MAKE

Entry Kit 2024

HAPPEN

Student Kancil X sCooler Awards

Sponsored by

Goodday
CHARGE

Organised By

4As MALAYSIA
GROWING BRANDS THROUGH CREATIVITY

MAKE YOUR WORK (^ >< ^) STICK IN THE JUDGES' MINDS

Our entry kit is finally here!
Just like last year, Gold, Silver, Bronze, Merit and Best Of will be awarded.
Download your entry form at kancilawards.com

- ♛ Make iconic work happen.
- ♛ Make your first, second, or third win happen.
- ♛ Make life's memorable moments happen.
- ♛ Make remember my name happen.

Just like last year, we are only accepting digital copies.

ELIGIBILITY (,,><,,)!

Open to all students (Malaysian and non-Malaysian) studying in local public and private colleges and universities.

Work produced during the qualifying period of 11 Nov 2023 - 8 Nov 2024 is eligible for submission (yes, even if you've graduated).

Do you need client's approval? **No.**
Does the client have to actually exist?
Again, no. Just make sure it's a something believable la.

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 jalan. 🚶🚶🚶

▶ If all you did was proofread, made the logo bigger or spelled cat with a 'k', then no. We're trusting you to do the right thing.
Points two fingers at own eyes, then at your eyes.

DEADLINE The deadline for online submission is Nov 8@ 11.59pm

JUDGING Your work will be judged by Malaysia's top creative professionals in the advertising industry. **Impress them.**

IT'S COOL TO KNOW THESE THINGS ("°□°)!!

1. All entries must be submitted online. Kindly refer to more info on the **'Submission Requirements for General Materials'** page.

2. You can enter any kind of work — class assignments included.

3. There's a special spotlight for social good. Show us how your (cost-efficient) ideas can impact society and the environment. Extra points for sustainable solutions!

4. Writers are hard to find. Hence we have **'CO2: Best Fiction Short Story'**. If you can write, we strongly encourage you to enter this category.

5. No idea is too out there, too stoopid, too outrageous. Make it **clevercrazycool**.

JUST   JUST   JUST   JUST   JUST

DON'T *make* it safe

(*Say no to safety*)

((⊠ω⊠))   ((°⊠°))

(*go as bold as you can*)

