

KANCIL AWARDS 2008 ENTRY KIT

**CHANGE
THE
GAME**
KANCIL AWARDS FESTIVAL 2008
THIRTY YEARS & COUNTING

aaaa
ASSOCIATION OF ACCREDITED
ADVERTISING AGENTS MALAYSIA

CATEGORIES

FILM

1.0 Tv, cinema, etc.

PRINT

2.0 Newspapers, magazines, inserts, etc.

POSTERS

3.0 Posters

OUTDOOR

4.0 Billboards

4.1 Transportation

INNOVATIVE MEDIA

5.0 Ambient, unusual, special builds, stunts

NON-PUBLICATION PRINT

6.0 Point-of-sale

6.1 Brochures, annual reports, calendars, etc.

DESIGN

7.0 Graphic design

7.1 Packaging

7.2 Corporate & brand identity

DIRECT

8.0 Flat mail

8.1 Dimensional mail

INTERNET & INTERACTIVE MEDIA

9.0 Online advertising (banners, brand applications)

9.1 Websites

9.2 Email marketing

9.3 Mobile marketing

9.4 Open (digital installations, adver-games, kiosks)

CAMPAIGNS

10.0 Film

10.1 Print

10.2 Posters

10.3 Outdoor

10.4 Innovative media

10.5 Non-publication print

10.6 Design

10.7 Direct

10.8 Internet & Interactive media

10.9 Multimedia

CRAFT

11.0 Art direction

11.1 Copywriting in English

11.2 Copywriting in Bahasa Malaysia

11.3 Copywriting in Chinese

11.4 Typography

11.5 Illustration

11.6 Photography

RADIO

12.0 Single in English

12.01 Single in Bahasa Malaysia

12.02 Single in Chinese

12.03 Single in Tamil

12.1 Campaign in English

12.11 Campaign in Bahasa Malaysia

12.12 Campaign in Chinese

12.13 Campaign in Tamil

12.2 Copywriting in English

12.22 Copywriting in Bahasa Malaysia

12.23 Copywriting in Chinese

12.24 Copywriting in Tamil

12.25 Best use of sound

12.26 Best use of music

BROADCAST CRAFT

13.0 Film direction

13.1 Cinematography

13.2 Film editing

13.3 Sound

13.4 Music

13.5 Animation

13.6 Art direction

13.7 Copywriting

14.0 STUDENT ENTRIES

15.0 REBEL IDEA

TO BE CHOSEN FROM CATEGORIES 1-15 BY JURY

16.0 CHAIRMAN'S AWARD

17.0 YOUNG CREATIVE

18.0 PLATINUM AWARD

19.0 ADVERTISER OF THE YEAR

20.0 AGENCY OF THE YEAR

21.0 BEST OF CATEGORY

To be selected from respective Gold winners.

The jury has the discretion to award, or not award Best Of awards.

21.1 Film

21.2 Print

21.3 Posters

21.4 Outdoor + Innovative Media

21.5 Internet & Interactive media

21.6 Direct Marketing

21.7 Radio

22.0 GOLDEN KANCIL

ELIGIBILITY

- 1 Any advertising, print, design, graphics, video, film or website 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.
- 2 All entries must be first published, circulated, shown or aired in Malaysia or in international media between 25th September 2007 to 10th October 2008.
- 3 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.
- 4 To curb the unethical practice of scam advertising, the 4As reserves the right to request proof of client involvement, media invoices or other evidence that the entry is legitimate.
- 5 If any entry submitted fails to meet the requirements above, the entry shall be rejected, entry fee forfeited and any award won withdrawn or disqualified. The judges decision on validity of proof is final.

RULES & REGULATIONS

INDIVIDUAL ENTRIES

Every entry detail must be submitted online using the online submission form on kancilawards.com. Artworks, proofs, DVDs or CDs are to be submitted to the 4As Secretariat with the registration number and submission number and a full printout of the "SUBMITTED ENTRY" page generated by the online submission form pasted on the back of each artwork, DVD or CD. Please refer to the presentation category on this entry kit for further details.

CAMPAIGN ENTRIES

Under such conditions, the number of items must be numbered and arranged in sequence. i.e.: 1 of 4, 2 of 4 and so on. Each item submitted must have the registration number and submission number and a full printout of the "SUBMITTED ENTRY" page generated by the online submission form pasted clearly on the reverse side of the artwork or DVD or CD. Where possible, mount the campaign entries according to style so they form one large board when unfolded. If a campaign is entered in more than one category, separate sets must be provided.

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.

- 1 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.
- 2 Entries accepted for publication in the Kancil Awards Annual and subsequent materials received will be retained by the 4As for its tape, film and print library.
- 3 The entrant grants the 4As permission to show the entries at such times as deemed appropriate. Incorrect or incomplete entries risk disqualification.

PRESENTATION

SUBMISSION FORMAT

FILM

Films to be submitted on DVD or CD. All entries must be compiled into a master DVD or CD in the order provided in the categories list. Leave a 3-second BLANK gap between TVCs. Attach your agency's name, contents and their respective categories to the cover of the tape. Do not include any credits or slate before each ad. Include two formats on the DVD or CD:

- 1 One Lo-Res Quicktime format file for preview, .MOV format, should be 480px in width.
- 2 One Hi-Res Quicktime format file, .MOV format, Compression codec is DV-PAL (720px x 576px - 25fps).

If you have submitted an entry online, ensure that the registration number and submission number generated by the website is pasted on the back of the artwork, DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.

PRINT

Print entries must be mounted on black backer cards with a 2 inch border all round. All entries must be submitted in the exact same size they were published and compiled into a master CD in the order provided in the categories list. All entries must be UPLOADED online and also burned on a DVD or CD. Entries must be submitted in a DVD or CD, and ALSO uploaded online for archiving and reference purposes.

- 1 Hi-Res JPEG, 300DPI, CMYK, width size should be 29cm for horizontal ads and 21cm for vertical ads.
- 2 Lo-Res JPEG, 72DPI, RGB, width size should be 550px for horizontal ads and 412px for vertical ads.

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. If you have submitted an entry online, ensure that the registration number and submission number generated by the website is pasted on the back of the artwork, DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.

RADIO

Entries must be submitted on DVD or CD. All entries must be compiled into the DVD or CD in order of the category listing. Leave a 3-second gap between each entry. Attach your agency's name, DVD or CD's contents and the respective categories to the DVD or CD cover. Also include:

- 1 An .MP3 file of each entry saved on the DVD or CD, Bit rate compression at 64kpbs, compression ration 22:1.
- 2 a .WAV file, stereo 16bit, 48kHz.
- 3 A word document of the scripts saved on the DVD or CD.
- 4 Printouts of all scripts. Scripts should be in the actual language of the ad.
All Bahasa Malaysia, Chinese and Tamil scripts must also come with translations.
- 5 An MP3 version of each entry is also required to be uploaded online.

If you have submitted an entry online, ensure that the registration number and submission number generated by the website is pasted on the back of the artwork, DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.

BILLBOARD & TRANSPORT

Entries should be submitted as A3 photographs or colour proofs, and compiled into a master CD, and ALSO uploaded online for archiving and reference purposes:

- 1 Hi-Res JPEG, 300DPI, CMYK, width size should be 29cm for horizontal ads and 21cm for vertical ads.
- 2 Lo-Res JPEG, 72DPI, RGB, width size should be 550px for horizontal ads and 412px for vertical ads.

If you have a supporting video file in either DVD or CD, please attach the DVD or CD on the front of your entry. Do not include any credits or slate before the video. Videos must not exceed 5 minutes in length. All video files will be viewed by the judges. Submission formats for the videos are:

- 1 One Lo-Res Quicktime format file for preview, .MOV format, should be 480px in width.
- 2 One Hi-Res Quicktime format file, MOV format, Compression codec is DV-PAL (720px x 576px - 25fps).

If you have submitted an entry online, ensure that the registration number and submission number generated by the website is pasted on the back of the artwork or DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.

INTERNET & INTERACTIVE MEDIA

Your unique URL address is required for each entry. Type the URL in the entry form. Internet and Interactive Media judging will be done online so please ensure that your entry is clear and carefully submitted. Agencies have the option of creating a landing page for their entries with the following (where needed):

- 1 URL address.
- 2 Explanations or local nuances or translations for the benefit of the foreign jury.
- 3 A movie file that explains the idea. Do not include any credits or slate before each video.
Submission formats for the videos are:
 - One Lo-Res Quicktime format file for preview, .MOV format, should be 480px in width.
- 4 Thumbnails for email or SMS entries should be submitted in the following sizes as well:
 - Lo-Res JPEG, 72DPI, RGB, maximum size is 550px for horizontal ads and 412px for vertical ads.

For purposes of the Kancil book and Kancil night presentation, please ensure that all relevant images are provided (Hi-Res JPEG, 300DPI, CMYK, width size should be 29cm for horizontal ads and 21cm for vertical ads.), computer screen shots (1024x768 pixels) and videos (One Hi-Res MPEG2 encoded format at 8 megabytes per second,) on a DVD or CD. Project details / Description in (MS Word Document format) are also advised to be submitted. Entries must be compiled into the DVD or CD in order of the category listing. Attach your agency's name, DVD or CD's contents and the respective categories on the DVD or CD cover together with a full printout of the "SUBMITTED ENTRY" page.

AMBIENT MEDIA

Entries should be submitted as A3 photographs or colour proofs, and compiled into a master DVD or CD and ALSO uploaded online for archiving and reference purposes:

- 1 Hi-Res JPEG, 300DPI, CMYK, width size should be 29cm for horizontal ads and 21cm for vertical ads.
- 2 Lo-Res JPEG, 72DPI, RGB, width size should be 550px for horizontal ads and 412px for vertical ads.

If you have a supporting video file, please attach the DVD or CD on the front of your entry. Do not include any credits or slate before the video. Videos must not exceed 5 minutes in length. All video files will be viewed by the judges. Submission formats for the videos are:

- 1 One Lo-Res Quicktime format file for preview, .MOV format, should be 480px in width.
- 2 One Hi-Res Quicktime format file, MOV format, Compression codec is DV-PAL (720px x 576px - 25fps).

If you have submitted an entry online, ensure that the registration number and submission number generated by the website is pasted on the back of the artwork or DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.

SUPPORTING MATERIALS

In the event where any supporting material is needed, please ensure the best medium to use (text, video, image, etc.) Do not include any agency credits, names or slate in the encoding of any videos or sounds files. If a visual collage of an image or picture is used to support an ad, please also provide an A3 printout of the collages. Supporting materials have to be labeled clearly and submitted together in the same DVD or CD together with the ads.

VERNACULAR ENTRIES

The submission of such work is strongly encouraged and will be judged by their own merits. Entries must be accompanied by a script or a detailed synopsis in English. Synopsis and translations, however, are not required for entries in the Copywriting in Bahasa Malaysia and Copywriting in Chinese categories.

DELIVERY

Pack your entries in a stout case. The 4As cannot accept responsibility for damaged or missing entries. All entries submitted are non-returnable. Entries must be delivered by **5PM on 10th OCTOBER 2008**. Please deliver to:

4As Secretariat,
Unit 706, Block B,
Pusat Dagangan Phileo Damansara I,
9 Jalan I6/II, off Jalan Damansara,
46350 Petaling Jaya.

Attention your packages to Mr. J Matthews
tel +603 7660 8535

ENTRY FEES

The cost per entry is RM150. 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.

SUMMARY FOR TECHNICAL DETAILS

All entries must be compiled into a master DVD or CD.

Print related work must be in the following formats:

- 1 Hi-Res JPEG, 300DPI, CMYK, width size should be 29cm for horizontal ads and 21cm for vertical ads.
- 2 Lo-Res JPEG, 72DPI, RGB, width size should be 550px for horizontal ads and 412px for vertical ads.

Do not include any agency credits, names or slate in the ads.

TV/AV related work must be submitted in the following formats:

- 1 One Lo-Res Quicktime format file for preview, .MOV format, should be 480px in width.
- 2 One Hi-RES Quicktime format file for production purposes, MOV format, Compression codec is DV-PAL (720px x 576px - 25fps).

Do not include any agency credits, names or slate in the encoding of any videos. Key frames/stills must be in Hi-Res JPEG format (300DPI), minimum A4 size.

For Radio entries:

- 1 WAV format, stereo 16bit, 48kHz.
- 2 MP3 format, bit rate compression at 64kpbs, compression ration 22:1.

Do not include any agency credits, names or slate in the sound files. Also include a printout of the script in the language used on the ad in word document format on the DVD or CD.

If you have submitted an entry online, ensure that the registration number and submission number generated by the website is pasted on the back of the artwork or DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.

CHECKLIST

- 1 Ensure that all credits are correct.
- 2 Ensure your billing address is correct.
- 3 If you have submitted an entry online, ensure that the registration number and submission number generated by the online submission form is pasted on the back of the artwork or DVD or CD together with a full printout of the "SUBMITTED ENTRY" page.
- 4 Ensure that the Work ID number is stored accordingly for future reference.
- 5 Ensure all requirements on technical and submission formats are followed accordingly for print, video or sound files.