



PETRONAS KANCIL AWARDS 2022

PRESENT

STUDENT
KANCIL

X

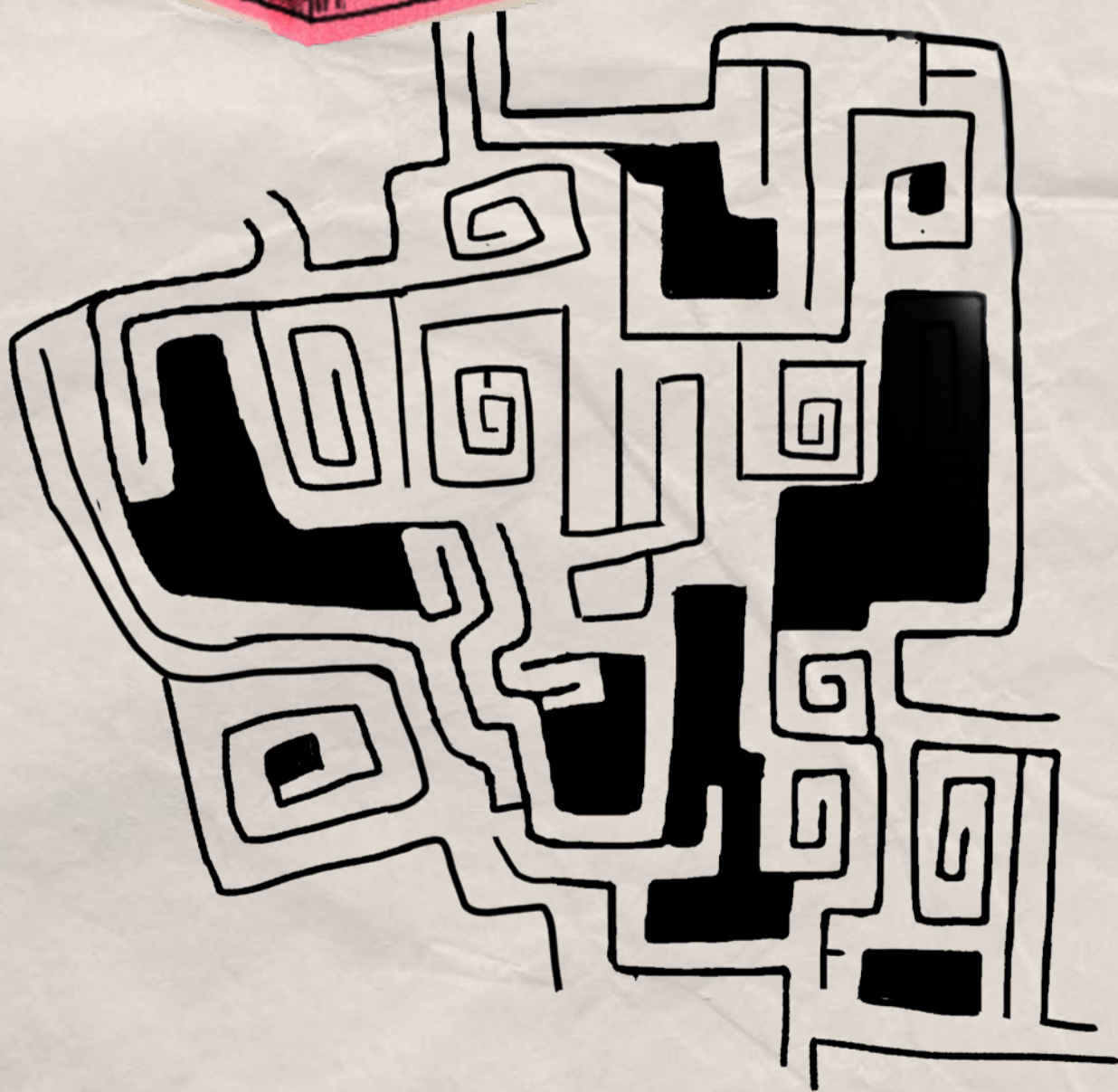
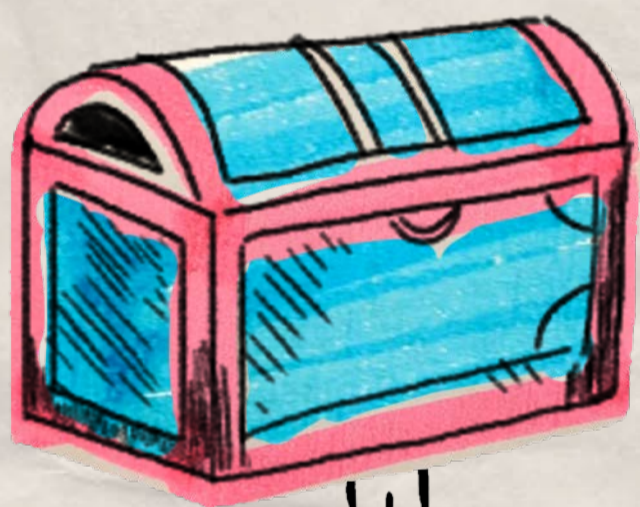
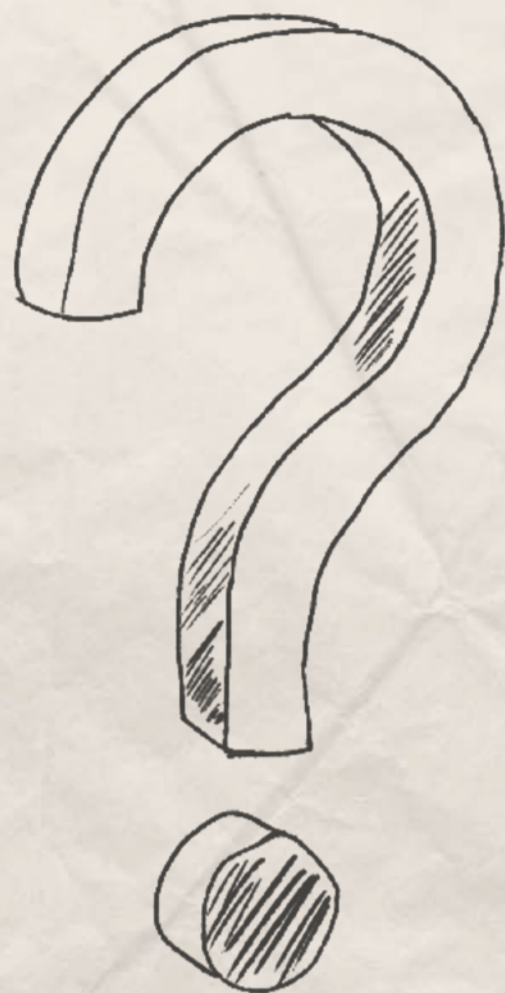
SCCHOOLERS
2022



