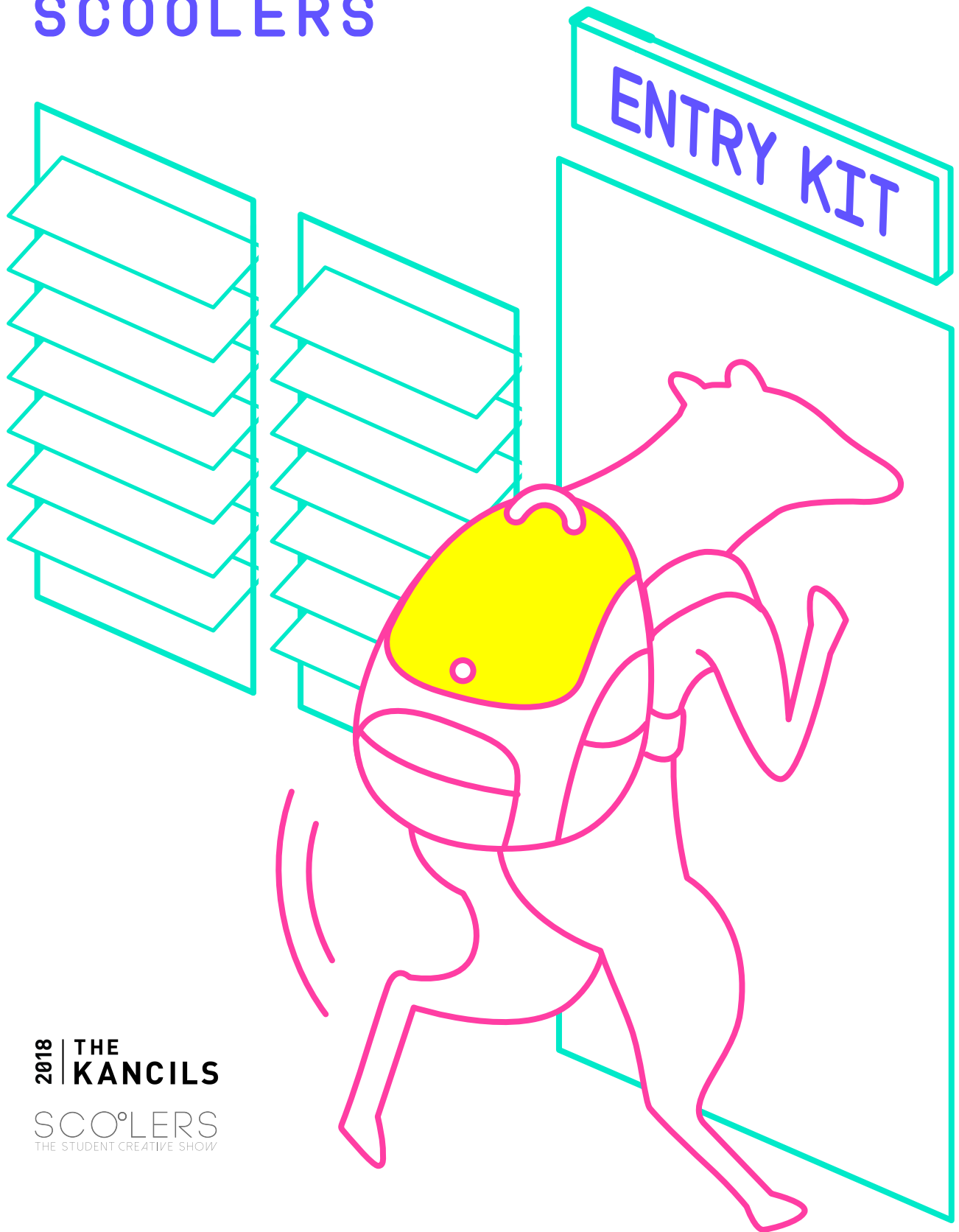


STUDENT KANCILS X SCOOOLERS

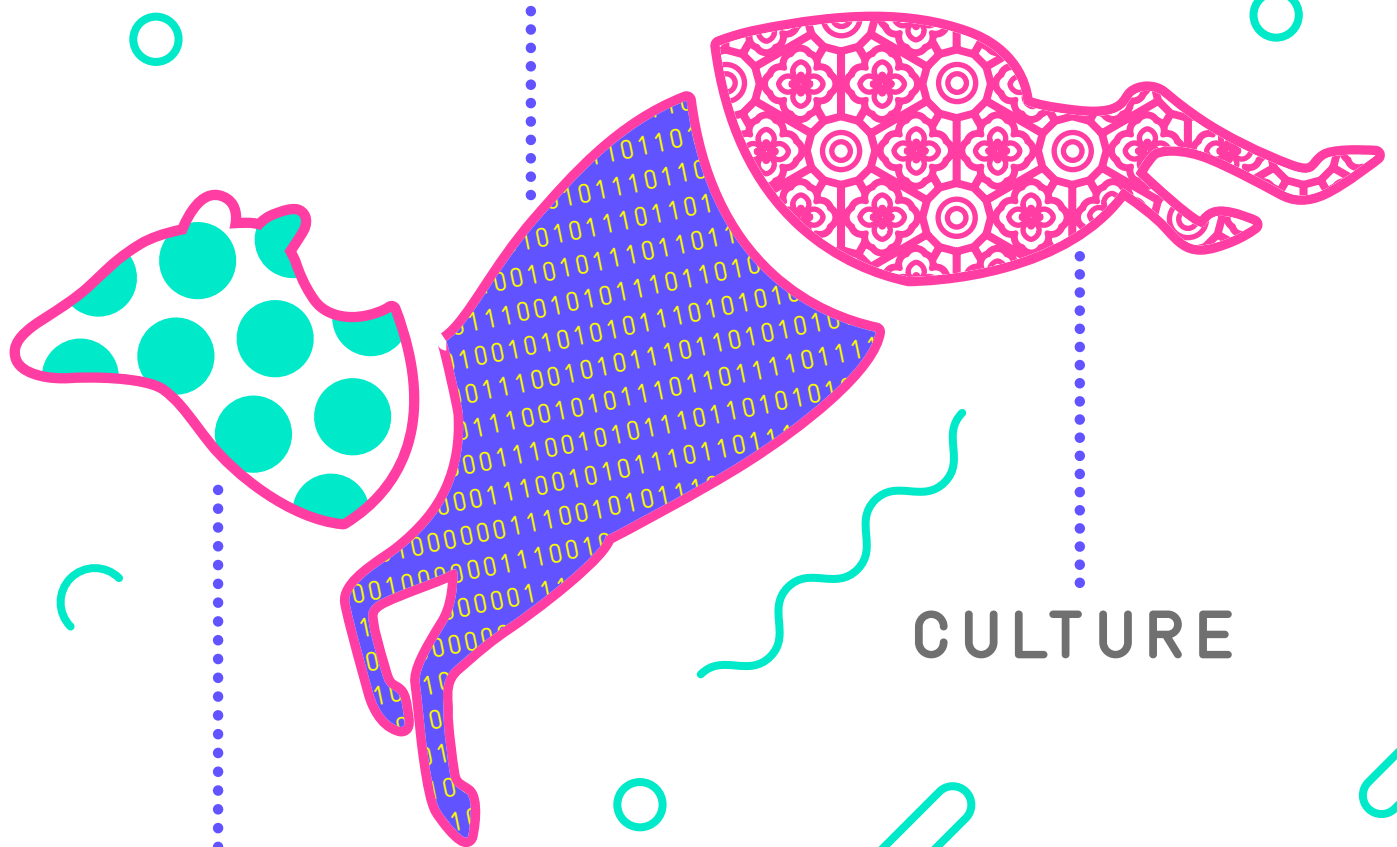


2018 | THE
KANCILS

SCOOOLERS
THE STUDENT CREATIVE SHOW

CELEBRATING
HUMANITY
IN

TECHNOLOGY



CULTURE

CREATIVITY

WELCOME TO THE ALL NEW STUDENT KANCILS X SCOOOLERS AWARDS 2018.

As some of the more astute among you may have guessed, this year we're partnering with the sCooler Awards to bring you a bigger and better show.

This entry kit is an addendum to the official Kancil Awards entry kit which you can download at kancilawards.com. And no, an addendum is not a papadum with additional ingredients. Stay focused, kids.



