

WIRESGRAM

No. 201401

Date: 14 February 2014

TVB MOST POPULAR TV COMMERCIAL AWARDS 2014

Entries are now open until 07 March 2014

A. Aims

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

B. Awards Presentation

The winners of the TVB Most Popular TV Commercial Awards 2014 will be honoured at the awards presentation ceremony, and in TV features on TVB various platforms.

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 & Real Estate
財富地產 | (D) Household
家品生活 |
| (E) Leisure, Entertainment & Hobbies
消閒、時尚及品味 | (F) Telecommunication, Transport & Public Utilities
電訊、運輸及公共設施 |
| (G) General
綜合類別 | |

Special Category:

- (H) Campaign 系列廣告

Craft Categories:

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

D. Eligibility

1. All TV Commercials (TVCs) which have appeared for the first time on TVB (Jade, HD Jade, J2, iNews, Pearl, and TVB Network Vision Channels) between **01 March 2013 and 28 February 2014**.
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, mobile 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. Ad Mags are not eligible for entry.
7. For entries over 5 minutes, only the first 5 minutes will be shown to the panel judges for finalist selection. (A full version will be available for public voting on the webpage of the event for finalists over 5 minutes.)
8. 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 (2) TVCs in each of the industry categories.
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 (2) 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 (1) entry in each of the Craft Categories only (e.g. for TVCs with more than one male talent, only one male talent is eligible for entry in Category I).
 - For Category I & J, each brand is allowed to enter no more than one (1) TVC 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. In order to promote the Awards, each entrant shall authorize TVB to screen or publish his TVC(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/gadgets, roadshows, prints, outdoor TV and TV promos. The entrant warrants that TVB shall use his TVC(s) free of any third party claims.
13. All winners or their representatives shall be present at the corresponding awards presentation ceremony.
14. 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/gadgets, roadshows, prints, outdoor TV and TV promos.
15. TVB reserves final judgment regarding TVC eligibility and category assignment.
16. The decisions of TVB in all matters relating to the TVB Most Popular TV Commercial Awards shall be final and binding.

E. Entry Deadline:

All materials and documentation must reach the Marketing & Sales office no later than **07 March 2014**.

F. Awards

TVB Most Popular TV Commercial Awards offers a “Most Popular TV Commercial Award” for each of the Industry Categories, Special Category and Craft Categories listed in Section C.

The award “Audience’s Choice Award (最受觀眾喜愛大獎)” will be presented to the entry with the highest votes among the winners 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)” and “Best Visual Effects Award (最佳視覺效果大獎)” will be awarded to the finalist(s) of Industry Categories.

The award “Powerhouse Agency 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.

From the list consisted of entries with top scores at the Professional Judging Session and the highest votes from the public voting for “Audience’s Choice Award”, the award “Best of the Best Award (至尊榮譽大獎)” will be selected by the Professional Judge Panel.

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 Wong C.P.A. Limited. 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 Wong C.P.A. Limited.

H. Entry Requirements:

1. A video file of the entry in mpg / wmv / avi / mov format for verification. The version of the video file should be identical to the version for entry. The video file can be sent via email, or stored on a computer disc and delivered to TVB office. Alternatively, entrants may provide a link from which the video file can be downloaded. If the entrant can provide a correct TVB Key No. for the entry and do not request verification, no video file has to be submitted.
2. A screen capture of the entry in jpeg / png / tiff format (1920 x 1080 pixels for 16:9 or 720 x 576 pixels for 4:3) for printing. 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 entrants for the Craft Award of Most Popular Male Talent (I) and Most Popular Female Talent (J), a close-up screen capture of the talent has to be submitted for identification. The screen capture should be in jpeg/ png/ tiff format (1920 x 1080 pixels for 16:9 or 720 x 576 pixels for 4:3).
4. In addition to the above materials, all entries must be submitted along with:
 - A completed entry form with all the credits, authorized signature and company chop;
 - **Entry form (pages 6, 7 & 8) must be fully completed for ALL entries**, and one entry form for each entry;
 - Entry form (page 9 & 10) is for entries for Craft Categories (I, J, K) in addition to entry form (pages 6, 7 & 8).
5. Please send the above required materials and completed entry form on or before **07 March 2014** to:

Marketing & Sales Division (TVC Awards)
19/F, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong

Email: tvcawards@tvb.com.hk

Remarks:

- Details of the Awards are subject to changes without prior notice to entrants. Please go to: <http://tvcawards.tvb.com> for updates and downloading of entry forms.
- TVB will notify entrants by email regarding the status/decisions of the submission.
- Failure to submit all required materials listed above will jeopardize the eligibility of the entry. Materials submitted will not be returned.
- Enquiry: Ms Cecilia Lam (tel: 28057107/email: cecilia.lam@tvb.com.hk)

Internal Code:

(for ALL entries)

ENTRY FORM

NAME OF COMPANY ENTERING THE SUBMISSION:

(Company Names in full, both English and Chinese)

(English): _____

(Chinese): _____

Authorized Signature & Company Chop:

(All fields must be filled in, including the Company Chop)

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. TVB will also notify the contact person directly by email regarding the status/decisions of the entry.)

