

 Dubai Lynx

11-14  
MARCH  
2018

INTERNATIONAL  
FESTIVAL OF CREATIVITY

WHERE CREATIVITY SOARS,  
SUCCESS FOLLOWS

**ENTRY KIT:  
ENTERING - WHAT YOU NEED  
TO KNOW**

**2018**

[dubailynx.com](http://dubailynx.com)

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## THE RULES FOR ENTERING

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1. The work has aired, launched or been released to the public for the first time between 1 February 2017 and 28 February 2018. If a campaign exceeds this period, a minimum of two thirds falls within this window.
  2. The work has been created within the context of a normal paying contract with a client OR if it's a case of self-promotion or a non-profit organisation, the client must have approved all of the media/production/implementation.
  3. You have permission to enter this work from the commissioning client/brand-owning company and you have included the client contact details. We may request proof of this permission at any time. The Festival reserves the right to contact the client, if necessary and the entrant shall notify the client accordingly.
  4. The work has been submitted exactly as published/aired/released and must not be modified for the awards entry.
  5. The work is not speculative or conceptual advertising, and has not been banned or withdrawn from airing.
  6. A senior officer (CD, CEO or Chairman) from your company has given permission for this work to be entered.
  7. Entries will be accepted on the basis that:
    - They are designed specifically for and to run in the \*MENA region and are created by agencies in the MENA region
    - They are designed specifically for and to run in the \*MENA region and are created by agencies outside the MENA region
    - They are designed to run globally as long as they are created by agencies in the \*MENA region.
- \*For the purpose of Dubai Lynx, the MENA region includes; Afghanistan, Algeria, Bahrain, Comoros, Djibouti, Egypt, Ghana, Jordan, Kuwait, Lebanon, Kenya, Libya, Mauritania, Morocco, Mozambique, Nigeria, Oman, Pakistan, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Turkey, UAE, Westbank & Gaza, Western Sahara, Yemen.
8. The work was not entered to the same Dubai Lynx Award the previous year. You can enter the work into an alternative Dubai Lynx Award, provided it meets the eligibility date requirements.
  9. There is no reference to your agency or any contributing creative companies in any digital or physical materials and all supporting case films and materials are correct and final versions. These cannot be changed later.
  10. The work, and/or case film can be understood in English. (See supporting material guidelines).
  11. At the point you complete and pay for your entry all media submitted must be the final version. Without exception, no replacement or additional media can be accepted after an entry has been finalised and received by the Festival.
  12. If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form up to 16 February 2018.
  13. You understand that entries withdrawn after 16 February 2018 are not eligible for a refund. Please refer to our 'Refunds/ Cancellations Policy' for information.

**If you're unable to confirm each point on the list, your work may be ineligible for Dubai Lynx 2018. Failure to meet all these requirements could see your entry being disqualified or withdrawn without a refund.**

## KEY DATES

<b>BEFORE THE FESTIVAL</b>	24 November 2017	Entries open
	After 25 January 2018	Late fee applies
	8 February 2018	Final deadline

		<b>SHORTLISTS ONLINE</b>
<b>DURING THE FESTIVAL</b>	Early March	Innovation
	12 March 2018	Branded Content & Entertainment Design Direct Film Film Craft Interactive Media Mobile Outdoor PR Print & Publishing Print & Outdoor Craft Promo & Activation Radio & Audio
	14 March 2018	Creative Effectiveness Healthcare Integrated Grand Prix for Good
	14 March 2018	Awards Ceremony
	15 March 2018	Winners Online

## KEY DATES

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### IS YOUR WORK ELIGIBLE FOR DUBAI LYNX 2018?

To be eligible for all Dubai Lynx Awards (except Creative Effectiveness and Healthcare) your work must have aired, launched or been released to the public for the first time between 1 February 2017 and 28 February 2018.

To ensure that work judged at Dubai Lynx is fresh and reflective of the good ideas that drive the industry forward it is important we structure the competition with eligibility dates.

We understand that some campaigns span several years, in these cases you will need to demonstrate a significant evolution in order to be considered.

### ELIGIBILITY FOR CREATIVE EFFECTIVENESS

To be eligible your work must have won or been shortlisted at Dubai Lynx in 2015, 2016 or 2017.