Entry Kit

WHAT'S YOUR SUPERPOWER?

THE HERO'S JOURNEY BEGINS HERE.



EVERY JOURNEY BEGINS WITH A SMALL STEP.

STUDENT KANCIL X SCOOOLERS 2022

Calling heroes from every corner, this year we're partnering with the sCooler Awards (again!) to bring you a show that will make the world round!

This **entry kit** is your ticket to the official Student Kancil x sCooler Awards. **Download your entry forms at kancilawards.com** to enter. This year, we're going hybrid.

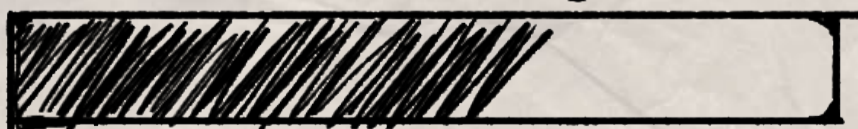
YOU DON'T HAVE TO DRESS LIKE A BAT.
UNLESS IT HELPS WITH CRAFTING IDEAS
WORTHY OF GOLD, SILVER AND BRONZE.

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.

kancilawards.com

downloading...





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 5 October 2019 to 11 November 2022 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.

USE YOUR SUPERPOWERS FOR GOOD. OR EVIL.
BUT PREFERABLY GOOD.

THE POWER OF
RESURRECTION
DOES NOT WORK ON
DEADLINES.



Eligibility:
5 Oct 2019 - 11 Nov 2022

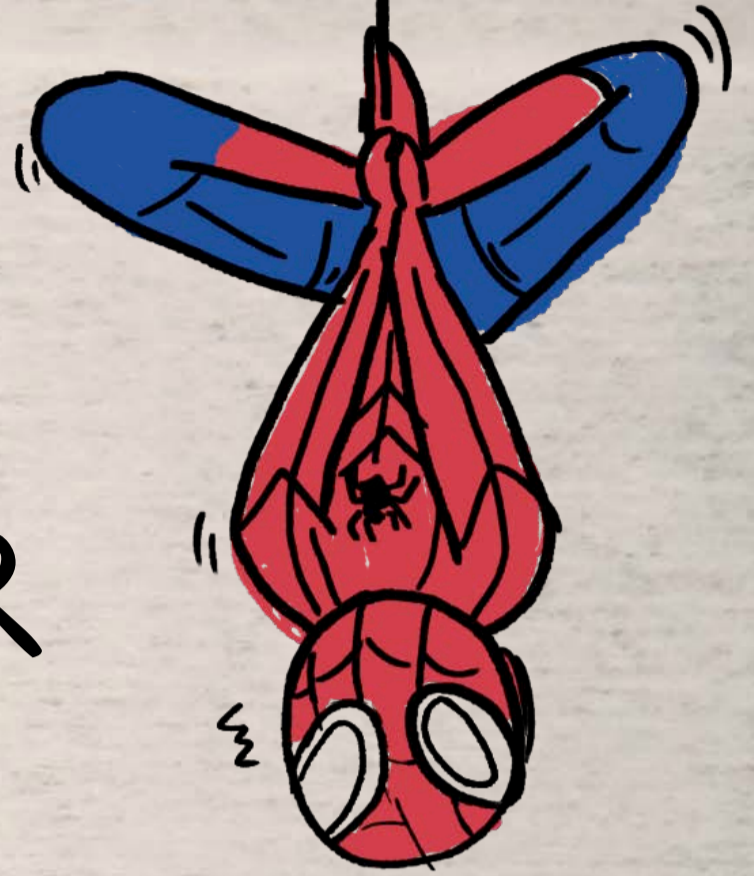
Entry deadline:
11.59PM, 11 Nov 2022

NOTES FOR THE JOURNEY AHEAD

1. This year, we'll continue to receive all submissions online. Do check out our material submission guidelines further down this entry kit 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. Manifest your inner warrior. 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 the totem on a treasure map. Hence our 'Best Fiction Short Story' category - to develop and to 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.
8. All entries must adhere to the various advertising regulations, restrictions and guidelines that are issued by the relevant authorities including but not limited to The Malaysian Code of Advertising Practice (Advertising Standards Malaysia), The Content Code (Communications and Multimedia Content Forum Malaysia) and Government Ministries.

BEGIN THE
HERO'S JOURNEY.

