



WIRELESSGRAM

No. 201601

Date: 29 February 2016

TVB MOST POPULAR TV COMMERCIAL AWARDS 2016

Entries are now open until

11 Mar 2016 (for TVCs from **01 Apr 2015 to 29 Feb 2016**)

08 Apr 2016 (for TVCs from **01 Mar 2016 to 31 Mar 2016**)

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 2016 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/J5, J2, iNews, Pearl, and TVB Thematic Channels) between **01 April 2015 and 29 February 2016**, and submitted on or before **11 March 2016**.



2. All TV Commercials (TVCs) which have appeared for the first time on TVB (Jade, HD Jade/J5, J2, iNews, Pearl, and TVB Thematic Channels) between **01 March 2016 and 31 March 2016, and submitted on or before 08 April 2016.**
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 judging and 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").
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, OTT channels, 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 April 2015 and 29 February 2016**, all materials and documentation must be submitted on or before **11 March 2016**.
2. For TVCs first appeared between **01 March 2016 and 31 March 2016**, all materials and documentation must be submitted on or before **08 April 2016**.

F. Judging

Assessed by a panel of professionals from production houses, all entries of General Category A will be grouped into 3 batches based on estimation of their resource levels. The 3 batches of finalists will then be screened by Judge Panels which are made up of professionals from creative and production fields, marketers and general public.

The top 10 entries with the highest scores of each batch will become the finalists of General Category A for public voting.

The top 5 entries with the highest scores of Craft Categories (B & C) will become the finalists for public voting.

TVB will appoint an esteemed independent research house to implement the design, recruitment, screening and scoring arrangement of the panels. A pool of creative practitioners, directors and marketing professionals in the advertising industry will form the Professional Judge Panel. The profile of the General Public Panel will be designed to represent the general public of Hong Kong.

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

G. Awards

TVB Most Popular TV Commercial Awards offers "Most Popular TV Commercial Awards" for General Category (A) and Craft Categories (B & C) listed in Section C.

Selected by a Professional Judge Panel consisting of creative practitioners, directors and marketing professionals, three (3) "Professional Selection Awards (專業評審獎)" will be awarded to entries from different levels of resource inputs.

Also selected by the Professional Judge Panel, a "Most Creative Award (最具創意大獎)" will be awarded to a finalist of General Category A.

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 A.

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.

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 & C) in addition to entry form (pages 6, 7 & 8).
5. Please send the above required materials and completed entry form

no later than **11 March 2016** (for TVCs first appeared between 01 April 2015 and 29 February 2016); and

no later than **08 April 2016** (for TVCs first appeared between 01 March 2016 and 31 March 2016) 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)
Ms Kahlen Chan (tel: 28057573 / email: kahlen.chan@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. 幸福醫藥 2015 – 獅子山精神)

(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 / J5 / J2
 Pearl
 iNews
 TVB Thematic Channels

TVB KEY NO:
(must fill in)

(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 B & C)

**For entry for the Craft Category B
Most Popular Male Talent in a TV Commercial:**

Name of the Male 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 Category C
Most Popular Female Talent in a TV Commercial:**

Name of the Female 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 close-up screen capture (in jpeg / png/ tiff format) of the talent must be submitted along with the entry form.