**THIS IS WHERE GREAT WORK HAPPENS.
MOVE FAST AND BREAK THINGS.
UNLESS YOU ARE BREAKING THINGS,
YOU ARE NOT MOVING FAST ENOUGH.**

Ok, we stole that line from Mark Zuckerberg but you get the idea.

Always remember: At the heart of it all is the story of us. Our struggles, our hopes, our worries, fears, dreams, failures, and triumphs. Our story as members of the human race.

If you can tap into this deep and rich vein through creativity, technology and culture, you will produce work that enriches life. Work that lasts long after you've left college or university.

Unlike agencies, you don't have to go through tons of internal meetings, focus groups and client approvals. You just have to come up with an idea, present to your lecturer and make it happen.

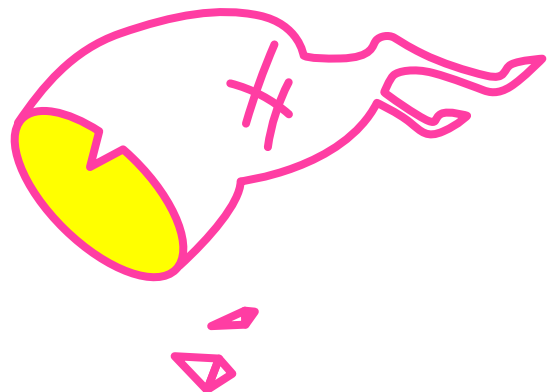
We envy you. We salute you. And we're so looking forward to seeing some crazykickassexysmartamazing ideas.

ELIGIBILITY:

1 JAN 2017 - 30 JUNE 2018

DEADLINE:

9 JULY 2018



ELIGIBILITY

The Student Kancil x sCooler Awards is open to all students (Malaysian or otherwise) studying in local schools, colleges and universities. Work produced between 1 Jan 2017 to 30 June 2018 is eligible for the show. If the student/s have already graduated, the work is still eligible provided it was created during the qualifying period.

You don't need client approval for the work. Yes, we know it's classroom assignments and purely hypothetical. However, we stress that all ideas have to be realistic and doable.

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 yes. If all you did was proofread, made the logo bigger or some such- then no. We're trusting you to do the right thing. (Points two fingers at own eyes, then at your eyes).

JUDGING

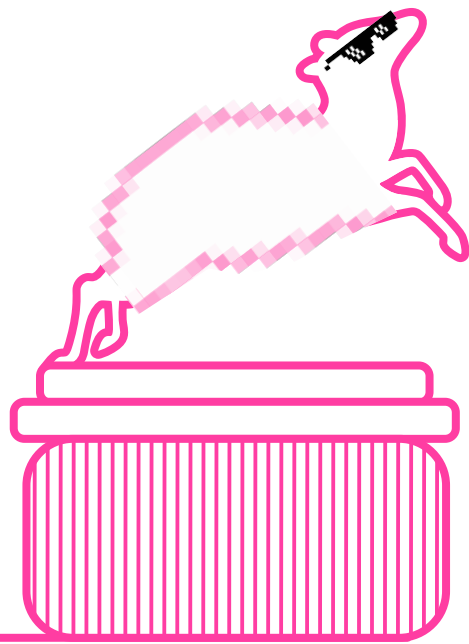
The work will be judged by luminaries in Malaysian advertising today. By luminaries, we mean Group Heads, CDs and ECDs who picked up the phone when we called. Hey, it's not easy getting good talent these days.





WHAT'S NEW

1. In the past, we've always given you a brief to work on. This year, we're opening it up to all kinds of work. Which means you can enter your class assignments, personal work and work specially made for this show. (Don't worry, you'll get used to the last part).
2. The categories in the next page are a simplified version of the revamped Kancils. We've also integrated categories from the sCooler Awards.
3. We created a spotlight for local culture. The Kancils is first and foremost a Malaysian creative awards festival. Hence our 'Best Use of Cultural Insight' category to celebrate the creative use of insights derived from local culture. You can submit any work in any media- each will be judged according to its own merit.
4. There's a separate spotlight for social good. Tell us how your ideas would impact society and the environment. It's got to be believable and executable. Food replicators, self-disintegrating diapers, cars that run on air- these are ...ok, if you can prove the products are makeable.
5. Writers are a dying breed. Finding a proper writer is like looking for Wakanda on a map. Hence our 'Best Fiction Short Story' category- to develop and promote writing skills. Enter your English, Malay, Chinese and Tamil short story here (Max 2,500 words). And to the two people still reading this page, thank you.



GRAND PRIXS

Student of the year

Lecturer of the year

Idea of the year

Creative school of the year (Private)

Creative school of the year (Public)

The rock stars. The idea supremos. The best of the best. At least until the next Kancil Student x sCooler Awards, where you have to earn it all over again.

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

Points awarded to each winning entry:

Gold: 20 points

Silver: 10 points

Bronze: 5 points

Merit: 2 points

IDEA CATEGORY

Entries will be judged based on the strength and relevance of the idea.

A01. Best Print and Poster

- A.011 Single
- A.012 Campaign

A02. Best Outdoor

- A.021 Single
- A.022 Campaign

A03. Best Film

- A.031 Best Ad
- A.032 Best Video Content
(including documentaries)
- A.033 Best Music Video

A04. Best Digital

- A.041 Best Use of web platforms
- A.042 Best Use of mobile and wearable platforms
- A.043 Best Use of social media
- A.044 Digitally Enhanced physical experience
- A.045 Innovation in Digital Experience
- A.046 Other Digital Experiences

A05. Best Design

- A.051 Brand Identity
- A.052 Corporate publications
- A.053 Graphic novel
- A.054 Packaging
- A.055 Product
- A.056 Environment and experience

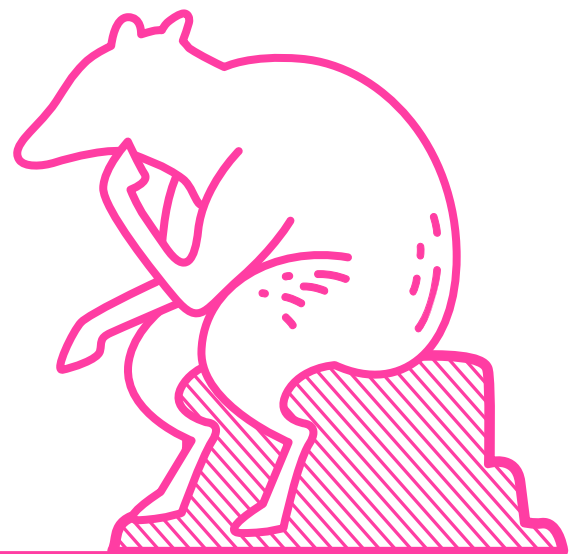
A06. Best use of sound

- A.061 Ad
- A.062 Podcast

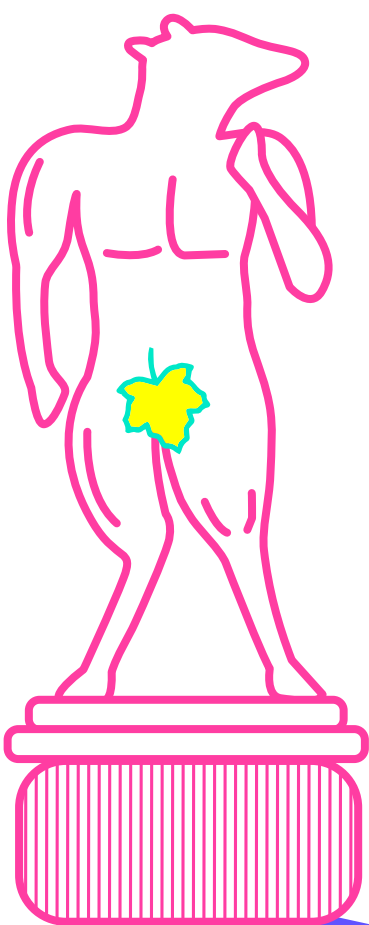
A07. Best promo and activation

Creative brand building through immersive retail, activation, digital or on-ground customer engagement.

*Unless stated otherwise, please submit only single entries 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. Campaign entries must consist of 3 or more pieces of work.



CRAFT CATEGORY



Entries will be judged based on the masterful creative skill, talent and artistry that goes into bringing an idea to life. Please submit only finished work.

B01. Best Film and Radio Craft

- B.011 Film Direction
- B.012 Editing
- B.013 Cinematography
- B.014 Animation
- B.015 Music and sound design in film
- B.016 Music and sound design in radio

B02. Best Physical Aesthetics

- B.021 Art Direction
- B.022 Illustration (Hand drawn)
- B.023 Illustration (Digital)
- B.024 Typography
- B.025 Photography (Single)
- B.026 Photography (Campaign)

B03. Best Digital Aesthetics

- B.031 User Interface and Digital Visual Design
- B.032 Digital motion, animation and interaction design
- B.033 User experience design
- B.034 Sound design on digital platforms

B04. Best Copy (All media)

- B.041 BM
- B.042 English
- B.043 Chinese
- B.044 Tamil

*Unless stated otherwise, please submit only single entries 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. Campaign entries must consist of 3 or more pieces of work.

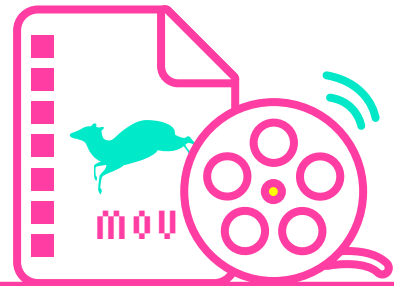


SPECIAL CATEGORY

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, you.
- C02. Best fiction short story**
(Written submissions only. Max 2,500 words)
 - C.021 BM
 - C.022 English
 - C.023 Chinese
 - C.024 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**

*Unless stated otherwise, please submit only single entries 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. Campaign entries must consist of 3 or more pieces of work.



MATERIALS REQUIREMENTS SUBMISSION

Do not put your school branding anywhere on the FRONT of your entries.

Download entry forms (available on entry kit) on kancilawards.com

You have to manually fill in each entry form.

Make a duplicate of that entry form and stick it on the back (top right) of your mounted materials.

Yes, we know you don't have mounted boards for TV and radio submissions. Skip to the next step.

Compile all entry forms and attach it with the completed master form.

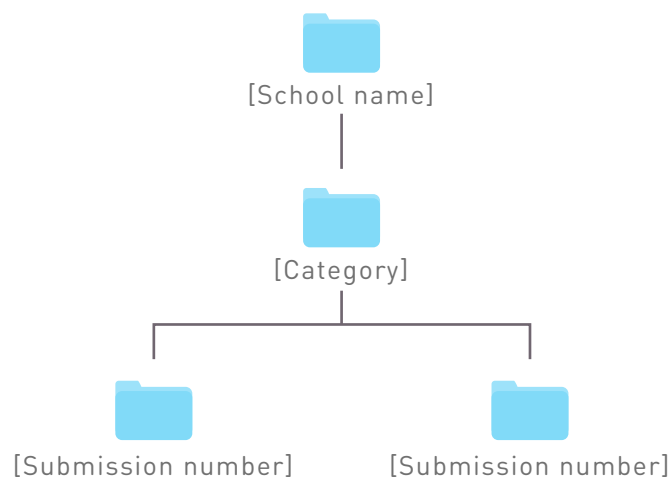
Save all your files (make sure the names match) on DVD or USB drive.

Pack your entry forms, master form and work neatly.

Bring it to the 4As by 5pm, 9 July 2018.

DVD/USB Drive Compilation Format

Entries must be compiled into folders according to School Name followed by Category and Submission Number.



Film Materials

Non-English language entries must include English subtitles.

Film materials must be uploaded online and on DVD or USB drive.

Place a 0.5 second black frame before and after the entry.

Remove all slates, clocks or freezes, as well as school branding.

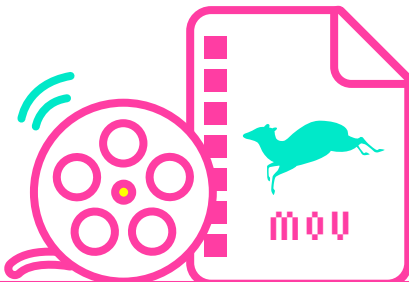
Film Materials format:

- Either MOV or MP4.
- File size must not exceed 100MB.
- File name should match your submission form:
'EntryName.mov' or 'EntryName.mp4'
- Avoid using symbols.
- DO NOT submit your film as a URL link.

