

entry kit

STUDENT x **SCOOOLERS**
KANCIL — **2019**



THERE WAS AN

IDEAS

ADS

to bring together a group of
REMARKABLE

to see if it could become something more.



WELCOME

once again to the

STUDENT KANCILS + SCOOOLERS AWARDS 2019

Calling contenders from the multiverse, this year we're partnering with the sCooler Awards (again!) to bring you a show that will rock the 9 Realms!

This entry kit is your ticket to the official Student Kancil x sCooler Awards 2019. Download your entry forms at kancilawards.com to enter hyperspace. This year, we're eliminating all physical forms.

**INJECT YOUR SUPER SOLDIER SERUM.
UNLEASH YOUR INNER HULK. BRING
FORTH COSMIC IDEAS WORTHY OF GOLD,
SILVER AND BRONZE.**

Unlike your heroes or anti-heroes (ie people who work at ad agencies), you don't have to go through tons of internal meetings, focus groups and client approvals.

You just have to come up with an idea, present to your lecturer and make it happen. Ready? Let's go!

eligibility:
1 July 2018 - 4 October 2019
Deadline:
4 October 2019

Eligibility

The Student Kancil x sCooler Awards is open to all students (Malaysian or otherwise) studying in local schools, colleges and universities. Work produced between 1 July 2018 to 4 October 2019 is eligible for the show. If the student/s have already graduated, the work is still eligible provided it was created during the qualifying period.

You don't need client approval for the work. Yes, we know it's classroom assignments and purely hypothetical. However, we stress that all ideas have to be realistic and doable.

What about work created during the time you were interning at so-and-so agency? If you played a major role in creating or developing the idea, then yes. If all you did was proofread, made the logo bigger or some such- then no. We're trusting you to do the right thing. (Points two fingers at own eyes, then at your eyes).

JUDGING

The work will be judged by luminaries in Malaysian advertising today. By luminaries, we mean Group Heads, CDs and ECDs who picked up the phone when we called. Hey, it's not easy getting good talent these days.



JUDGES,

I've come to
BARGAIN.



A *few* Important Things



1. This year, we're saying goodbye to filling in forms manually. You'll be **submitting** your entries **online**. However, you'll still be required to **submit physical copies** of your entries. Do check out our material submission guidelines for more info.
2. Like previous years, we're opening it up to **all kinds of work**. Which means you can enter your class assignments, personal work and work specially made for this show. (Don't worry, we **welcome crazy ideas**).
3. We added a few **new** subcategories to create more spaces to celebrate your creativity.
4. The Kancils is first and foremost a Malaysian creative awards festival. Our "Best Use of Cultural Insights" category celebrates the creative use of insights derived from local culture.
5. There's a special spotlight for social good. Tell us how your ideas would impact society and the environment. Judges will also look for how sustainable your proposed solutions are in the long term.
6. Go nuts. Bring out your inner Tony Stark. Food replicators, self-disintegrating diapers, cars that run on air – these are... ok, if you can prove the products are makeable, usable and practical.
7. Writers are a dying breed. Finding a proper writer is like looking for Wakanda on a map. Hence our 'Best Fiction Short Story' category – to develop and promote writing skills. Enter your English, Malay, Chinese and Tamil short story here (Max 2,500 words). And to the two people still reading this page, thank you.



RESPECT.

When I'm done,
less than half of
the ads here will
survive.

I hope they'll remember yours.

Grand PRIXS



Student of the Year
Lecturer of the Year
Idea of the Year
Creative School of the Year (Private)
Creative School of the Year (Public)

The rock stars. The idea supremos. The best of the best. At least until the next Kancil Student x sCooler Awards, where you have to earn it all over again.

Winners are decided based on the highest accumulated points scored across all categories. There may be more than one Grand Prix winner.

Points awarded to each winning entry:

Gold:	15 points
Silver:	7 points
Bronze:	3 points
Merit:	1 points



Entries will be judged on the strength and relevance of the idea, and how beautifully it was **brought to life**.