GRAND PRIXS

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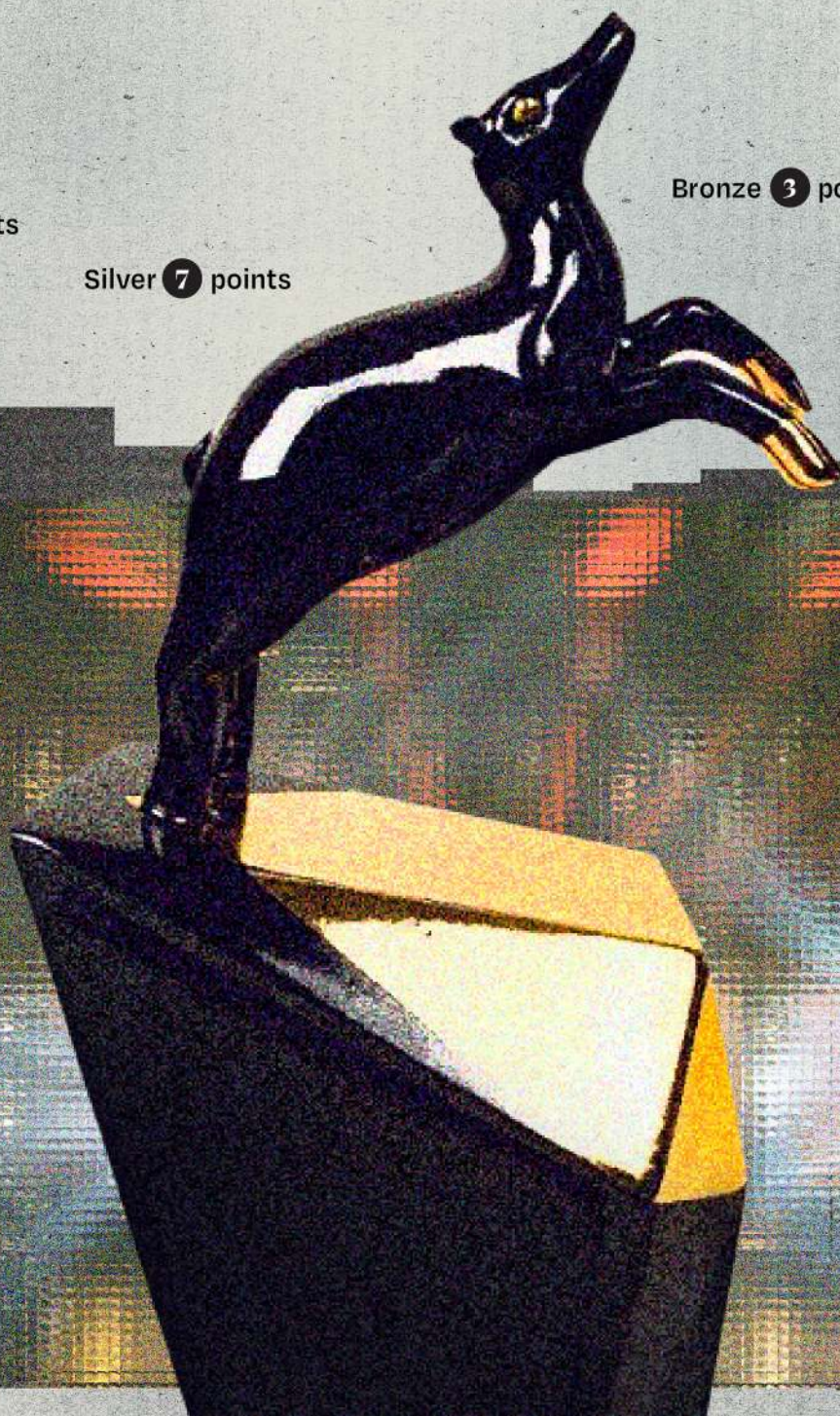There may be more than one Grand Prix winner.

- ♕ **Student of the Year**
- ♕ **Lecturer of the Year**
- ♕ **Idea of the Year**
- ♕ **Creative School of the Year (Private)**
- ♕ **Creative School of the Year (Public)**

Gold **15** points

Silver **7** points

Bronze **3** points

Merit **1** point

IDEA CATEGORY

Entries will be judged based on the strength and relevance of the idea, and how beautifully it was brought to life.

A01. Best Film
  *Each idea needs to be attached to a brand, except for **A012 - Video Content.***
  A011. Branded Films (includes online and TV ads; 10 minutes or less)
  A012. Video Content (includes films and documentaries)
  A013. Bite-sized films (15 seconds and under)
  A014. Music Videos

A02. Best Audio
  *Ideas don't have to be attached to a brand for **A022. Audio Content** and **A023. Best Use of Audio Technology**.*
  A021. Radio Ads
  A022. Audio Content (includes podcasts, music and radio contest ideas)
  A023. Best Use of Audio Technology (e.g., voice assistants, Spotify API, etc.)

A03. Best Print & Poster
  A031. Print & Poster: Single
  A032. Print & Poster: Campaign

A04. Best Outdoor & Ambient Advertising
  A041. Outdoor & Ambient: Single
  A042. Outdoor & Ambient: Campaign
  A043. Live Events (includes stunts, live gameshows, and events)

A05. Best Design
  A051. Brand Identity
  A052. Publications (includes books, annual reports and graphic novels)
  A053. Collaterals
  A054. Packaging
  A055. Product
  A056. Environment & Experience (includes store design, spatial design, furniture, wayfinding and signage)

IDEA CATEGORY

Entries will be judged based on the strength and relevance of the idea, and how beautifully it was brought to life.

