



WIRELESSGRAM

No. 201501

Date: 24 February 2015

TVB MOST POPULAR TV COMMERCIAL AWARDS 2015

Entries are now open until

06 Mar 2015 (for TVCs from **01 Mar 2014 to 28 Feb 2015**)

10 Apr 2015 (for TVCs from **01 Mar 2015 to 31 Mar 2015**)

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 2015 will be honoured at the awards presentation ceremony (which will be telecast as a special programme on TV), and also featured in TV series on TVB various platforms.

C. Categories

General Category:

- (A) Most Popular TV Commercial
最受歡迎電視廣告

Craft Categories:

- (B) Most Popular Male Talent in a TV Commercial
最受歡迎男主角
- (C) Most Popular Female Talent in a TV Commercial
最受歡迎女主角

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 2014 and 28 February 2015**, and submitted on or before **06 March 2015**.

2. 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 2015 and 31 March 2015, and submitted on or before 10 April 2015.**
3. 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.
4. Each entrant warrants that the TVC shall not contain contents which infringe any of the third party's rights.
5. If a TVC is available in more than one language version, only one language version is eligible for entry.
6. If a TVC is available in more than one duration version, only one version is eligible for entry.
7. Ad Mags are not eligible for entry.
8. 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.)
9. General Category
 - Each brand is allowed to enter no more than two (2) TVCs for the same product (* TVB reserves the right to define "product").
 - Each entrant has to indicate the total production cost (including all talent fees and direct costs) of the entry TVC by selecting the appropriate level in the entry form (page 6)
10. Craft Categories
 - A TVC may enter any or all Craft Categories.
 - Entries of the General Category (A) 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 B).
 - 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.
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

There are two phases for entries:

1. For TVCs first appeared between **01 March 2014 and 28 February 2015**, all materials and documentation must be submitted on or before **06 March 2015**.
2. For TVCs first appeared between **01 March 2015 and 31 March 2015**, all materials and documentation must be submitted on or before **10 April 2015**.

F. Awards

TVB Most Popular TV Commercial Awards offers "Most Popular TV Commercial Awards" for General Category and Craft Categories listed in Section C.

Selected by a Professional Judge Panel consisting of creative practitioners, directors and marketing professionals, twelve (12) "Professional Selection Awards (專業評審獎)" will be awarded to entries from different levels of production cost. And these winners will automatically become the finalists of General Category for public voting. Other finalists being entries with the highest scores from the panel judging. After the public voting, ten (10) "Most Popular TV Commercial Awards (最受歡迎電視廣告獎)" will be awarded to the ten (10) finalists earning the highest votes from the public.

Selected by a Professional Judge Panel, 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 General Category.

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 finalists of General Category.

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 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.

All scoring and votes will be audited by Patrick Wong C.P.A. Limited.

H. Entry Requirement

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 (minimum 300 dpi for a 2 x 3-inch picture) 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 Categories (Most Popular Male Talent and Most Popular Female Talent), a close-up screen capture of the talent has to be submitted for identification. The screen capture should be in jpeg / png / tiff format (minimum 300 dpi for a 2 x 3-inch picture).
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) is for entries for Craft Categories (B and C) in addition to entry form (pages 6, 7 & 8).



5. Please send the above required materials and completed entry form

no later than **06 March 2015** (for TVCs first appeared between 01 March 2014 and 28 February 2015); and

no later than **10 April 2015** (for TVCs first appeared between 01 March 2015 and 31 March 2015) 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/or 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 - 時間樹篇)

(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)]:

General Category:

- (A) Most Popular TV Commercial
最受歡迎電視廣告

Craft Categories:

- (B) Most Popular Male Talent in a TV Commercial
最受歡迎男主角
- (C) Most Popular Female Talent in a TV Commercial
最受歡迎女主角

FIRST ON-AIR DATE:

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

- Jade / HD Jade / J2
 Pearl
 iNews
 Network Vision Channels

TVB KEY NO:
(must fill in)

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

DURATION:

**TOTAL PRODUCTION COST
(INCLUDING ALL DIRECT
COSTS AND TALENT FEES)**
(must fill in, please tick one
appropriate box)

- HK\$100,000 or below
 HK\$100,001 – HK\$ 500,000
 HK\$500,001 – HK\$1,000,000
 Above HK\$1,000,000

(TVB reserves the right to refuse entry should there be doubts on the total production cost)

(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 B & C)

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

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 (C):**

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.