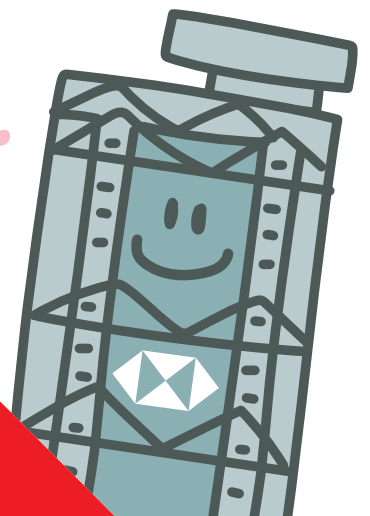
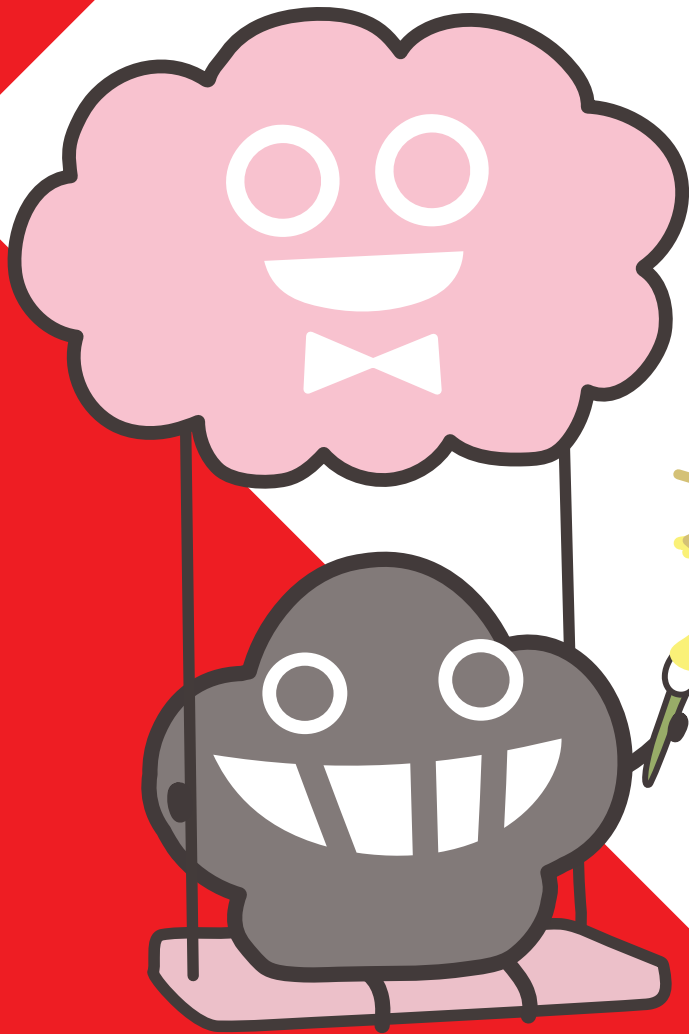


HSBC Life x Dustykid

Creative Competition



Sketch your promises,
Stack your happiness 🍷



©Dustykid



HSBC Life

HSBC Life “Sketch Your Promises, Stack Your Happiness” Creative Competition

HSBC Life is committed to safeguard the well-being of customers. With the same vision shared, HSBC Life collaborates with Dustykid, a popular local illustrator, to organise the “Sketch Your Promises, Stack Your Happiness” Creative Competition, enhancing public awareness of the mental health of children and teenagers.

We sincerely invite our HSBC customers to nominate their children and teenagers to join the competition, aiming to unleash imagination and unlock artistic talents by sketching stories of happiness and expressing inner feelings. The winning entries will be showcased in an exhibition and compiled into a storybook, to promote the importance of children and teenagers' mental health to the public. HSBC Life is committed to discovering the little joys in the lives of the young generation and fulfilling promises together.



Submission Period

15 April to 31 May 2024 noon



Eligibility

Only HSBC customers are eligible to be nominees
Entrants will be divided into 2 groups:

- Junior Group: Aged 6 - 10
- Youth Group: Aged 11 - 14



Prizes



Champion Award – 20 winners (10 winners for each group)

- The winning entries will be exhibited at ground level of HSBC Main Building
- The winning entries will be compiled into a “Sketch Your Promises, Stack Your Happiness” story book
- “Sketch Your Promises, Stack Your Happiness” story book
- Personalized cushion
- Certificate of appreciation
- Book voucher of HKD2,000



Merit Award – 80 winners (40 winners for each group)

- The winning entries will be exhibited at ground level of HSBC Main Building
- “Sketch Your Promises, Stack Your Happiness” story book
- Personalized cushion
- Certificate of appreciation
- Book voucher of HKD500

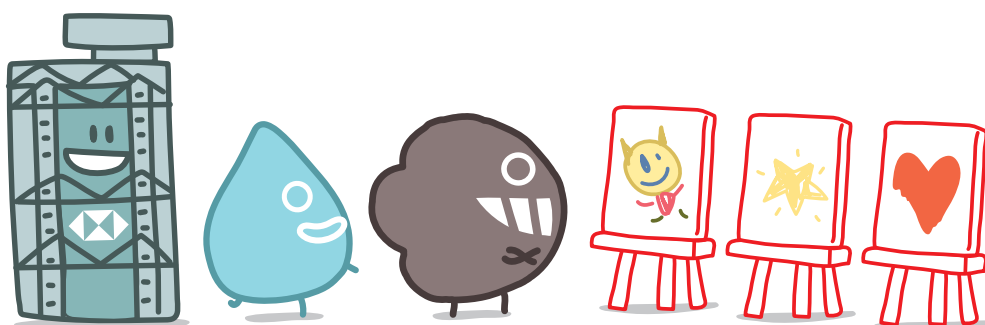


Submission Requirements

1. Registration form can be collected at any designated HSBC branches or downloaded from the competition website
2. Completed registration form and the creative entry must be submitted together at any designated HSBC branches (Scan QR code on the right for details of the designated HSBC branches)
3. Only 1 entry can be submitted by each entrant and the earliest application will be accepted
4. The entry will not be returned to the entrant after submission
5. Submission Deadline: 31 May 2024 noon (Any submission after deadline will not be accepted)



