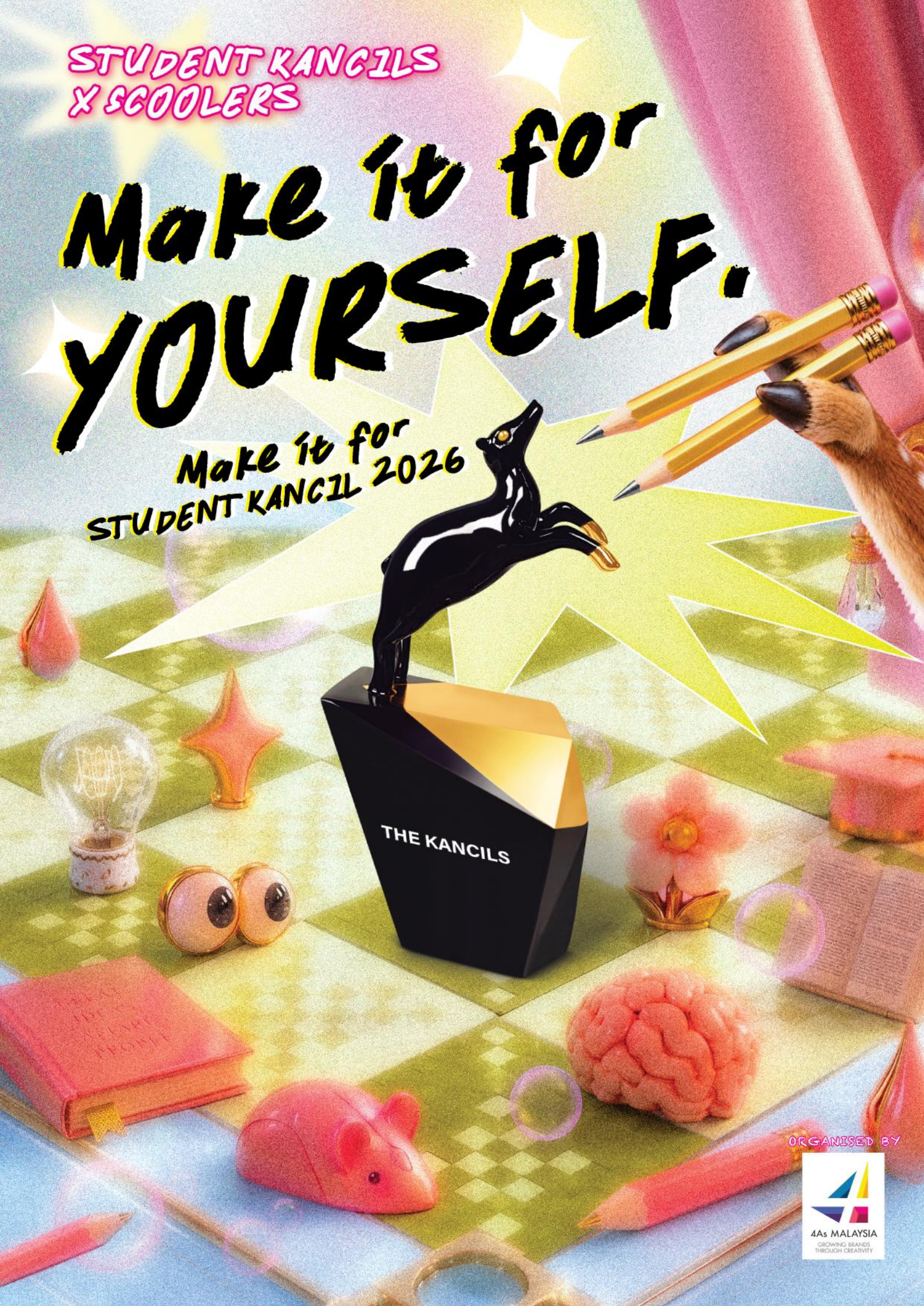


STUDENT KANCILS
X SCOOOLERS

Make it for YOURSELF.

Make it for
STUDENT KANCIL 2026



ORGANISED BY





MAKE IT FOR THE SATISFACTION OF BLOWING THE JUDGES' MINDS

Our 2026 entry kit is officially out!
dances a little jig

Gold, Silver, Bronze, Merit, and Best
Of will be awarded, just like last year.

Download your entry form at
kancilawards.com

- ◆ Make it for your best idea yet.
- ◆ Make it for the chance to create your favourite, most legendary, or most crazy-I-didn't-think-of-that-earlier work.
- ◆ Make it for the chance to achieve a once-in-a-lifetime milestone.
- ◆ Make it for your potential win (or wins)!