A.01 Best **Film**

- A.011 Branded Films (includes online and TV ads)
- A.012 Video Content (includes films and documentaries)
- A.013 Bite-sized films (15 seconds and under)
- A.014 Music Videos

A.02 Best **Audio**

- A.021 Radio Ads
- A.022 Audio Content (includes podcasts, music and radio contest ideas)
- A.023 Best Use of Audio Technology (e.g., voice assistants, Spotify API)

A.03 Best **Print & Poster**

- A.031 Print & Poster: Single
- A.032 Print & Poster: Campaign

A.04 Best **Outdoor & Ambient Advertising**

- A.041 Outdoor & Ambient: Single
- A.042 Outdoor & Ambient: Campaign
- A.043 Live Events (includes stunts, live gameshows, and events)

A.05 Best **Design**

- A.051 Brand Identity
- A.052 Publications (includes books, annual reports and graphic novels)
- A.053 Collaterals
- A.054 Packaging
- A.055 Product
- A.056 Environment & Experience (includes store design, spatial design, furniture, wayfinding and signage)

A.06 **Digital Experience**

- A.061 Web Platforms
- A.062 Mobile & Wearables
- A.063 Social Media & Messaging Platforms
- A.064 Online Advertising
(includes banners, sponsored content and pre-rolls)
- A.065 Digitally Enhanced Physical Experiences
(includes physical digital installations, AR, VR, mixed-reality, Internet-of-Things, etc.)
- A.066 Data-enhanced Creativity
(includes data-driven personalised ads, creative use of real-time data and APIs, and data visualisation)
- A.067 Other Digital Experiences
(ideas that do not fit the other subcategories)

A.07 **Direct Marketing**

Work that **smartly targets** an audience to build loyalty and drive sales. Includes direct mails, collaterals, loyalty programmes and targeted digital campaigns.

A.08 **Brand Experience & Activation**

Creative retail, activation, digital or on-ground customer engagement ideas that build brand love.

A.09 **Integrated Campaigns**

A series of experiences across three or more media that works seamlessly together.

*Unless stated otherwise, please submit only **single entries** for each category or sub-category. If you choose to submit more than one, we will only vote on the best work. There will be no refund. Campaign entries must consist of 3 or more pieces of work.

CRAFT

CATEGORY

Entries will be judged on the masterful creative skill, talent and artistry that goes into bringing an idea to life. Please submit **only finished work.**

B.01 Best Film & Audio Craft

- B.011 Film Direction
- B.012 Cinematography
- B.013 Editing
- B.014 Visual Effects & Motion Graphics
- B.015 Animation
- B.016 Music in Film
- B.017 Sound Design in Film
- B.018 Music in Audio Media
- B.019 Sound Design in Audio Media

B.02 Static Visual Aesthetics

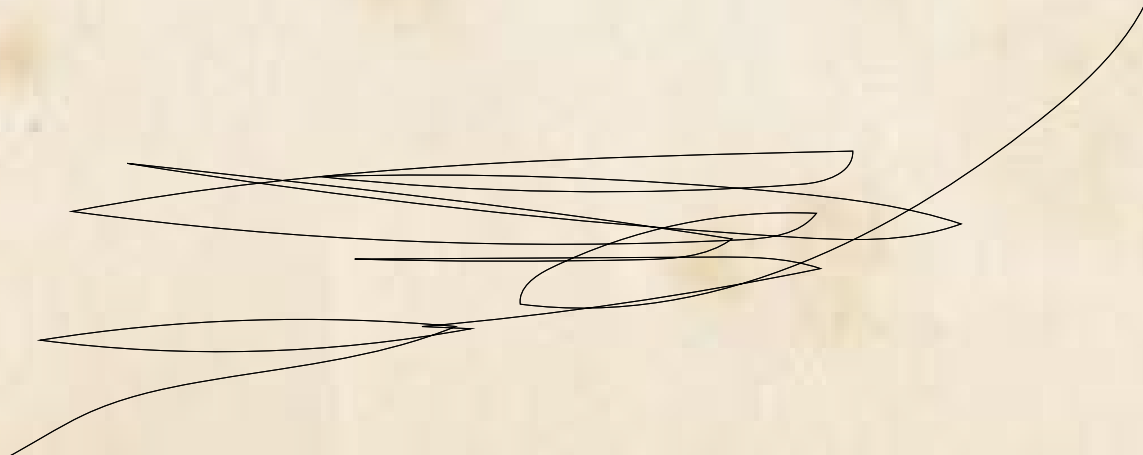
- B.021 Art Direction
- B.022 Illustration (Hand-drawn)
- B.023 Illustration (Digital)
- B.024 Typography
- B.025 Photography
- B.026 Digital Retouching & Manipulation in Still Imagery

