



TVB MOST POPULAR TV COMMERCIAL AWARDS 2011

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Entries are now open until 26 March 2011

A. Aims

TV has always been an effective and powerful advertising medium. TVB, being one of the major TV broadcasters in Hong Kong, is organizing the TVB Most Popular TV Commercial Awards to present honour and recognition to the professionals of successful TV commercials and to arouse greater public awareness to the outstanding creativity and quality of TV commercials in Hong Kong.

B. Awards Presentation

The winners of the TVB Most Popular TV Commercial Awards 2011 will be honoured at the awards presentation ceremony, and in TV features on TVB Jade in July 2011.

C. Categories

Industry Categories (please refer to further details in the attached Appendix):

- | | |
|---|--|
| (A) Dining, Food & Beverages 飲食餐宴 | (B) Fashion & Beauty 潮流服飾及美容 |
| (C) Finance & Investment 財富投資 | (D) Real Estate 樓宇地產 |
| (E) Household 家品生活 | (F) Leisure, Entertainment & Hobbies 消閒、時尚及品味 |
| (G) Telecommunication, Transport & Public Utilities 電訊、運輸及公共設施 | (H) General 綜合類別 |

Special Categories:

- | | |
|-----------------------|-------------------|
| (I) Info-service 資訊系列 | (J) Campaign 系列廣告 |
|-----------------------|-------------------|

Craft Categories:

- | | |
|--|--|
| (K) Most Popular Male Talent in a TV Commercial 最受歡迎男主角 | (L) Most Popular Female Talent in a TV Commercial 最受歡迎女主角 |
| (M) Most Popular Jingle in a TV Commercial 最受歡迎電視廣告歌曲 | |



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D. Eligibility

1. All TV Commercials (TVCs) which have appeared for the first time on TVB (Jade, HD Jade, J2, iNews, Pearl and TVB Pay Channels) between 01 January and 31 December 2010.
2. Each entry can be nominated by one organization only and requires prior permission of all relevant organizations and copyright holders. All rights, including but not limited to music rights, broadcast rights, internet rights and talent rights shall be cleared before submission.
3. Each entrant warrants that the TVC shall not contain contents which infringe any of the third party's rights.
4. If a TVC is available in more than one language version, only one language version is eligible for entry.
5. If a TVC is available in more than one duration version, only one version is eligible for entry.
6. Admags are not eligible for entry.
7. Industry Categories
 - A TVC may enter an industry category. Each TVC is allowed to enter one industry category only.
 - Each brand is allowed to enter no more than two TVCs in each of the industry categories.
8. Info-service Category
 - Info-service advertisements will be eligible to enter the Info-service Category, but not the Industry Categories.
 - Each entry should not consist of more than five (5) pieces of info-service advertisements.
9. Campaign Category
 - TVCs in a series which form a campaign may enter the Campaign Category as one single entry. Each campaign entry should comprise of a minimum of two (2) TVCs and a maximum of five (5) TVCs.
 - TVCs in a campaign may also enter their respective Industry Category, but are restricted to no more than two entries from one brand.
10. Craft Categories
 - A TVC may enter any Craft Categories.
 - Entries of any Industry Categories may also enter the Craft Categories.
 - Each TVC is eligible for one entry in each of the Craft Categories only (e.g.



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for TVCs with more than one male talents, only one male talent is eligible for entry in Category K).

- For Category K & L, each brand is allowed to enter no more than two TVCs for the same talent.
11. TVB may refuse entries in the following cases:
 - Entries which may infringe the existing laws and regulations, including but not limited to Broadcasting Ordinance, its related Regulations and the Codes of Practice;
 - Re-edited TVCs and those TVCs with only a certain part being first appeared within the eligible period;
 - Trailers featuring direct cuts from TV programmes or films
 12. TVB reserves final judgment regarding TVC eligibility and category assignment.
 13. In order to promote the Awards, each entrant shall authorize TVB to screen or publish his advertisement(s) on a free basis at public or private presentations, wherever and as often as TVB thinks fit regardless of the platform, channel, duration, manner and format. Channels of promotion include but not limited to internet, mobile phones, roadshows, prints, outdoor TV and TV promos. The entrant warrants that TVB shall use his advertisement(s) free of any third party claims.
 14. All winners or their representatives shall be present at the corresponding prize presentation ceremony.
 15. Winners shall authorize TVB to screen or publish their footages or pictures on a free basis for promoting the awards. Channels of promotion include but not limited to internet, mobile phones, roadshows, prints, outdoor TV and TV promos.
 16. The decisions of TVB in all matters relating to TVB Most Popular TV Commercial Awards shall be final and binding.