PLEASE DO NOT LOOK FOR
RADIOACTIVE
SPIDERS WITH A TASTE FOR
HUMAN FLESH



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 shape shifters. The idea supremos.
The supernatural best. At least until the
next Student Kancil 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:



X 15 points

Silver:



X 7 points

Bronze:



X 3 points

Merit:



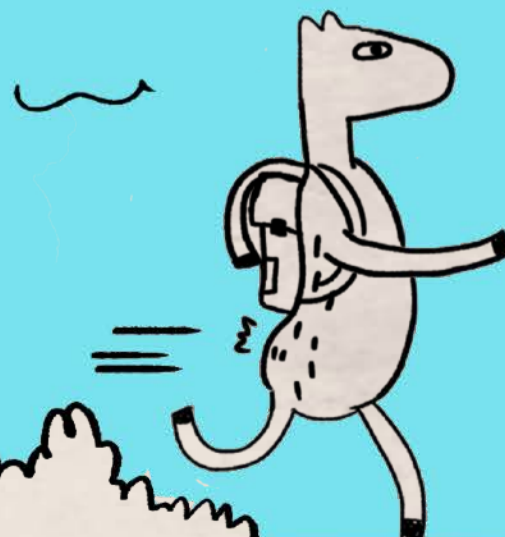
X 1 points

EVERYBODY IS BORN WITH

SUPERPOWERS

BEGIN THE JOURNEY AND

FIND YOURS.



IDEA (CATEGORY)

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

- A01. Best Film
 - A011. Branded Films (includes online and TV ads)
 - A012. Video Content (includes films and documentaries)
 - A013. Bite-sized films (15 seconds and under)
 - A014. Music Videos
- A02. Best Audio
 - A021. Radio Ads
 - A022. Audio Content (includes podcasts, music and radio contest ideas)
 - A023. Best Use of Audio Technology (e.g., voice assistants, Spotify API)
- A03. Best Print & Poster
 - A031. Print & Poster: Single
 - A032. Print & Poster: Campaign
- A04. Best Outdoor & Ambient Advertising
 - A041. Outdoor & Ambient: Single
 - A042. Outdoor & Ambient: Campaign
 - A043. Live Events (includes stunts, live gameshows, and events)
- A05. Best Design
 - A051. Brand Identity
 - A052. Publications (includes books, annual reports and graphic novels)
 - A053. Collaterals
 - A054. Packaging
 - A055. Product
 - A056. Environment & Experience (includes store design, spatial design, furniture, wayfinding and signage)



- A06. Digital Experience
A061. Web Platforms
A062. Mobile & Wearables
A063. Social Media & Messaging Platforms
A064. Online Advertising
(includes banners, sponsored content and pre-rolls)
A065. Digitally Enhanced Physical Experiences
(includes physical digital installations, AR, VR, mixed-reality, Internet-of-Things, etc.)
A066. Data-enhanced Creativity
(includes data-driven personalised ads, creative use of real-time data and APIs, and data visualisation)
A067. Other Digital Experiences
(ideas that do not fit the other subcategories)

- A07. Direct Marketing
Work that smartly targets an audience to build loyalty and drive sales.
Includes direct mails, collaterals, loyalty programmes and targeted digital campaigns

- A08. Brand Experience & Activation
Creative retail, activation, digital or on-ground customer engagement ideas that build brand love.

- A09. 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 subcategory. 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.



(RAFT (ATEGORY

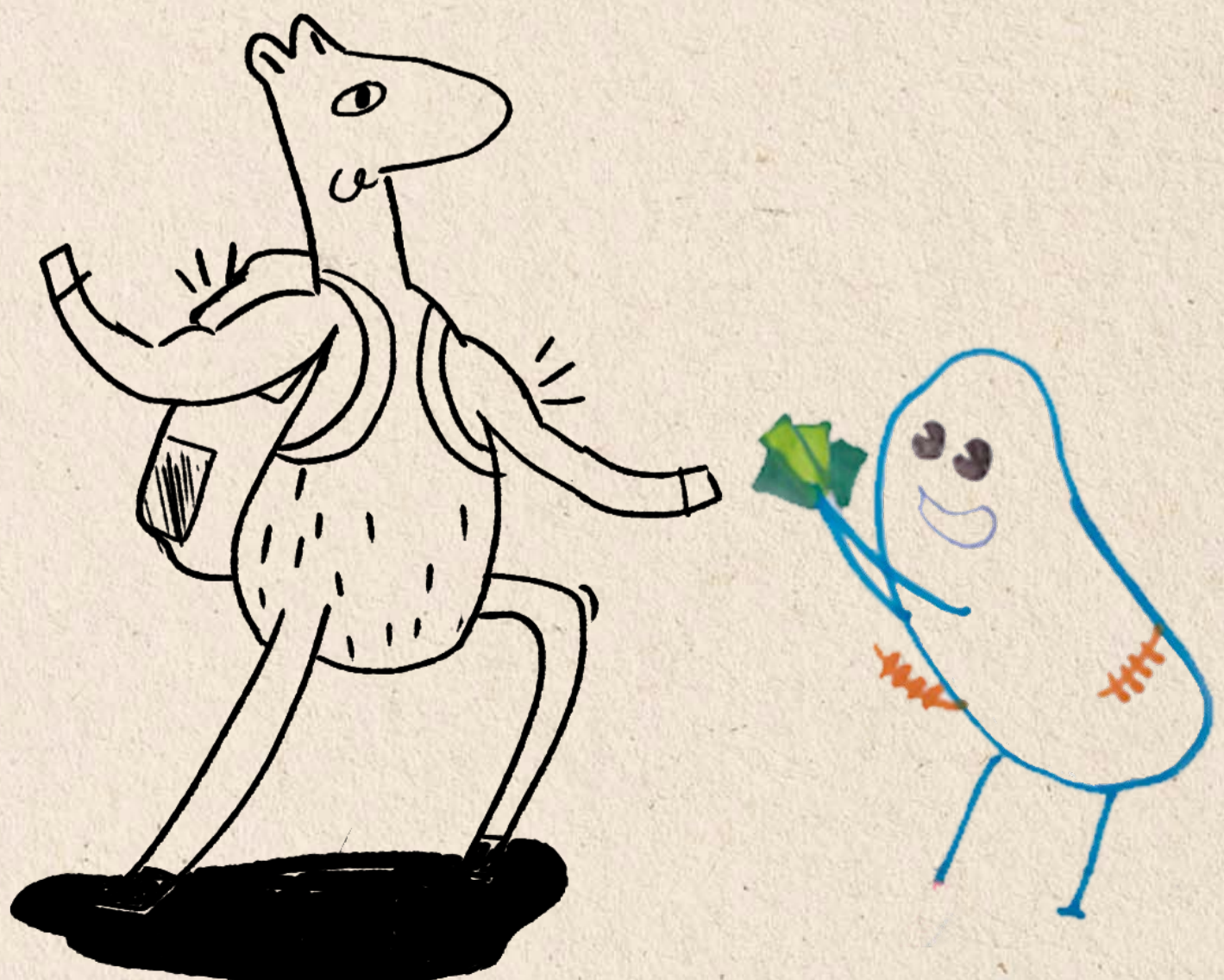
Entries will be judged on the masterful creative skill, talent and artistry that goes into bringing an idea to life. Please submit only finished work.