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

TITLE OF THE TVC: (e.g. 鐵達時- 100 年之約)

(in Chinese) _____

- Brand / product name can appear in the TVC title once only and in one language only
- 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
- TVB reserves the right to refuse accepting the titles provided by entrants

(for ALL entries)

CATEGORY/CATEGORIES TO ENTER [please tick the appropriate box(es)]:

Industry Categories / Special Category (please tick one only):

- | | |
|---|--|
| <input type="checkbox"/> (A) Dining, Food & Beverages
飲食餐宴 | <input type="checkbox"/> (B) Fashion & Beauty
潮流服飾及美容 |
| <input type="checkbox"/> (C) Finance & Real Estate
財富地產 | <input type="checkbox"/> (D) Household
家品生活 |
| <input type="checkbox"/> (E) Leisure, Entertainment & Hobbies
消閒、時尚及品味 | <input type="checkbox"/> (F) Telecommunication, Transport & Public Utilities
電訊、運輸及公共設施 |
| <input type="checkbox"/> (G) General
綜合類別 | |
| <input type="checkbox"/> (H) Campaign 系列廣告 | |

Craft Categories:

- | | |
|---|---|
| <input type="checkbox"/> (I) Most Popular Male Talent in a TV Commercial
最受歡迎男主角 | <input type="checkbox"/> (J) Most Popular Female Talent in a TV Commercial
最受歡迎女主角 |
| <input type="checkbox"/> (K) Most Popular Jingle in a TV Commercial
最受歡迎電視廣告歌曲 | |

FIRST ON-AIR DATE:

FIRST ON-AIR CHANNEL:
(pls tick one appropriate box)

- | | |
|--------------------------|-------------------------|
| <input type="checkbox"/> | Jade / HD Jade / J2 |
| <input type="checkbox"/> | Pearl |
| <input type="checkbox"/> | iNews |
| <input type="checkbox"/> | Network Vision Channels |

TVB KEY NO:

(If no valid Key No. is provided, TVB reserves the right to refuse the entry)

DURATION:

(for ALL entries)

CLIENT (Company Name in Full, both English and Chinese):

(English): _____

(Chinese): _____

Responsible Person: (Name in both English and Chinese)

(English): (Mr / Ms) _____

(Chinese): _____

Title:

(English): _____

(Chinese): _____

CREATIVE AGENCY (Company Name in Full, both English and Chinese):

(English): _____

(Chinese): _____

Creative Director: (Name in both English and Chinese)

(English): (Mr / Ms) _____

(Chinese*): (*Chinese name must be provided) _____

(Tel): _____

(email): _____

Account Director: (Name in both English and Chinese)

(English): (Mr / Ms) _____

(Chinese): _____

MEDIA AGENCY (Company Name in Full, both English and Chinese):

(English): _____

(Chinese): _____

Remarks:

- All the above fields (both English and Chinese) must be filled in. TVB reserves the right to refuse entries with incomplete information and/or materials.
- Information provided may be published and/or broadcast. It is the responsibility of the entrants to provide accurate information.

(for craft categories I & J)

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

Name of the Talent: (both English and Chinese)

(English): Mr

(Chinese*): (*Chinese name must be provided)

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 (J):**

Name of the Talent: (both English and Chinese)

(English): Ms

(Chinese): (*Chinese name must be provided)

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

Contact Person to reach the talent:

(Name): _____ (Tel.): _____

Remarks:

Please note that a screen capture (in jpeg/ png/ tiff format) of the talent must be submitted along with the entry form.

(for craft category K)

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

Name of the Jingle: (both English and Chinese)

(English): _____

(Chinese): _____

Name of the Singer: (both English and Chinese)

(English): (Mr / Ms) _____

(Chinese): _____

Contact Person to reach the singer:

(Name): _____ (Tel.): _____

Name of the Composer: (both English and Chinese)

(English): (Mr / Ms) _____

(Chinese): _____

Contact Person to reach the composer:

(Name): _____ (Tel.): _____

Name of the Lyrist: (both English and Chinese)

(English): (Mr / Ms) _____

(Chinese): _____

Contact Person to reach the lyricist:

(Name): _____ (Tel.): _____

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 & Real Estate** 財富地產
includes all products and services related to banks, insurance, credit cards, wealth management, and real estates
- (D) 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
- (E) 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
- (F) 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
- (G) 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 (F)).

Remark:

TVB reserves final judgment regarding category classification and assignment.