Competition website
and the list of
designated HSBC
branches



HSBC Life "Sketch Your Promises, Stack Your Happiness" Creative Competition – Competition Details



Competition Requirements

Step 1: Fill in the registration form

Step 2: Choose one or more of the below designated Dustykid character(s) and sketch the little story of happiness



Sunny



Starry



Dustykid



Promise



Teary



Mini dust

Step 3: Write the little story of happiness:

- Junior Group (Aged 6 - 10): original content up to 30 words
- Youth Group (Aged 11 - 14): original content between 30 to 100 words

Step 4: Submit the registration form and the creative entry

Important Note: Any creative generated by digital drawing software will not be accepted



Renowned Judges



Kay Tse
Hong Kong
Pop-Singer & Artist



Rap Chan
Creator of Dustykid



Assessment

Storytelling – 30%

- Language Proficiency: Clarity in narration, vividness of descriptions, conciseness and fluency in expression to convey the story and emotions
- Storyline & Content Plot: Story completeness, intrigue and captivity

Uniqueness – 20%

- Originality & Uniqueness: Ability to captivate readers with interest and unpredictable surprises
- Inspiration: Ability to inspire readers to explore new perspectives and to discover and appreciate happiness in day-to-day living

Pictorial Expression – 30%

- Use of Colors & Drawing Skills: Alignment with the plot and context while highlighting personal styles

Resonance – 20%

- Connection: Ability to ignite and sympathize with readers' emotions

Important Note:

Any institutional names, trademarks, copyrighted characters or products appearing in the submitted entry will render eligibility of the entrant being revoked without notice.



Winner Notifications

All winners will be notified individually by HSBC Life through the email or telephone provided on the registration form on or before 31 July 2024



Competition Timeline

- Registration and Entry Submission: 15 April 2024 to 31 May 2024 noon
- Appraisal and Winner Notifications: June to July 2024
- Award Presentation Ceremony and Exhibition: August to October 2024 (Details of the arrangements will be timely updated on the competition website)

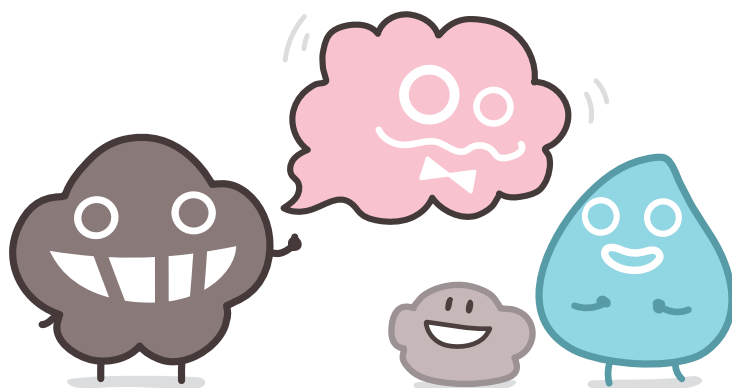
HSBC Life “Sketch Your Promises, Stack Your Happiness” Creative Competition – Creative Entry

Please choose one or more designated Dustykid character(s) and sketch your little story of happiness:

Please write your little story of happiness:

Junior Group (Aged 6 - 10):
original content up to 30 words

Youth Group (Aged 11 - 14):
original content between 30 to 100 words



Promises spring from imagination ...



Striving to sketch,
striving to fulfill...
Promises will come true.

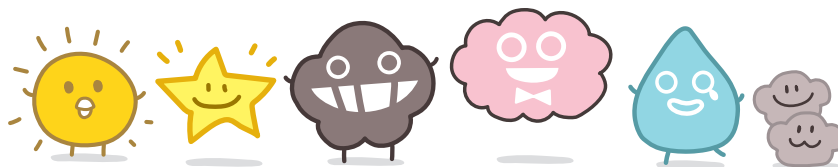


Happiness grows with
tiny specks of dust!

HSBC Life "Sketch Your Promises, Stack Your Happiness" Creative Competition – Registration Form

Please fill in the information of the nominee and the entrant below

Nominee (Only HSBC customers are eligible to be nominees)	
Full Name	
Email Address	
Telephone	
Entrant	
Full Name	
Month & Year of Birth	(Year) _____ (Month) _____
Entry Group	<input type="checkbox"/> Junior Group: Aged 6 - 10 <input type="checkbox"/> Senior Group: Aged 11 - 14
Relationship with Nominee	
School Name (if applicable)	
Remarks	<ul style="list-style-type: none"> Entrants shall provide full and accurate information for registration. Any incomplete or false information found will result in disqualification. The personal data collected from nominees and entrants with the competition will be used for administering, organizing, conducting and promotion only. All personal data in connection with the competition will be properly deleted or destroyed within 6 months after the announcement of the competition winners, excluding the winners' names, ages and participating groups which will be announced or used for exhibition(s) and storybook compilation, according to the terms and conditions of the competition.
Terms & Conditions of the Competition	 <p>Scan the QR code for detailed terms and conditions of the competition</p>



Looking forward to your participation!

Organizer:



Supporting Organization:

