

KANCIL STUDENT AWARDS 2008 ENTRY KIT

**CHANGE
THE
GAME**
KANCIL AWARDS FESTIVAL 2008
THIRTY YEARS & COUNTING

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ASSOCIATION OF ACCREDITED
ADVERTISING AGENTS MALAYSIA

BRIEF

BACKGROUND

Nobody knows you. You're just another ad student amongst thousands of hopefuls. Like everyone else, you've got your eye on the top agencies in town. But a great portfolio alone is not going to land you a juicy job offer to work with the best ECD's. You need to win their attention. You need to win a Kancil Student Award.

OBJECTIVE

To get a job in a top agency.

TARGET

The top ECD's in town.

CURRENT PERCEPTION

You're a freshie out of college. What have you got to show?

DESIRED RESPONSE

Get every ECD to say, "I must hire this person".

SINGLE MOST IMPORTANT CHALLENGE

Promote yourself

CREATIVE REQUIREMENTS

Any medium you consider suitable to achieve the desired response.

MANDATORIES

Change The Game. Year after year, we get the same type of entries. Posters, Direct Mail and TV ideas. You should also consider using other mediums (digital, ambient, mobile) or a combination of mediums (integrated campaign). Do something different. You'll be rewarded for it.

REWARD

Best student is rewarded with a 3 month internship with the winner of the Agency of the Year.

RULES & REGULATIONS

- 1 You may enter through your school, college or your own.
- 2 Each entry costs RM50 There is no limit to the number of entries you submit but each entry must be covered by an entry fee. A campaign (max 3 versions) counts as one entry.
- 3 Each entry must be accompanied by two copies of the entry form:

If the entry is made by the college:

- collate all entries
- fill in the details and follow submission steps on the online submission form.
- paste one copy of the generated submission and registration number together with the "SUBMITTED ENTRY" page on the back of entry/s and attach another to your cheque or money order.
- ensure cheque covers the total number of submissions.

If the entry is made by a student:

- fill in the details and follow submission steps on the online submission form.
- paste one copy of the generated submission and registration number together with the "SUBMITTED ENTRY" page on the back of entry/s and attach another to your cheque or money order.

- 4 Make the cheques or money order payable to:
Association of Accredited Advertising Agents Malaysia.
Please cross 'A/C Payee Only' and write your name, address and telephone number on the back.
- 5 All items submitted are non-returnable. The 4As Creative Council will not be responsible for loss or damage of work submitted.
- 6 Submit your entries before 5pm, 10th October 2008!

DELIVERY

Send your entries with completed entry form to:

The Kancil Student Awards 2008
c/o 4As Secretariat:Unit 706, Block B,
Pusat Dagangan Phileo Damansara I,
9 Jalan I6/II Off Jalan Damansara,
46350 Petaling Jaya
Tel: 603-7660 8535
Fax: 603-7660 8530