#### Notes:

- The same piece of work cannot be submitted into the same Dubai Lynx Award in consecutive years. However, providing the eligibility dates are met, you may enter the work into an alternative Dubai Lynx Award.
- A minimum of two thirds of the campaign implementation must fall within these dates.
- If you're entering a campaign that has run over 2 or more years, you will need to provide proof of the campaign's evolution from year to year. The Festival has the right to decide if the entry has evolved sufficiently and can be deemed as a new, eligible entry.
- If entering a '**Campaign of Executions**' then the whole campaign must fall within the eligibility dates.
- If you are showcasing a continuation of a campaign that aired before the eligibility period then you must clearly show how the campaign has progressed.

### ELIGIBILITY FOR HEALTHCARE

To be eligible your work must have aired, launched or been released to the public for the first time between 1 February 2016 and 28 February 2018.

### REFUNDS / CANCELLATIONS

This helpful summary is only a guide to the key points about refunds/cancellations. It is not a substitute for reading the full rules of entering, terms & conditions, refunds/cancellations and our policies on ineligible and "scam" entries, which can all be downloaded [here](#).

- **Entrant withdraws on or before 16 February 2018 – receiving a refund.**  
An entrant may withdraw their entries on or before 16 February 2018 for any reason and be eligible for a refund of the entry fee paid less a processing fee of £100.
- **Entrant withdraws after 16 February 2018 – not receiving a refund.**  
An entrant may withdraw their entries after 16 February 2018 but will not be eligible for a refund.

## FEES

Dubai Lynx Award	Price until 25 January 2018	Price after 25 January 2018
Branded Content & Entertainment	USD 635	USD 695
Creative Effectiveness	USD 635	USD 695
Design	USD 435	USD 495
Direct	USD 435	USD 495
Film	USD 435	USD 495
Film Craft	USD 435	USD 495
Healthcare	USD 435	USD 495
Innovation	USD 435	USD 495
Integrated	USD 735	USD 795
Interactive	USD 435	USD 495
Media	USD 435	USD 495
Mobile	USD 435	USD 495
Outdoor	USD 435	USD 495
PR	USD 435	USD 495
Print & Publishing	USD 435	USD 495
Print & Outdoor Craft	USD 435	USD 495
Promo & Activation	USD 435	USD 495
Radio & Audio	USD 435	USD 495

Please note, a late entry fee of **USD 60** is applied to all entries submitted after **25 January 2018**.

## CAMPAIGN OF EXECUTIONS

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### WHAT IS A 'CAMPAIGN OF EXECUTIONS'?

It's a coordinated series of linked executions for the same product/service with a single creative idea running through it. Each execution you enter, is counted as an individual entry and incurs a full entry fee.

Entries submitted as a 'Campaign of Executions' have the chance of being awarded a 'Campaign Award' or if the jury feel one execution of the campaign is stronger, a 'Dubai Lynx Award' for an individual execution can be awarded.

Campaigns like this should be entered as multiple single entries in the following Dubai Lynx Awards:

**Film**

**Film Craft**

**Interactive**

**Outdoor (Sections: A. Billboards & Street Posters, B. Indoor Posters, C. Digital Outdoor)**

**Print & Outdoor Craft**

**Print & Publishing (Sections A. Print)**

**Radio & Audio**

As well as the following Healthcare mediums:

**Film**

**Film Craft**

**Digital**

**Outdoor**

**Print & Outdoor Craft**

**Print & Publishing**

**Radio & Audio**

**Radio Craft**

When entering a 'Campaign of Executions' you will be asked to give each piece of work in your campaign a unique 'execution title' plus a title for the campaign as a whole. Work submitted as part of a 'Campaign of Executions' cannot be entered again as a single entry in the same category.

In all other Dubai Lynx Awards, you can enter any number of executions from your campaign in a single entry.

## COMPANY CREDITS

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As part of entering your work, you will also need to enter details of the companies who made a contribution to your entry. These are the 'Company Credits'.

You will be asked to submit the name of each company and the company activity, address details, and the role the company fulfilled in the work you are entering. A detailed explanation of the company role types are below:

### ENTRANT COMPANY

Each entry requires one 'Entrant Company'. The Entrant Company is responsible for payment of entry fees and will be considered the sole contact for any entry related queries. If you are making an entry you are the Entrant Company. If your entry is awarded a Dubai Lynx Award, it is the Entrant Company who will receive the trophy.

There can only be one Entrant Company credited per entry. Please note that unless you are the client, you must be credited in at least one other role apart from Entrant Company.

### IDEA CREATION

Each entry requires at least one 'Idea Creation' role, this can often be the same organisation as the Entrant Company. This role is for companies significantly involved in the creation of the idea at the core of the work that you are submitting, this can often be an advertising agency.

### MEDIA PLACEMENT

You must specify which company fulfilled the Media Placement role if you enter Media. The Media Placement role refers to a media agency that worked significantly or solely on the media strategy of the work being submitted. This can also be any other type of company/agency who worked significantly or solely on the media strategy. If a media agency was involved in both the idea creation and media strategy of the entry then both roles should be marked.

### PRODUCTION

You must specify which company fulfilled the Production role if you enter: Film, Film Craft, Entertainment (Section A), Interactive, Mobile and Digital Craft and Film, Film Craft, Branded Content, Mobile, Digital and Digital Craft mediums within the Healthcare Award. The Production role refers to a production company that worked significantly or solely on the production of the published work being submitted. This can also be any type of company/agency who worked significantly or solely on the production. This does not refer to companies who solely produced the 'case film' for the entry. If a production company was involved in both the idea creation and production of the entry then both idea creation and production roles should be credited.

### PR

You must specify which company fulfilled the PR role if you enter PR or the Healthcare medium: PR. The PR role refers to a PR agency that worked significantly or solely on the PR campaign for the work being submitted. This can also be any type of company/agency who worked significantly or solely on the PR campaign. If a PR agency was involved in both the idea creation and PR aspects of the entry then both roles should be marked.

### ADDITIONAL COMPANY

Companies which have made smaller contributions to the work. Points for Special Awards are not allocated to companies listed here. You can add as many additional companies as you like.

## COMPANY CREDITS

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### NOTES

When making your entry please ensure you credit companies in the correct roles as this directly affects the calculations for the Special Awards.

You should enter the companies the order you would like them to be published as this is how they will appear on the Dubai Lynx website and on your certificates.

It is the entrant company's responsibility to ensure that the company credits are correct when you complete and pay for your entries.

The Dubai Lynx Festival can confirm if your company has been credited on an existing entry by [email](#). If you believe you should be credited on an entry and you are not, then it is your responsibility to contact the 'Entrant Company' so they can request the change. The deadline for company credit amendments is 17:00 GMT on 24 November 2017.

**Significant or Significantly**, when used in reference to a Company's Role in relation to an Entry, shall mean the Company or Companies which contributed to the particular Role. At least one Company must be credited with the Role if there is any Company which meets at least one of the following criteria:

- The Company contributed 20% or more of the key team members involved in carrying out the Role;
- The Company contributed 20% or more of the total hours expended for that Role in relation to the particular Entry;
- The Company received 20% or more of the billings/fees for that Role in relation to the particular Entry;
- The Company was named on the contract with the advertiser and was clearly visible to the advertiser as having performed the relevant Role in relation to the particular Entry

## CREATIVE TEAM CREDITS

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As part of entering your work, you will also need to enter details of individuals who made a significant contribution to your entry. These are the 'Creative Team Credits'.

You will be asked to submit the name, company, position, role and email (which is optional) for each person. We accept a maximum of 30 names.

When making your entry please submit the names of your creative team in the order you would like them to be published as this is how they will appear on the Dubai Lynx website and on your certificates.

## SPECIAL AWARDS

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### WHAT ARE THE SPECIAL AWARDS AND HOW DO COMPANY CREDITS AFFECT THEM?

These are the awards that are won through the calculation of points from winning and shortlisted entries at Dubai Lynx 2018 rather than awarded by a jury.

The Special Awards are:

#### NETWORK OF THE YEAR (NOTY)

The winner will be the Network whose member companies obtain the most points for winning and shortlisted entries. Companies credited in the Idea Creation role will get points towards NOTY.

#### AGENCY OF THE YEAR (AOTY)

The winner will be the Agency that obtains the most points for winning and shortlisted entries. Companies credited in the Idea Creation role will get points towards AOTY.

#### INDEPENDENT AGENCY OF THE YEAR (IAOTY)

The winner will be the Independent Agency that obtains the most points for winning and shortlisted entries. Companies credited in the Idea Creation role will get points towards IAOTY.

#### MEDIA NETWORK OF THE YEAR (MNOTY)

The winner will be the Media Network whose member companies obtain the most points for winning and shortlisted entries. Companies credited in the Media Placement role in Media Dubai Lynx Awards get points towards MNOTY.

#### THE DUBAI LYNX GOLDEN PALM

The winner will be the Production Company that obtains the most points for winning and shortlisted entries in the following awards: Film, Film Craft, Branded Content & Entertainment (Sections A), Mobile and Interactive Dubai Lynx Awards and Film, Film Craft, Branded Content, Digital, Digital Craft & Mobile mediums within the Healthcare Dubai Lynx awards

Companies credited in the Production role in the Dubai Lynx Awards and Mediums listed above get points towards The Dubai Lynx Golden Palm.

## SUPPORTING MATERIALS

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Supporting materials are the most important elements of your entry. This is what the judges will examine, watch and read during their decision-making. Each Dubai Lynx Award has different material requirements. In some cases they are mandatory and in some, they are recommended or optional.

It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your entry. Please make sure you are absolutely ready to submit before you pay.

If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form up to 16 February 2018. This does not apply to entry media e.g. case films and JPGs, which cannot be updated under any circumstances.

In order to avoid your work being withdrawn from the festival, please adhere to the following guidelines:

- All case films and presentation images must be in English.
- Work which was not originally published in English (TVCs, print ads, billboards etc) can be translated or subtitled exactly as it was published or aired, so that they can be understood by the English-speaking jury.
- If translating original video work, please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.
- Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.

### LABELLING AND DELIVERY GUIDELINES

- **ENTRY LABELS:** The individual entry labels provided with your confirmation email, after payment. Labels have individual entry numbers which are specific to your entries and are vital for us to identify your physical material when they arrive. The entry labels must be attached to the board, proof or supporting material, as appropriate.



- **PACKAGE ADDRESS LABELS:** On your confirmation email, there will be a package address label for the outside of your package(s). Instructions on where and how to attach them are in your confirmation email. You can also download them from your online account. We are unable to accept entry materials which are not labelled correctly.
- **LARGE ITEMS:** If your physical support materials are oversized or require assembly instructions please contact [awards@dubailynx.com](mailto:awards@dubailynx.com). You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival Organisers cannot accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.

A Customs Invoice should be included in your consignment, saying: '**FESTIVAL MATERIAL - NO COMMERCIAL VALUE**'. A nominal amount of money, e.g. €1.50 per material, can be stated if necessary. Products should be insured against damage or loss in transit or on Festival premises. We do not accept any liability for any loss, damage or expense incurred.

Physical support material becomes the property of the Festival Organisers once it has been received. We cannot return materials to entrants after judging. In exceptional circumstances and at the Festival's discretion, we may agree to return large or valuable items however, this must be pre-agreed with the Festival in writing and all transit costs must be covered by the entrant. Please email [awards@dubailynx.com](mailto:awards@dubailynx.com) for more info.

Please send all physical materials by courier or registered mail to:

**DUBAI LYNX AWARDS. Physical Materials Team**  
34th Floor Media 1 Tower Dubai Media City. PO Box 2331. Dubai - UAE

Our telephone number is +971 (0) 4427 3090

# SUPPORTING MATERIALS

## SUPPORTING MATERIAL GUIDELINES

We have strict specifications for all supporting materials that must be adhered to.

## IMAGES

### DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text.

100 max words text, covering the brief, execution and results

**Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB**



### UNMOUNTED PRESENTATION IMAGE

The physical version of your digital presentation image, printed on flexible paper.

**Specifications: 594mm x 420mm**

### PRESENTATION IMAGE EXAMPLE

**Solving One Of The Middle East's Biggest Problems**

**Brief:**  
Promoting the newly introduced conversative courses by The British Council in Riyadh, Saudi Arabia.

**Solution:**  
Taking on the fact that Arabic native speakers cannot differentiate between the letters 'b' and 'p' when they begin learning English, The British Council developed the **'No Problem'** App. It featured a self-learning solution on how to pronounce 'b' and 'p' accurately. The practice level helps when pronouncing 'b' and 'p' when pronouncing 'b'.

**Results:**

- 35% more enrollments than its projected target
- The related debate is prominent on LinkedIn
- Conversation courses will be launched in other Saudi cities

The example image shows a presentation folder with a large green letter 'B' on the cover and a smartphone displaying the text 'No Problem'. Below this are two side-by-side photos of a man in a suit holding a card with a large green letter 'B' and a card with a large green letter 'P'.

## SUPPORTING MATERIALS

### DIGITAL PROOF

The digital version of the original advertisement or execution, exactly as it ran.

**Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB**



### UNMOUNTED PROOF

The physical version of your digital proof, to be used for judging. A high-quality print of the execution, on flexible paper. Do not glue on to card.

**Specifications: 594mm x 420mm**



### PROOF EXAMPLE

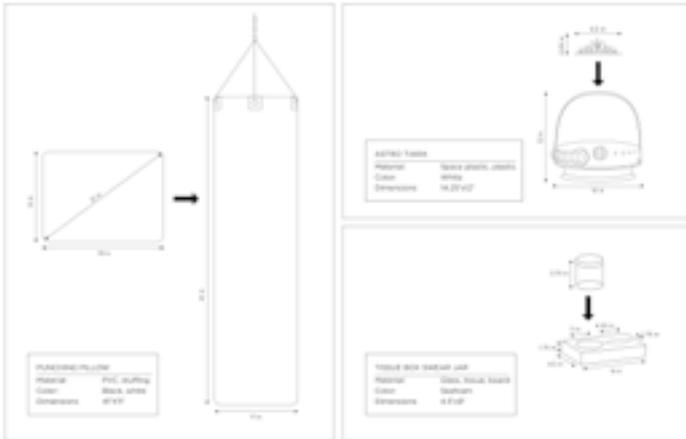


# SUPPORTING MATERIALS

## SCALE DRAWING

Scale drawing of the final product showing scale and measured 1st or 3rd angle projections.

**Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB**



## SUPPORTING IMAGE

Digital images that may help support your entry in the jury room.

Maximum 5. Only to be included if necessary and relevant.

**Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB**



# SUPPORTING MATERIALS

## VIDEOS

Please supply a high quality video as .MOV or .MP4. The maximum file size is 350MB.

	Aspect Ratio	Resolution	Format / Codec	Audio
Preferred	Full HD 1080	1920 x 1080	.MOV/H.264	AAC, Stereo, 48kHz
	HD 720	1280 x 720		

Accepted	4:3 or 16:9	1024 x 576	.MP4/H.264	AAC, Stereo, 48kHz
		720 x 576		
		854 x 480		
		640 x 480		

### CASE FILM [MAXIMUM LENGTH: 2 MINUTES (120 SECONDS)]

A short film explaining your work. Content includes the brief, execution and results.

This will be used in judging and displayed publicly.

Specifications: .MOV/ .MP4, 350MB.

[Example Case Film](#)

### FILM

The original film advertisement or content, exactly as it aired. No extra slates or information. Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.

Specifications: .MOV/ .MP4, 350MB.

[Example Film Entry](#)

### DEMO FILM [MAXIMUM LENGTH: 2 MINUTES (120 SECONDS)]

Depending on the Award being entering, this is either a 'making of', a recording of the activation in action or a walk through showing the specific elements of your work. Demo Films should be in English.

Specifications: .MOV/ .MP4, 350MB.

[Example 'Walk through' Demo Film](#)

[Example 'Making of' Demo Film](#)

## SUPPORTING MATERIALS

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### AWARDS SHOW FILM (MAXIMUM LENGTH: 30 - 45 SECONDS)

A shorter, edited version of your case film. This will be shown at the award show, should your work win gold. It will not be shown to jury. Awards Show Films should be in English.

Specifications: .MOV/ .MP4, 350MB, 30 – 45 seconds.

[Example Awards Show Film](#)

### URLS

In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 31 March 2018. URLs must start with 'http://' or 'https://' and preferably accessible without a login or password.

### CONTENT URL

Direct link to your digital execution e.g. website, microsite, app download page or social media page.

[Example of a website entry](#)

[Example of a microsite entry](#)

[Example of an app download page](#)

[Example social media post – Example 1](#)

[Example social media post – Example 2](#)

### VIDEO URL

Direct link to where the video aired.

[Example Video URL](#)

### SUPPORTING WEBPAGE URL

If your direct link is not in English, you may provide a URL which leads to a page which explains your work in English.

[Example Supporting Webpage URL](#)

### OTHER

#### RADIO FILE

MP3 audio file of original radio advertisement, as it aired.

Specifications: 258 kbps preferred, 128 kbps = minimum accepted.

#### RADIO SCRIPT

English script of original radio advertisement. Scripts will be read by the jury and should exactly replicate the original version as it aired.

#### SUPPORTING CONTENT

Any supporting documents, videos, or radio files which are relevant to your entry.

**File types accepted: jpg, mp3, mp4, mov, doc, docx, pdf, xls, xlsx, ppt, pptx**

#### CREATIVE EFFECTIVENESS APPENDIX

A collection of supplementary material to support the written submission. Could include graphs, diagrams, press clippings, screen grabs, original source data submitted as a single PDF file.

# HOW TO CRAFT AN AWARD WINNING ENTRY

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Welcome to the world's biggest festival of MENA creativity. If this is your first time entering or you're hoping to brush up on the process, you've come to the right place.

## SO, WHAT IS THE PROCESS?

### 1. Appoint an entries manager

Choose someone within your company to coordinate your entry activities and act as the first point of communication with us.

### 2. Check the rules

Make sure you check your work's eligibility for the festival. Take a look at our key dates, deadlines and other key criteria.

### 3. Download our Entry Kit

Ensure you have a copy of our [Entry Kit](#) which you can refer to throughout the entry process.

### 4. Know your awards

This year we've added new awards and updated others with additional or revised categories. There's also judging criteria and material requirements to consider. Take some time to get to know your options. Remember, if you need advice at any point in the process, [just get in touch](#) and one of our team will be happy to help.

### 5. Log in or create an account

Head to our [website](#) to get the process started.

### 6. Create your entries

The sooner you start, the more time we'll be able to offer you extra help if you need it.

### 7. Submit and pay

Remember the late fee comes into play 25 January 2018.

### 8. Prepare physical materials

Send any supporting physical materials no later than one week after you've submitted and paid for your entry.

### 9. Review and revise

We thoroughly check all aspects of entries so may be in touch to request clarification or changes.

### 10. Judging

Juries carefully review all the entries and determine winners during the festival. Make sure you're available throughout this period, as the jury may have queries regarding your work.

### 11. Results

The shortlists for each award are announced during the festival and the winners will be unveiled at the awards ceremony on 14 March 2018. They'll also be posted online the next morning.

### 12. Ceremony

Gold, Grand Prix and Special Awards are presented on stage to the well-deserved winners.

### 13. Trophies

Bronzes, Silvers and certificates are sent to entrant companies within two months of the festival finishing. We know that winning is a team effort, so trophies can also be ordered for anyone credited on the entry.

# HOW TO CRAFT AN AWARD WINNING ENTRY

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## TOP TIPS FOR YOUR CASE FILM

### BE CONCISE

You're dealing with professionals who are perfectly capable of grasping whether a project has merit based on a concise, coherent explanation.

### SIMPLICITY

Less is always more. So many case films fail to communicate a clear idea and a compelling strategy that isn't cluttered and confusing. The need for focus and clarity cannot be underestimated.

### BE UP-FRONT

Explain the idea upfront and quickly so the jury can understand the dimensions of the campaign and its results from the very beginning. Avoid using unnecessary build up or stylistic filler. Treat your case film like a piece of editorial. All the key information early on – expansion of the idea to follow.

### CULTURE & CONTEXT

It's an international jury where English is not always the first language. Respect this diversity. Entries that hinge on a cultural nuance or unfamiliar cultural context should come with additional information.

### TAKE A FRESH PERSPECTIVE

You may have lived and breathed the work, but the jury hasn't. Look at the idea with a fresh pair of eyes and distil it down to its core for a new audience.

### TELL A STORY

Structure your explanation around a simple, powerful and succinct narrative. Storytelling is key.

### MAKE IT EASY FOR THEM

The idea should speak for itself. Avoid creating barriers with unnecessary and elaborate production values. Keep it straightforward.

### CATEGORY SELECTION

Carefully consider the best category for your entry and ensure that it demonstrates both relevance and specificity for its audiences. If you're unsure where your work can go, ask an Awards Manager who can give you some advice.

### INDUSTRY JARGON

Avoid industry jargon and marketing speak. Don't sell... explain your work. A case film with excessive hype and empty statements will not impress the jury.

### RESULTS

Make sure you provide them and they are robust meaningful and measurable. Be honest, specific and provide workable, quantitative figures and stats. In some categories, results count for 30% of the mark. Clearly link your results back to original goals, strategies and objectives.