- B01. Best Film & Audio Craft
 - B011. Film Direction
 - B012. Cinematography
 - B013. Editing
 - B014. Visual Effects & Motion Graphics
 - B015. Animation
 - B016. Music in Film
 - B017. Sound Design in Film
 - B018. Music in Audio Media
 - B019. Sound Design in Audio Media

- B02. Static Visual Aesthetics
 - B021. Art Direction
 - B022. Illustration (Hand-drawn)
 - B023. Illustration (Digital)
 - B024. Typography
 - B025. Photography
 - B026. Digital Retouching & Manipulation in Still Imagery

- B03. Digital Craft
 - B031. User Interface Design
 - B032. User Experience & Journey Design
 - B033. Interaction Design
 - B034. Visual Design for Digital Platforms (includes static and motion graphics made for digital platforms)

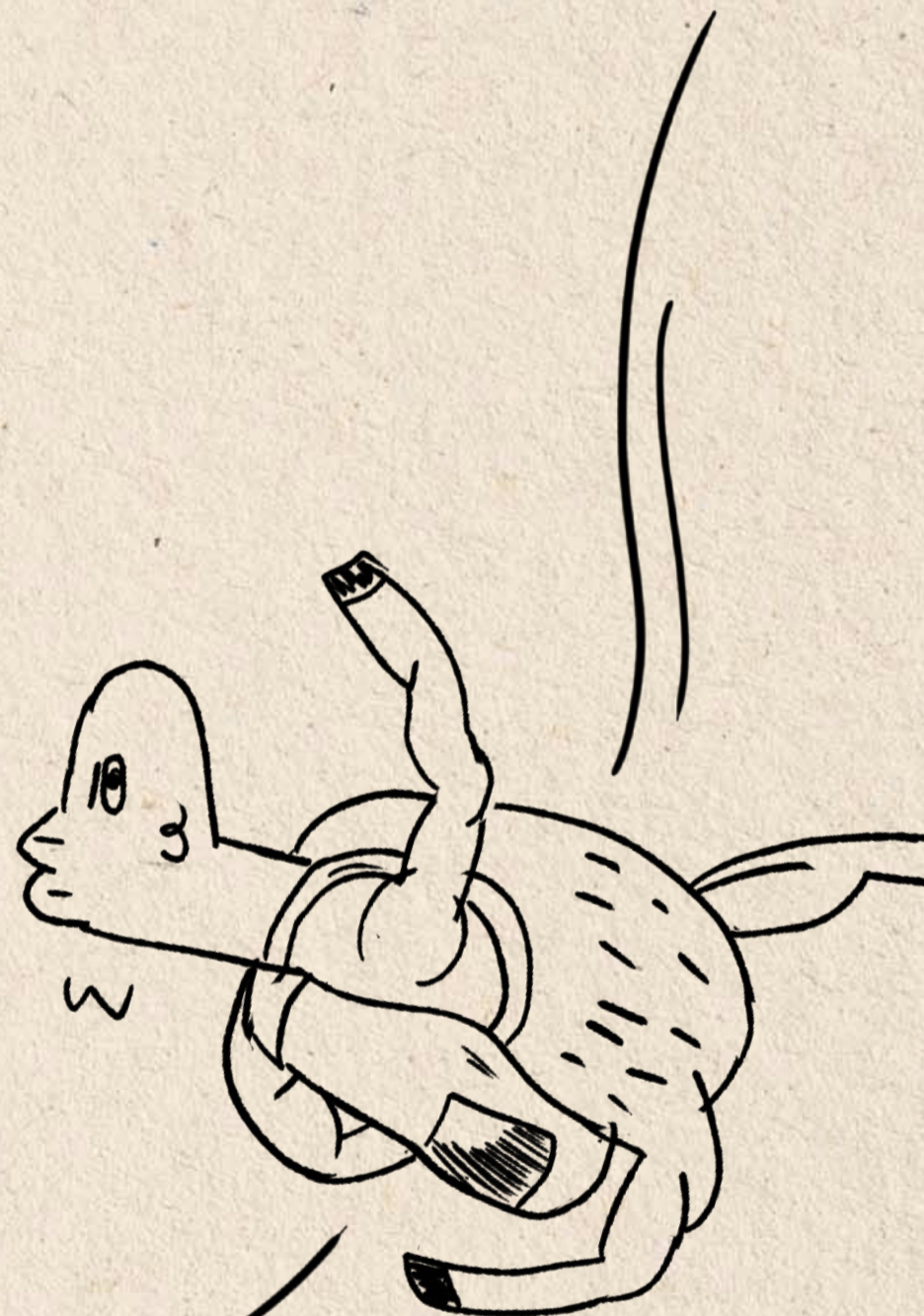
- B04. Best Copy (All Media)
 - B.041 BM
 - B.042 English
 - B.043 Chinese
 - B.044 Tamil



SPECIAL CATEGORY

You can submit work in any media for this category.

