



金帆廣告大獎®
Kam Fan Awards

GOLD

Category	Digital & Social – Social Single Hong Kong Culture & Context – Social Behaviour and Cultural Insight
Advertiser	Colgate Palmolive
Brand	Colgate
Entry Title	Save Water – Mr. Lee
Entrant	Red Fuse Hong Kong
Creative Agency	Red Fuse Hong Kong
Collaboration Partner	The Hong Kong Polytechnic University
Team Members	ShenGuan Tan – Chairman and Chief Creative Officer Asia Pacific Caroline Slocombe – Managing Director Asia Pacific Patrick Daly – Creative Director Craig Love – Creative Director Sam Wong – Creative Joanne Cheung – Creative Sly Song – Creative Debbie Hooi – Producer Sylvester Song – Director Buck Yau – Producer John Kim – Client Services Director Asia Pacific Nicky Lee – Client Services Director

