Dubai Lynx

11-14
MARCH
2018

INTERNATIONAL
FESTIVAL OF CREATIVITY

WHERE CREATIVITY SOARS,
SUCCESS FOLLOWS

# ENTRY KIT:
# THE AWARDS & CATEGORIES

2018

Dubai Lynx

Because winning a Dubai Lynx Award seems an elusive prize, you can begin to believe that, behind the scenes of the work that does win, a series of serendipitous circumstances must have combined to make it all possible – the perfect brief, the brave client, and a brilliant concept and all assembling in the right place at the right time.

But that's almost never the case.

The most celebrated and successful work hardly ever enjoys a dream run from idea to execution. Instead, they're most often eked out, fought for, agonized over and eventually sent into the world the same way kids are deposited at the school gates on their first day – tenderly and trepidatiously, because their future is uncertain. It's the late nights and hard graft that turns good ideas into great ideas; taking chances, pushing harder, rallying support, sticking to your guns and hoping for the best.

Everyone who enters a piece of work is passionately campaigning for creativity. Recognising this creative struggle, and celebrating the results, is why the awards exist.

There have been a number of significant developments for Dubai Lynx's debut. The Healthcare Award has been added to the Awards line-up, creating a space for the festival to celebrate creative achievements in a highly regulated industry. The Integrated, Creative Effectiveness, Media and Design Awards have also been expanded. These important changes remind us that the festival reflects an ever shifting branded communications landscape. The Dubai Lynx Festival continues to evolve with the industry, ensuring the categories accurately represent the way highly creative work is produced and experienced now, and help point the way forward. They are MENA's enduring symbol of creative excellence, and for winners, they are a moment in time – crystallising an achievement that will be remembered as a career highlight.

We understand the blood, sweat and tears behind the work that's entered, and the amount of hope you have for its success. We also understand that entering is in itself no small feat. So, with this year's competition now open, I wanted to take a moment to remind you that we're here to help as much as we possibly can.

Remember each award is supervised by an expert. An Awards Manager. They have extensive knowledge when it comes to their category and you can ask for their advice or assistance at any time - I really encourage you to do it. They also oversee every stage of the process, taking tremendous care of entries and preserving a level playing field for them. By the time your work reaches the jury rooms it will have been viewed half a dozen times or more to ensure everything is correct and operational, allowing judges to focus on their task of selecting the winners.

We want to thank you for your support of Dubai Lynx. The high standard of your work, and the immense effort which goes into entering, ensures that these awards remain a coveted and prestigious creative accolade that is highly recognised throughout the industry.

Wishing you the very best of luck.

**Simon Cook**
**Director of Awards**
Lions Festivals

If you would like to get in touch at any stage during the process please contact us
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DUBAI LYNX 2018

# BRANDED CONTENT & ENTERTAINMENT

**Celebrating creativity that turns content or musical collaborations into culture. Entries will need to demonstrate ideas that are unskippable; that is work which captivates in order to cut-through, communicate a brand message or connect with consumers in a new way. Music entries will need to show original production, promotion or distribution of music for brands; work where a recording artist or platform is innovatively leveraged to communicate with consumers.**

- There is no overall limit to how many times the same piece of work can be entered into Entertainment, as long as the categories chosen are relevant.

## Tips from the Jury

- 'Avoid the same old jargon and over inflated metrics. As a juror you're watching a thousand entries and flags like this can negatively impact how a piece is considered.'
- 'We don't have time to search for back story or nuance. I would recommend showing the entry to several people who don't know anything about the work and making sure the story is crystal clear to them.'
- 'If you think it deserves to be in a specific category then make sure the entry reflects that rather than submitting the exact same material into a whole bunch of categories.'

**Explore the categories and requirements below:**

| A. Entertainment<br>Celebrating creativity that turns content collaborations into culture. | Materials |
|---|---|
| **A01. Cinema & Theatrical: Fiction & Non-Fiction**<br>Single scripted or un-scripted films created for theatrical release or cinema distribution. | **Compulsory**<br>• Film<br>**Optional**<br>• Awards Show  Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. TV & Broadcast: Fiction & Non-Fiction**<br>Single scripted or un-scripted films created for television. | |
| **A03. Online: Fiction & Non-Fiction**<br>Single scripted or un-scripted films created for the internet. | |
| **A04. Series: Fiction & Non-Fiction**<br>Scripted or un-scripted series created for television or the internet.<br>**Please upload all episodes in a single video file with slates denoting the start of the next episode. Entrants should upload a min of 2 episodes edited together in one file plus URL to the whole series.** | |
| **A05. Co-Creation & User Generated Contents**<br>Initiatives that use content created by an audience in order to provide message amplification. | **Compulsory**<br>• Digital Presentation Image JPG<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A06.Use of Talent**<br>In this category, the jury will consider the immediate and longer term collaboration between a brand and talents (i.e. influencers, celebrities, personalities, etc.) to co-create and develop entertaining and engaging content to further brand's reach, increase awareness and drive business. | |

**A07. Live Brand Experience**
Original live entertainment with brand experience at the core that enables a brand to provide message amplification and engage with a public/audience. Including original events and shows, festivals, flash mobs, etc.

**A08. Sports Entertainment**
In this category, the jury will be looking for entries which successfully implemented and executed branded content with sport at its core. This includes films, brand experiences, digital executions, etc.

**A09. Game or Gaming**
In this category the jury will recognise and celebrate work that communicates a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.

**A10. Use of Digital & Social**
Branded websites or social  initiatives, including mobile, that enable a brand to provide message amplification and engage with a public/audience.

**A11. Excellence in Brand or Product Integration into Existing Content**
The integration of a brand/product as an element of existing content, including films, TV shows and online series.

**A12. Excellence in Audience Engagement & Distribution Strategy**
Focus will be placed on content creation, scheduling, releasing and adjusting to market trends to reach audiences in effective ways.

**A13. Excellence in Partnerships**
Focus will be placed on how the producer and the brand/product/talent each benefited from the partnership and how audiences were involved in compelling ways (incl. content quality and page/view performance).

**A14. Innovation in Entertainment**
Innovative and unparalleled branded entertainment.

**Compulsory**
- Digital Presentation Image JPG

**Highly Recommended**
- Case Film

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material
- URL

| B. Music & Brands<br>Celebrating creative music content and music collaborations. | Materials |
|---|---|
| **B01. Artist as Ambassador for a Brand or a Cause**<br>Collaborations between brands and music artists. This could be a performance, stunt or production of new content. | **Compulsory**<br>• Digital Presentation Image JPG<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B02. Fan Engagement / Community Building new**<br>Digital and social initiatives designed to engage, build and/or maintain an artist's online social fan base/community that may result in an enhanced brand affinity. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-non active users will all be considered. | |
| **B03. Use of Licensed or Remastered Music for a Brand or Campaign**<br>Placement of a track in branded communication that has been remastered or licensed by, but not specifically created for, a brand or campaign. May take into consideration the sourcing, procurement and suitability of the music for the brand. Includes remixed, remastered, edited or rerecorded music. | |
| **B04. Use of Original Composition for a Brand or Campaign**<br>Bespoke music composed on behalf of a brand for a specific campaign. | |
| **B05. Use of Streaming Platform / App or Music Technology**<br>Including creation of new platforms or innovative use of existing services in the promotion of a music artist or in using music to amplify brand awareness. | |
| **B06. Excellence in Music Video**<br>The jury will consider exceptional examples of original music video content as a promotional tool or engagement method. | **Compulsory**<br>• Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B07. Brand or Product Integration into Music Content new**<br>For relevant and symbiotic brand integration into music videos or other music content. | **Compulsory**<br>• Digital Presentation Image JPG<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B08. Music Live Experience new**<br>The design and production of experiences with music at its core. This might include concerts, stunts, installations, and activations. | |
| **B09. Excellence in Music / Brand Partnership new**<br>Exceptional partnerships between brands and music artists that mutually benefit all partys involved. | |

# CREATIVE EFFECTIVENESS

**Celebrating the measurable impact of creativity. Entries will need to demonstrate hard results over the long term; that is, how the work drove tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.**

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- The same piece of work can be entered a maximum of two times across the Creative Effectiveness categories.

## Tips from the Jury

- 'Make sure you know the difference between efficiency and effectiveness – impact of social buzz versus the impact of sales and behavioural change.'
- 'We're looking for cases where the objectives are clear and say where they delivered on those objectives.'
- 'Social media statistics (views, impressions, etc.) are non-differentiating. They are, in fact, table stakes of what all work must accomplish as a baseline.'

## Entry Requirements

1. To be eligible to enter, your work must have won or been shortlisted at Dubai Lynx in 2015, 2016 or 2017.
2. For all categories entries must focus on a single winning or shortlisted campaign; they cannot be a culmination of campaigns. If your campaign is part of a series of executions, you must focus only on one winning execution. You may include references to executions that were conducted before or after the winning execution, for context only.
3. For categories A01 and A02, results must be in relation to a single campaign (within the eligibility period). For category A03 entries may show results from several years from 01 February 2014 to 28 February 2018.
4. If you are entering the same case into multiple categories, you will need to submit a separate entry paper for each category. We recommend that you tailor your entry to each category, focusing on the following:
   - For Creative Effectiveness; what was the overall tangible impact of the campaign
   - For Creative Effectiveness for Good; how the campaign had a measurable impact for the charity or non-profit organisation
   - For Longer-Term Effectiveness; how the culmination of results from a campaign over a number of years demonstrates its effectiveness.

Within your submission for Creative Effectiveness we will require the following:

- 500 word summary
- 3,000 word submission answering the following questions:
  1. What were the objectives for the creative work?
  2. What was the strategy behind the creative work?
  3. What was the creative work?
  4. What effect did it have in the market?
  5. Explain if there were any other factors that may have impacted on the effectiveness of your campaign
  6. What was the commercial gain for your client as result of running the creative work?
  7. What do you think this case adds to our understanding of how creativity can be effective?
- Client approval letter

If your entry has previously been entered into Creative Effectiveness you will need to provide a brief synopsis that outlines the previous iteration of the entry, as the jury will not have access to previous years' papers.

## Support Material

It is highly recommended that entrants upload an appendix to support the claims in the written submission.
Entrants will not need to supply any support media or any other support materials. The original entry will be shown purely for context and it will not be considered as part of the 2018 judging criteria. It is not necessary to resupply materials as it is in the Festival archive.

## Additional Information

- All entries must be paid for and completed online at **www.dubailynx.com**. You will not need to send your submission(s) to the Dubai Lynx office.
- Entrants must use the template provided on our online entry form. We will not accept any other formats. Other formats will be returned for resubmission.
- Entrants must adhere to the word count limit of: Summary: 500 words and Written Submission: 3,000 words. Failure to do so will result in the return of your entry until it falls within the limit. It must be returned by the deadline otherwise it will not be accepted into the competition.
- ALL entries will be published in full on both the Dubai Lynx and World Advertising Research Centre (Warc Ltd.) websites, with the exception of information entered into the CONFIDENTIAL INFORMATION SECTION of the Entry Form. The organisers retain the right to publish information outside this section without prior notification.
- The Festival reserves the right to reorganise the entry format to ensure consistency, however we will not modify the content.

## Entry Review Process

All entries will be reviewed by our team. They will make checks for consistency, ensuring that claims made accurately and reflect the source data. The support and advice they provide will ensure that entry submissions are appropriately presented.

Should any issues arise during this process, entrants will be invited to amend, correct or add data to their submission to strengthen the overall paper. It is in the entrants' interest to improve their submissions as much as possible.

## Top Tips for Writing an Effectiveness Paper:

- Evidence from a third party is the most reliable and the most convincing way to demonstrate results
- Agencies and clients both have objectives from a campaign: evidence to support objectives from both parties can be the most powerful
- Referencing evidence throughout the entry and using footnotes is the clearest way to prove that the claims made are based on fact
- The jury will review entries provided in English only so we strongly advise that all evidence is also provided in this format

## FAQS

**Can I still enter if I submitted the work into Creative Effectiveness in previous years?** You are still eligible to enter as long as you demonstrate the most recent results and campaign evolution since the time of your last Creative Effectiveness entry.

**What if the work was only shortlisted? Can it still win?** Yes. Creative Effectiveness is judged with different criteria to other Dubai Lynx Awards with a 50% focus on the results and effectiveness of the campaign, 25% on strategy and 25% on the idea.

**Does the entry have to be submitted on the Entry Template?** Yes it does, for consistency for the jury.

**Do I need to supply any supporting materials?** Entrants will not need to resupply support materials, as they are in the Festival archive. The 2015-2017 material will be shown purely for context and it will not be considered as part of the 2018 judging criteria.

**Do I need to send a hard copy of the submission and appendix?** No, we have all of the necessary files electronically.

**Are graphs, charts and appendix counted towards the word count?** No, they are not.

**What is the client approval letter?** Client approval and review of the submission means that the client has approved entry of the campaign into the Dubai Lynx Award and that they have reviewed the paper and are happy for you to put it forward. Please ensure it is on the client company letter head and that the signatory includes their contact details.

# CREATIVE EFFECTIVENESS

| A. Creative Effectiveness | Materials |
|---|---|
| **A01. Creative Effectiveness**<br>Celebrating the measurable impact of creativity. Entries will need to demonstrate how creative, brand-led work drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose. | **Compulsory**<br>• Entry Document - Initial Submission (3,000 words)<br>• Client Approval Letter<br>**Optional**<br>• Digital Presentation Image JPG<br>• Appendix<br>• Entry Document (Post-Entering Dubai Lynx Review)<br>• Appendix (Post-Entering Dubai Lynx Review)<br>• Physical Support Material<br>• URL |
| **A02. Creative Effectiveness for Good new**<br>Celebrating the measurable impact of creativity with social purpose at the heart. Entrants should be a charity, non-profit organisation or government body. Entries must illustrate how charitable and non-for-profit work or a government led initiative drove tangible results and was instrumental to cultural change or integral to the achievement of brand purpose. Brands may also enter, if they can demonstrate how they worked in partnership with a charity or non-profit cause or organisation. | |
| **A03. Long-Term Creative Effectiveness new**<br>Celebrating the measurable, long-term impact of creativity. Entries will need to demonstrate how sustained brand effectiveness was achieved as part of a longer term programme or campaign. They should also highlight how the idea drove tangible business results and was instrumental to cultural change or integral to the achievement of brand purpose. | |

# DESIGN

**Celebrating visual craftsmanship. Entries will need to demonstrate how design has been used to define a brand or communicate its key messages; that is work in which a unique visual identity leads to consumer recognition or understanding.**

- A number of criteria will be considered during judging and weighted as follows: 40% idea; 30% execution; 30% impact and results.
- There is no overall limit to how many times the same piece of work can be entered into Design as long as the categories chosen are relevant. However, the same piece of work may be entered up to three times in 'D. Brand Environment & Experience Design' and 'E. Packaging Design'.

## Tips from the Jury

- 'Be honest about your case. If the whole world didn't all start sharing your idea, that's not a problem. As long as it's a good idea.'
- 'Making the complexity of the technology almost invisible to the user, helps.'
- Don't overdo things. Keep the idea, the results and the presentation simple, clear and effortless. The jury don't need to be told an idea is great. They just need to be presented with the concept in a simple way.
- 'There is merit in getting to the point as soon as possible. Setting up a story in an overly complicated way in order to then make your solution seem more important or significant than it actually was does your chances no good at all.'

**Explore the categories and requirements below:**

| A. Comprehensive Branding Programs | Materials |
|---|---|
| **Developed identity solutions across multiple brand touchpoints and media platforms. Entries should demonstrate the brand experience across a variety of the following media; e.g. packaging, print, brand collateral, digital content, environment, film content. Wherever possible please supply at least 3 actual examples of the new branding in place e.g. stationery, business cards and other literature, packaging etc. If this is not possible or practical, please supply images in JPG format.** | |
| **A01. Creation of a new Brand Identity or Rebrand / Refresh of an Existing Brand** <br> Creation of a new or rebrand / refresh of an existing Brand / Corporate Identity  for products or services. <br> **If you are entering a rebrand / refresh, please provide sufficient before/after documentation**. | **Compulsory** <br> • Digital Presentation Image JPG <br> • Mounted Presentation Image (Physical) <br> **Highly Recommended** <br> • Case Film <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |

| B. Communication Design | Materials |
|---|---|
| **Please supply a copy of the actual piece. If this is not possible or practical, please supply images (i.e. photo of the actual sample) in JPG format.** | |
| **B01. Publications & Brand Collateral**<br>Including but not limited to magazines, newspapers, brochures, articles, etc. Collection of media used to promote the brand and support the sales and marketing of a product or service. Including but not limited to press/media kits, computer games, CD, DVD, record sleeves, letterheads, business cards, etc. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film |
| **B02. Promotional Item Design**<br>Focus should be placed on the use of an item to promote and further a brand's communication, demonstrating a clear understanding of the brand's target audience. Including but not limited to clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.<br>**The products should be created for marketing purposes and distributed or sold in limited editions only. The products should be used to establish a deeper brand connection or to widen the client's target market.** | **Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B03. Self-Promotion**<br>Any type of media format designed by agencies to promote themselves. | |
| **B04. Posters**<br>Focus will be placed on the design of the poster for the use of promotion and brand communication. The item should have been created as a poster, not a concept conceived for another medium and applied to a poster format.<br>**Poster campaigns of 2+ should be entered combined into a single entry.** | |
| **B05. Books**<br>Including editorial and cover design for printed books. Please indicate in your submission whether you would like the cover or the whole book to be considered/judged.<br>**E-books should be entered in C01. Digital Design** | |

| C. Digital Design | Materials |
|---|---|
| **C01. Digital Design**<br>Focus will be placed on the execution of design to aid the function and use of the digital application, rather than the functionality. Including but not limited to websites, microsites, online publications, digital installations, etc. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| D. Brand Environment & Experience Design new | Materials |
|---|---|
| **The Brand Environment & Experience Design categories are focused on the personal experience of the brand story or message as told in space and in time. Entries should convey why the target audience find their experience remarkable, meaningful and memorable. It is highly recommended that entries in this category provide a case film to demonstrate the live experience and how it moves people in reality. Please also supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical. The same entry can be submitted up to 3 times in this section.**<br>Please include a DEMO FILM as part of the Digital Supporting Content. | |

| | Materials |
|---|---|
| **D01. Retail, Point of Sales & Consumer Touchpoints**<br>Demonstrating a new or developed design and construction of the retail space or point of sale. Consideration will be placed on the functionality to the product or service being sold, presentation of the clients brand values and ease of sale. Includes visual merchandising & retail fixtures or post purchase collateral.<br>Entries for Point of Sales & Consumer Touchpoints musts show the work within the sales environments and provide results of the effectiveness. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **D02. Live Events, Installations & Environment**<br>Live events or installations for the purpose of brand communication and brand experience. Focus will be placed on events or installations that operate within a space, rather than space itself, the object is the medium that is being judged to communicate and share a brand experience. | |
| **D03. Multichannel Experience**<br>Entries in this category should be able to demonstrate the user experience and a user journey across online and offline channels and how the experience creates a personalised offer to the customer/user. Focus will be placed on the user journey, human interface moments and the holistic brand experience across multiple touchpoints. Touchpoints may include (but are not limited to) the web, email, mobile and tablet devices, kiosks, retail touchpoints, and physical locations (such as storefronts or service centres). The jury will be looking at how the personal connections across different media are built and maintained.<br>For entries in this category we highly recommend supplying a case film and visualised customer journey maps/ diagrams to demonstrate the user journey. | |

| E. Packaging Design | Materials |
|---|---|
| **Packaging used to promote, sell or display the following items. Please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in JPG format.** | |
| **E01. Packaging Design**<br>To include all types of food packaging, such as packaging specific to retails stores and generic brands (own/private label), for fast selling consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand). | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| F. Product Design | Materials |
|---|---|
| **Product Design celebrates creativity that fuses form and function. Entries will need to demonstrate aesthetics that are inseparable from application; that is work that blurs the line between a product's beauty and utility by achieving both.**<br>**Please provide a Scale Drawing as a Digital Supporting Image.** | |
| **F01. Consumer Products**<br>Focus will be placed on design that increases brand value through functional and aesthetic resolution. Entries in the Consumer Goods category will be judged on the elements of the design that expresses appropriate brand qualities/product identity through form, function, usability, aesthetics, problem solving, production, research and manufacturability. Please note that the products must be sold within the festival's eligibility dates.**.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **F02. Well-Being, Environmental Impact & Solution**<br>Entries will be judged on how effective the solution is in solving real life problems and focus will be placed on the ergonomic functionality and day to day solutions provided through design. It's about making people's lives better through design or the design process. The entries will not be judged on their results in marketing or sales. Areas of consideration for the jury will include but are not limited to health and medical, educational, environmental / energy saving, disaster relief.<br><br>Please note – all entries submitted in this section will be judged by the scale and audience/consumer reach of the client involved. | |

| G. Design Craft | Materials |
|---|---|
| **Entries will be judged by their use of design craft as an aid in communication and experience to inform brand ethos and product messages. Focus will be placed on how the use of craft amplifies the brand or message of the campaign, rather than purely judging the craft itself.** | |

| | |
|---|---|
| **G01. Typography**<br>Best use of type as an aid to communicate the brand or its intended message.<br>Posters that feature as part of a campaign of 2+ can be combined and entered as a single entry but it will be judged as a whole and not on the individual merits of each ad. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **G02. Illustration**<br>Best use of illustration as an to aid to communicate the brand or its intended message.<br>Posters that feature as part of a campaign of 2+ can be combined and entered as a single entry but it will be judged as a whole and not on the individual merits of each ad. | |
| **G03. Logo Design**<br>Focus will be placed on the simple application of the logo or trademark to help create or refresh a company's brand or corporate identity and foster their immediate customer recognition. | |
| **G04. Sound Design**<br>Focus will be placed on the use of sound or music to enhance the user or viewers experience. Entries in this category may include but are not limited to website, videogames & apps, titles, channel idents, sound logos, environment and installation.<br>Please supply either a case film showcasing the user experience and interaction of the work, or an MP3 file. Please note that an MP3 is not required if a case film has been provided. | |
| **G05. Motion Graphics / Moving Images Design**<br>Focus will be placed on the use of animation, motion graphics to communicate the brand or its intended message. Including but not limited to channel branding, brand film, ads, product video, programme branding, graphic overlays, title sequences, projections, other video content, corporate / image film, etc. Creative application of video, moving images and digital footage to communicate the brand or its intended message. Including but not limited to channel branding, brand film, ads, product video, programme branding, graphic overlays, title sequences, projections, other video content, corporate / image film, etc. | |
| **G06. Photography / Curation of Images**<br>Creative application of photography, artwork, or other images. Entries in this category may include but are not limited to album artwork, editorial, packaging, publications, posters.<br>Please supply the video in MOV/MP4 format. | |

# DIRECT

**Celebrating response-driven and relationship-building creativity. Entries will need to demonstrate the pursuit and application of meaningful results; that is work created to directly influence ongoing consumer behaviour via a call-to-action or mechanism producing a measurable response.**

- A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times in Direct. However, the same piece of work may only be entered once in 'A. Sectors'.

## Tips from the Jury

- 'Be super clear. Who were you talking to, what was the challenge, what was the idea, and what were the results.'
- 'Make sure it's Direct. Make sure it's generating data as part of a one-to-one relationship between customer and company. '
- 'The best advice I can give is show the work. We saw lots of entries which showed a great strategy but we didn't see what the consumer saw. Let's see the ads.'

**Explore the categories and requirements below:**

| A. Sectors<br>In these categories, the jury will reward the best direct campaigns for the sector selected. The same entry can be submitted only once in this section. | Materials |
|---|---|
| **A01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Durable Consumer Goods, including Cars**<br>All clothing and accessories, furniture, consumer electronics and cars and automotive products & services. | |
| **A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A04. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |
| **A05. Financial Products & Services, Commercial Public Services, B2b Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A06. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | |
| **A07. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | |

| | |
|---|---|
| **A08. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A09. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| **B. Use of Direct**<br>Direct marketing created to generate consumer response. | **Materials** |
|---|---|
| **B01. Mailings**<br>All mailings including one dimensional mailing without samples or pop-ups, including greetings cards, invitations, change of address notices and multi-dimensional mailing with samples or pop-ups.<br>Please send physical samples for the jury to experience. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B02. Use of Ambient Media: Small Scale**<br>Non-mail and print collateral, including items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door-hangers, etc.<br>Small Scale refers to the physical size of the ambient item, not the scale of the distribution. | |
| **B03. Use of Ambient Media: Large Scale**<br>Non-traditional media, including direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums which encourage direct interaction and seek to gain a measurable response.<br>Large Scale refers to the physical size of the ambient item, not the scale of the distribution. | |
| **B04. Use of Technology** new<br>Use of technology that pushes the boundaries in a direct marketing campaign including but not limited to: digital installations (POS & Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology. Does not include prototypes of early stage tech. | |

| **C. Digital & Social**<br>Digital marketing created to generate consumer response. | **Materials** |
|---|---|
| **C01. Use of Digital Platforms**<br>Direct response websites and microsites, banners, email marketing or mobile initiatives.<br>Social media-led campaigns should be entered in C03. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **C02. Use of Mobile** new<br>Entries in this category should feature targeted communication with a clearly identifiable call-to-action or response mechanism delivered through mobile/portable devices such as mobile phones and mobile technology. | |
| **C03. Use of Social Platforms**<br>Direct Marketing campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers. | |

| D. Strategy | Materials |
|---|---|
| **Work that generated significant consumer response by following a specific direct strategy.** | **Materials** |
| **D01. Acquisitions & Retention**<br>Direct marketing initiatives driving or maintaining B2B or B2C audiences to a business or product.<br><br>**D02. Launch & Re-launch**<br>Direct Marketing campaigns created to launch or re-launch a product or service on the market. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| E. Craft | Materials |
|---|---|
| **In these categories, the jury will consider whether the craft of the work adds something to the idea and pushes the execution. This might, for example, take into account the quality of the writing and/or the skillful use of the design, as well as the customers' emotional and behavioral response to the campaign.** | **Materials** |
| **E01. Copywriting**<br>A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.<br><br>**E02. Art Direction / Design**<br>A campaign or individual communication showcasing outstanding art direction that has led to a successful and measured response.<br><br>**E03. Experience Design**<br>A campaign or individual communication showcasing outstanding design in the customer experience that has led to a successful and measured response. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| F. Campaign | Materials |
|---|---|
| **F01. Integrated Campaign Led by Direct**<br>Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by direct marketing. Entries in this category must contain different media and will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign.<br><br>**F02. Low Budget / High Impact Campaign**<br>Entries should demonstrate the success of a promotional campaign against a limited budget. Entrants must detail the total budget as well as providing information about any promotional tactics used to deliver the campaign.<br><br>**Entrants must provide details of the total budget.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

# FILM

**Celebrating creativity focused on the moving image. Entries will need to demonstrate brilliant brand storytelling intended for a screen; that is, filmed commercially-driven content created for TV, cinema, online and out-of-home experiences.**

- Criteria considered during judging will predominantly be the idea and the execution.
- Each film execution constitutes one entry.
- The same piece of work can only be entered once into Film. The exception is when there are different executions which are more than 30 seconds different in length. In this case, you may enter both executions in different categories, but each execution constitutes one entry. Please give your executions unique titles.
- You may enter a 'Campaign of Executions' in sections A. TV & Cinema, B. Online Film, C. Other Film Content
- 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.

## Tips from the Jury

- 'If your ad is not in English, make sure you are happy that the subtlety of the copywriting is not hindered by the translation and its subtitling.'
- 'Gold winning work must have exceptional execution as well as a brilliant creative idea — editing, sound, script, casting — the execution is as important as the idea.'

**Explore the categories and requirements below:**

| A. TV / Cinema Film<br>**Films designed and aired on TV or in cinemas. The maximum length of a film entry in these categories is 180 seconds.** | Materials |
|---|---|
| **A01. Food**<br>All foods. | **Compulsory**<br>• Film (3min limit)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Drinks**<br>All drinks. | |
| **A03. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including toiletries and cleaning products, and excluding food and drinks. | |
| **A04. Durable Consumer Goods**<br>All clothing and accessories, furniture and consumer electronics. | |
| **A05. Cars & Automotive Products & Services**<br>All vehicles and related products and services, including petrol stations, breakdown and car hire services. | |
| **A06. Retail, e-Commerce, Restaurants & Fast Food Chains**<br>All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A07. Travel, Transport & Leisure**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. | |
| **A08. Media & Publications**<br>All media and publications including videogames, streaming services, music, TV and radio stations. | |

| | |
|---|---|
| **A09. Financial Products & Services**<br>All financial products and services including insurance. | **Compulsory**<br>• Film (3min limit)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A10. B2B Products & Services**<br>All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A11. Commercial Public Services**<br>All commercial public services including telecommunications, private healthcare and private education. | |
| **A12. Corporate Image & Sponsorship**<br>All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | |
| **A13. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | |
| **A14. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military. | |
| **A15. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| **B. Online Film**<br>Standard format advertising films which aired only online including pre-roll adverts. | **Materials** |
|---|---|
| **B01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• Film<br>• URL<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **B02. Durable Consumer Goods, including Cars**<br>All clothing and accessories, furniture, consumer electronics and cars and automotive products & services. | |
| **B03. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **B04. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |
| **B05. Financial Products & Services, Commercial Public Services, B2B Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |

| **B06. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | **Compulsory**<br>• Film<br>• URL<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
|---|---|
| **B07. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | |
| **B08. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military. | |
| **B09. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| **C. Other Film Content** | **Materials** |
|---|---|
| **C01. Viral Film**<br>Films created with the primary intention of being shared and/or user-distributed online. | **Compulsory**<br>• Film<br>• URL<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **C02. Branded Content & Entertainment Film**<br>Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films or music videos. The brand does not necessarily have to be revealed in the film. Please blur out all credits. | **Compulsory**<br>• Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **C03. Screens & Events**<br>Films aired on screens other than TV, cinema or the internet. | |

| **D. Use of Film** | **Materials** |
|---|---|
| **D01. Use of Film**<br>Innovative use of the film medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the film content. | **Compulsory**<br>• Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

# FILM CRAFT

**Celebrating onscreen artistry. Entries will need to demonstrate exceptional filmmaking; that is work in which technical skill and production prowess elevates an idea or dramatically enhances its execution.**

• There is no overall limit to how many times the same piece of work can be entered into Film Craft.
• You may enter a 'Campaign of Executions' in any section.

## Tips from the Jury

• 'In the categories that offer it, make use of the Demo Film — then we can all understand the work you've done — for example, in visual effects — we need to have a good idea what visual effects are added.'
• 'Be smart about where you enter - choose the craft discipline(s) that are truly strongest in each individual piece of work you enter.'
• 'To win Gold you have to lift an excellent idea into something that is a truly exceptional execution of the craft discipline.'

**Explore the categories and requirements below:**

| A. Film Craft | Materials |
|---|---|
| **A01. Direction** <br> The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director's vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life. | **Compulsory** <br> • Film <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |
| **A02. Script** <br> Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution. <br> **You are required to provide a written English translation of the script as part of your submission.** | |
| **A03. Casting** <br> The vision and achievement of the casting. This category includes the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. The entry form requires you to provide a description of the casting process and any significant information about that cast. <br> **It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the casting process in addition to the film as it aired.** | |
| **A04. Production Design / Art Direction** <br> The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components. | |
| **A05. Cinematography** <br> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. | |
| **A06. Editing** <br> The technical and creative success of the edit. All aspects of the film's edit will be considered, including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall story-telling. The jury will respond to innovation and flair in the editing decisions, and think about the part that the edit has played in the success of the final execution. | |

**A07. Use of Original Music**
The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of a track itself will be considered, along with its contribution to aims of the piece as a whole.

**A08. Use of Licensed or Adapted Music**
The selection of licensed or adapted music within film advertising. The way a track supports the script idea, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.

**A09. Sound Design**
The creative use of Sound Design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.

**A10. Animation**
The use and aesthetic of animation in film advertising. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. You are required to provide supporting information to give the jury a clear understanding of animation methods used in the production process.
**It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the animation process in addition to the film as it aired.**

**A11. Visual Effects**
The creation of film environments and other visual effects. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage. You are required to provide supporting information to give the jury a clear understanding of visual effects created in the production process.
**It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showing offline edit, pre-effects, for comparison in addition to the film as it aired.**

**A12. Achievement in Production**
The overall success of a film advertisement, assessed within the context of its individual ambitions and challenges. You are required to include a detailed description of the production process, including how the production team made best use of resources available to them, to achieve the final execution. The jury will find information on the following areas useful to their understanding: scale of production, budget constraints, technical issues, challenges faced during the production process and how elements of the filmmaking process were used to fulfil the ambitions of the brief.
**It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the production process e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.**

**Compulsory**
• Film
**Optional**
• Awards Show Film
• Digital Supporting Images JPG
• Digital Supporting Content
• Physical Support Material
• URL

# HEALTHCARE NEW

**Celebrating creativity found in consumer healthcare as well as the more highly regulated pharmaceutical industry. For consumer healthcare, entries will need to demonstrate an inspired approach to exceptionally engaging work which publically educates, promotes non-prescription products, allows self-diagnosis or facilitates pro-active personal care.**

**Pharma entries will need to demonstrate ideas that inform and engage health practitioners, patients and targeted consumers; that is work that brings science and innovation to life, facilitating diagnosis, prescription, disease mitigation or illness management.**

## Tips from the Jury

- 'If you have an entry that you think it would help for the jury to touch, hold, play with, interact with — make sure you send in the physical piece.'
- 'The best case studies go to the heart of the problem quickly, followed by concise informative answer delivered in a creative manner.'
- 'The work is judged on a number of criteria, but for me, it was about finding the work that was highly original and unique and clearly offered a dynamic solution for the client, and with a market impact.'

**Explore the categories and requirements below:**

## A. Health & Wellbeing: Consumer Products
**Campaigns that are aimed at consumers for products that do not require prescriptions but provide a meaningful health benefit.**

**A01. OTC Oral Medicines**
Non-prescription drugs, OTC medicines & tablets, digestive health.

**A02. OTC Applications**
Non-prescription Insect repellents, skin remedies (non-cosmetic), corn treatments, wart & verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.

**A03. OTC Products/Devices**
Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, hearing aids, pregnancy tests, fertility testing kits/products, TENS machines, thermometers, drug free pain relief, other health and wellness products.

**A04. Nutraceuticals**
Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.

**A05. Health & Wellness Tech**
Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.

## B. Health & Wellbeing: Education & Awareness

**B01. Brand led Education & Awareness**
Brand/Client sponsored messages to promote health awareness such as anti-smoking, dietary information, health and hygiene information, viral disease, cardio-vascular care, exercise and wellbeing.

**B02.Public Education & Awareness**
Government or pro-bono led messages to promote health awareness such as anti-smoking, dietary information, health and hygiene information, viral disease, cardio-vascular care, exercise and wellbeing.

**B03. Fundraising & Advocacy**
Health and Wellness charity and institutions fundraising, patient advocacy (to non-healthcare professionals), disease and condition advocacy, treatment literature, blood and organ donations, volunteers. It must be shown clearly that this is for the attention of consumers.

## C. Health & Wellbeing: Services and Corporate Communications

**C01. Corporate Image & Communication**
Corporate image campaigns for health & wellness products, companies, producers, clinics, hospitals, retail and facilities.

**C02. Services & Facilities**
Hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians & gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms, fitness & yoga studios.
**Please note communication should be directly promoting the facilities, corporate image campaigns should be entered into C01. Corporate Image.**

**C03. Insurance**
Medical insurance and financial plans.

## D. Health & Wellbeing: Animal Health

**D01. Animal Health**
Pet and other consumer animal products that show a meaningful health benefit, veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.

## E . Pharma
**Creative communications from pharmaceutical clients and services working within this highly regulated industry.**

**E01. Prescription – Communication to Healthcare Professionals**
Campaigns for prescription-only medicines and biologics, aimed directly at healthcare professionals.

**E02. Prescription – Communication to Non-Healthcare Professionals**
Campaigns for prescription-only medicines and biologics, aimed directly at the patient or consumer.

**E03. Devices & Diagnostics**
Communication promoting any instrument, apparatus, implant or other related product used to diagnose, prevent, manage or treat medical conditions.
**Please note that entries in this product group will be judged on the communication to promote or sell the device or diagnostic tool, not the device itself.**

**E04. Education & Services - Communications to Healthcare Professionals**
Awareness and education campaigns about the diagnosis and/or treatment of a disease or condition, hospitals, practices and clinic employment opportunities, professional insurance, professional services, career advancement, corporate communications for the healthcare industry, internal communication (including employee communication), client literature, professional online communities. It must be shown clearly that this is for the attention of healthcare professionals.

**E05. Education & Services aimed at Non-Healthcare Professionals**
Awareness and education campaigns, self-promotion, corporate image, patient adherence, treatment literature, unbranded advertising from Pharma clients. It must be shown clearly that this is for the attention of non-healthcare professionals.

**E06. Other**
All other pharmaceutical products targeted towards Healthcare professionals.

# MEDIUMS

| Branded Content & Entertainment | Materials |
|---|---|
| **Branded Content & Entertainment: Digital & Social**<br>Digital work that communicates a brand or product. To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **Branded Content & Entertainment: Film, TV and Online Film Content**<br>Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films. Entries can include original content or natural integration of a brand into existing formats. | **Compulsory**<br>• Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **Branded Content & Entertainment: Live Experience**<br>Original live content where the brand is creatively positioned using: original events and shows, installations, festivals. | **Compulsory**<br>• Digital Presentation Image<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| Digital | Materials |
|---|---|
| **Digital**<br>Creative work which encompasses branded online, digital, and technological communication. Content to include, but not restricted to websites, microsites and banners, social media (including video sharing sites and apps), games, interactive learning platforms, email advertising, digital stunts, e-detailing, interactive sales aids. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

## Digital Craft | Materials

**Digital Craft**
The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.

**Compulsory**
- Digital Presentation Image JPG
- URL

**Highly Recommended**
- Case Film

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material

## Direct and Promo & Activation | Materials

**Direct and Promo & Activation**
Targeted direct or promotional communication, designed with the intention of entering into a dialogue with the respondent and to generate response or specific action whilst building and prolonging relationships OR activity designed to create immediate activation and/or offer for the sale of a product or service.

Content to include, but not restricted to; flat and dimensional mailing, ambient/alternative media, digital media (including social media), product launch and re-launches, broadcasts, print and outdoor media, eDetailing, audio including radio, downloadable content and streaming content, patient brochures, patient starter kits, sales aids, promotional branding, promotional packaging, brand creation.

**Compulsory**
- Digital Presentation Image JPG
- Mounted Presentation Image (Physical)

**Highly Recommended**
- Case Film

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material
- URL

## Film | Materials

**Film: Cinema, TV and Digital Film Content**
Product/brand commercials and other content intended for transmissions aired on television or cinema, online, mobile, point of sale and other digital screens.

**Compulsory**
- Film

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material
- URL

| Film Craft | Materials |
|---|---|
| **Content judged on the quality and aesthetic of the filmmaking process.** | |
| **Film Craft: Animation / Visual Effects**<br>The use and aesthetic of animation and the creation of film environments and other visual effects. All types of animation, including cell, stop-motion, graphic, and silhouette and computer animation in 2D or 3D will be accepted. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage. | **Compulsory**<br>• Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **Film Craft: Art Direction / Production Design**<br>The aesthetic of the Production Design/Art Direction.<br>This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components. | |
| **Film Craft: Cinematography**<br>The quality and effect of the cinematography.<br>The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. | |
| **Film Craft: Direction**<br>The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director's vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life. | |
| **Film Craft: Script**<br>The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution. | |
| **Film Craft: Use of Music / Sound Design**<br>The impact and success of original/licensed music and/or the creative use of sound design within film advertising. | |

| Integrated | Materials |
|---|---|
| **Integrated**<br>Creative work spread across three or more different media<br>All entries must relate to one single campaign. Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| Mobile | Materials |
|---|---|
| **Mobile**<br>Creative work which lives on, or is activated by, digital or mobile devices, apps or mobile sites. Content to include, but not restricted to, mobile websites/applications, social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| Outdoor | Materials |
|---|---|
| **Standard Outdoor**<br>Content intended for billboards, posters, bus stops, in store posters, point of sale. | **Compulsory**<br>• Digital Proof JPG<br>• Unmounted Proof (Physical)<br>• Mounted Proof (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **Ambient Outdoor**<br>Content intended for out of home advertising including, but not restricted to:<br>Small scale solutions, special build, digital outdoor solutions, signage, transit solutions, installations, banners, display items, guerrilla.<br>Content generated specifically for conference/meetings/educational gatherings including conference stands, product launches, sales conference materials, sales force education<br>**It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Unmounted Presentation Image (Physical)<br>• Mounted Presentation Image (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| PR | Materials |
|---|---|
| **PR**<br>Creative work involved with reputation management by the building and preservation of trust and understanding between individuals, businesses or organisations and their publics. Content to include, but not restricted to, digital PR, social media, live events, stunts, celebrity endorsement, launch or re-launch, media relations, corporate responsibility, crisis & issue management, corporate image, disease awareness, brand development, ethics. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| Print | Materials |
|---|---|
| **Standard Print**<br>Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts. | **Compulsory**<br>• Digital Proof JPG<br>• Unmounted Proof (Physical)<br>• Mounted Proof (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **Print Collateral**<br>Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Unmounted Presentation Image (Physical)<br>• Mounted Presentation Image (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

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| Print & Outdoor Craft | Materials |
|---|---|
| **Print & Outdoor Craft: Art Direction** <br> **Print & Outdoor Craft: Copywriting** <br> **Print & Outdoor Craft: Illustration** <br> **Print & Outdoor Craft: Photography** <br> **Print & Outdoor Craft: Use of Arabic Script / Calligraphy** | **Compulsory** <br> • Digital Proof JPG <br> • Unmounted Proof (Physical) <br> • Mounted Proof (Physical) <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |

| Radio & Audio <br> If you have an English translation MP3 please upload it as part of Digital Supporting Content as it will be played during judging. | Materials |
|---|---|
| **Radio & Audio** <br> Content intended for radio, streaming audio content and downloadable audio content | **Compulsory** <br> • MP3 Original Version <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |

| Radio Craft <br> If you have an English translation MP3 please upload it as part of Digital Supporting Content as it will be played during judging. | Materials |
|---|---|
| **Radio Craft: Script** <br> Recognises the ability of script to creatively transform a brand idea or message into an audio context, which enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script). <br><br> **Radio Craft: Use of Music / Sound Design** <br> Content judged on the quality and aesthetic of the audio making process. | **Compulsory** <br> • MP3 Original Version <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |

| Use of Technology | Materials |
|---|---|
| **Use of Technology**<br>Celebrating the use and innovation of existing or new technology that has been utilised or harnessed to enhance a brand, message or service. To include branded tech, wearable hardware and software, data visualisation, digital demonstrations, creative and innovative use of data, digital services or tools that creates brand value between the product and consumer and enhances the users lifestyle or behaviour. Please note entries will not be judged on the technology itself but on how the technology is used to create a positive impact on the brand, product or service. | **Compulsory**<br>• Digital Presentation Image<br>**Hihgly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• URL |

# INNOVATION

**Celebrating pioneering technological creativity and problem solving. Standalone technological solutions including tools, products, models, platforms and other forms of ad tech will also be recognised, as well as creative campaigns utilising new tech.**

- Technology entered must be at prototype/pre-production stage. Pre-development ideas/concepts are not eligible.
- Entrants must be in a position to fully demonstrate the technology.
- The same piece of work can only be entered once into Innovation.
- Shortlisted entrants will be required to present their work live to the jury at Dubai Lynx.

## Tips from the Jury

- 'Don't just repackage someone else's creation, prove that you have added value to an innovation.'
- 'Demo. Demo. Demo. Ways in which this innovation met an audience and/or a brand need (a need that the agency has helped to define).'
- (For shortlisted entrants) Don't worry about being nervous. The jury wants you to succeed and good ideas shine through however used to presenting you are (or aren't).

**Explore the categories and requirements below:**

| A. Innovation<br>Please provide a case film with some key visuals – video, still images or any other appropriate footage to best explain the innovation with a simple, clear commentary in English. It must include a clear demonstration of the technology, workings and processes. | Materials |
| --- | --- |
| **A01. Innovative Technology**<br>Including standalone, technological solutions not in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this section is non-brand-aligned, breakthrough technology or solutions that promote new methods and advancement in creative communication. Awards may also be awarded to technological innovation that may have the potential to enhance or drive a creative communications initiative or brand message. The innovative technology entered must have a proof of concept or be at prototype/pre-production stage. Pre-development ideas/concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. The Innovative Technology category will also recognise data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions or other forms of ad tech that promote innovation in marketing communication. | **Compulsory**<br>• Digital Presentation Image JPG<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Creative Innovation**<br>Including business and technological solutions in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this category is brand-aligned, breakthrough ideas, revolutionary technology, and forward-thinking methods that are rooted in finding solutions to brand problems. Entries in the Creative Innovation category must clearly demonstrate how breakthrough innovations (which may include technological solutions) have allowed brands to communicate with their customers in a new way. Entrants must be able to demonstrate how the use of breakthrough innovation sits at the core of the brand communication. Typical entries may be concerned with, but not limited to: - Innovations that have helped solve a business issue for brand marketers. This could be a new product development idea, technology, or an enhancement of a current brand proposition. Entries may demonstrate the ability to work beyond campaign-able ideas in order to fundamentally advance a client's business. - How the use of ground-breaking Innovation has been produced or developed in order to propel a brand forward. | |

# INTEGRATED

**Celebrating creative integrated campaigns. Entries will need to demonstrate holistic excellence; that is, work that has been executed across multiple media, incorporating an idea into diverse environments such that it is enriched by each.**

## Tips from the Jury

- 'Be pithy and to the point.'
- 'I would recommend that the potential entrants watch the winning awards from last year in the categories they intend to enter.'

| A. Integrated<br>**The definition of Integrated for the purpose of Dubai Lynx is a fully integrated campaign executed across multiple platforms.** | Materials |
|---|---|
| **A01. Integrated**<br>Celebrating campaigns that use multiple media platforms. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and should demonstrate how the different media complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose. | **Compulsory**<br>• Digital Presentation Image JPG<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

# INTERACTIVE

**Celebrating creativity which is experienced digitally. Entries will need to demonstrate an idea indigenous to, or enhanced by, the digital environment; that is work originating from online platforms and innovatively utilising associated technologies to deliver a brand message.**

- Criteria considered during judging will predominantly be the idea, execution and results.
- There is no overall limit to how many times the same piece of work can be entered into Interactive as long as the categories chosen are relevant. However, the same piece of work may be entered up to three times into 'E. Social'.
- You may enter a 'Campaign of Executions' in section D. Online Video only.

## Tips from the Jury

- Make sure the technology works for the jury. Make sure it is not just a good idea, but crafted and made to work effortlessly. Making the complexity of the technology almost invisible to the user also helps. '

**Explore the categories and requirements below:**

| A. Web Campaign<br>Online-only campaigns that consist of at least 2 web executions i.e. 1 website, 1 online video, 1 social post, etc. If you would like to submit a single website/microsite, please see B. Web Platforms. | Materials |
|---|---|
| **A01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **A02. Durable Consumer Goods, including Cars**<br>All clothing and accessories, furniture, consumer electronics and cars and automotive products & services. | |
| **A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A04. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |
| **A05. Financial Products & Services, Commercial Public Services, B2B Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A06. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | |
| **A07. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | |

| A08. Public Sector<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
|---|---|
| **A09. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| **B. Web Platform**<br>Single executions including microsites. | **Materials** |
|---|---|
| **B01. Website**<br>Long-term site destinations for a brand, product or service (i.e. AudiUSA.com, CNN.com, etc.). | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **B02. Microsite**<br>Creative short-term campaign sites made specifically to support a branded campaign. | |
| **B03. Web Service / App**<br>Client-server software applications and services provided to a target audience to improve their experience and engagement with a brand.<br>**Mobile Apps should be entered into Mobile Awards, B02. Mobile Apps** | |

| **C. Online Ad**<br>Single executions of paid online desktop display advertising. | **Materials** |
|---|---|
| **C01. Online Ad**<br>Single executions of paid online desktop display advertising, including web banners and native advertising.<br>**A campaign of executions should be submitted under: A. Web Campaign.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| D. Online Video | Materials |
|---|---|
| **The online context and audience engagement strategy will specifically be considered by the jury. Entries in this section must have been commissioned and exclusively created for online execution.** | |

| D. Online Video | Materials |
|---|---|
| **D01. Social Video**<br>Online videos specifically created for online social platforms that are intended for widespread sharing. | **Compulsory**<br>• URL<br>• Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **D02. Interactive Video**<br>Online videos in which interactivity is core to the idea: conversational, customisable, narrative, or explorative. | |
| **D03. Webisodes / Series**<br>A series of online videos.<br>**Each episode must be submitted and paid for individually, and min. 2 episodes must be entered.** | |
| **D04. Brand / Product Video**<br>One-off videos, product demonstrations, tutorials, brand videos, etc. intended for a niche audience. | |

| E. Social | Materials |
|---|---|
| **Work with social thinking at its core, where levels of engagement, social reach and the creative use of social networks result in a successful commercial effect. Creative solutions that utilise social components / activity as a secondary element should not be entered. The same entry can be submitted up to 3 times in this section.** | |
| **E01. Social Business & Commerce**<br>Creative social activity that utilises the power of an online community to impact business objectives and/or to enhance relationships with a brand, community or consumers.<br>This may include content, operations, intelligence, resourcing, bartering, sales, product development and other aspects of the value chain that may or may not rely on monetary exchange or payment. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **E02. Social Purpose**<br>Social initiatives designed to engage consumers through authentic, meaningful experiences with clear proof of impact. Entries should harness the core values and culture of the brand, product or service through focus on a wider social purpose. These can also include, but is not limited to, not-for-profit social responsibility initiatives. | |
| **E03. Innovative Use of Social or Community**<br>Creative utilisation or interpretation of existing or emerging social platform(s) and/or social activity. Levels of engagement, social reach and the creative strategy will all be considered. | |
| **E04. Influencer / Talent**<br>Social initiatives or executions that utilise a celebrity, social ambassador, or social influencer in order to engage with a specific audience. | |

| | Materials |
|---|---|
| **E05. Co-Creation & User Generated Content**<br>Social based activity designed to engage with a community/fans and encourage them to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.<br><br>**E06. Real-Time Response new**<br>Targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which may prompts social sharing and engagement. Targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which may prompts social sharing and engagement.<br><br>**E07. Community Building / Management new**<br>Social activity that is designed to engage, build or maintain an online social community. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-non active users will all be considered.<br><br>**E08. Use of Social Data & Insight new**<br>The creative interpretation of social data in order to target, engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of data/analytics and associated targeting methods will also be considered. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| F. Branded Games | Materials |
|---|---|
| **F01. Branded Games**<br>Games specifically created for a brand (games that have not been specifically made for a brand will not be accepted.) | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| G. Branded Tech<br>**Branded technology or digital solutions that have been utilised or harnessed in order to enhance a brand.**<br>Please note: if your submission is a Mobile/Tablet app, please see Mobile categories | Materials |
|---|---|
| **G01. Branded Tech Online**<br>Branded technology or digital solutions that have been utilised or harnessed in order to enhance a brand,  including digital products, utilities and tools.<br>Please provide scale drawing as part of Digital Supporting Content.<br><br>**G02. Branded Tech Offline**<br>Branded technology or digital solutions that have been utilised or harnessed in order to enhance a brand, including digital Installation/exhibitions.<br>Please provide scale drawing as part of Digital Supporting Content. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| H. Integrated | Materials |
|---|---|
| **H01. Integrated Multi-Platform Campaign (Online & Offline)**<br>Multiple online and offline executions. One of the elements can be offline providing that it either drives or is inherently necessary to the overall execution of the campaign.<br><br>**H02. Cross-device Campaign new**<br>Campaigns using or adapted to multiple devices (minimum 2 devices). One of the elements can be mobile providing that it either drives or is inherently necessary to the overall execution of the campaign. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

| I. Craft | Materials |
|---|---|
| **I01. User Experience (UX)**<br>Design practice focused on the emotional and behavioural response to a digital product or service created through relevant, seamless and consistent user experience at every point of interaction; with particular focus on the overall support, structure and usability.<br><br>**I02. Overall Aesthetic Design**<br>The overall achievement in aesthetic composition and fluidity of graphic design for a digital product or service.<br><br>**I03. Storytelling**<br>Creation of content that develops the identity of, or embodies the relevant brand. Successful brand stories will utilise digital platforms in order to inspire and drive meaningful consumer engagement.<br><br>**I04. Innovative Use of Technology**<br>The inventive use of an existing or new digital technology in order to enhance the user experience and/or brand communication. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |

# MEDIA

**Celebrating the context of creativity. Entries will need to demonstrate an inspiring and innovative implementation of ideas; that is work which is enhanced and amplified by a game-changing channel strategy.**

- A number of criteria will be considered during judging and weighted as follows: 30% insight and idea, 20% strategy and targeting; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times into Media. However, the same piece of work may only be entered once in 'A. Sectors'.

## Tips from the Jury

- 'Nothing sells your entry like a strong video tailored to the unique attributes of the category.'
- 'Craft a simple story for your entry that focuses on the key elements and milestones and don't forget to include actual business results.'
- 'It's less about video quality or slickness of the story and more so about getting the main point across in that 2 minute window clearly and powerfully.'

**Explore the categories and requirements below:**

| A. Sectors<br>**In these categories, the jury will reward the best media campaign for the product and service selected. The same entry can be submitted only once in this section.** | Materials |
|---|---|
| **A01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Durable Consumer Goods, including Cars**<br>All clothing and accessories, furniture, consumer electronics and cars and automotive products & services. | |
| **A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A04. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |
| **A05.Financial Products & Services, Commercial Public Services, B2B Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A06. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | |
| **A07. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | |

| | |
|---|---|
| **A08. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military.<br><br>**A09. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| **B. Channels**<br>**Work in these categories will be judged specifically on creativity and innovation within a channel. E.g. - a campaign entered into Use of Print will be judged on its specific use of the print as a medium, regardless of the product/service advertised.** | **Materials** |
|---|---|
| **B01. Use of Screens**<br>Including cinema, television, in-flight, showroom, exhibition and outdoor screens. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B02. Use of Audio Platforms**<br>Including radio, podcasts and other audio technology. | |
| **B03. Use of Print**<br>Including newspapers, magazines and inserts. | |
| **B04. Use of Outdoor**<br>Traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space. | |
| **B05. Use of Ambient Media: Small Scale**<br>Including items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers, etc.<br>**'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.** | |
| **B06. Use of Ambient Media: Large Scale**<br>Including supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations of exterior locations, signage, buildings or street furniture, etc.<br>**'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.** | |
| **B07. Use of Events**<br>Including live shows, festivals, concerts, sporting events, event sponsorship etc.<br>**The same entry can only be entered into either B07 or B08. It cannot be entered into both.** | |
| **B08. Use of Stunts**<br>Including guerrilla marketing, large and small scale stunts, one off experiential events, etc.<br>**The same entry can only be entered into either B07 or B08. It cannot be entered into both.** | |
| **B09. Use of Digital Platforms**<br>Online platforms or associated technologies and harnessing digital environment in a media campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging.<br>**Social media-led campaigns should be entered in B11. Use of Social Platforms.** | |

| | Materials |
|---|---|
| **B10. Use of Mobile new**<br>Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, QR codes, etc.<br><br>**B11. Use of Social Platforms**<br>Media campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with consumers.<br>**Work entered in this category should be primarily social media-led.**<br><br>**B12. Use of Technology**<br>Use of existing or new technology to execute or support a media campaign including, but not limited to, artificial intelligence, augmented and virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early stage tech. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| C. Branded Content & Entertainment | Materials |
|---|---|
| **C. Branded Content & Entertainment**<br>**In these categories, your entry will be judged on how successfully the content (TV sponsorship, video, native advertising, digital content, etc.) was used to engage the consumers and deliver measurable results (including incremental reach, viral effect, earned media). Entries will not be judged on the content itself, but the role of media in creating, leveraging, and amplifying the content.** | |
| **C01. Use of Brand or Product Integration into a Programme or Platform**<br>Including film, TV, mini-series, web series, music video, online/digital, sponsorship, etc.<br><br>**C02. Use of Co-Creation & User Generated Content**<br>Use/placement of content generated by engagement with an audience who have contributed to, or collaborated with, a brand initiative. Content must have been used as part of a broader branded platform.<br><br>**C03. Use of Branded Content Created for Digital or Social Media**<br>Including branded social media, websites, microsites, mobile applications, games, native advertising etc. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| D. Data | Materials |
|---|---|
| **D01. Use of Data in a Media Campaign new**<br>Entries in this category must demonstrate how a media campaign was enhanced or driven by data. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| E. Campaign | Materials |
|---|---|
| **E01. Use of Integrated Media**<br>Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different mediums complement and build on each other to communicate the brand's message.<br>**Entries in this category MUST show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor).** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| F. Excellence in Media | Materials |
|---|---|
| **F01. Excellence in Media Insights & Strategy** new<br>Entries in this category will be judged on how successfully a media campaign succeeded in unlocking insights into consumer behaviour and understanding their needs in order to develop a customized media strategy that is in line with a client's specific business objectives, marketing goals and overall brand's positioning. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **F02. Excellence in Media Planning** new<br>Entries in this category will be judged on how successfully media platforms were sourced and selected to deliver a brand's message. Entrants should detail reach, penetration and frequency of the message to generate the desired response. | |
| **F03. Excellence in Media Execution** new<br>Entrants should demonstrate how the media thinking and skilful negotiations with the media owners allowed to execute the campaign across selected channels and to achieve business goals. Consideration will be given to the buying of media as part of brand storytelling and to the creative delivery. | |

# MOBILE

**Celebrating device-driven creativity. Entries will need to demonstrate performance in portable platforms; that is work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.**

- Criteria considered during judging includes: idea; execution; platform relevance; impact and results.
- There is no overall limit to how many times the same piece of work can be entered into Mobile as long as the categories chosen are relevant.

## Tips from the Jury

- 'Ask yourself this question when looking at the work: "Without mobile technology and behaviours, could this idea still work?" This is really good way of filtering what to enter where. Weirdly some agencies entered whole campaigns without showing how the idea worked in mobile.'
- 'The video can show your idea but we want to actually test the apps and wearables so send them in.'
- 'The best entries solved real world problems, pairing utility with joy of use and illustrated them in the case films. The app experience itself was the clincher. I would say both the film and the app experience together delivered the complete package.'

**Explore the categories and requirements below:**

| A. Technology<br>The creative application of mobile technology to enrich a brand, product or service. | Materials |
|---|---|
| **A01. Activation by Location or Proximity**<br>Use of geolocation technology (including GPS and other macro-scale technologies) to activate the mobile campaign or experience. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **A02. Augmented Mobile Experience & VR**<br>Use of augmented reality, mixed reality, visual search, image recognition, including image and object recognition technology, trigger markers such as QR codes, barcodes, etc. as well as use of mobile based virtual reality technology to immerse a user within an experience. | |
| **A03. Networked / Connected Mobile Technology**<br>Networked screens in connection with a mobile device (including second screen experiences, Smart TV and cinema screen integration, networked digital billboard games etc.) | |
| **A04. Innovative Technology & Wearables**<br>The creative application of innovative technology; truly innovative use of mobile device native features (not covered above e.g. touchscreen, accelerometer, speaker, vibration etc.) for a purpose that they were not originally intended for, in a new and novel way. | |

| B. Use of Mobile | Materials |
|---|---|
| **B01. Mobile Websites**<br>Mobile / tablet / phablet specific websites or unique layout based on responsive design, fully fluid or with mobile specific breakpoint. Please highlight what, if any, mobile specific interface paradigms are introduced to make it uniquely mobile. | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **B02. Mobile Apps**<br>Any application (native, hybrid, web based or pre-installed) for a mobile device (smartphones, tablets etc.) or Smart TV that can be accessed via the web or downloaded from app stores and other mobile software distribution platforms. | |
| **B03. Social for Mobile**<br>Mobile first executions or campaigns with people and social thinking at the core. The jury will consider levels of engagement, social reach, activation/attribution, demand generation and the creative use of social networks / activity in meeting set objectives. | |
| **B04. Mobile Games**<br>Brand related games designed for and played on a mobile phone, smart phone, tablet, Smart TV or any other mobile device. | |
| **B05. Mobile Advertising**<br>Mobile banners, interstitials and other rich media designed for and played on a mobile phone, smartphone, tablet or any other mobile device. Please show how the ad was originally displayed on the mobile device to the user. | |

| C. Campaign<br>**Mobile first campaigns and communication (not one-off executions) to enrich a brand, product or service.** | Materials |
|---|---|
| **C01. Integrated Mobile Campaigns**<br>Campaigns that utilise mobile technology and other media. Show how the mobile component of the campaign interacted with other media platforms (such as TV, in-store omni-channel experiences, press, outdoor, web, etc.). | **Compulsory**<br>• Digital Presentation Image JPG<br>• URL<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material |
| **C02. Cross Device Campaign** new<br>Campaigns that utilise connected/ networked mobile devices e.g. communication which follows the user from one screen to another, campaigns which link various mobile devices etc. Minimum of 2 devices. | |
| **C03. Messaging Campaign** new<br>Campaigns that employ messaging platforms including, but not limited to, instant messaging, push notifications (including iBeacon and similar technology), video messaging, photo sharing, SMS etc. | |

# OUTDOOR

**Celebrating creativity experienced out of home. Entries will need to demonstrate ideas that engage in-the-field; that is work which leverages public spaces to communicate a message or immerse consumers in a brand experience.**

Criteria considered during judging will predominantly be the idea and the execution.

The limits to how many times the same piece of work can be entered are defined by the medium:

- Classic Sheet Posters can only be entered into: A. Billboards & Street Posters, B. Indoor Posters.
- Digital Posters can be entered into: C. Digital Outdoor and D03. Use of Digital Outdoor.
- Adapted Posters can only be entered into: D01. Use of Adapted Billboards/Posters.
- Ambient Outdoor work can only be entered into: E. Ambient, C04. Ambient use of Digital Technology, C05. Ambient Experiential & Immersive Digital and D02. Use of Ambient Outdoor.
- You may enter a 'Campaign of Executions' in sections 'A. Billboards & Street Posters' and 'B. Indoor Posters' only.

## Tips from the Jury

- 'Good presentation images are straight to the point, complete with translations and cultural explanations.'
- 'Don't "over-tell" the idea. A great idea needs little explanation. Provide enough context and allow the idea to sell itself. '
- 'If your idea caused a hype in your country, never take it for granted that everybody in an international jury knows that.'
- Ensure you have explained specifically why your entry is an outdoor activation.'

**Explore the categories and requirements below:**

| A. Billboards & Street Posters<br>**Classic sheet posters made for outdoor and standard transit spaces. The same entry can be submitted only once in this section.** | Materials |
|---|---|
| **A01. Food**<br>All foods. | **Compulsory**<br>• Digital Proof Image JPG<br>• Unmounted Proof (Physical)<br>• Mounted Proof (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Drinks**<br>All drinks. | |
| **A03. Fast Moving Consumer Goods**<br>All fast moving consumer goods, toiletries and cleaning products. | |
| **A04. Durable Consumer Goods**<br>All clothing and accessories, furniture and consumer electronics. | |
| **A05. Cars & Automotive Products & Services**<br>All vehicles and related products and services, including petrol stations, breakdown and car hire services. | |
| **A06. Retail, e-Commerce, Restaurants & Fast Food Chains**<br>All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A07. Travel, Transport & Leisure**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. | |
| **A08. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |

**A09. Financial Products & Services**
All financial products and services, including insurance.

**A10. B2B Products & Services**
All business-to-business products and services, including advertising agencies, courier services and stationery.

**A11. Commercial Public Services**
All commercial public services including telecommunications, private healthcare and private education.

**A12. Corporate Image & Sponsorship**
All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.

**A13. Corporate Social Responsibility**
All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.

**A14. Public Sector**
Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military.

**A15. Charities & Non-profit**
Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.

**Compulsory**
- Digital Proof Image JPG
- Unmounted Proof (Physical)
- Mounted Proof (Physical)

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material
- URL

| B. Indoor Posters | Materials |
|---|---|
| Classic sheet posters made for indoor public spaces i.e. supermarkets. The same entry can be submitted only once in this section. | |

**B01. Food**
All foods.

**B02. Drinks**
All drinks.

**B03. Fast Moving Consumer Goods**
All fast moving consumer goods, toiletries and cleaning products.

**B04. Cosmetics, Toiletries, Healthcare & Pharmacy**
All clothing and accessories, furniture and consumer electronics.

**B05. Cars & Automotive Products & Services**
All vehicles and related products and services, including petrol stations, breakdown and car hire services.

**B06. Retail, e-Commerce, Restaurants & Fast Food Chains**
All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.

**B07. Travel, Transport & Leisure**
All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.

**B08. Media & Publications**
All media and publications including videogames, streaming services, music, TV and radio stations.

**B09. Financial Products & Services**
All financial products and services including insurance.

**B10. B2B Products & Services**
All business-to-business products and services, including advertising agencies, courier services and stationery.

**B11. Commercial Public Services**
All commercial public services, including telecommunications, private healthcare and private education.

**Materials**

**Compulsory**
- Digital Proof Image JPG
- Unmounted Proof (Physical)
- Mounted Proof (Physical)

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material
- URL

| | |
|---|---|
| **B12. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | **Compulsory**<br>• Digital Proof Image JPG<br>• Unmounted Proof (Physical)<br>• Mounted Proof (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B13. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | |
| **B14. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military. | |
| **B15. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| | |
|---|---|
| **C. Digital Outdoor**<br>**All digital 'out of home' work including all digital screens and ambient use of digital. The same entry can be submitted only once in this section.**<br>It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work. | **Materials** |
| **C01. Static Digital Billboards / Posters**<br>Awarding excellence and interesting use of non-motion, static digital billboards and posters. Ads may have been created to be exhibited in loop with other digital posters. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Unmounted Presentation Image (Physical)<br>• Mounted Presentation Image (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **C02. Animated Digital Billboards / Posters**<br>For digital billboards or posters utilising motion picture/content or animation in the Outdoor environment. | |
| **C03. Interactive & Dynamic Billboards / Posters**<br>Digital billboards or posters that require active engagement with consumer or other online/offline locations. Entries may include (but are not limited to) user generated content, participatory elements, digital games and motion detection technology, live streaming. | |
| **C04. Ambient Use of Digital Technology**<br>All uses of digital outdoor and ambient digital that elicits physical interaction, engagement and experiences for consumers. Examples include (but are not limited to) use of mobile with a strong outdoor touch-point, interactive installations and special build, holographic images etc. Entries may include (but are not limited to) use of augmented reality, interactive ambient experiences, immersive special builds and installation with digital elements or any digital adaptation/site specific use of existing environments. | |
| **C05. Ambient Experiential & Immersive Digital**<br>Ambient digital that elicits physical interaction, engagement and experiences for the consumer. Entries may include (but are not limited to) use of augmented reality, interactive ambient experiences, immersive special builds and installation with digital elements or any digital adaptation/site specific use of existing environments. | |

| D. Use of Outdoor | Materials |
|---|---|
| **In these categories, the jury will reward the creative and/or innovative use of the outdoor medium to communicate the brand's message. The jury will consider how well brands are finding new ways to enhance and reinvigorate the consumers' experience by allowing them to engage with and respond to the outdoor content.** <br> It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work. | |

| | |
|---|---|
| **D01. Use of Adapted Billboards / Posters** <br> Billboards/Posters designed for standard advertising sites, but with 3-dimensional, active or (non-digital) interactive elements. <br> For digitally adapted posters, please enter into category D03. Use of Digital Outdoor. <br><br> **D02. Use of Ambient Outdoor** <br> This category aims to provide a space for those entries that look towards the future of ambient outdoor advertising. <br><br> **D03. Use of Digital Outdoor** <br> Specifically for entries that are forward thinking and ground-breaking in their innovation. | **Compulsory** <br> • Digital Presentation Image JPG <br> • Unmounted Presentation Image (Physical) <br> • Mounted Presentation Image (Physical) <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |

| E. Ambient | Materials |
|---|---|
| **Non-standard and free-format outdoor advertising. Work designed for standard poster sites are not accepted in the Ambient categories. The same entry can be submitted only once in this section.** <br> It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work. | |

| | |
|---|---|
| **E01. Non-Standard Indoor Advertising** <br> All non-standard, format-free in-store and indoor advertising. <br><br> **E02. Small Scale Special Solutions** <br> Small items which are either on display or distributed in the out of home environment. Advertising may include stickers, flyers, ambient signage, key-rings, balloons, balls, stationary and other branded items, petrol pumps, miniature models and builds, small attachments to existing items or areas and promotional give-aways. <br> Please send physical samples for the jury to experience. <br><br> **E03. Special Build** <br> Physical constructions, adaptations of exterior locations including buildings, street furniture or the environment, large scale signage, exhibitions, installations and displays. Advertising may include supersize sites, pop-up shops, 3D/non-standard shaped sites or physical constructions, ticket barriers and floor media. <br><br> **E04. Live Advertising and Events** <br> Outdoor activations which involve something live on the part of the advertiser. Advertising may include live performance, demonstrations, branded concerts, promotional events. <br><br> **E05. Interactive Outdoor Experiences** <br> Non-digital outdoor activations which involve something live on the part of the consumer. Advertising may include experiential marketing, consumer and audience participation, interactive games & events. <br><br> **E06. Transit** <br> Non-standard or free-format advertising using vehicles or transit sites/locations. Advertising may include the non-standard or free-format advertising use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit sites such as car parks, airports, stations (bus & train), ferry ports, roads and driving tracks. | **Compulsory** <br> • Digital Presentation Image JPG <br> • Unmounted Presentation Image (Physical) <br> • Mounted Presentation Image (Physical) <br> **Optional** <br> • Awards Show Film <br> • Digital Supporting Images JPG <br> • Digital Supporting Content <br> • Physical Support Material <br> • URL |

| F. Integrated | Materials |
|---|---|
| **It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work.** | |
| **F01. Integrated Campaign led by Outdoor**<br>Campaigns with multiple elements or channels that are predominantly Outdoor driven. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Unmounted Presentation Image (Physical)<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

# PR

**Celebrating creative work which successfully builds trust and cultivates relationships with credible third-parties, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.**

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times in PR. However, the same piece of work may only be entered once in 'A. Sectors'.

## Tips from the Jury

- 'Make sure you let us how the PR idea was at the heart of the campaign.'
- 'Demonstrate how you sparked credible conversations, created compelling stories and changed perceptions or behaviours.'
- 'Creative use of PR strategy has the potential to create campaigns that could compete globally'
- 'Present results in a meaningful way, including KPIs, and explain the impact of your PR work.'

**Explore the categories and requirements below:**

| A. Sectors<br>In these categories, the jury will reward the best PR campaign for the sector selected. The same entry can be submitted only once in this section. | Materials |
|---|---|
| **A01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Durable Consumer Goods**<br>All clothing and accessories, furniture, consumer electronics and cars and automotive products & services. | |
| **A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A04. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |
| **A05. Financial Products & Services, Commercial Public Services, B2B Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A06. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military. | |
| **A07. Charities & Non-Profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| B. Practices & Specialisms<br>In these categories, your entry will be judged specifically on the PR practice & specialism selected. | Materials |
|---|---|
| **B01. Corporate Communication & Reputation Management**<br>Campaigns to build the image/raise the profile/shape the perceptions of a corporate brand, organisation or corporation, trade associations, institutes and councils. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B02. Business Citizenship / Corporate Responsibility**<br>Corporations addressing social and ethical issues. | |
| **B03. Business Citizenship / Environmental** new<br>Campaigns designed to address a green or environmental issue in order to protect and or improve an organisation, product or service. | |
| **B04. Media Relations**<br>PR that puts media relations at the heart of the campaign and uses a high-degree of innovation to engage, educate or influence online/offline editorial media (newspapers, magazines, radio, television etc.), and change attitudes among targeted media audiences. | |
| **B05. Events & Stunts**<br>PR campaigns that use stunts, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy. | |
| **B06. Celebrity Endorsement**<br>PR campaigns that associate a celebrity with a product/service in order to reach specific awareness/business goals and/or to help establish trust and affinity between the product/service and the public. | |
| **B07. Sponsorship & Partnerships**<br>PR campaigns that utilise sponsorship and/or partnership programs to support a product or service in order to meet specific awareness/business goals as well as to enhance the image of a corporate brand, organisation or corporation. | |
| **B08. Launch / Re-launch**<br>PR campaigns created to launch or re-launch a product or service. | |
| **B09. Brand Voice & Strategic Storytelling**<br>Customised PR strategy designed to guide a brand/organisation to communicate its particular point of view/story in a consistently relevant way and to build emotional connection with employees, shareholders and customers alike. | |
| **B10.Content-led Engagement & Marketing** new<br>Creation and distribution of valuable and relevant online/offline content for brand/corporations, to drive engagement and achieve desired business outcomes. Includes blogs, photo & video galleries, newsletters, online films, documentaries, podcasts, eBooks, editorial, advertorial, whitepapers, magazines, webzines, infographics. | |

| C. Digital & Social | Materials |
|---|---|
| **In these categories, your entry will be judged specifically on how well the digital medium/social platform was used to execute the PR campaign.** | |
| **C01. Use of Digital in a PR campaign**<br>Digital communications desktop including: websites, microsites, search engine marketing, native advertising, banner ads, email marketing, etc. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **C02. Use of Social in a PR campaign**<br>PR campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers. | |
| **C03. Use of Technology**<br>Use of technology that pushes the boundaries to execute or support a PR campaign, including artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology etc. | |

| D. Campaign | Materials |
|---|---|
| **D01. Integrated Campaign led by PR**<br>Programmes that use multiple media platforms in one campaign which is initiated, led or driven predominantly by PR. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **D02. Costs / Creative Performance PR Campaign**<br>Entries should demonstrate how well a low budget campaign (excluding all agency fees) met its objectives. Entrants must detail the total budget as well as providing information about any PR tactics or initiatives used to deliver the campaign.<br>**Client must not be a charity or not-for-profit organisation.** | |

# PRINT & OUTDOOR CRAFT

**Celebrating artistry in printed & poster, publishing and ambient work. Entries will need to demonstrate exceptional form and function in a Print or Outdoor context; that is, work with flawless design, masterful artistry and outstanding execution.**

- Criteria considered during judging will predominantly be the execution.
- There is no overall limit to how many times the same piece of work can be entered into Print & Outdoor Craft.
- You may enter a 'Campaign of Executions' in any category.

**Explore the categories and requirements below:**

| A. Print & Outdoor Craft<br>**The same entry may be submitted more than once in this section.** | Materials |
|---|---|
| **A01. Art Direction** | **Compulsory**<br>• Digital Proof Image JPG<br>• Unmounted Proof (Physical)<br>• Mounted Proof (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Copywriting** | |
| **A03. Illustration** | |
| **A04. Photography** | |
| **A05. Use of Arabic Script / Calligraphy** | |

# PRINT & PUBLISHING

**Celebrating creativity in circulation. Entries will need to demonstrate ideas that leap off the page; that is work that exhibits ingenuity and outstanding craftsmanship in published media.**

- Criteria considered during judging will predominantly be the idea and the execution.
- You may enter a 'Campaign of Executions' in sections 'A. Print' only.

The limits to how many times the same piece of work can be entered are defined by the medium:

- Traditional print advertising can be entered only once in 'A. Print'
- Publishing work and non-traditional print work should be entered in 'B. Use of Print and 'C. Original Publishing'.

## Tips from the Jury

- 'I would encourage you to provide English translations with all non-English pieces.'
- 'We want original and relevant ideas, simplicity in thinking and excellence in craft.'
- 'My advice would be, if you have that gut feeling that you have found a gem, before you dive right into execution, explore ALL the methods on how you can implement that idea.'

**Explore the categories and requirements below:**

| A. Print<br>Traditional format print advertising. The same entry can be submitted only once in this section. | Materials |
|---|---|
| **A01. Food**<br>All foods. | **Compulsory**<br>• Digital Proof Image JPG<br>• Unmounted Proof (Physical)<br>• Mounted Proof (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Drinks**<br>All drinks. | |
| **A03. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | |
| **A04. Durable Consumer Goods**<br>All clothing and accessories, furniture and consumer electronics. | |
| **A05. Cars & Automotive Products & Services**<br>All vehicles and related products and services, including petrol stations, breakdown and car hire services. | |
| **A06. Retail, e-Commerce, Restaurants & Fast Food Chains**<br>All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A07. Travel, Transport & Leisure**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. | |
| **A08. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |

**A09. Financial Products & Services**
All financial products and services including insurance.

**A10. B2B Products & Services**
All business-to-business products and services, including advertising agencies, courier services and stationery.

**A11. Commercial Public Services**
All commercial public services, including telecommunications, private healthcare and private education.

**A12. Corporate Image & Sponsorship**
All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.

**A13. Corporate Social Responsibility**
All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.

**A14. Public Sector**
Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.

**A15. Charities & Non-profit**
Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.

**Compulsory**
- Digital Proof Image JPG
- Unmounted Proof (Physical)
- Mounted Proof (Physical)

**Optional**
- Awards Show Film
- Digital Supporting Images JPG
- Digital Supporting Content
- Physical Support Material
- URL

| B. Use of Print & Publishing | Materials |
|---|---|
| **It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work.** | |
| **B01. Use of Print & Publishing**<br>Innovative use of print & publishing to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the content. This might include adapted traditional print adverts as well as digital and interactive ones.<br>**Please send physical samples for the jury to experience.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Unmounted Presentation Image (Physical)<br>• Mounted Presentation Image (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| C. Original Print & Publishing | Materials |
|---|---|
| **It is highly recommended to provide a two minute DEMO FILM as Digital Supporting Content showcasing the work.** | |
| **C01. Original Publishing: Content**<br>Entries in this category should show the creation or integration of original printed content by a brand into printed media.<br>**Please send physical samples for the jury to experience.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Unmounted Presentation Image (Physical)<br>• Mounted Presentation Image (Physical)<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

# PROMO & ACTIVATION

**Celebrating creativity that brings brands to life. Entries will need to demonstrate ideas that generate interaction; that is work where consumer participation in an activity serves to promote a product or service.**

- A number of criteria will be considered during judging and weighted as follows: 30% idea, 20% strategy; 20% execution; 30% impact & results.
- The same piece of work can be entered up to three times into Promo & Activation. However, the same piece of work may only be entered once in 'A. Sectors'.

## Tips from the Jury

- 'Thoroughly answer the text based questions since the jury reads them to get a full and better view on the results and background of the campaign.'
- 'Be truthful because it's easy to discover when that information is fussily presented to cover up mistakes etc.'
- 'Results!'

**Explore the categories and requirements below:**

| A. Sectors<br>In these categories, the jury will reward the best promotional campaigns and activations for the sector selected. The same work can be submitted only once in this section. | Materials |
|---|---|
| **A01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Durable Consumer Goods, including Cars**<br>All clothing and accessories, furniture, consumer electronics and cars and automotive products & services. | |
| **A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A04. Media & Publications**<br>All media and publications, including videogames, streaming services, music, TV and radio stations. | |
| **A05. Financial Products & Services, Commercial Public Services, B2B Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A06. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | |

| | |
|---|---|
| **A07. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A08. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military. | |
| **A09. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| **B. Use of Promo: Mediums**<br>**In these categories, your work will be judged specifically on how the medium was used to evoke consumer activation.** | **Materials** |
|---|---|
| **B01. Use of Ambient Media: Small Scale**<br>Including items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers, etc.<br>Small Scale refers to the physical size of the ambient item, not the scale of the distribution. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B02. Use of Ambient Media: Large Scale**<br>Non-traditional outdoor/billboards including 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and executions that utilise a space or an existing permanent feature, etc.<br>Large Scale refers to the physical size of the ambient item, not the scale of the distribution. | |
| **B03. Use of Broadcast**<br>Cinema, TV & Radio in a Promo & Activation campaign. | |
| **B04. Use of Print or Outdoor**<br>Newspapers, magazines, inserts, trade journals, posters, billboards (including adapted billboards), etc. | |
| **B05. Use of Technology**<br>Use of new or existing technology that pushes the boundaries in a promotional campaign including but not limited to: digital installations (POS & Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology. | |

| C. Use of Promo: Experience | Materials |
|---|---|
| **Work in these categories will be judged specifically on how the activation or promotion succeeded in creating a closer bond between the consumer and the brand by immersing them in an engaging and memorable experience.** | |
| **C01. Guerrilla Marketing & Stunts**<br>Guerrilla marketing, short/one-off live pop up events and executions, street teams, publicity stunts, street stunts, etc. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **C02. Live Shows / Concerts / Festivals / Exhibitions**<br>Sport events, festivals, concerts, corporate entertainment, built stages, etc., as well as more permanent features, including galleries exhibitions, fairs, trade shows, vending machines, floor graphics, transit advertising, etc. | |
| **C03. Competitions & Promotional Games**<br>Use of games in a promotional context i.e.: where a prize is awarded. Including lotteries, sweepstakes, contests, prize-draws etc.<br>**Digital gaming work should be entered in D02. Use of Mobile.** | |
| **C04. Customer Retail / In-Store Experience**<br>In-door temporary installations and displays, using samples, special discounts, customer marketing, promotions, incentives, product demonstrations, store-within-a –store, banners, posters, etc. | |
| **C05. Immersive Customer Experience new**<br>Engaging, interactive, face-to-face customer focussed brand experiences with a holistic-multifaceted nature and story-telling at the heart. Campaigns in this category should create memorable, in-depth, tangible and real-life experiences, using space and interaction to immerse consumer in the created world. Including immersive brand experiences, immersive theatre-brand partnerships, immersive content, alternate reality games (ARG) and gamification. | |

| D. Digital & Social | Materials |
|---|---|
| **Work in these categories will be judged on how well the digital and social mediums and techniques were used to evoke consumer activation.** | |
| **D01. Use of Digital Platforms**<br>Promotions and activations based on a dedicated digital platform, including mobile: websites, microsites, search engine marketing, native advertising, banner ads, email marketing, etc.<br>**Social media-led campaigns should be entered in D03. Use of Social Platforms.** | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical)<br>**Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **D02. Use of Mobile new**<br>Entries in this category should feature communication with a clearly identifiable consumer activation delivered through mobile/portable devices such as mobile phones and mobile technology. | |
| **D03. Use of Social Platforms**<br>Promotional campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers. | |

| E. Strategy | Materials |
|---|---|
| **Work in these categories will be judged on how it generated significant consumer response by following a specific promotional strategy.** | |
| **E01. Launch / Re-launch**<br>Promo & Activation campaigns created to launch or re-launch a product or service in the market. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical) |
| **E02. Sponsorship & Partnership**<br>For a campaign that utilises a sponsorship or tie-in partner e.g. sports, music and entertainment. | **Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

| F. Campaign | Materials |
|---|---|
| **F01. Integrated Campaign led by Promo & Activation**<br>Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by Promo & Activation. Entries in this category must contain different media and will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign. | **Compulsory**<br>• Digital Presentation Image JPG<br>• Mounted Presentation Image (Physical) |
| **F02. Low Budget / High Impact Campaign**<br>Entries should demonstrate the success of a promotional campaign against a limited budget. Entrants must detail the total budget as well as providing information about any promotional tactics used to deliver the campaign.<br>**Entrants must provide details of the total budget.** | **Highly Recommended**<br>• Case Film<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |

# RADIO & AUDIO

**Celebrating creativity for the airwaves. Entries will need to demonstrate ideas that are wired for sound; that is work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.**

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Radio & Audio as long as the categories chosen are relevant. However, the same piece of work may only be entered once into 'A. Radio & Audio'.
- You may enter a 'Campaign of Executions' in sections 'A. Radio & Audio' and 'B. Craft' only.

## Tips from the Jury

- 'Work hard on your write up, that's the sales pitch.'
- 'Radio is a low involvement medium. Within the first four or five seconds, the audience is either drawn, or else its gone, so I personally looked for something that didn't need me to strain to listen.'
- 'Sometimes the jury members didn't understand some local culture or specific context around the ad that was aired. If this is your case, don't forget to describe it.'

**Explore the categories and requirements below:**

| A. Radio & Audio<br>**The same piece of work can only be entered once in this section.**<br>If you have an English translation MP3 please upload it as part of Digital Supporting Content as it will be played during judging. | Materials |
|---|---|
| **A01. Fast Moving Consumer Goods**<br>All fast moving consumer goods, including food and drinks, toiletries and cleaning products. | **Compulsory**<br>• MP3 Original Version<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **A02. Durable Consumer Goods**<br>All clothing and accessories, furniture and consumer electronics. | |
| **A03. Cars & Automotive Products & Services**<br>All vehicles and related products and services, including petrol stations, breakdown and car hire services. | |
| **A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains**<br>All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars. | |
| **A05. Media & Publications**<br>All media and publications including video games, streaming services, music, TV and radio stations. | |
| **A06. Financial Products & Services, Commercial Public Services, B2B Products & Services**<br>All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery. | |
| **A07. Corporate Image & Sponsorship**<br>All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand. | |

| **A08. Corporate Social Responsibility**<br>All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation. | **Compulsory**<br>• MP3 Original Version<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
|---|---|
| **A09. Public Sector**<br>Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military. | |
| **A10. Charities & Non-profit**<br>Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues. | |

| **B. Radio: Craft**<br>**The jury will reward the quality of Craft as demonstrated in either the production process, or the technical execution of Radio ads. The jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.**<br>If you have an English translation MP3 please upload it as part of Digital Supporting Content as it will be played during judging. | **Materials** |
|---|---|
| **B01. Use of Music or Sound Design**<br>The process of specifying, acquiring, manipulating or generating music or audio elements. Including sound effects, location recordings, original composition, licensed recordings or adapted/altered versions of an existing recording. | **Compulsory**<br>• MP3 Original Version<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **B02. Script**<br>Recognises the ability of script to creatively transform a brand idea or message into an audio context, that enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script). | |
| **B03. Casting & Performance**<br>Recognises the overall execution of the script through performance, where voice performance is integral to the success of the spot. This could include; tone and pacing, use of accents and impressions etc. | |

| **C. Radio: Use of Radio & Audio**<br>**Innovative use of the radio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the radio content.**<br>If you have an English translation MP3 please upload it as part of Digital Supporting Content as it will be played during judging. | **Materials** |
|---|---|
| **C01. Use of Radio & Audio as a Medium**<br>Recognises the innovative or creative use of radio & audio as a medium in a campaign. These entries are not typical spots which are used for direct brand communication, but are part of a bigger idea. The entries demonstrate the creative or innovation use of radio as an Individual medium to communicate the brand's message. | **Compulsory**<br>• MP3 Original Version<br>**Optional**<br>• Awards Show Film<br>• Digital Supporting Images JPG<br>• Digital Supporting Content<br>• Physical Support Material<br>• URL |
| **C02. Use of Audio Technology** new<br>Recognises forward thinking ideas, whose creative use has directly enhanced the experience of the listener. The technology demonstrated should be specifically for the use of radio. This may include use of apps or mobile/web technology, software development, and technology that demonstrates a development in the production process and distribution of audio. | |
| **C03. Use of Branded Content / Programming / Podcasts** new<br>Recognises creative excellence in paid-for, sponsored or brand funded content/programming on radio stations. There is a synergy between the brand and programming/radio station and it is more than a traditional 'spot'. This may include streaming or podcasting or programme sponsorship. The content should exemplify the brand message/ethos, as well as enhance the experience of the listener. | |