

Student KANCILS X sCOOLERS

presented by



MAKE HAPPEN

ENTRY KIT 2025



Organised By





MAKE ^{WORK THAT} CARVES ITSELF INTO THE **JUDGES' MINDS**

Our entry kit has arrived! [★]
cue triumphant entry music

Gold, Silver, Bronze, Merit, and Best Of
will be awarded, same as last year.

**Download your entry form
at kancilawards.com**

- ◆ Make your best idea happen.
- ◆ Make your favourite work, iconic work, or most out-there work happen.
- ◆ Make a lifetime dream happen.
- ◆ Make your win (or wins) happen.

We're only accepting digital copies,
just like last year.



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 **9 November 2024- 14 November 2025** is eligible for submission (even if you've graduated).

Do you need the client's approval? **No.**
Does the client need to actually exist? **Again, no.**
Just make sure it's 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 **14 November 2025.**

JUDGING

Your work will be judged by the best-of-the-best creative professionals in Malaysia's advertising industry. So give it your all.



STUFF THAT'S COOL-TO-KNOW

- 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**.



LIFE'S TOO SHORT
TO MAKE BORING WORK.

GRAND PRIXS

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

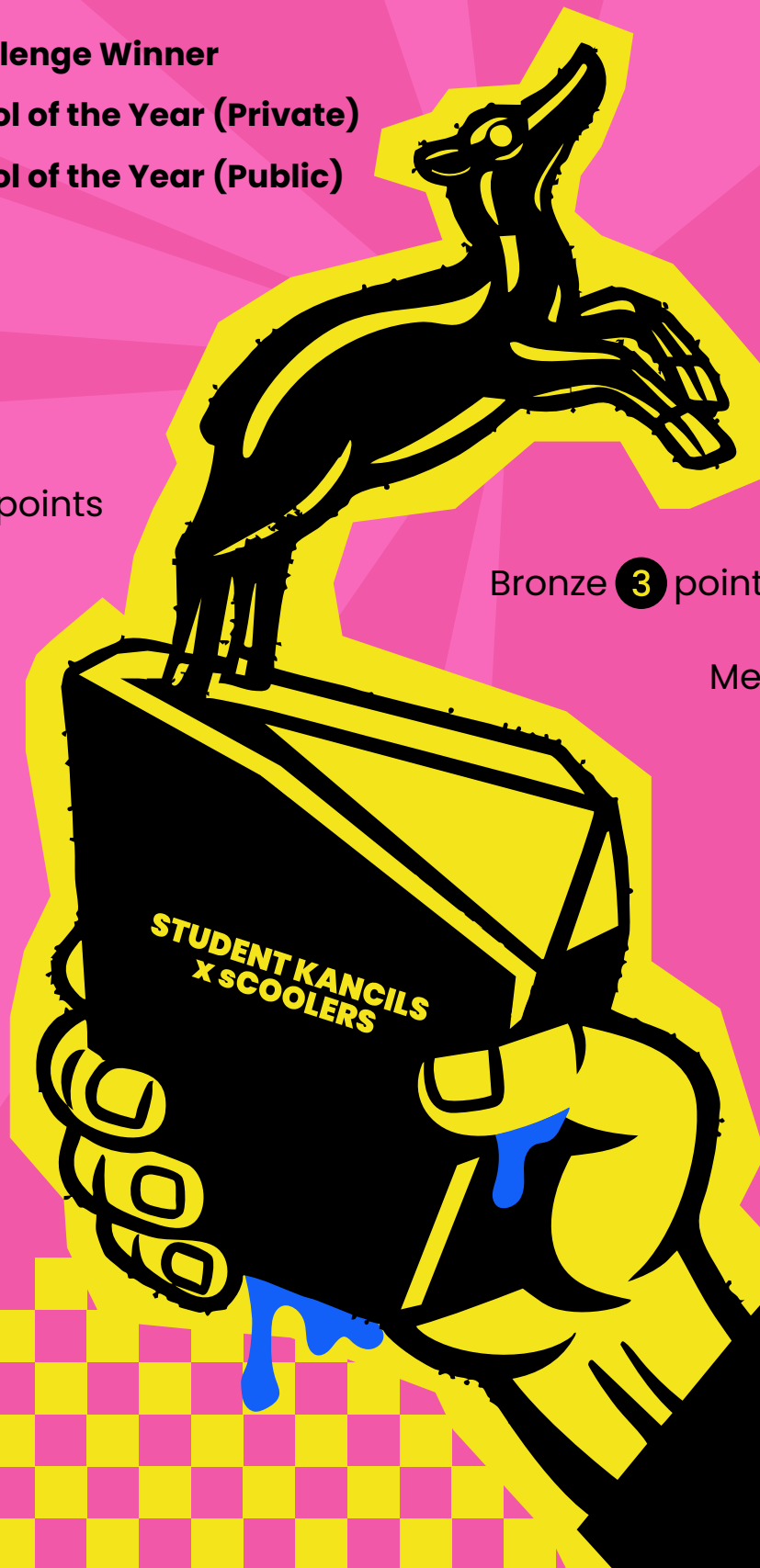
- 👑 **Student of the Year**
- 👑 **Lecturer of the Year**
- 👑 **Idea of the Year**
- 👑 **Best Portfolio**
- 👑 **Real Brief Challenge Winner**
- 👑 **Creative School of the Year (Private)**
- 👑 **Creative School of the Year (Public)**

Gold **15** points

Silver **7** points

Bronze **3** points

Merit **1** point



IDEA CATEGORY

Entries will be judged based on originality, relevance and craft. Send the actual advertising material. If you have a case study film, keep it to 2 mins or under.

A01. Best Film

*Work for category A012 doesn't have to be attached to a brand.

For A014, the brand can be the artist performing the video.

A011. Branded Films (Max length: 10 mins)

A012. Film, Film Series and Documentaries (Max total length: 120 mins)

A013. Mini Films (15 secs and under)

A014. Music Videos (Max length: 5 mins)

A02. Best Audio

*Work for categories A023 and A024 doesn't have to be attached to a brand.

A021 Radio single

A022 Radio campaign

A023 Audio content (Includes podcast, songs, audio-led contest and more.
Max total length: 60 mins)

A024 Innovative use of Audio (Includes Spotify API, AI tech)

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. Case study film: Keep it to 2 mins or under.

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.



Unless stated otherwise,
please submit only a single entry 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.



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)

- B041. BM
- B042. English
- B043. Chinese
- B044. 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 (2-min case study film, full film/ music video/ documentary and so on):

- **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.
- ▣ **Case Study Duration:** No more than 2 minutes.
- ▣ **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 study films:** Max length 2 mins, Max file size: 100MB. 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.
- **Case study films:** Max length 2 mins, Max file size: 100MB Do not send your case film as a URL.

Images must strictly follow these requirements:

- **Submission Method:** Submit in JPEG format only via the Kancil Awards entry site.
- **Case Study Duration:** Not more than 2 minutes.
- **Image Specifications:** JPEG, RGB, 300 dpi, 7063×5008 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×42cm (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, 17 November 2025**



DIGITAL/ MOBILE MATERIALS

Kindly follow these requirements:

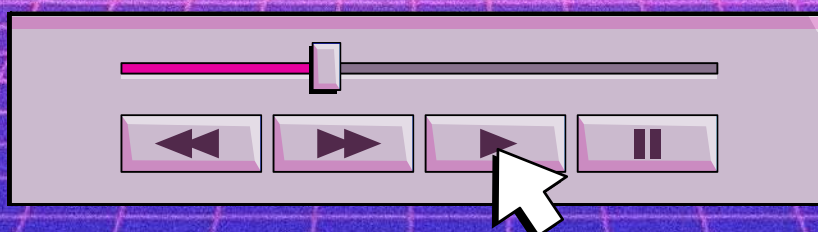
- ❶ Entrants MUST provide a URL for judges to review, which can include a case study website with key images or visuals, video walkthroughs, demos, and a written summary of your entry.
- ❷ If your URL link is too long, please shorten the URL of your entry using any online URL shortening tool.
- ❸ You may support your entries with a case study film showing the user experience. Keep your case film to 2 mins or under. Refer to the FILM MATERIALS page for guidelines and submission details.
- ❹ 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:

- ❶ Audio entries can be submitted as a recording or a script.
- ❷ BM, Chinese and Tamil entries will be judged alongside the English entries. Please provide the necessary translations in PDF format.
- ❸ Submit your entry in MP4 format only with accompanying supers.
- ❹ 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



SUBMIT TO:

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

Contact: 03 7613 1510

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 sCOOLER AWARDS CEREMONY

DATE: 28 NOVEMBER 2025 (FRIDAY)
TIME: 6PM
VENUE: EX8, SUBANG JAYA, SELANGOR



FOLLOW US FOR UPDATES:

 THEKANCILS.MY

 THE KANCILS

 THEKANCILS.MY

STICK AROUND FOR
THE AFTER-PARTY, AND

MAKE NEW HAPPEN
CONNECTIONS

MAKE IT HAPPEN



Sponsored By



Organised By

