



KANCIL AWARDS 2015 ENTRY KIT

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ELIGIBILITY

- Any advertising, print, design, graphics, video, film, website, mobile marketing or other cyber work created by a member agency of the 4As Malaysia, which fits into the award categories listed. All suppliers are eligible to enter certain craft category sections for work done for a 4As agency. Please refer to the category listing.
- All entries must be first published, circulated, shown or aired in Malaysia or in international media between 1st November 2014 to 29th November 2015.
- The 4As takes a very serious view of copies or clones of foreign advertisements being passed off as legitimate entries. Where there has been collaboration, the brief for the job and the subsequent idea must originate from Malaysia.
- To curb the unethical practice of scam advertising, the 4As reserves the right to request proof of client involvement, media invoices from ABC-audited publications or other evidence that the entry is legitimate.

If the advertisement has appeared in international media only, proof of appearance (tear-sheet, photograph) and media invoice must be submitted at the submission date.

Forward proof of appearance to:
J Matthews 4As Secretariat
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1
9 Jalan 16/11, Off Jalan Damansara
46350 Petaling Jaya, Selangor

- If any entry submitted fails to meet the requirements above, the entry shall be rejected, entry fee forfeited and any award won withdrawn and disqualified. The judges' decision on validity of proof is final.

CONDITIONS

- For entries which are accepted into the Kancil Award Annual, proof of publication, transmission and approval as well as proof of payment by the client must be provided when requested. If such proof cannot be provided, or is insufficient, the entry shall be disqualified. The judges' decision on validity of proof is final.
- The entrant agrees that the 4As will not accept responsibility for errors or omissions reproduced in any exhibition or annual or for work lost or damaged.
- Entries accepted for publication in the Kancil Awards Annual or Kancil Awards Website and subsequent materials received will be retained by the 4As for its tape, film and print library.
- The entrant grants the 4As permission to show the entries at such times as deemed appropriate. Incorrect or incomplete entries risk disqualification.
- Where deem fit/relevant, the organiser reserves the right to move an entry from its submitted category to another corresponding category for judging.

JUDGING

The 4As Creative Council will select a panel of local and foreign creative luminaries. Judges — local or international — cannot vote for their network's entries. The Golden Kancil will be selected from Gold Winners across all idea categories. Both the Advertiser of the Year and Agency of the Year Awards will be selected based on the total score from the Kancil Awards 2015.

AGENCY OF THE YEAR

The Agency of the Year will be awarded based on the highest accumulated points scored from all categories. Scores are calculated as follow:

Golden Kancil: 30 points

Gold: 25 points

Silver: 15 points

Bronze: 5 points

Merit: 2 points

ENTRY CATEGORIES

1. PRESS ADVERTISING

Defined as advertisements intended for any published printed media including Newspaper, Magazine, Journals and Single Page Inserts and Advertorials. The Press Jury will be looking at the strength of the creative idea and its execution. Campaign entries must comprise a minimum of 3 submissions.

1.1 Press Single

1.2 Press Campaign

NOTE: All languages (English/BM/Chinese) will be judged in this category. Kindly provide an English translation for the benefit of the foreign and non-native jury members.

2. OUTDOOR ADVERTISING

Defined as billboard and poster advertising as well as out-of-home ambient executions. The Outdoor Kancil will reward the skilful engagement of consumers by both traditional (billboards, posters) and progressive (ambient, non-formatted use of the surrounding environment) means.

The Outdoor Jury will be looking at the strength of the creative idea and its execution. Campaign entries must comprise a minimum of 3 submissions.

2.1 Billboards and Street Furniture

Designed for standard or existing outdoor poster and billboard sites e.g. billboards, bus shelters, shopping malls and standard transit advertising sites.

2.2 Posters

Standard posters for indoor and outdoor use. Locations include shops, stores, hospitals, schools, banks, offices, residential buildings/foyers, exhibitions, museums and galleries etc. All standard washroom advertising should also be included here.

2.3 Ambient

Designed for non-standard and free format outdoor advertising. Includes but not limited to, in-store, indoor, special builds, small-scale paraphernalia (i.e. stickers, mini branded items, etc), live stunts and outdoor interactive experiences.

(NOTE: Entries in 2.1/2.2 cannot be duplicated for this category)

2.4 Outdoor Campaign

ENTRY CATEGORIES

3. DESIGN

Defined as the innovative use of design as an aid in communication and experience to deliver the brand and product messages. The Design Jury will be looking at the strength of the creative idea and its execution. Campaign entries must comprise a minimum of 3 submissions.

3.1 Brochures/Annual Reports/Calendars

3.2 Packaging

3.3 Corporate & Brand Identity

3.4 Open Single (Includes POS/Poster)*

3.5 Open Campaign (Includes POS/Poster)*

***Excludes Cyber/Mobile entries.**

4. CRAFT FOR PRESS, OUTDOOR, DIRECT & DESIGN

The Jury will reward submissions based on the quality demonstrated in its technical execution and how it brings the creative idea to life. The Jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution. Campaign entries must comprise a minimum of 3 submissions.

4.1 Illustration

4.2 Photography

4.3 Typography

4.4 Art Direction

4.5 Craft Campaign

4.6 English Copy Single

4.7 BM Copy Single

4.8 Chinese Copy Single

ENTRY CATEGORIES

5. CYBER

Defined as branded online, digital, and technological communication. The Jury will award the best creative, digital solutions for brands that utilise technology and creativity seamlessly, and prove how their target audience engaged and enhanced brand value, resulting in increased sales and/or recognition. Campaign entries must comprise a minimum of 3 submissions and/or demonstrate multi-platform interaction/engagement.

5.1 Web Platforms (Websites, Microsites & Web Service)

5.2 Digital Tools & Utilities

5.3 Online Ad (Banners, EDM & Other Rich Media)

5.4 Use of Social Media

5.5 Branded Games

5.6 Cyber Campaign

6. MOBILE

Defined as creative work which lives on or is activated by a mobile device, mobile app or mobile web page. The Jury will award the ideas that present the technology and creativity behind the work seamlessly, and push the boundaries of mobile advertising/marketing to reach and engage with consumers on native mobile platforms. Campaign entries must comprise a minimum of 3 submissions and/or demonstrate multi-platform deployment.

6.1 Mobile Website

6.2 Mobile App

6.3 Rich Media for Mobile Advertising

6.4 Messaging

6.5 Use of Social Media on Native Mobile Platforms

6.6 Mobile Campaign

ENTRY CATEGORIES

7. CRAFT FOR CYBER & MOBILE

The Jury will reward submissions in CYBER & MOBILE CRAFT based on the design or technical execution of cyber & mobile entries. This will take into account the quality of the design or interface, UX and how easy and/or logical it is to navigate through. The Jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea or experience and pushes the execution. Campaign entries must comprise a minimum of 3 submissions.

7.1 Animation, Graphic Design, Illustration & Art Direction

7.2 Sound Design & Use of Music

7.3 Use of Technology

7.4 User Experience, Interface & Navigation

7.5 Writing

7.6 Craft Campaign

8. RADIO & RADIO CRAFT

Defined as advertising on free-to-air radio stations and online radio channels. The radio submissions will be judged on the strength of the creative idea and its execution. Radio campaign entries must comprise a minimum of 3 spots. Radio Craft submissions will be judged on the production quality and use of Radio as a medium to bring the creative idea to life. The Jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

8.1 Broadcast Single

8.2 Broadcast Campaign

8.3 Non-Broadcast Single

8.4 Non-Broadcast Campaign

8.5 Sound Design

8.6 Use of Music

8.7 Writing

ENTRY CATEGORIES

9. FILM & FILM CRAFT

Defined as traditional TV and cinema advertising and film content produced for online airing and other screens. The Jury will be looking for ideas which display a strong synergy with the brand, a dynamic and creative approach to the brief and exceptional execution. Film campaign entries must comprise a minimum of 3 spots. Film Craft submissions will be judged on the quality and aesthetic value of the filmmaking process. Whether the craft adds something to the idea and pushes the execution will be considered. It will take into account the quality of the direction, copywriting or editing and/or the skilful use of music or sound design, depending on the category entered.