A06. Digital Experience
    A061. Web Platforms
    A062. Mobile & Wearables
    A063. Social Media & Messaging Platforms
    A064. Online Advertising
        : includes banners, sponsored content and pre-rolls

    A065. Digitally Enhanced Physical Experiences
        : includes physical digital installations, AR, VR,
          mixed-reality, Internet-of-Things, etc.

    A066. Data-enhanced Creativity
        : includes data-driven personalised ads, data visualisation,
          and creative use of real-time data APIs

    A067. Other Digital Experiences
        : ideas that do not fit the other subcategories

A07. Direct Marketing
    Work that smartly targets an audience to build loyalty & drive sales.
    Includes direct mails, collaterals, loyalty programmes & targeted digital campaigns

A08. Brand Experience & Activation
    Creative retail, activation, digital or on-ground
    customer engagement ideas that build brand love.

A09. Integrated Campaigns
    A series of experiences across three or more media that works seamlessly together.*
    *This campaign entry **must** consist of three or more pieces of work.

CRAFT CATEGORY

Entries will be judged on the masterful creative skill, talent and artistry that goes into bringing an idea to life.
PLEASE SUBMIT ONLY FINISHED WORK.

B01. Best Film & Audio Craft
 B011. Film Direction
 B012. Cinematography
 B013. Editing
 B014. Visual Effects & Motion Graphics
 B015. Animation
 B016. Music in Film
 B017. Sound Design in Film
 B018. Music in Audio Media
 B019. Sound Design in Audio Media

**B02. Static Visual Aesthetics** *(Ideas don't have to be attached to brands.)*
 B021. Art Direction
 B022. Illustration (Hand-drawn)
 B023. Illustration (Digital)
 B024. Illustration (Mixed Media)
 B025. Character Design
 B026. Typography
 B027. Photography
 B028. Digital Retouching & Manipulation in Still Imagery

B03. Digital Craft
 B031. User Interface Design
 B032. User Experience & Journey Design
 B033. Interaction Design
 B034. Visual Design for Digital Platforms
  (includes static and motion graphics made for digital platforms)

B04. Best Copy (All Media)
 B.041 BM
 B.042 English
 B.043 Chinese
 B.044 Tamil
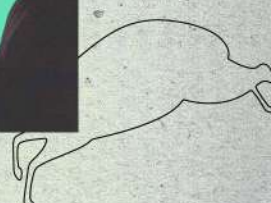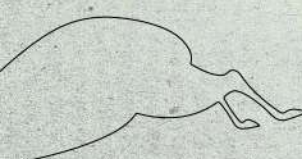
SPECIAL CATEGORY

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; maximum 2,500 words)
C021. BM
C022. English
C023. Chinese
C024. 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

C07. Most Innovative Idea
Craziest ideas that solve problems for brands
or society. You must prove that your
crazy ideas are makeable and feasible.

SUBMISSION REQUIREMENTS FOR GENERAL MATERIALS

To ensure the judging process runs smoothly, please follow these requirements, ok?

For videos (case films, full films, user journey walkthroughs, etc.):
→ **Submission Method:** Submit in MP4 format online
→ **File Name:** Avoid using special symbols, name the MP4 files according to **your entry name** in this format: EntryName.mp4
→ **File Size:** Maximum 100MB

For images (presentation boards, supporting images, etc.):
→ **Submission Method:** Submit in JPEG format online
→ **File Name:** Avoid using special symbols, name the JPEG files according to **your entry name** in this format: EntryName.jpeg
→ **File Size:** Maximum 5MB

There must be two versions for case films:
→ Long version (for jury deliberation): Up to 2 minutes
→ Short version (for award ceremony): Up to 30 seconds

It is highly recommended that you submit case studies to support your entries to provide the jury with proper context, including the challenge, insight and how the idea works.

🚫 No "replacement materials" as well as "holding" or "temporary" (fake/incorrect) media. Ensure the uploaded version is final and can be used for judging and shown publicly.

🚫 Do not put your school branding or your name anywhere in your work. Except if your school is the brand that is attached to your idea, or if you're entering for "Best Self-Promotion".

FILM MATERIALS

FILM, FILM CRAFT & CASE STUDY VIDEOS

Submit your film entries in the original language.
For Non-English film entries, please provide English subtitles.

All film entries should include a 0.5-second black screen at the start and end
of the video. Please do not use slates, clocks, freezes or school branding.

Film Materials must strictly follow these requirements:

→ **Submission Method:** Submit in MP4 format only via the Kancil Awards entry site
→ **Material Name:** Name all film materials according to the title of the entry
→ **File Name:** Avoid using special symbols, name the MP4 files according to **your entry name** in this format: EntryName.mp4
→ **Files larger than 100MB:** For example, if it's an original full film that's longer than 2 minutes, please upload the file to YouTube or Vimeo, and submit the URL link.
  Ensure the video is visible, and set to Unlisted or Public.
→ **Case Films:** File size is maximum 100 MB. Do not send your case film as a URL.

Encoding standards: We strongly advise that you submit your case film in 16:9 format.

Formatting Guidelines

Video Materials	Container / Codec & Spec
Aspect Ratio	MP4/H.264 *(Audio: AAC, Stereo, 48kHz)*
4:3 or 16:9	720 x 576 / 640 x 480
HD720p	1280 x 720
HD1080p	1920 x 1080 *(recommended)*

PRINT MATERIALS

PRESS, POSTER, DESIGN, CRAFT & PRESENTATION BOARDS

Digital Submission:
→ **Press and outdoor poster/billboard** entries must be submitted as they originally ran in JPEG format.

→ **For other media** (e.g. publication design, ambient media, packaging design), please lay the images out in a single presentation board format.

→ **Presentation Board:** For all entries, we highly recommend that you provide a presentation board summarising your entry in JPEG format. The presentation board will be a summary of your entry and must be contained in one image. This presentation should contain some key visuals and a simple, clear 100-word summary of the written part of your entry.

→ **For non-English entries**, kindly provide an English translation in PDF format.

Images must strictly follow these requirements:

→ **Submission Method:** Submit in JPEG format only via the Kancil Awards entry site

→ **Image Specifications:** JPEG, RGB, 300 dpi, 7063 x 5008 pixels.

→ **File size:** Maximum 5MB

→ **File Name:**
- Name and tag all images according to your **entry name** in this format: *EntryName.jpeg*
- If you have an accompanying case study film for your print material, please ensure that both materials have the same name, i.e., *EntryName.jpeg* and *EntryName.mp4*
- Individual entries in a campaign should be numbered in sequence in the file name, i.e., *EntryName 1.jpeg, EntryName 2. Jpeg*, and so on.

Please send in just ONE mounted proof:
→ Not larger than 59.4 cm x 42 cm (A2) including the mount.
→ Oversized boards are not encouraged.
→ It should be mounted on a lightweight card with the print label pasted on the top right corner on the front of your print materials. Printed labels are available on the submission site.
→ If you have an accompanying case study film, please ensure that both materials (print material and case study film) have the same name, i.e. 'EntryName.jpeg' and 'EntryName.mp4'.

You may also support your entry with a presentation board. The presentation board in JPEG will be a summary of your entry and must be contained on one image. This presentation should contain some key visuals and a simple, clear 100-word summary in English that explains your idea.

Individual entries in a campaign should be mounted on separate boards and taped together concertina-like and numbered in sequence. e.g. 1 of 4, 2 of 4, etc

**Physical boards are to be delivered to the
4As Secretariat Office by 5pm, 11 November 2024**

let's go printing

DIGITAL/MOBILE MATERIALS

Kindly follow these requirements:

→ Entrants MUST provide a URL for judges to review, which can include a case study website with key images or visuals, video walkthroughs, demos, and a written summary of your entry.