ELIGIBILITY

CCTV 01
ELIGIBILITY SCAN

Open to all students (Malaysian and non-Malaysian) studying in local public and private colleges and universities.

Work produced during the qualifying period of **15 November 2025 – 5 November 2026** is eligible for submissions (even if you've graduated).

Do you need the client's approval? **Nope.**

Does the client need to actually exist? **Noooooope.**

Just make sure your submission is 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 onz. If all you did was proofread, move the logo to the right, or made the copy a bit more 'Gen Z', then no.

We trust you to do the right thing; ya.

side eyes you through the screen

CREATIVE BRAIN:
DETECTING...

DEADLINE

The deadline for online submission is **11.59pm, 5 November 2026!**

JUDGING

Your work will be judged by the best-of-the-best creative professionals in Malaysia's advertising world.

So give it your best shot.

CREATIVE WORK:
ONZZZ

KANCIL



STUDENT STATUS:
CONLAN7FIRM



CONDITIONS OF ENTRY

Some more entry conditions to take note of:

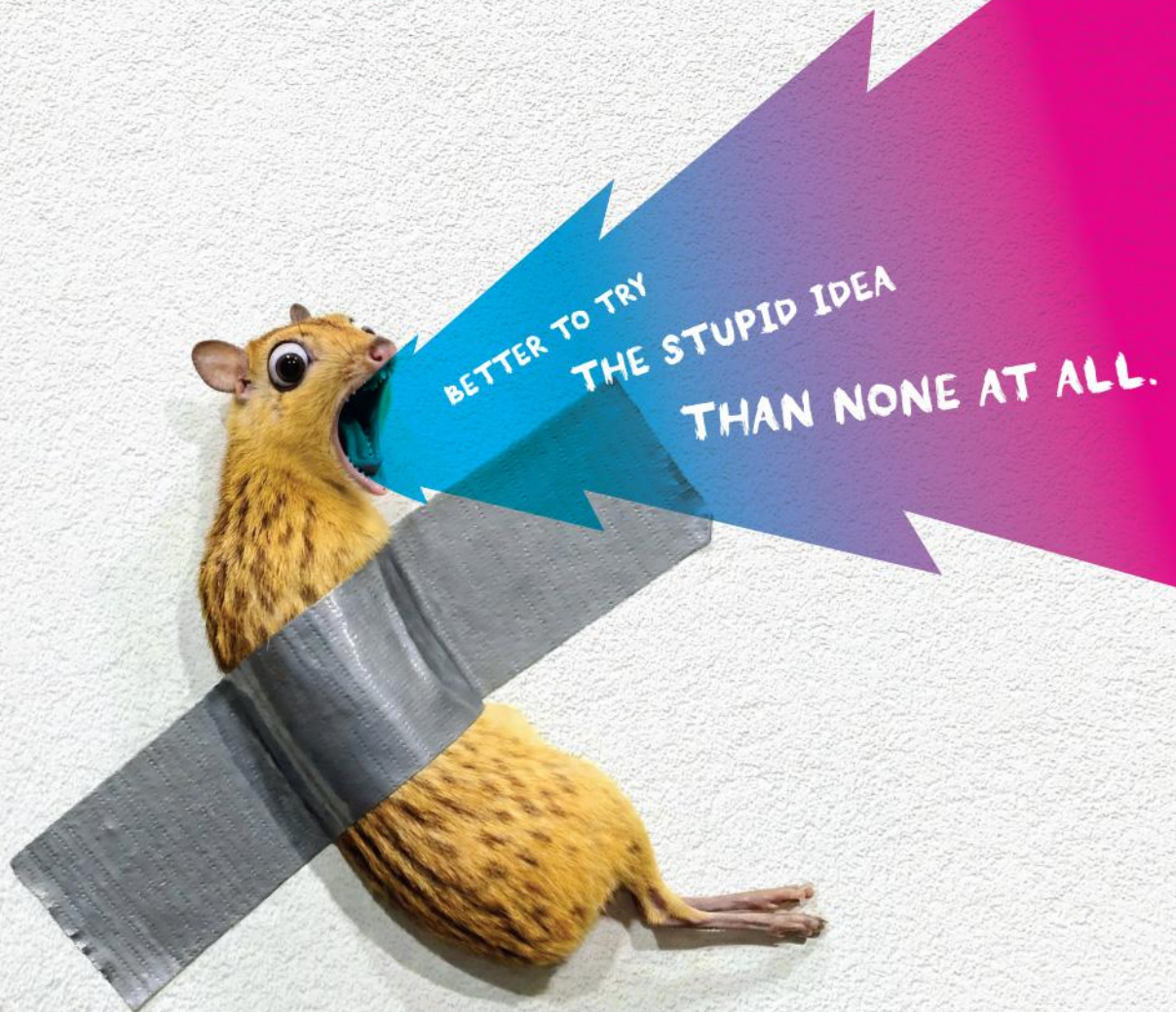
- ✦ The entrant agrees that the 4As will not accept responsibility for errors or omissions reproduced in any exhibition or annual or for work lost or damaged.
- ✦ Entries accepted for publication in the The Kancils 2026 Website and subsequent materials received will be retained by the 4As for its digital, film and print library.
- ✦ The entrant grants the 4As permission to show the entries at such times as deemed appropriate.
- ✦ As for the credits, please ensure all information is correct. Information that you submit will be taken as final and cannot be amended for any given reason if your entry is a winner.
- ✦ No Refunds on Entries: Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Awards be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and Awards.
- ✦ Incorrect or incomplete entries risk disqualification.
- ✦ Any disqualified entries will not be refunded. This includes duplicate entries and Entries that do not follow the specified rules.
- ✦ 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.

If you're unclear about any of these rules, you may reach out to 4As Malaysia for clarifications.



STUFF THAT'S COOL-TO-KNOW

- 1 All entries MUST be submitted online. Kindly refer to the '[Submission Requirements for General Materials](#)' page for more info.
- 2 You can enter any kind of work – class assignments included.
- 3 There's a special award for social good. Show us how your (cost-efficient) ideas can do something great for society and the environment. Extra points for sustainable solutions!
- 4 Writers are hard to find. Hence we have '[CO2: Best Fiction Short Story](#)'. If you can write, we strongly encourage you to enter this category.
- 5 No idea is too stupid, too unhinged, too unheard-of. [Make it mindblowingly-crazy-cool.](#)



GRAND PRIXS

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

- 👑 STUDENT OF THE YEAR
- 👑 LECTURER OF THE YEAR
- 👑 IDEA OF THE YEAR
- 👑 BEST PORTFOLIO
- 👑 REAL BRIEF CHALLENGE WINNER
- 👑 CREATIVE SCHOOL OF THE YEAR (PRIVATE)
- 👑 CREATIVE SCHOOL OF THE YEAR (PUBLIC)

GOLD 15 POINTS

SILVER 7 POINTS

BRONZE 3 POINTS

MERIT 1 POINT



IDEA CATEGORY

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

A01. BEST FILM

Each idea needs to be attached to a brand, except for A012 - Video Content.

A011. Branded Films (includes online and YT ads; 10 minutes or less)

A012. Film, Film Series and Documentaries (Max total length: 120 mins)

A013. Bite-sized Films (15 seconds and under)

A014. Music Videos (Max length: 5 mins)

A02. BEST AUDIO

Ideas don't have to be attached to a brand for A022. Audio Content and A023. Best Use of Audio Technology.

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, etc.)

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)

**MAKE IT FOR
YOURSELF**

**MAKE IT FOR
THAT  MOMENT**



IDEA CATEGORY

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

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 digital installations, AR, VR, mixed-reality, Internet-of-Things, etc.)

A066. DATA-ENHANCED CREATIVITY

(includes data-driven personalised ads, data visualisation, and creative use of real-time data APIs)

A067. OTHER DIGITAL EXPERIENCES

(ideas that do not fit in the other sub-categories)

A07. DIRECT MARKETING

Work that smartly targets an audience to build loyalty and drive sales. Includes direct mails, collaterals, loyalty programs 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. This campaign entry must consist of three or more pieces of work.

**MAKE IT FOR
YOURSELF**



**MAKE IT FOR
THAT  MOMENT**

Unless stated otherwise, please submit only a single entry 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.

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.

001. 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

002. Static Visual Aesthetics (Ideas don't have to be attached to brands.)

- B021. Art Direction
- B022. Illustration (Hand-drawn)
- B023. Illustration (Digital)
- B024. Illustration (Mixed Media)
- B025. Character Design
- B026. Typography
- B027. Photography
- B028. Digital Retouching & Manipulation in Still Imagery

003. 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)

004. Best Copy (All Media)

- B041. BM
- B042. English
- B043. Chinese
- B044. Tamil

MAKE
IT FOR
YOURSELF
MAKE
IT FOR
EVERY
LITTLE
DETAIL



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, yourself.

C02. BEST FICTION SHORT STORY

(Written submissions only; maximum 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.