E. Entry Deadline: 26 March 2011

All materials and documentation must reach the Marketing & Sales office no later than 1:00 pm, 26 March 2011 (Saturday).

F. Awards

TVB Most Popular TV Commercial Awards offer a "Most Popular TV Commercial Award" for each of the Industry Categories, Special Categories and Craft Categories listed in Section C.

A "Best of the Best Award (榮譽大獎)" will be awarded to the entry with the top overall scoring among the finalists of Industry Categories.

Selected by a Professional Judge Panel consisting of creative practitioners, directors and marketing professionals, a "Most Creative Award (最具創意大獎)",



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“Best Director Award (最佳導演)” and “Professional Selection Award (專業評審榮譽大獎)” will be awarded to the finalist(s) of Industry Categories.

The award “最具創造力廣告公司大獎” will be presented to the Creative Agency with the best overall result in this event.

G. Judging

Entries will be judged by an independent panel to shortlist at most five finalists from each category for public voting. The profile of the panel will be designed to represent the general public of Hong Kong. TVB will appoint an esteemed independent research house to implement the design, recruitment, screening and scoring arrangement of the panel. A pool of creative practitioners, directors and marketing professionals in the advertising industry will form the judge panel. The results will be audited by an auditor, Patrick L.T. Wong & Co. Entries of each category with top scores will be the finalists for the second stage of judging – the public voting.

The winner of the “Most Popular TV Commercial Award” in each category is the finalist with the highest public votes collected during the public voting period.

All scoring and votes will be audited by Patrick L.T. Wong & Co.

H. Entry Requirements

1. A copy of the entry in mpg / wmv / avi / mov format (720 x 540 pixels for 4:3 or 720 x 405 pixels for 16:9). The file could be submitted by email or delivered to TVB Marketing & Sales Office on a computer disc.
2. A screen capture of the TVC in jpeg / png24 / tiff format (720 x 540 dpi for 4:3 or 720 x 405 dpi for 16:9) for the production of promotion materials. If the entrant fails to submit the required screen capture, TVB will exercise its discretion in selecting the screen capture for promotion materials.
3. For entrant for the Craft Award of Most Popular Male Talent (K) and Most Popular Female Talent (L), please specify which the talent is.
4. All entries must be submitted along with:
 - A completed entry form with all the credits, authorized signature and company chop;
 - **Entry form (pages 5, 6 & 9) must be fully completed for ALL entries**, and one entry form for each entry;
 - Entry form (page 7 & 8) is for entries for Craft Categories (K, L, M) in addition to entry form (pages 5, 6 & 9).

Please note that information provided may be published and/or broadcast. It is the responsibility of the entrants to provide accurate information.



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ENTRY FORM

CATEGORY TO ENTER:

(A-M): _____

TITLE OF THE TVC: (e.g. 吉百利牛奶朱古力 – 眉飛色舞篇)

(English): _____

(Chinese): _____

(The titles filled in the above should be final and would be used in all promotion materials should the entry is selected as a finalist for public voting)

(For Category I & J, please provide a group title instead of individual TVC titles)

FIRST ON-AIR DATE:

FIRST ON-AIR CHANNEL: _____

TVB KEY NO. (a must): _____

(if no valid key number is provided, TVB reserves the right to refuse the entry)

CLIENT (Company Name in Full):

(English): _____

(Chinese): _____

Responsible Person:

(English): (Mr / Ms) _____

(Chinese): _____

Title:

(English): _____

(Chinese): _____

CREATIVE AGENCY (Company Name in Full):

(English): _____

(Chinese): _____

Creative Director:

(English): (Mr / Ms) _____

(Chinese): _____

(Tel): _____

(email): _____



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Account Director:

(English): (Mr / Ms) _____

(Chinese): _____

MEDIA AGENCY (Company Name in Full):

(English): _____

(Chinese): _____

Remarks:

- All the above fields have to be filled in, TVB reserves the right to refuse entries with incomplete information
- Information provided may be published and/or broadcast. It is the responsibility of the entrants to provide accurate information.
- Entry Form (Page **5, 6 & 9**) are for ALL entries (Categories A to M)
- Entries for Categories **K** and **L** have to submit Entry Form (Page 7) in addition to Entry Form (Page 5, 6 & 9)
- Entries for Category **M** have to submit Entry Form (Page 8) in addition to Entry Form (Page 5, 6 & 9)



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(for craft categories K & L)

**For entry for the Craft Award of
Most Popular Male Talent in a TV Commercial (K):**

Name of the Talent:

(English): Mr _____

(Chinese): _____

Please specify which talent (if the entry has more than one male talent):

Contact Person to reach the talent:

(Name): _____ (Tel.): _____

**For entry for the Craft Award of
Most Popular Female Talent in a TV Commercial (L):**

Name of the Talent:

(English): Ms _____

(Chinese): _____

Please specify which talent (if the entry has more than one female talent):

Contact Person to reach the talent:

(Name): _____ (Tel.): _____



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(for craft category M)

For entry for the Craft Award of Most Popular Jingle in a TV Commercial (M):

Name of the Jingle:

(English): _____

(Chinese): _____

Name of the Singer:

(English): (Mr / Ms) _____

(Chinese): _____

Contact Person to reach the singer:

(Name): _____ (Tel.): _____

Name of the Composer:

(English): (Mr / Ms) _____

(Chinese): _____

Contact Person to reach the composer:

(Name): _____ (Tel.): _____

Name of the Lyrist:

(English): (Mr / Ms) _____

(Chinese): _____

Contact Person to reach the lyrist:

(Name): _____ (Tel.): _____



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(for ALL ENTRIES)

This submission acknowledges acceptance of and compliance with all the rules and conditions stated, including but not limited to Section D.

NAME OF COMPANY ENTERING THE SUBMISSION:

(Company Name in Full)

(English): _____

(Chinese): _____

Authorized Signature & Company Chop:

(The Company Chop is a Must)

Signature: _____

Name: _____ (Mr / Ms) Co. Chop: _____

Title: _____ E-mail: _____

Contact Person:

(Name): _____ (Mr / Ms)

(Company) _____

(Title): _____ (E-mail): _____

(Tel.): _____ (Fax): _____

(Address): _____

(The contact person is responsible to furnish TVB with more information that is required in the process)

Remarks:

- 1 Details of the Awards are subject to changes without prior notice to the entrants. Please go to: <http://tvcawards.tvb.com> for the most updated information and downloading of entry forms.
- 2 Materials submitted will not be returned.
- 3 Please send your completed entries on or before 1:00 pm, 26 March 2011 to:
Marketing & Sales Division (TVC Awards)
19/F, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong
Email: tvcawards@tvb.com.hk
- 4 Successful entries will be acknowledged by email.
- 5 Enquiry: Ms Cecilia Lam (tel: 28057107)



APPENDIX

INDUSTRY CATEGORIES:

- (A) **Dining, Food & Beverages** 飲食餐宴
includes all products and services related to foodstuff, snacks, drinks, wines, and restaurants
- (B) **Fashion & Beauty** 潮流服飾及美容
includes all products and services related to clothing, footwear, fashion accessories, cosmetics, skin-care, fragrances, shampoos, and weight management
- (C) **Finance & Investment** 財富投資
includes all products and services related to banks, insurance, credit cards, wealth management
- (D) **Real Estate** 樓宇地產
includes all products and services related to selling, rental and management of real estates
- (E) **Household** 家品生活
includes all products and services related to toiletries, household supplies, appliances, kitchen wares, home décor, home furniture, bedding, lighting equipment, pet supplies; and supermarkets
- (F) **Leisure, Entertainment & Hobbies** 消閒、時尚及品味
includes all products and services related to jewellery, watches, cars, AV products, gadgets, toys, hotels, malls, department stores, and travel; recreational & entertainment services
- (G) **Telecommunication, Transport & Public Utilities**
電訊、運輸及公共設施
includes all products and services related to telecommunication products, telecommunication networks, public transport, public utilities, logistics
- (H) **General** 綜合類別
includes all kinds of business related to pharmaceutical & health products, business & industrial equipment & services; convenience stores, drugstores; charity; government promos and others (those not included in Categories (A) to (G)).

Remark:

TVB reserves final judgment regarding category classification and assignment.