Do not put school branding on your materials.

Formatting guidelines:

Video materials			Audio Materials	
	Container/Codec & Specs		AAC	AAC
	MOV/H.264	MP4/H.264		
Aspect Ratio			Stereo 48 kHz	Stereo 48 kHz
4:3 or 16:9	720 x 576	720 x 576		
	1024 x 576	640 x 480		
	640 x 480			
	854 x 480			
HD720p	1280 x 720	1280 x 720		



P R I N T M A T E R I A L S —

Press, Poster, Design, Craft, Digital / Mobile Presentation Board

Entries for best fiction short story must be neatly typed (11-point size min) on an A4 page. Submit a physical and soft copy.

You may submit a presentation board if you need to explain your idea. Keep the description short.

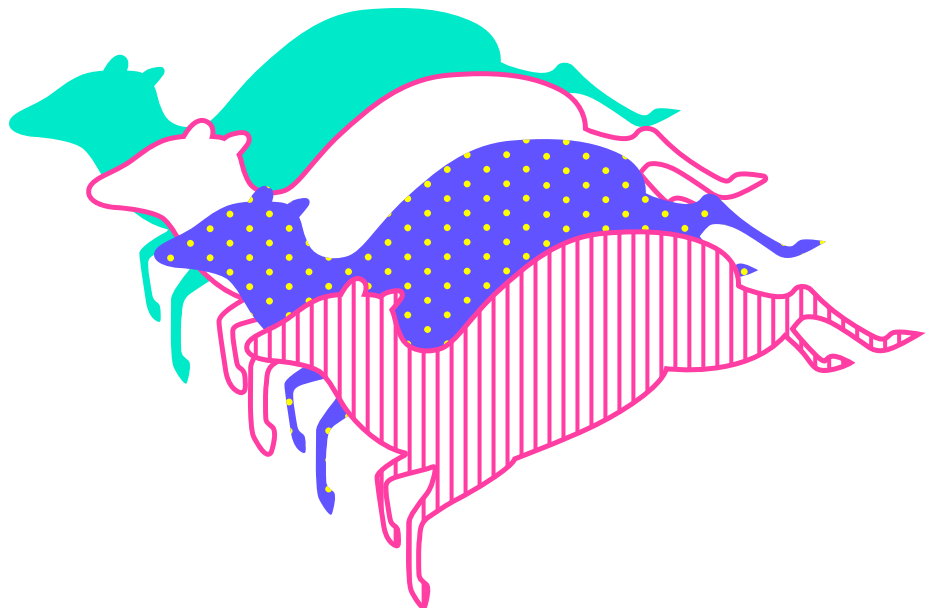
For digital copies:

- Submit JPEG, 300 dpi, RGB.
- Do not exceed 420mm.
- Images should be no larger than 5MB.
- File name should match your submission form.

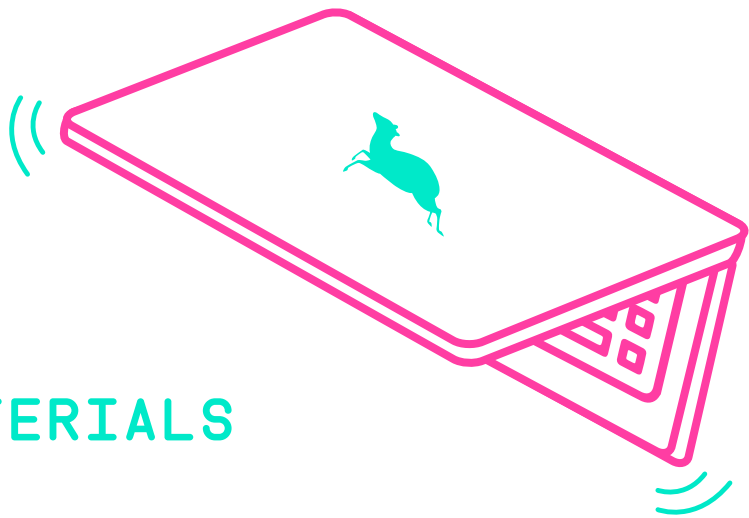
Send in just ONE mounted proof:

- No larger than 42cm x 59.4cm (A2) including the mount.
- Mount it on a lightweight card. Place a duplicate of your submission form at the back on the top right corner.
- If you have an accompanying case study film, ensure that both materials (print material and case study film) have the same name, i.e. 'AngelAndDemon.jpeg' and 'AngelAndDemon.mov'.

Campaign entries must be mounted individually, taped together concertina-like and numbered in sequence. Example: 1 of 4, 2 of 4, etc.



DIGITAL/ MOBILE MATERIALS



- **Provide a URL for judges to review.**
You can also create a case study website if you wish.
- **Have a presentation board in hard and soft copy.**
Your presentation board should be mounted and no larger than 42cm x 59.4cm (A2) including the mount. Remember to save a copy of your digital board (JPEG) on DVD or USB drive.

RADIO MATERIALS



- **Entries can be submitted as a recording or script.**
- **BM and Chinese-language entries will be judged with the English entries.**
For idea category, please provide translations, as some judges may not understand BM or Chinese.
- **Submit your entry in MOV/MP4 format**
File name should match your submission form.

DELIVERY AND PAYMENT

All work submitted are non-returnable.

Entries must be delivered by
5pm, 9 JULY 2018.

Costs:

Single / Campaign entry
RM100 + 0% GST per entry

A tax invoice will be issued after
entry fees are paid.

Please deliver to:

4As Secretariat, Unit 706, Block B,
Pusat Dagangan Phileo Damansara 1,
9 Jalan 16/11, Off Jalan Damansara,
46350 Petaling Jaya.

Attention to:

4As Secretariat (Tel: +603 7660 8535)

**All cheques must be crossed 'A/C Payee Only'
and be made payable to:**

Association Of Accredited Advertising Agents Malaysia

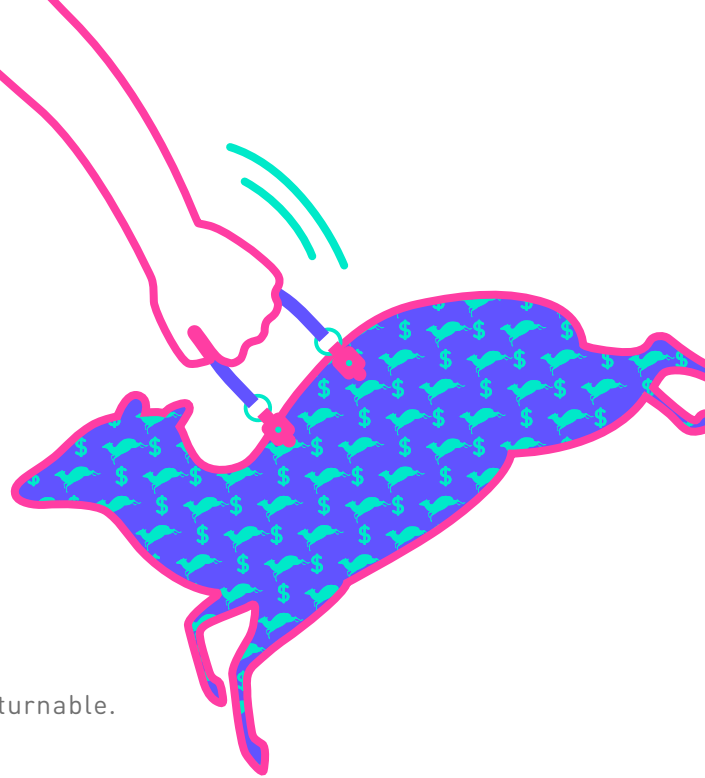
All entries must include the lecturer's name.

Write your school's name, address, and telephone number on
the outside of the envelope.

Ensure all details, including technical and submission format
requirements, are complete and correct.

Please ensure that the amount written on the cheque covers all
entries submitted.