B.03 Digital Craft

- B.031 User Interface Design
- B.033 User Experience & Journey Design
- B.034 Interaction Design
- B.034 Visual Design for Digital Platforms
(includes static and motion graphics made for digital platforms)

B.04 Best Copy (All Media)

- B.041 BM
- B.042 English
- B.043 Chinese
- B.044 Tamil



SPECIAL

CATEGORY

You can submit work in any media for this category.

- C01 Best self-promotion
How would you promote yourself as a creative person?
Not the school, you.
- C02 Best fiction short story
(Written submissions only. Max 2,500 words)
C.021 BM
C.022 English
C.023 Chinese
C.024 Tamil
- C03 Best Idea Inspired by Current Events
- C04 Best Idea Most Likely to Get This Show Banned
- C05 Best Idea for Social Good
- C06 Best Use of Cultural Insights
- C07 Most Innovative Idea
Craziest ideas that solve problems for brands or society. You must prove that your crazy ideas are makeable and feasible.



Dread it. Run from it.

AWARD DEADLINES

ARRIVE ALL THE SAME.



Materials Submission

requirements

To ensure the judging process runs smoothly, please follow these requirements, **ok?**

Do not put your school branding or your name anywhere in your work. Except for “Best Self-promotion”, obviously. Or when your school is the brand.

It is highly recommended that you submit case studies to support your entries to provide the jury with proper context, including the challenge, insight and how the idea works.

There must be **2 versions for case films:**

Long version: up to 2 minutes long (for jury deliberation)

Short version: up to 30 seconds long (for award ceremony)

MP4 files will need to be submitted online and on DVD/Flash Drive as well. Please name the MP4 files according to your entry name in this format: ‘Entry name.mp4’. Avoid special symbols in your file name. **File size** should **not exceed 100MB.**

JPEG files will need to be submitted online and on DVD/Flash Drive as well. Please name the JPEG files according to your entry name in this format: ‘Entry name.jpeg’. Avoid special symbols in your file name.

No “replacement materials” as well as “holding” or “temporary” (fake/incorrect) media. Please make sure the version that you have uploaded is final and can be used for judging and shown publicly.

Refer below for submission outline for DVD/Flash Drive:

DVD/Flash Drive Compilation Format

Each entry must be complied into folders according to School Name followed by Category and lastly Submission Number.



Submit your film entries in the original language. For non-English language entries, you are required to subtitle entries in English.

Film materials must be uploaded online as well as submitted on DVD/Flash Drive

All films should have 1/2 second black before and after the entry. No slates, clocks, freezes or school branding, please.

Film Materials must strictly be in the following format

- Only in MP4.
- File size should not exceed 100 MB for online uploads.
- Please name the files according to your entry name in this format: 'EntryName.mp4'
- Please do not use any special symbols in file name.
- We strongly advise that you submit your films in 16:9 format.
- DO NOT send your Case Film as a URL



film
MATERIALS
FILM, FILM CRAFT & CASE STUDY VIDEOS

FORMATTING GUIDELINES:

Video materials	
	Container/Codec & Specs
Aspect Ratio	MP4/H.264
4:3 or 16:9	720 x 576 640 x 480
HD720p	1280 x 720
HD1080p	1920 x 1080



Images 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/Flash Drive when making your entries.
- Please name the images according to your entry name in this format 'EntryName.jpeg'

Please send in just **ONE** mounted proof:

- **Not larger than** 59.4 cm x 42 cm (**A2**) including the mount. Oversized boards are not encouraged.
- It should be mounted on a lightweight card with the print label pasted on the top right corner on the front of your print materials. Printed labels are available on the submission site.
- If you have an accompanying case study film, please ensure that both materials (print material and case study film) have the same name, i.e. 'EntryName.jpeg' and 'EntryName.mp4'.

