The 2023 Kancil Awards & Creativity sCooler Awards
Student Kancil Make IT FOR MALAYSIA
Entry Kit 2023
Make it Ohsem Bodoh

Our entry kit is finally here.

Giler lambat as usual. (Blame the writer).

Register and download your entry forms at kancilawards.com.

This year, we’re asking you to submit physical and digital entries.

Send us your mock-ups, mounted artwork and carefully crafted pieces.

Gold, Silver, Bronze, Merit and Best of will be awarded.

Make the best student work ever.

Make smart strategic campaigns.

Make creative professionals jeles.
Eligibility

Open to all students (Malaysian or otherwise) studying in local schools, colleges and universities. Work produced between 12 Nov 2022 - 10 Nov 2023 are eligible for the show.

If you have already graduated, but the work was produced during the qualifying period, you can still enter it.

Do you need client’s approval? No.

Does the client have to actually exist? Again; no. Just make sure it’s a something believable la.

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 jalan.

If all you did was proofread, made the logo bigger or spelled cat with a k, then no. We’re trusting you to do the right thing. (Points two fingers at own eyes, then at your eyes).

Judging

Your work will be judged by Malaysia’s top creative professionals in Malaysian advertising. Impress them.
Make it before the deadline

Eligibility
12 Nov 2022 - 10 Nov 2023

Entry deadline
11.59pm, 10 Nov 2023

DVD and flash drive are optional
1. All entries must be submitted online. More info in our General Material Submission Requirements page.

2. You can enter all or any kind of work, class assignments included.

3. There’s a special spotlight for social good. Show us how your (cost-efficient) ideas can impact society and the environment. Extra points for sustainable solutions.

4. Writers are a hard to find. Hence our ‘Best Fiction Short Story’. If you can write, enter this category. This competition is well, kinda non-existent.

5. No idea is too out there, too stoopid, too outrageous. Make it clevercrazycool. Just don’t make it safe.

ALL THE BEST!
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)

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

Gold 15 Points
Silver 7 points
Bronze 3 points
Merit 1 point
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 game shows, 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 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.

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.

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)
   C021. BM
   C022. English
   C023. Chinese
   C024. 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.
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 Materials

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

<table>
<thead>
<tr>
<th>Aspect Ratio</th>
<th>Container/Codec &amp; Spec</th>
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</thead>
<tbody>
<tr>
<td>4:3 or 16:9</td>
<td>MP4/H.264</td>
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<tr>
<td></td>
<td>(Audio: AAC, Stereo, 48kHz)</td>
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<tr>
<td>HD720p</td>
<td>720 x 576</td>
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<td></td>
<td>640 x 480</td>
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<td>HD1080p</td>
<td>1280 x 720</td>
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<td>(recommended)</td>
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<td>1920 x 1080</td>
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PRINT Materials

PRESS, POSTER, DESIGN, CRAFT & PRESENTATION BOARDS

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). Submission on DVD and Flash Drive optional.
- 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

- 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**

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 cheque:**

All cheques must be crossed ‘WC 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.

**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  

To complete the submission process, please e-mail us the **Master Entry List** together with proof of payment to:  
kandesh@macomm.com.my
Make Jury Chairman Graham wish he hired you instead
Block the date
Student Kancil x sCoolers Awards Ceremony

24 Nov 2023
at EX8,
3, Jalan SS 13/4,
Subang Jaya Industrial Estate,
Selangor

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