9.1 Broadcast Single

9.2 Broadcast Campaign

9.3 Non-Broadcast Single

Includes but not limited to traditional format advertising film produced for online circulation only, pre-roll adverts as well as films created with the primary intention of being shared and/or user-distributed online. Broadcast films aired online are not accepted in this category.

9.4 Non-Broadcast Campaign

9.5 Art Direction

9.6 Best Use of Music

9.7 Film Direction

9.8 Editing

9.9 Animation/Motion Graphics

9.10 Sound Design

9.11 Cinematography

9.12 Scriptwriting

ENTRY CATEGORIES

10. DIRECT

Defined as targeted direct communication designed to generate a response or specific action while building and prolonging relationships. The Jury will award work that not only contains a response mechanism — coupon, phone number etc. — but also has some directly attributable effect on behaviour and obtains a measurable response.

10.1 Use of Printed Matter

10.2 Use of Ambient

10.3 Use of Digital & Social

10.4 Use of Broadcast

10.5 Campaign

11. PROMO & ACTIVATION

Defined as an activity that is designed to create immediate activation and/or offer the sale of a product or service. This may be in the form of sampling, tie-ins, competitions, events, in-store advertising events, exhibitions and other promotional vehicles, such as digital media. The Jury will award ideas that actively engage consumers to products/brands and achieve measurable results.

11.1 Use of Promotional Stunts/Live Advertising/Live Shows

11.2 Use of Exhibitions & Digital Installations

11.3 Use of Digital & Social

11.4 Use of Broadcast

11.5 Campaign

ENTRY CATEGORIES

12. ENTERTAINMENT & BRANDED CONTENT

Defined as the creation of, or natural integration into, original content by a brand. Entrants will show how a brand has successfully worked independently or in association with a content producer or publisher to develop and create or co-create entertaining and engaging content for their audience. This could be executed either by creating original content or programming for a brand or by naturally integrating a brand into existing formats by partnering with a publisher or media partner. The Jury will award ideas that leverage a single media channel, such as web video or broadcast, but may also use multiple platforms to deliver content to audiences across various channels, including: radio, magazine, music, video, mobile, social, blogs, experiential events, and more.

12.1 Publishing

Book, publication, magazine and/or other printed entertainment in offline and online/digital format which includes printed digital content/digital books/digital magazines.

12.2 Digital

Original branded social media, websites, microsites, mobile applications, native advertising that is part of a branded content campaign.

12.3 Short Film (< 10 minutes)

Includes but not limited to scripted drama, comedy, non-scripted reality, documentary, branded music video or entertainment show.

NOTE: Advertising films should not be submitted here. Refer to Category 9.

12.4 Long Form (> 10 minutes)

Includes but not limited to scripted drama, comedy, non-scripted reality, documentary, branded music video or entertainment show.

NOTE: Advertising films should not be submitted here. Refer to Category 9.

12.5 Music

Includes but not limited to music in original branded content, original song/score created around a brand or product, the creation of a music-based programme or platform and music/brand partnership, branded music videos.

12.6 Branded Game (Digital/On-ground)

Original games either digital/interactive or physical that are produced for consoles/handheld devices/mobile devices/online.

12.7 Talk Show (TV & Radio)

ENTRY CATEGORIES

12.8 Audio

Includes but not limited to paid-for, sponsored or brand-funded content/programming on radio stations. This may include streaming or podcasting, programme sponsorship, and content that exemplifies the brand message/ethos, as well as enhances the experience of the listener and meets the expectations of the radio station's programmers.

12.9 Live Experience

Original live entertainment where the brand is creatively positioned using: original events and shows, installations, festival, flash mob. Focus should be on the experience for the consumer with a clear product and brand narrative/storytelling for the people present.

12.10 Campaign

13. INTEGRATED

Defined as a fully integrated campaign executed across multiple platforms. Integrated campaigns should comprise a minimum of 3 different media.

There are no sub-categories. All entries will be judged together.

14. INNOVATIVE USE OF MEDIA

Defined as the creative use of media, innovatively implemented across channels for a successful outcome. The Jury will be looking not just for brilliant ideas, but also, ideas that work and demonstrate the relationship between the target audience, behaviour, trends and the media solution.

There are no sub-categories. All entries will be judged together.

15. INNOVATION (PRODUCT/SERVICE)

Defined as breakthrough original products or services that have been developed for brands to engage with their customers in a new, inspiring and 'never-been-done-before' way. Pre-development ideas, concepts and prototypes are not eligible.

There are no sub-categories. All entries will be judged together.

ENTRY CATEGORIES

16. STUDENT

This category is only applicable to all students who are pursuing full time study in any field that is related to advertising or otherwise. Students may enter through their college, university or on their own. Students may enter as a group, or as an individual. The brief will be provided by a client.

Please visit <http://www.kancilawards.com/> for more details.

17. YOUNG KANCIL

For the first time a team will face a 24-hour challenge to crack a brief which will be given by a client. The team must consist of maximum 3 persons (copy, art and suit/planner) with below 2 years' working experience in ad/communication business.

Please visit <http://www.kancilawards.com/> for more details.

18. KANCIL FOR GOOD

Defined as marketing communications that contribute in development and happiness of mankind and social responsibilities that have made a positive impact on improving people's lives and the world. Includes but not limited to CSR activities, social initiatives, social enterprises, community outreach programmes. No entry is required.

19. GOLDEN KANCIL

This Award is awarded to the best entry. No entry is required.

ENTRY CATEGORIES

SPECIAL AWARDS

20. CHAIRMAN'S AWARD

This award is decided by the 4As President and Vice President in consultation with the Council Members to recognize leaders who best embody the qualities of insight, ethics and courage that are the key attributes of visionary leadership.

21. HALL OF FAME

This Award is dedicated to those who have completed their primary careers and have distinguished themselves in those careers as well as contributed to the betterment of advertising, its reputation and made volunteer efforts outside the workplace.

22. MEDIA PERSONALITY AWARD

This Award is conferred by the 4As Council to outstanding media personalities in Malaysia whose creed of being bold and relaying the truth without fear or favour to Malaysians all over.

23. ADVERTISER OF THE YEAR

This Award is presented to the Advertising partner, who has demonstrated courage and consistency in creative communications.

24. AGENCY OF THE YEAR

This Award is awarded based on the highest accumulated points scored from all categories.

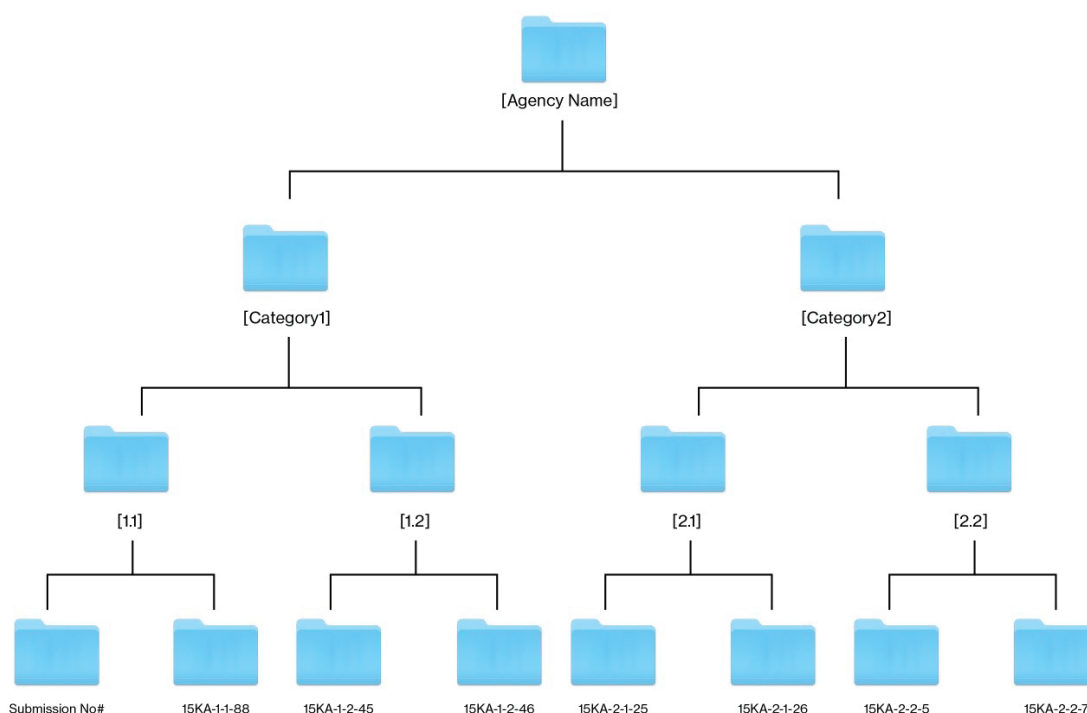
GENERAL MATERIAL SUBMISSION REQUIREMENTS

To ensure the new digital judging process runs smoothly, the following online submission requirements must be strictly adhered to:

- **We will not accept replacement material. Please make sure the version that you have uploaded is final and can be used for judging and shown publicly.**
- Do not upload or submit “holding” or “temporary” media (fake/incorrect) JPEG, MOV or MP4 files.
- Agency branding must not be found anywhere on your entry materials.
- JPEG files will need to be submitted online and on DVD as well. Please name the JPEG files according to entry name in this format: 'EntryName.jpeg'.
- MOV/MP4 files only need to be submitted on DVD.
- Refer below for submission outline for DVD:

DVD compilation format.

Each entry must be compiled into folders according to agency name, followed by category, sub-category and lastly by submission number.



GENERAL MATERIAL SUBMISSION REQUIREMENTS

FILM MATERIALS — TVC, VIRAL, BRANDED CONTENT, CRAFT, CASE STUDY

- For case study, the film will be used for Jury deliberations along with written submission.
- All films should have 1/2 second black before and after the entry. No slates, clocks or freezes can be included in your film.
- Films must be submitted as they originally aired and in the original language. For non-English language entries, you are required to subtitle entries in English.
- Submit film entries on DVD as MOV/MP4 file no bigger than 300MB in size per film. (Refer to page 10 for submission guidelines.)
- Please name the films according to entry name in this format:
‘EntryName.mov’ or ‘EntryName.mp4’
- There must be 2 versions for case films:
 - Long version: up to 2 minutes long (for Jury deliberation)
 - Short version: up to 30 sec long (for award ceremony)
- Encoding Standards: We strongly advise that you submit your case film in 16:9 format.

CONTAINER/CODEC		
Video Aspect Ratio	Mov/H.264	Mp4/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD720p	1280x720	1280x720

Audio	AAC	AAC
	Stereo	Stereo
	48kHz	

DO NOT send your Case Film as a URL.

GENERAL MATERIAL SUBMISSION REQUIREMENTS

PRINT MATERIALS

— PRESS, POSTER, DESIGN, CRAFT, DIGITAL/MOBILE PRESENTATION BOARD

- Digital entry must strictly be in the following format:
 - JPEG, 300 dpi, RGB
 - The longest size must be no longer than 420mm.
 - Digital images must be uploaded online (max 5MB) and submitted on DVD when making your entries.
 - Please name all images with the title of the entry. Please tag the images according to entry name in this format 'EntryName.jpeg'
- Please send in just ONE mounted proof.
 - Not larger than 60cm x 40cm (A2) including the mount. Oversized boards are not encouraged.
 - It should be mounted on a lightweight card with the labels (Print Label available on the submission site) pasted on the top right corner on the front of your print materials.
 - If you have an accompanying case study film, please ensure that both formats (print material and case study film) have the same name, ie. 'AngelAndDemon.jpeg' and 'AngelAndDemon.mov'.
- Individual entries in a campaign should be mounted on separate boards and taped together concertina-like and numbered in sequence. e.g. 1 of 4, 2 of 4, etc.

GENERAL MATERIAL SUBMISSION REQUIREMENTS

DIGITAL/MOBILE MATERIALS

- For all Digital/Mobile entries, entrants **MUST** supply a URL for the judges to review the entry. It can be a direct link to the app's page on the Apple App Store, Android Market or other software, the mobile main website, or a webpage set up specifically for the entry.
- Presentation boards — please submit a physical and digital copy.
 - For all Digital/Mobile entries, you must supply a presentation board in JPEG format (digital copy uploaded online and on DVD) and also a physical printout (mounted proof) of your presentation board.
 - The presentation board in JPEG will be a summary of your entry and must be contained on one image. This presentation should contain some key visuals and a simple, clear 100-word summary in English of the written part of your entry.
- You should submit your supporting case film as MOV/MP4 file when you submit your entry. Please see page 15 - 16 for further info of film submission details.

RADIO MATERIALS - INCLUDING RADIO CRAFT

- Radio entries must be submitted as they were originally aired and in the original language.
- BM and Chinese-language entries will be judged alongside the English entries. Please provide the necessary translations, as some judges may not understand BM or Chinese.
- For BM or Chinese-language entries, please submit your entry in MOV/MP4 format with accompanying supers.
- For English entries, please submit your radio ad in MP3. If your entry requires visual support, you may submit it in MOV/MP4 format.
- Name your submission according to the entry name in this format: EntryName.mp3, EntryName.mp4 or EntryName.mov

DELIVERY/PAYMENT

Pack your entries in a stout case. The 4As cannot accept responsibility for damaged or missing entries. All entries submitted are non-returnable.

- Entries delivered by 5pm, 16th OCTOBER 2015 will cost RM200 + 6% GST per entry (Total payable is RM212 per entry).
- Entries delivered by 5pm, 23rd OCTOBER 2015 will cost RM400 + 6% GST per entry (Total payable is RM424 per entry).

NOTE: A tax invoice will be issued after entry fee inclusive of GST is paid.

Please deliver to:
4As Secretariat,
Unit 706, Block B,
Pusat Dagangan Phileo Damansara 1,
9 Jalan 16/11, Off Jalan Damansara,
46350 Petaling Jaya.

Attention your packages to:
J Matthews
Tel +603 7660 8535

All cheques must be crossed 'A/C Payee Only' and be made payable to:
Association Of Accredited Advertising Agents Malaysia

Please ensure that the amount written on the cheque covers all entries submitted. The agency's name, address, and telephone number should also be written on the outside of the envelope.

CHECKLIST

- ☐ Ensure that all credits are correct.
- ☐ Ensure your agency details are correct and credit are complete.
- ☐ If you have submitted an entry online, ensure that the label generated by the website is pasted on the top right corner on the front of your print materials.
- ☐ Ensure that the Submission ID number is stored accordingly for future reference.
- ☐ Ensure all requirements on technical and submission formats are correct for JPEG, MP4 & MOV files.
 - JPEG files to be submitted online and on DVD
 - MP4 & MOV files to be submitted on DVD only
- ☐ All entries must include ECD or Head of Creative.
- ☐ During payment, ensure that your entries are submitted with the full entries list downloaded from the submission website.
- ☐ Ensure that the payment of the correct amount is written on the cheque that covers all entries submitted.
- ☐ Please attach entries list generated by the submission site during payment.

Organized by:



KANCIL AWARDS 2015