**Make
IT FOR
yourself**



**Make
IT FOR
your creative
genius**



SUBMISSION REQUIREMENTS FOR GENERAL MATERIALS

To ensure the judging process runs smoothly, pretty please follow these requirements, okay?

For videos (2-min case study film, full film/ music video/ documentary and so on):

- **Submission Method:** Submit in MP4 format online
- **File Name:** Avoid using special symbols, name the MP4 files according to **your entry name** in this format: EntryName.mp4
- **File Size:** Maximum 100MB

For images (presentation boards, supporting images, etc.):

- **Submission Method:** Submit in JPEG format online
- **File Name:** Avoid using special symbols, name the JPEG files according to **your entry name** in this format: EntryName.jpeg
- **File Size:** Maximum 5MB

There must be two versions for case films:

- Long version (for jury deliberation): Up to 2 minutes
- Short version (for award ceremony): Up to 30 seconds

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.

- ⊘ No "replacement materials" as well as "holding" or "temporary" (fake/incorrect) media. Ensure the uploaded version is final and can be used for judging and shown publicly.
- ⊘ Do not put your school branding or your name anywhere in your work. Except if your school is the brand that is attached to your idea, or if you're entering for "Best Self-Promotion".



FILM MATERIALS

FILM, FILM CRAFT & CASE STUDY VIDEOS

Submit your film entries in the original language.

For Non-English film entries, please provide English subtitles.

All film entries should include a 0.5-second black screen at the start and end of the video. Please do not use slates, clocks, freezes or school branding.

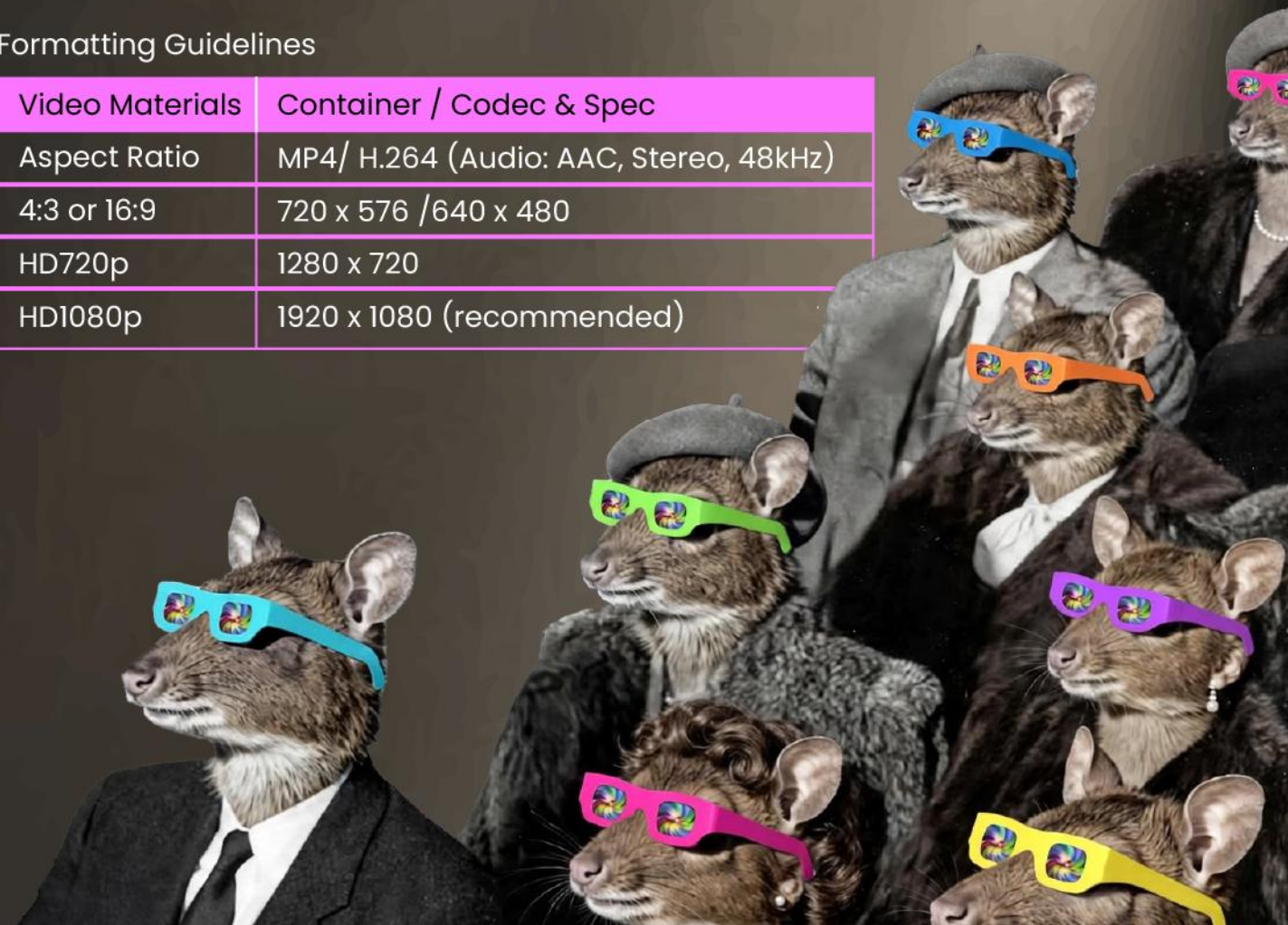
Film Materials must strictly follow these requirements:

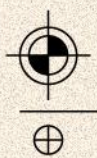
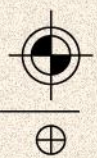
- 🌀 **Submission Method:** Submit in MP4 format only via the Kancil Awards entry site.
- 🌀 **Case Study Duration:** No more than 2 minutes.
- 🌀 **Material Name:** Name all film materials according to the title of the entry.
- 🌀 **File Name:** Avoid using special symbols, name the MP4 files according to your entry name in this format: EntryName.mp4
- 🌀 **Files larger than 100MB:** For example, if it's an 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.
- 🌀 **Case study films:** Max length 2 mins, Max file size: 100MB. Do not send your case film as a URL.

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	1920 x 1080 (recommended)





PRINT MATERIALS

PRESS, POSTER, DESIGN, CRAFT & PRESENTATION BOARDS

Digital Submission:

- **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.
- **Presentation Board:** 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.
- **Case study films:** Max length 2 mins, Max file size: 100MB Do not send your case film as a URL.

Images must strictly follow these requirements:

- 
- **Submission Method:** Submit in JPEG format only via the Kancil Awards entry site.
 - **Case Study Duration:** Not more than 2 minutes.
 - **Image Specifications:** JPEG, RGB, 300 dpi, 7063×5008 pixels.
 - **File size:** Maximum 5MB.
 - **File Name:**
 - Name and tag all images according to your **entry name** in this format: EntryName.jpeg
 - If you have an accompanying case study film for your print material, please ensure that both materials 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, i.e., EntryName 1.jpeg, EntryName 2. Jpeg, and so on.
- 

Please send in just ONE mounted proof:

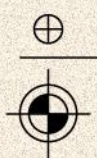
- Not larger than 59.4 cm×42cm (A2) including the mount.
- Oversized boards are not encouraged.
- It should be mounted on a lightweight card with the print label pasted on the top right corner on the front of your print materials. Printed labels are available on the submission site.
- If you have an 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.



Physical boards are to be delivered to the
4As Secretariat Office by 3pm, 13 November 2026



DIGITAL/MOBILE MATERIALS

kindly follow these requirements:

- ▶ Entrants MUST provide a URL for judges to review, which can include a case study website with key images or visuals, video walkthroughs, demos, and a written summary of your entry.
- ▶ If your URL link is too long, please shorten the URL of your entry using any online URL shortening tool.
- ▶ You may support your entries with a case study film showing the user experience. Keep your case film to 2 mins or under. Refer to the FILM MATERIALS page for guidelines and submission details.
- ▶ For Android-OS based mobile entries, APK files will NOT be entertained due to security reasons. Please submit a Google Play Store link instead.

AUDIO MATERIALS INCLUDING AUDIO CRAFT

kindly follow these requirements:

- ▶ 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.
- ▶ Submit your entry in MP4 format only with accompanying supers.
- ▶ Avoid using special symbols, name the MP4 or PDF files according to **your entry name** in this format: *EntryName.mp4* or *EntryName.PDF*



DELIVERY & PAYMENT

SUBMIT 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



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.

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 / godfrey@macomm.com.my



STUDENT KANCIL X SCOOLER AWARDS CEREMONY

FRIDAY, 27 NOVEMBER 2026

6PM

EX8, SUBANG JAYA

FOLLOW US FOR UPDATES:

  THE KANCILS   THEKANCILS.MY

Feeling adventurous and extra-outgoing?

MAKE IT FOR YOURSELF
MAKE IT FOR **the**
After-party



ORGANISED BY



MAKE IT FOR YOURSELF
MAKE IT FOR THE WINS
MAKE IT FOR THE FAILS
MAKE IT FOR THE MEMORIES
STUDENT KANCILS 2026