→ If your URL link is too long, please shorten the URL of your entry using any online URL shortening tool.

→ We recommend supplying a presentation board in JPEG format. Refer to the 'PRINT MATERIALS' page for guidelines and submission details.

→ You may support your entries with a case study film in MP4 format and video walkthroughs of the user experience. Refer to the 'FILM MATERIALS' page for guidelines and submission details.

→ For Android-OS based mobile entries, APK files will NOT be entertained due to security reasons. Please submit a Google Play Store link instead.

AUDIO MATERIALS
INCLUDING AUDIO CRAFT

Kindly follow these requirements:

→ Audio entries can be submitted as a recording or a script.

→ BM, Chinese and Tamil entries will be judged alongside the English entries. Please provide the necessary translations in PDF format.

→ Submit your entry in MP4 format only with accompanying supers.

→ Avoid using special symbols, name the MP4 or PDF files according to **your entry name** in this format: *EntryName.mp4* or *EntryName.PDF*

DELIVERY & PAYMENT

Entry fee

RM100 PER ENTRY

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

SUBMIT TO:

Contact: 03 7613 1510

Kandesh,
4As Malaysia Secretariat
Level 7, Unit 023, 129 Offices,
Block J, Jaya One,
72A, Jalan Profesor Diraja Ungku Aziz,
46200 Petaling Jaya, Selangor

FOR CHEQUE:

All cheques must be crossed 'A/C Payee Only' and be made payable to:
The Association Of Accredited Advertising Agents Malaysia

Please ensure that the amount written on the cheque covers
all entries submitted. Write your school's name, address,
and telephone number on the outside of the envelope.

FOR ONLINE PAYMENT:

Account Name: The Association Of Accredited Advertising Agents Malaysia
Bank Name: United Overseas Bank (Malaysia) Bhd.
Account Number: 260-302-993-5

To complete the submission process, please e-mail us the Master Entry List
together with proof of payment to: **kandesh@macomm.com.my / godfrey@macomm.com.my**

STUDENT KANCIL X SCOOLERS AWARDS CEREMONY

DATE: 22 NOVEMBER 2024 (FRIDAY)
TIME: 6PM
VENUE: EX8, 3, JALAN SS 13/4, SUBANG JAYA INDUSTRIAL ESTATE, SELANGOR

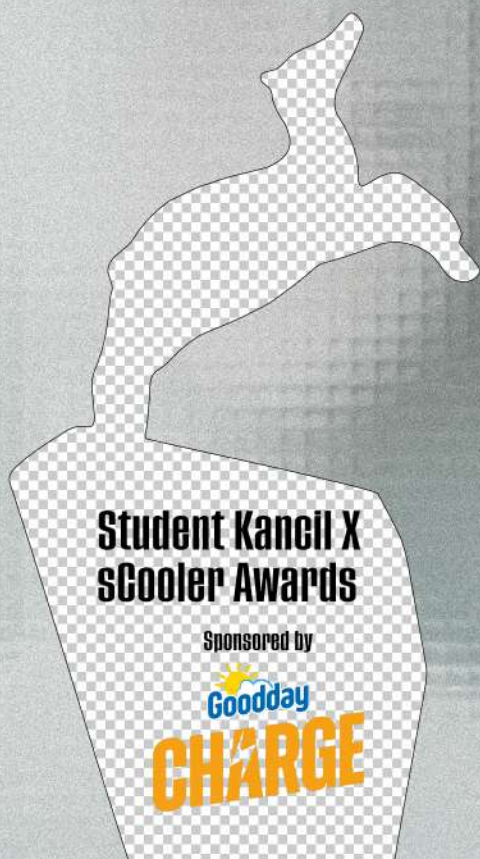FOLLOW US FOR UPDATES:
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MAKE THIS MEMORABLE DATE HAPPEN

MAKE

Entry Kit 2024

HAPPEN

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