Submit your entries with the entry master list downloaded
from kancilwards.com



INDIVIDUAL ENTRY FORM

Category: <i>(e.g.: A01 for Best Print, A02 for Best Outdoor)</i>	
Brand: <i>(i.e. The product or service you are advertising)</i>	
Title of work:	
First appearance (Month/Year):	
School/College/Uni:	
Lecturer:	
Copywriter:	
Art Director:	
Designer:	
Illustrator:	
Producer:	
Photographer:	
Programmer:	
For digital entries, enter the url here:	

Other assisting organizations	
Ad Agency:	
Production house:	
Other:	
Creative Director:	
Photographer:	
Film director:	
Producer:	
Sound engineer:	
Talent:	
Other credits	
Name, Role:	
Note to judges <i>Relevant details you want the judges to know</i>	

MASTER ENTRY FORM

IDEA CATEGORY

☐ I/We are not submitting any entries in this category.

Submitting institution:	
Contact person:	
Mobile number:	
Email address:	

Please use this form for the **Idea Category** only.

A01. Best Print and Poster

- A.011 Single
- A.012 Campaign

A02. Best Outdoor

- A.021 Single
- A.022 Campaign

A03. Best Film

- A.031 Best Ad
- A.032 Best Video Content
(including documentaries)
- A.033 Best Music Video

A04. Best Digital

- A.041 Best Use of web platforms
- A.042 Best Use of mobile and wearable platforms
- A.043 Best Use of social media

A05. Best Design

- A.051 Brand Identity
- A.052 Corporate publications
- A.053 Graphic novel
- A.054 Packaging
- A.055 Product
- A.056 Environment and experience

A06. Best use of sound

- A.061 Ad
- A.062 Podcast

A07. Best promo and activation

Creative brand building through immersive retail, activation, digital or on-ground customer engagement.

Please fill in **all 3 master forms** - Idea category, Craft category, and Special category - even if you're not submitting anything for the other two categories. Please print extra forms if there is not enough space.

Total entries in Idea Categories:

Category	Brand	Title of entry	Format

MASTER ENTRY FORM

CRAFT CATEGORY

☐ I/We are not submitting any entries in this category.

Submitting institution:	
Contact person:	
Mobile number:	
Email address:	

Please use this form for the **Craft Category** only.

B01. Best Film and Radio Craft

- B.011 Film Direction
- B.012 Editing
- B.013 Cinematography
- B.014 Animation
- B.015 Music and sound design in film
- B.016 Music and sound design in radio

B02. Best Physical Aesthetics

- B.021 Art Direction
- B.022 Illustration (Hand drawn)
- B.023 Illustration (Digital)
- B.024 Typography
- B.025 Photography (Single)
- B.026 Photography (Campaign)

B03. Best Digital Aesthetics

- B.031 User Interface and Digital visual design
- B.032 Interaction and digital motion

B04. Best Copy (All media)

- B.041 BM
- B.042 English
- B.043 Chinese
- B.044 Tamil

Please fill in **all 3 master forms** - Idea category, Craft category, and Special category - even if you're not submitting anything for the other two categories. Please print extra forms if there is not enough space.

Total entries in Craft Categories:

Category	Brand	Title of entry	Format

Page _____ Of _____

Total Number Of Entries: _____

MASTER ENTRY FORM

SPECIAL CATEGORY

☐ I/We are not submitting any entries in this category.

Submitting institution:	
Contact person:	
Mobile number:	
Email address:	

Please use this form for the **Special Category** only.

C01. Best self-promotion

How would you promote yourself as a creative person? Not the school, you.

C02. Best fiction short story (Written submissions only. Max 2,500 words)

- C.021 BM
- C.022 English
- C.023 Chinese
- C.024 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

Please fill in **all 3 master forms** - Idea category, Craft category, and Special category - even if you're not submitting anything for the other two categories. Please print extra forms if there is not enough space.

Total entries in Special Categories:

Category	Brand	Title of entry	Format

Page _____ Of _____

Total Number Of Entries: _____

The background is white with various colorful geometric shapes and lines scattered throughout. There are teal circles, some with concentric rings, and teal wavy lines. A yellow hand with a blue outline is positioned in the center, appearing to be part of a larger, stylized figure or shape. The figure is composed of pink and blue lines, with a large pink shape on the right side. The overall style is modern and abstract.

ALL THE BEST AND
SEE YOU SOON.

BLOCK OUT THESE DATES:

Kancil Festival:

26 and 27 July at Ruang

Kancil Awards Presentation Ceremony:

27 July at Chin Woo stadium

Follow our Facebook (Kancils 2018) for updates.