- CO1. Best self-promotion
How would you promote yourself as a creative person?
Not the school, you.
- CO2. Best fiction short story
(Written submissions only. Max 2,500 words)
 - C021. BM
 - C022. English
 - C023. Chinese
 - C024. Tamil
- CO3. Best Idea Inspired by Current Events
- CO4. Best Idea Most Likely to Get This Show Banned
- CO5. Best Idea for Social Good
- CO6. Best Use of Cultural Insights
- CO7. Most Innovative Idea
Craziest ideas that solve problems for brands or society. You must prove that your crazy ideas are makeable and feasible.



WE WISH OUR SUPERPOWER
IS READING MINDS.

PLEASE ENSURE ALL RELEVANT
DETAILS ARE INCLUDED.



LEVEL UP!

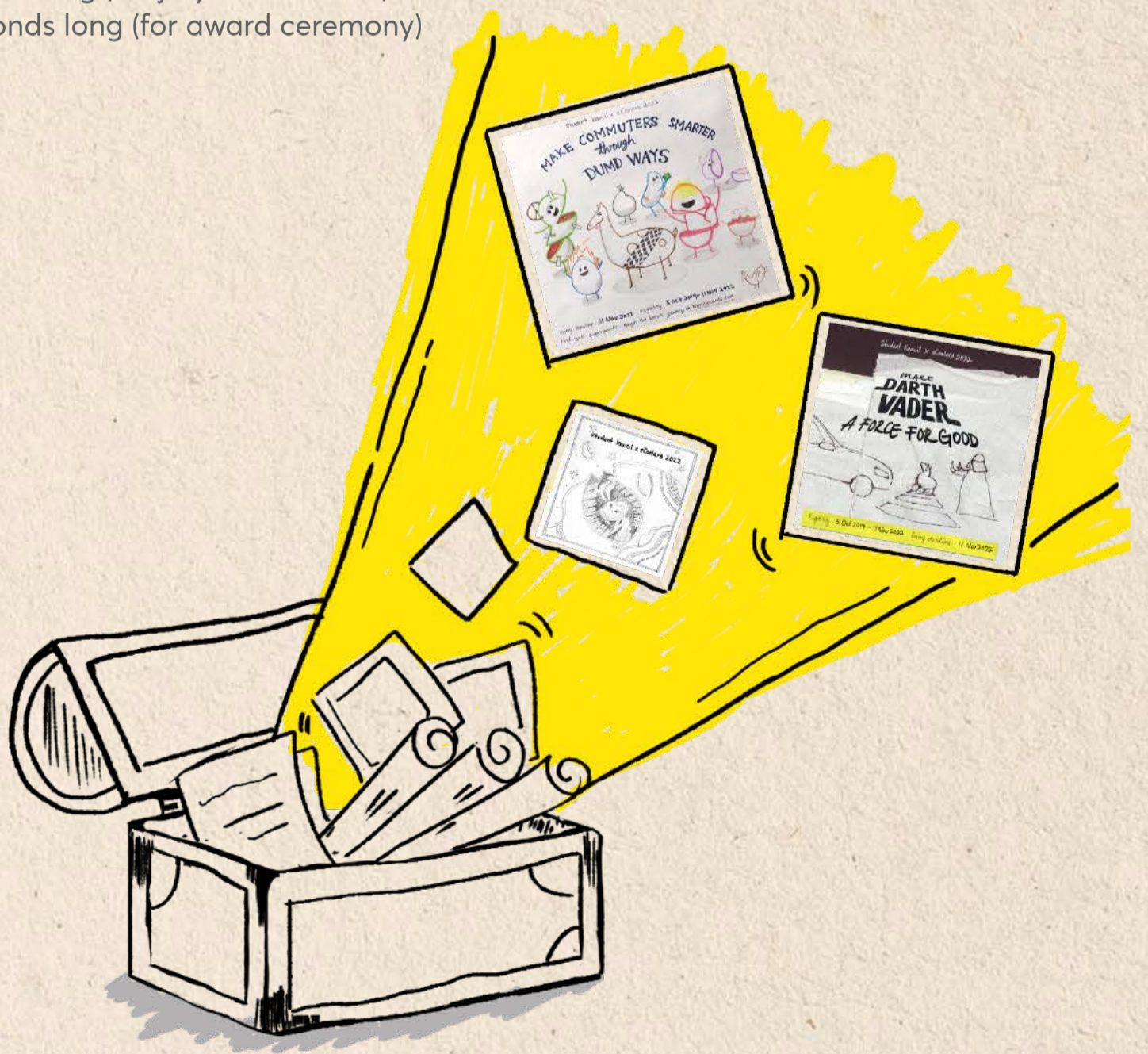
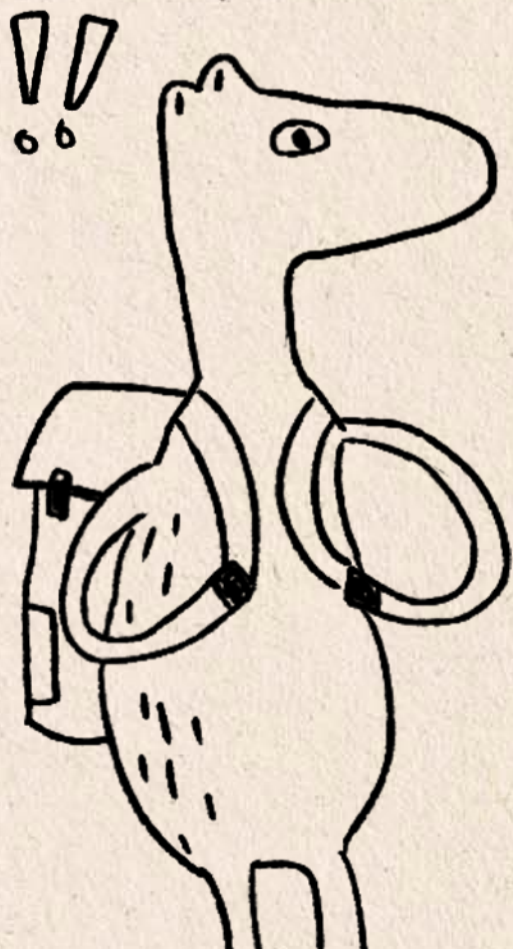


THIS YEAR, WE'RE MOVING TO FULLY DIGITAL SUBMISSIONS.

GENERAL 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.
- Please submit your videos (e.g., case films, full films, user journey walkthrough videos) in MP4 format online. 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.
- Please submit your images (e.g., presentation boards, supporting images) in JPEG format online. Please name the JPEG files according to your entry name in this format: 'Entry name.jpeg'. Avoid special symbols in your file name. File size should not exceed 5MB.
- 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.
- 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)





FILM,
FILM CRAFT &
CASE STUDY VIDEOS

- Submit your film entries in the original language. For non-English language entries, you are required to subtitle entries in English.
- 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, submitted via the Kancil Awards entry site.
- File size should not exceed 100MB for case films. Do not send your case film as a URL.
- If you wish to submit a file that is bigger than 100MB in size (e.g., original full film that's longer than 2 minutes), please upload the file to Youtube or Vimeo and submit the URL link. Ensure the video is visible and set to Unlisted or Public.
- Please name all film material with the title of the entry. Please name the files according to your entry name in this format: 'EntryName.mp4'.
- Please do not use any special symbols in the file name.
- Encoding Standards: We strongly advise that you submit your case film in 16:9 format.
- **FORMATTING GUIDELINES:**

VIDEO MATERIALS	
	Container/Codec & Spec
Aspect Ratio	MP4/H.264 (Audio: AAC, Stereo, 48kHz)
4:3 or 16:9	720 x 576 640 x 480
HD720p	1280 x 720
HD1080p (recommended)	1920 x 1080