You may also support your entry with a **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 that explains your idea.

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.



DIGITAL mobile MATERIALS

Provide a URL for judges to review. You can also create a case study website with key images or visuals, video walkthroughs, demos as well as a written summary of your entry.

In the event the URL link is too long, we recommend you shorten the URL of your entry using any online URL shortening tool.

For all Digital/Mobile entries, you must supply a presentation board in JPEG format (digital copy uploaded online and on DVD/Flash Drive) and also a physical printout (mounted proof) of your presentation board no larger than 59.4 cm x 42 cm (A2).

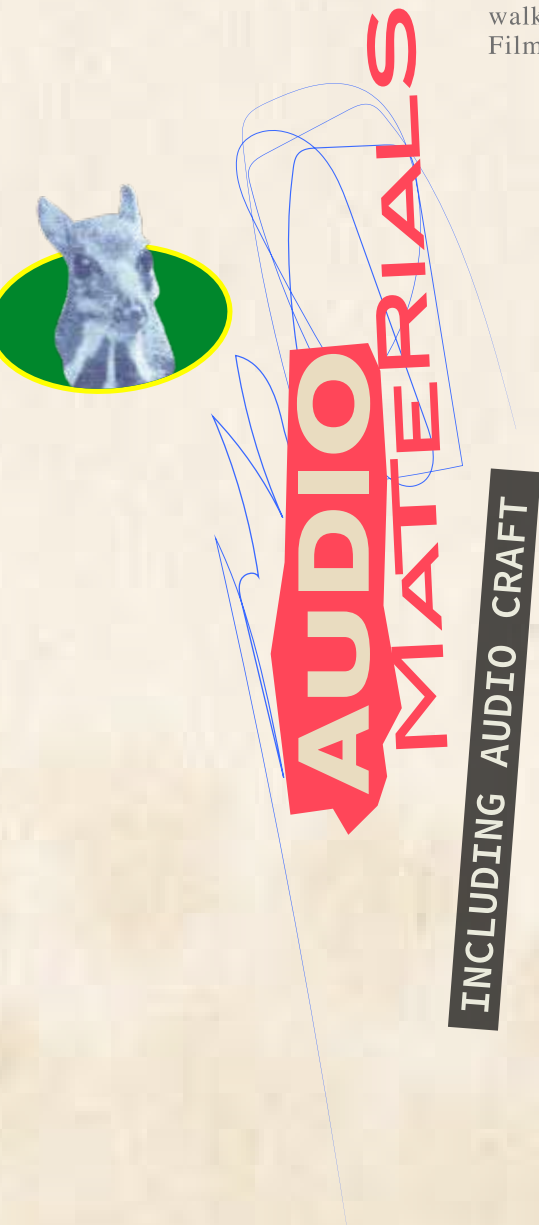
You may also support your entries with a case study film and video walkthroughs of the user experience. Please see the guidelines on Film Materials for further info of film submission details.

Audio entries can be submitted as a recording or a script.

BM, Chinese and Tamil entries will be judged alongside the English entries. Please provide the necessary translations, as some judges may not understand BM, Chinese or Tamil languages.

For audio media entries, please submit your entry in MP4 format only with accompanying supers.

Name your submission according to your entry name in this format: 'EntryName.mp4'.



Entries must be delivered by:

4 October 2019 (Friday), **5 p.m.**

Entry fees: **RM100 per entry**

A tax invoice will be issued after entry fees are 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 to:

Kandesh (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.

All entries must include the lecturer’s name.

Write your school’s name, address, and telephone number on the outside of the envelope.

Ensure all details, including technical and submission format requirements, are complete and correct.



DELiVERY

& payment

The
only way
to achieve
the impossible is to



Believe

that it is possible

Block out these dates:

Kancil Festival:

24 and 25 October at REXKL

Kancil Awards Presentation Ceremony:
25 October at REXKL

Follow our Facebook

(Kancils 2019) for updates.