Medal	Advertiser	Entry Title	Agency
<b>Radio Campaign</b>			
Merit	Good-life Consumer Products Ltd.	Sunscreen Campaign	JWT Hong Kong
<b>Crafts</b>			
<b>Chinese Copy</b>			
Best Work	7-Eleven Hong Kong	Napkin	Leo Burnett Hong Kong
Merit	BOCG Life	My World	MRPAUL & PARTNERS
<b>English Copy</b>			
Best Work	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Fish	Leo Burnett Hong Kong
Merit	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Lamb	Leo Burnett Hong Kong
Merit	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Chicken	Leo Burnett Hong Kong
<b>Design/ Art Direction</b>			
Best Work	Society of Community Organization	Cage Home Poster- 3 of 3	Publicis Hong Kong
Merit	Westone (Thinking Group Limited)	Bees	DDB Group Hong Kong
Merit	Staedtler	The Pencil - Architecture	Leo Burnett Hong Kong
Merit	Watson's The Chemist	Monster in His Mouth	DDB Group Hong Kong
Merit	Casablanca	Devil	Leo Burnett Hong Kong
Merit	Society of Community Organization	Cage Home Poster- 2 of 3	Publicis Hong Kong
Merit	Society of Community Organization	Cage Home Poster- 1 of 3	Publicis Hong Kong

Medal	Advertiser	Entry Title	Agency
<b>Illustration</b>			
Best Work	Samsonite Asia Limited	The Dark Side Campaign	JWT Hong Kong
Merit	Westone (Thinking Group Limited)	Bees	DDB Group Hong Kong
Merit	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Lamb	Leo Burnett Hong Kong
Merit	Watson's The Chemist	Monster in Her Mouth	DDB Group Hong Kong
Merit	Watson's The Chemist	Monster in His Mouth	DDB Group Hong Kong
Merit	Watson's The Chemist	Monster in Your Mouth	DDB Group Hong Kong
Merit	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Chicken	Leo Burnett Hong Kong
Merit	Koon Chun Hing Kee Soy & Sauce Factory Ltd	Fish	Leo Burnett Hong Kong
Merit	Casablanca	Devil	Leo Burnett Hong Kong
<b>Photography</b>			
Best Work	Society of Community Organization	Cage Home Poster- 3 of 3	Publicis Hong Kong
Merit	Society of Community Organization	Cage Home Poster- 2 of 3	Publicis Hong Kong
Merit	Society of Community Organization	Cage Home Poster- 1 of 3	Publicis Hong Kong
<b>Direction</b>			
Best Work	Coca-Cola China Limited	Time Lapse	McCann Worldgroup Hong Kong
<b>Editing</b>			
Merit	Canon Hong Kong	Lighter, Stronger	Touches Ltd

Medal	Advertiser	Entry Title	Agency
Merit	Tse Sui Luen Jewellery	The Pianist	DDB Group Hong Kong
<b>Media</b>			
<b>Media Single - Best use of Screens</b>			
Silver	Coca-Cola China Limited	Coca-Cola iOpener	McCann Worldgroup Hong Kong
Merit	PuraPharm International (H.K.) Ltd	Golden 4-Hours	JWT Hong Kong
<b>Media Single - Best use of Outdoor</b>			
Silver	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
Bronze	Hong Kong Disneyland Resort	Disney's Haunted Halloween – Choose Your Dark Side	Mindshare Hong Kong Limited
<b>Media Single - Best use of Digital Media</b>			
Gold	Canon Hong Kong Co Ltd	Photo Kidictionary	Draftfcb Hong Kong Ltd
Silver	Wyeth Nutrition	Two Thoughts One Goal	OMD Hong Kong
Bronze	Samsung Electronics Hong Kong	Virtual Photo Tour	Cheil Hong Kong
Merit	NIKE HONG KONG LTD.	M vs W	Wunderman   AGENDA (Hong Kong) Limited
<b>Media Single - Best use of Other Digital Platform (Including Mobile)</b>			
Gold	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
Bronze	Staedtler	MEmoji	Leo Burnett Hong Kong
Bronze	shopelsewhere.hk	Shop Elsewhere	Ogilvy & Mather Group, Hong Kong
Bronze	Coca-Cola China Limited	Coca-Cola iOpener	McCann Worldgroup Hong Kong

Medal	Advertiser	Entry Title	Agency
Merit	The Leftovers	Occupy Hong Kong 5 x 5	Grey Group Hong Kong
<b>Media Single - Best use of Branded Content, Product Placement, Experiential, Sponsorship, Stunts and Events</b>			
Gold	Ferrero	Mobile Goodness	Leo Burnett Hong Kong
Bronze	Samsung Electronics Hong Kong	Virtual Photo Tour	Cheil Hong Kong
Bronze	Canon Hong Kong Co Ltd	Photo Kidictionary	Draftfcb Hong Kong Ltd
Bronze	McDonald's Restaurants (Hong Kong) Ltd	Night Side of McDonald's	DDB Group Hong Kong
<b>Media Single - Best use of Ambient</b>			
Silver	McDonald's Restaurants (Hong Kong) Ltd	Night Side of McDonald's	DDB Group Hong Kong
Merit	Mentholatum (Asia Pacific) Ltd.	Play Free	Grey Group Hong Kong
<b>Media Single - Best use of Social Media</b>			
Bronze	NIKE HONG KONG LTD.	M vs W	Wunderman   AGENDA (Hong Kong) Limited
Merit	CSL Limited	one2free GAME ON	TBWA\ Hong Kong
Merit	Canon Hong Kong Co Ltd	Photo Kidictionary	Draftfcb Hong Kong Ltd
Merit	Wyeth (Hong Kong) Holding Company Limited	Two Thoughts One Goal	Wunderman   AGENDA (Hong Kong) Limited
Merit	Calbee	Calbee CB6	Leo Burnett Hong Kong
<b>Media Campaign - Best use of Print</b>			
Bronze	Hong Kong Disneyland Resort	Unlock the Mystery of Mystic Point	Mindshare Hong Kong Limited
<b>Media Campaign - Best use of Outdoor</b>			

Medal	Advertiser	Entry Title	Agency
Bronze	Green Sense	Confessions Brought to Light	Grey Group Hong Kong
<b>Media Campaign - Best use of Digital Media</b>			
Bronze	Wyeth Nutrition	Two Thoughts One Goal	OMD Hong Kong
Merit	Mei Ah Entertainment Group Ltd.	One Movie One Second	McCann Worldgroup Hong Kong
<b>Media Campaign - Best use of Other Digital Platform (Including Mobile)</b>			
Merit	Wyeth Nutrition	See the World At Home	OMD Hong Kong
Merit	Hong Kong Disneyland Resort	Disney's Haunted Halloween – Choose Your Dark Side	Mindshare Hong Kong Limited
<b>Media Campaign - Best use of Branded Content, Product Placement, Experiential, Sponsorship, Stunts and Events</b>			
Merit	Shiseido Hong Kong Limited	Time Journey	Maxus Hong Kong
<b>Media Campaign - Best use of Ambient</b>			
Merit	Manulife (International) Limited	What's simple now won't be simple when you retire	DDB Group Hong Kong
<b>Media Campaign - Best use of Social Media</b>			
Silver	Nestle Hong Kong Limited	100 Tofu Recipes Wanted	McCann Worldgroup Hong Kong
Bronze	Wyeth Nutrition	Two Thoughts One Goal	OMD Hong Kong
<b>Media Campaign - Best Small Budget Campaign (up to HK \$0.5 M)</b>			
Silver	Orbis HK	Old Parts for New	Ogilvy & Mather Group, HK
Bronze	Green Sense	Confessions Brought to Light	Grey Group Hong Kong
Merit	World Wide Fund for Nature, Hong Kong	Vote Ruby	Ogilvy & Mather Group HK

Medal	Advertiser	Entry Title	Agency
<b>Media Campaign - Best Integrated Media Campaign</b>			
Silver	Hong Kong Disneyland Resort	Unlock the Mystery of Mystic Point	Mindshare Hong Kong Limited
Merit	Canon Hong Kong Co Ltd	Photo Kidictionary	Drafftcb Hong Kong Ltd
Merit	Hong Kong Disneyland Resort	Disney's Haunted Halloween – Choose Your Dark Side	Mindshare Hong Kong Limited
<b>Integrated</b>			
<b>Best Integrated Campaign</b>			
Bronze	Manulife (International) Limited	What's simple now won't be simple when you retire	DDB Group Hong Kong/PHD
Merit	AIA International Limited	"Real Life Never Stops" Regional Brand Campaign	TBWA\Hong Kong/IPG Mediabrand (HK) Limited
Merit	Society of Community Organization	Cage Home Integrated Campaign	Publicis Hong Kong
Merit	Unicef Hong Kong	NFC Charity Stickers	Cheil Hong Kong
Merit	McDonald's Restaurants (Hong Kong) Ltd	Value Campaign	DDB Group Hong Kong/OMD
Merit	Hong Kong Disneyland Resort	Disney's Haunted Halloween – Choose Your Dark Side	Mindshare Hong Kong Limited/ In-house - Hong Kong Disneyland Resort
<b>Client Award</b>			
Ferrero Asia Ltd.			