PRINT MATERIALS

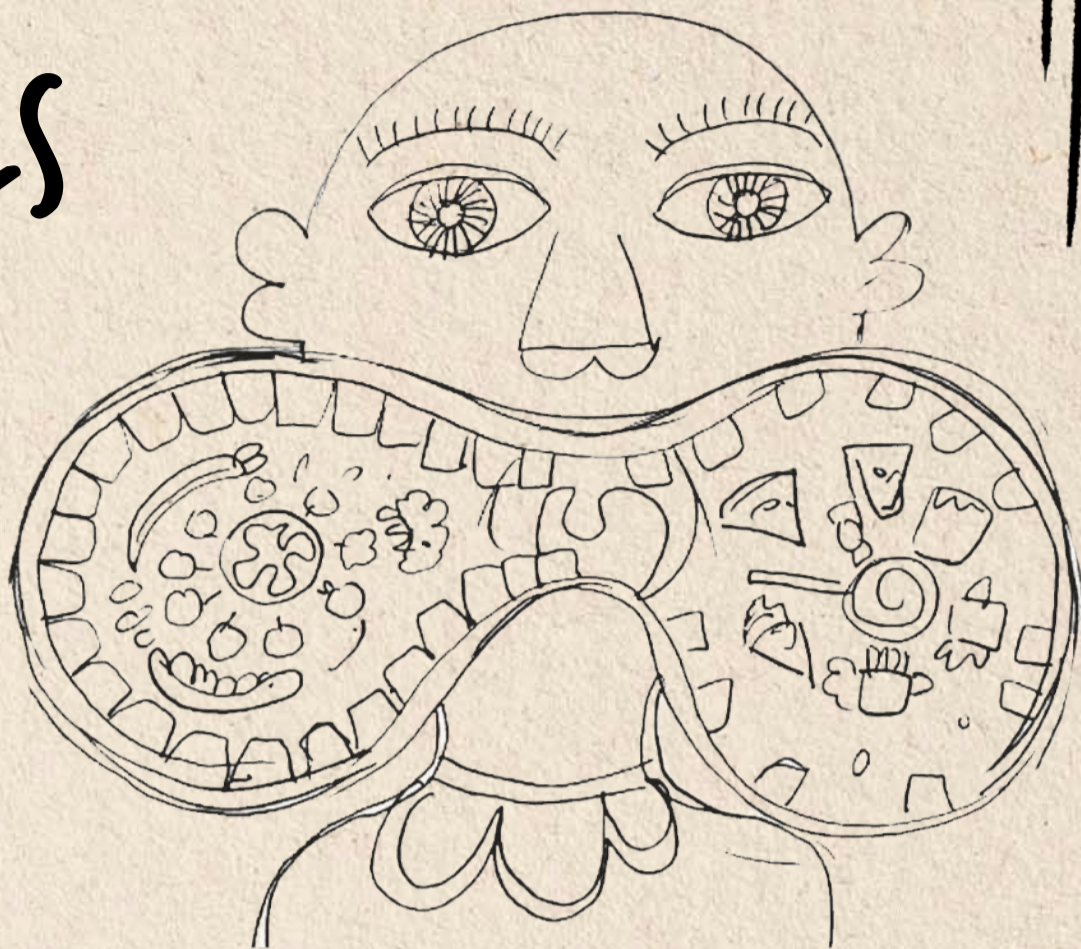
PRESS

POSTER

DESIGN

CRAFT

PRESENTATION BOARDS



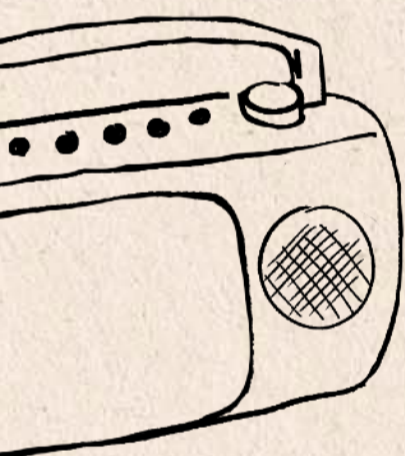
- Press and outdoor poster/billboard entries must be submitted as they originally ran in JPEG format. For other media (e.g., publication design, ambient media, packaging design), please lay the images out in a single presentation board format.
- For all entries, we highly recommend that you provide a presentation board summarising your entry in JPEG format. The presentation board will be a summary of your entry and must be contained in one image. This presentation should contain some key visuals and a simple, clear 100-word summary of the written part of your entry.
- For non-English entries, kindly provide an English translation in PDF format.
- Images must strictly be in the following format:
 - JPEG, RGB, 300 dpi, 7063 x 5008 pixels. Submitted via the Kancil Awards entry site.
 - Maximum file size: 5MB
 - Please name all images with the title of the entry. Please tag the images according to your entry name in this format 'EntryName.jpeg'. 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'.
 - Individual entries in a campaign should be numbered in sequence in the file name. E.g., EntryName 1.jpeg, EntryName 2.jpeg and so on.



DIGITAL/MOBILE MATERIALS

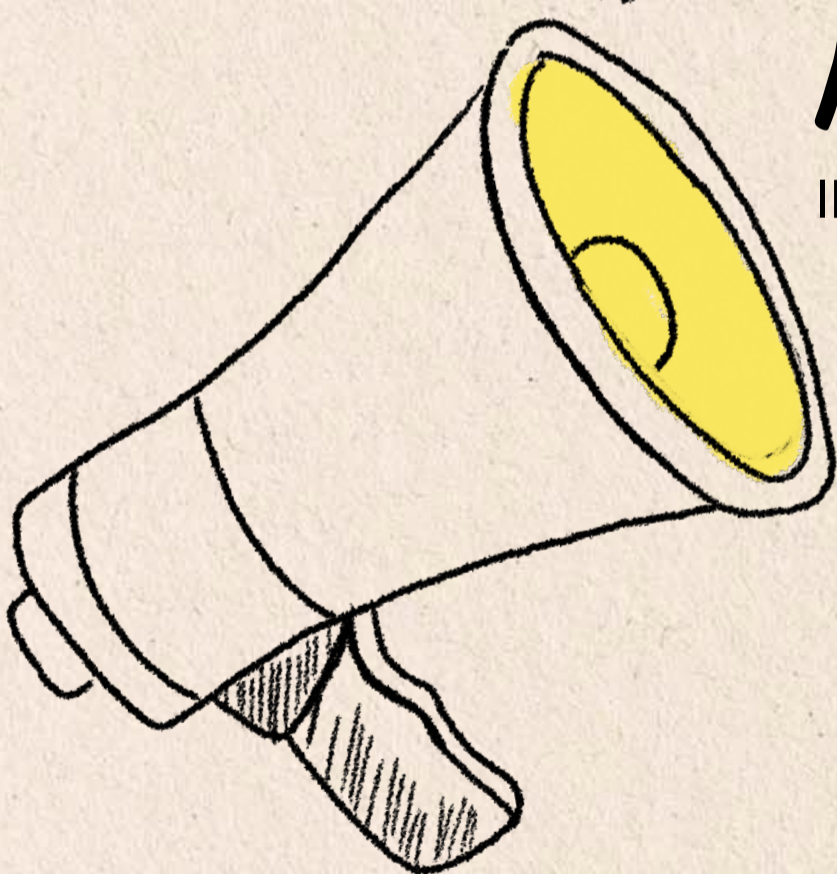


- For all Digital/Mobile entries, entrants MUST provide a URL for judges to review. You can also create a case study website with key images or visuals, video walkthroughs, demos as well as a written summary of your entry.
- In the event the URL link is too long, we recommend you shorten the URL of your entry using any online URL shortening tool.
- For Android-OS based mobile entries, APK files will NOT be entertained due to security reasons. Please submit a Google Play Store link instead.
- For all Digital/Mobile entries, we recommend supplying a presentation board in JPEG format. Please see the guidelines on Images for further info on presentation board submission details.
- You may also support your entries with a case study film in MP4 format and video walkthroughs of the user experience. Please see the guidelines on Film Materials for further info of film submission details.

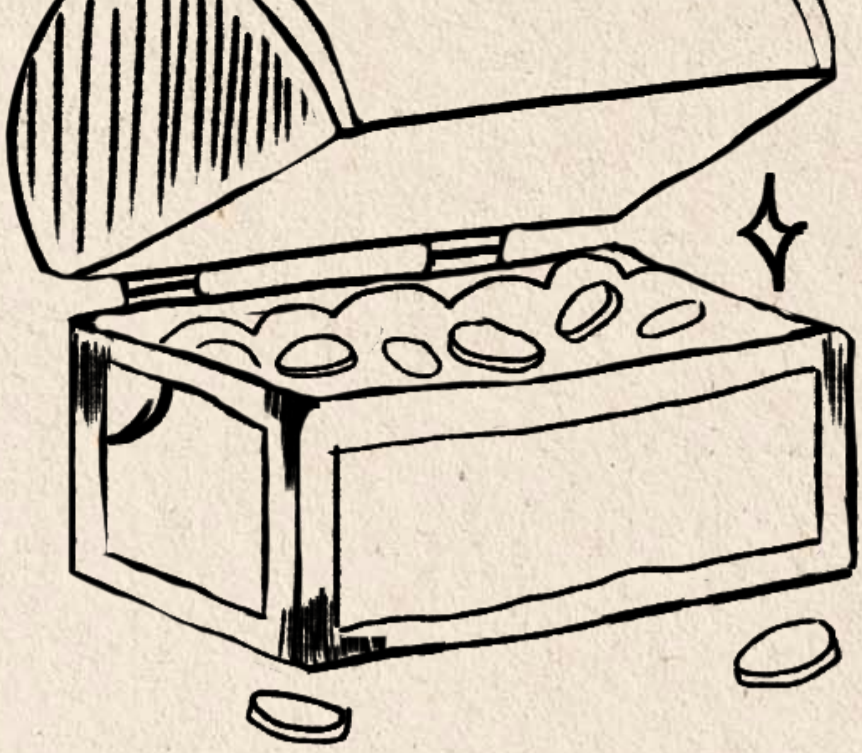


AUDIO MATERIALS

INCLUDING AUDIO CRAFT



- 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 in PDF format, as some judges may not understand BM, or other vernacular 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'.



DELIVERY & PAYMENT

Entrants are also asked to submit a physical version of their presentation boards for the Kancil Creative Festival 2022 exhibition.

You are only required to submit one presentation board per submission, regardless of the number of subcategories the submission is submitted into.

The board should be mounted on a lightweight card, not larger than A2 size (59.4 cm x 42 cm) including the mount. Oversized boards are not encouraged.

All entries must include the lecturer's name.

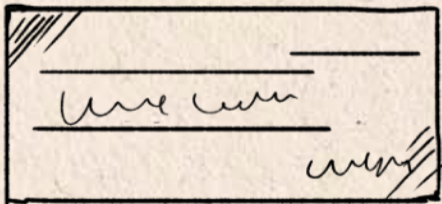
Write your school's name, address, and telephone number on the outside of the envelope.

Please submit your physical presentation boards by 5PM Friday, 25 November 2022 to:

**Kandesh,
4As Malaysia Secretariat
Level 7, Unit 023, 129 Offices,
Block J, Jaya One,
72A, Jalan Profesor Diraja Ungku Aziz,
46200 Petaling Jaya, Selangor
Contact: 03 7613 1510**

Entry fees: RM100 per entry

A tax invoice will be issued after entry fees are paid.



For online payment:

Account Name : The Association
Of Accredited Advertising Agents
Malaysia
Bank Name : United Overseas
Bank (Malaysia) Bhd.
Account Number :
260-302-993-5

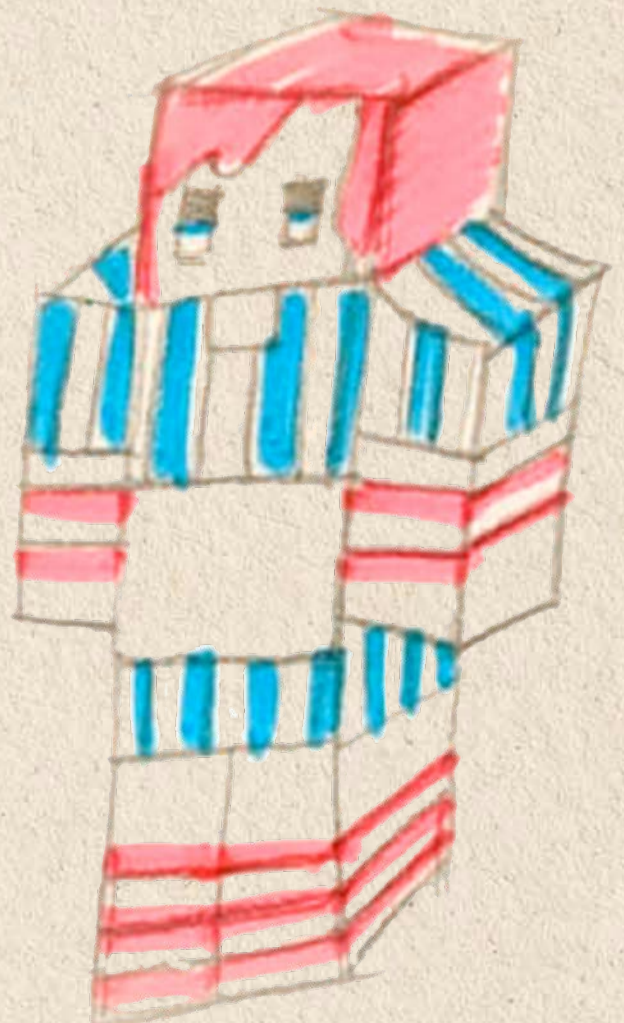
For cheque:

All cheques must be crossed 'A/C Payee
Only' and be made payable to:

**The Association Of Accredited
Advertising Agents Malaysia**

Please ensure that the amount written
on the cheque covers all entries
submitted. Write your school's name,
address, and telephone number on the
outside of the envelope.

**To complete the submission
process, please e-mail us the
Master Entry List together with
proof of payment to:
kandesh@macomm.com.my**



THE HERO'S JOURNEY
ALWAYS ENDS AT THE
SAME DESTINATION.

A BETTER WORLD.

May you never tire on the
road to awesomeness.





Block out these dates:

**Student Kancil x sCoolers Awards Ceremony:
2 December 2022 at Sentul Depot**

Follow us for more updates:

