

Association of Practitioners in Advertising



APA AWARDS 2018

Entry Guide

Key dates:

Entry deadline: 30 August 2018

APA Awards: Friday, 30 November 2018

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WHAT'S NEW IN 2018

The APA Award categories are constantly reviewed and updated to mirror the changes in our media landscape. **Please be sure to review all the categories to determine where to enter your work.**

- Submissions for the Young Creatives Award (ZA1A) can now be entered via the APA online entry system.
- Three Dimensional & Environmental Design (DE1B) now includes areas of contemporary design such as furniture, product and fabric design.
- Design Crafts (DE2A) has been updated to include Art Direction / Graphic Design.
- Media Innovation's (MI1A) judging criteria has been updated. Please see the Media Innovation section for more information.
- "Live Events, Activations and Sponsorship" has been renamed "Live Communications"
- "Outdoor & Out of Home" has been re-named "Out of Home".
- "Ambient & Alternative Media" has been moved from of Out of Home to "Live Communications," and is now called "Ambient"
- Print, Outdoor & Out of Home Crafts has been re-named Print & Out of Home Crafts.
- "Radio Communication" (including Crafts) has been re-named "Radio & Audio".
- TV, Film & Video Communication category has been renamed to Film.

YOUR QUICK GUIDE TO ENTERING APA AWARDS

STEP 1: Read the Rules	<p>PLEASE READ ALL THE RULES. PROPERLY. PREFERABLY MORE THAN ONCE.</p> <p>Absolutely nothing can be entered that has not been approved and that has not been commercially published, launched or aired.</p>
STEP 2: Check the Categories & Fees	<p>Make sure you enter your work in the correct categories and check the entry fees. The APA Awards will endeavour to move entries to more appropriate categories during entry processing and prior to judging.</p> <p>However, it remains your responsibility. During judging the Jury are not allowed to move entries between categories.</p>
STEP 3: Entry Preparation	<p>Each category has different information that needs to be captured, including supporting media and documents, and required online entry site.</p> <p>Please check the entry form and rules to ensure you're ready to upload your entry.</p>
STEP 4: Submit your entry online	<ol style="list-style-type: none"> 1. Create a new entry. Click on Submit Entry and choose New Entry. Then choose the category that you would like to enter your work into. 2. Enter the details of your entry, including a description and credits. IMPORTANT: you can save your incomplete Entry Form at any point and return at a later stage. 3. You will have the option to upload and add media to your entries during this process (video files, audio files, jpegs). You can also add media at a later stage. 4. Before payment you have the opportunity to review your entries. You can also Edit, Delete or Add entries at this point. 5. Once you have created and checked your entries, you can proceed to payment. Payments can only be made by Bank Transfer. 6. You can log back into the system at any stage after payment to review your entries in the Manage Entries section. You will be able to Add and Finalise Media and print out any forms and invoices as well as edit credits and descriptions.
Step 5: Upload digital media and supporting documents	<p>All electronic media and documentation must be uploaded via the entry system.</p>
Step 6: GET HELP!	<p>If you need help at any stage, call us on 0722 710973 / 0737 869426 or send an email to awards@apakenya.co.ke</p>

USEFUL TIPS

The following guidelines will assist you in preparing and sending us your entries. Please ensure you have read all the instructions and if you have any questions, please contact us.

DEADLINES

Entries open: 8 May 2018

Final deadline: 30 August 2018

Entries completed after the final deadline, will be charged a 10% late fee. Please see below: all entries must flight by 30 August 2018 to be eligible.

RULES & ELIGIBILITY

Please make sure that your work is eligible. Absolutely nothing can be entered that has not been approved by the Brand/Client and that has not been commercially published, launched or aired. Work made specifically for and to flight in Kenya - by Kenyan agencies - during the eligible period can be entered into any of the categories. Eligibility period is 1 October 2017 – 30 September 2018. Please refer to the Rules & eligibility section for more information

WHO CAN ENTER THE APA AWARDS

All work must be conceptualised in Kenya (the agency must have a Kenyan address) and the first flighting must take place in Kenya. The agency may use production partners from outside Kenya, such as photographers and TV production companies. All agencies, publishers, production companies, software developers, brands and anyone else who works in the digital space may submit entries - regardless of whether they are APA members or not – if they comply with the criteria relating to specific categories. Entries that are deemed offensive or contain material amounting to hate speech may be rejected at the Jury President's discretion.

ACCEPTED MEDIA

Please review our Submission Formats section for the following acceptable media specifications

- Documents (PDF)
- Images (JPEG)
- Video (.MOV)
- Audio (MP3)

Please refer to the specific category for required media and note that all non-English entries must include translations.

CATEGORY RULES

- **A piece of work can only be entered in one category.** Individual media elements from a campaign may be entered in their relevant categories.
- An entry can however be re-entered into the various crafts. Please ensure you select the correct entry type when creating your craft entries.
- **All entries are single elements except for campaign entries.**
EXAMPLE: three posters from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.
- Campaign Entry: **Multiple entries for the same campaign can be combined to make up one campaign entry.**
EXAMPLE: An Outdoor entry, a Digital entry and a Print entry can be combined into an Integrated Campaign entry.

SUPPORTING INFORMATION

Your entry should be well presented, clear and easy to understand. Supporting information should make it easy for the judges to understand your entry in terms of the judging criteria: Innovation, Quality of Execution, and relevance to the Brand, Target Audience and Chosen Medium. All work is judged anonymously, therefore you must ensure that there is no reference to the entering company on the entry.

IMPORTANT TO NOTE

When entering the APA Awards, it is important to familiarise yourself with the entry guidelines, accepted media formats and requirements per category. Ensure that you provide as much information on the background of your entry. If possible and where necessary, provide a walkthrough of all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have. **Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview.

APPROVAL & PERMISSIONS

- All Entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained.
- In particular, the client for whom the work was created must consent to entry of the relevant work into the Awards and for it to be used in accordance with the full terms and conditions of entry.
- An Entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consents have not been obtained.

FULL TERMS AND CONDITIONS OF ENTRY

- All entries are subject to the full Terms & Conditions of the APA Awards.
- The full Terms and Conditions of entry must be accepted by each entrant, during the online entry process. It is not possible to submit an entry without accepting the Terms and Conditions of entry.

To view the full terms and conditions please go to: www.apakenya.loeries.com

SUBMISSIONS

The category you are entering will indicate which media is required for submission. Please refer to the table below for accepted media specifications and ensure you submit your entry in the correct format.

IMPORTANT TO NOTE:

- All entrants will be required to submit an Entry Confirmation signed by ECD / CEO or equivalent accepting the Loeries Terms & Conditions.
- Do not place your name or your agency branding on the entry as entries are judged anonymously.
- Once your entry is processed, no replacement material will be accepted.
- When essentially the same work is being entered into more than one category, it is vital that the entry is described appropriately for each category.
- Overview videos must be limited to 2 minutes. In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion.
- When supplying an Overview Video, it is highly recommended that the presentation is tailored/adapted to highlight the elements most relevant to the chosen category. If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry.
- All non-English entries must include translations. Video or audio files, subtitles must be used. Include any essential explanation for the judging panel to understand the context of the translation.
- Include results if available. Ensure results are relevant and in context; avoid unsubstantiated results such as "1000% increase in twitter followers".
- The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry, i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected, i.e. the craft must add value to the entry.

JUDGING CRITERIA

All work is judged according to 5 criteria:

- **Innovation** – it is important that the entry demonstrates innovation. It is not good enough to show business results using a proven idea or something that has been done before.
- **Quality of execution** – How well the elements have been implemented will be evaluated. Could it have been done better? Could more have been done?
- **Relevance to brand, target audience, and chosen medium** – Here the results of the campaign will be considered in the context of brand, target and media used.

Media innovation has specific judging criteria:

- Innovation & relevance to the medium – Entrants should elaborate on the choice of medium and its pivotal role in this campaign.
- Quality of Execution – The quality of execution will be considered, including implementation.
- Relevance to the target audience – Entrants should detail who the intended audience is.
- Relevance to the brand – Entrants should detail how the execution relates to the brand.
- Results / ROI – While results and ROI may not always be available, any information that can assist the judges in their analysis of the entry should be included.

For more information on the judging process please go to www.apakenya.loeries.com



SUBMISSION FORMATS

DOCUMENTS

Media Type	Description	Specification
PDF	<ul style="list-style-type: none"> Entry Confirmation (must be signed by ECD / CEO or equivalent) 	<ul style="list-style-type: none"> Documents are downloadable from the APA entry system.
SUSTAINABLE MARKETING PDF	<ul style="list-style-type: none"> Entry Questionnaire 	<ul style="list-style-type: none"> Questionnaire is available on the APA entry system and must be uploaded to your entry.
YOUNG CREATIVES PDF	Combine all of the following into one PDF document: <ul style="list-style-type: none"> Resume Agency reference letter Contact details of professional references Proof of date of birth (ID or Passport) 	<ul style="list-style-type: none"> PDF to be uploaded to entry

IMAGES

Media Type	Description	Specification
JPEGS	Presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony should your work win.	<ul style="list-style-type: none"> 7063 x 5008 pixels File size is 5MB - 15MB per image Maximum of 10 JPEGS Text must be legible when projected to a screen. Submit close up images of small details that need to be seen by the jury. Keep text to a minimum, utilise the 'description' section of the entry form for additional information about the entry.

VIDEO

Please note: All non-English entries must have English subtitles

Choose one of the following:

FORMAT	FRAME SIZE & RATE	BITRATE
PREFERRED		
HD 720p	1280x720 – 25fps	16Mbps
HD 1080	1920x1080 – 25fps	16Mbps
ACCEPTED		
PAL 4:3	720x576 – 25fps	5Mbps
PAL 16:9	1024x576 – 25fps	5Mbps
NTSC 4:3	720x480 – 29.97fps	5Mbps
NTSC 16:9	854x480 – 29.97fps	5Mbps

Video file specifications:

- Video must be encoded to Quicktime (.MOV/H.264)
- Bitrate as per table above
- Frame reordering: Enabled
- Key Frames: Automatic
- Quality: High (Multi-Pass recommended)
- Streaming: None
- Audio AAC Stereo 48kHz
- Audi Bit Resolution: 16bit
- Audio Encoding: Constant Bit Rate (CBR)
- Audio Bit Rate: 192kbps
- Video Clock/Slate: NONE
- Non-English entries must have English subtitles

Media Type	Description	Specification
Overview Video	You can provide footage of the entry itself, as well as supporting information about your work. It is highly recommended that the presentation is tailored/adapted to highlight the elements most relevant to the chosen category.	<ul style="list-style-type: none"> • Maximum length = 2 minutes • Maximum size = 400MB • In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion • As per video specifications above
Original Content Video	Original execution of the content that was commercially launched or aired.	<ul style="list-style-type: none"> • Duration specific to category requirements • As per video specifications above



30 Second Edit	We recommend you submit an additional 30 second edit with all long format entries, which may include a voiceover. This edit will not be judged but will be used on screen at the awards ceremony should your work win. If no edit is received, the original video will fade in and out on screen at the awards.	<ul style="list-style-type: none"> • Maximum 30 Secs • As per video specifications above
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AUDIO

Please note: All non-English entries must be submitted as video with English subtitles

Radio & Audio file specifications:

PREFERRED:

- Video with subtitles – see video specifications above

ACCEPTED

- MP3 file format
- Maximum file size: 100MB
- Sample Rate: 44.1 kHz
- Bit Rate: Minimum 128kbps
- Recommended: 258 kbps preferred, minimum 192kbps
- Channels: Stereo
- Peak Level: - 6dB (Digital Full Scale)
- Duration: Length of duration is dependent on the category
- Audio Slate: NO AUDIO SLATE UPFRONT

Media Type	Description	Specification
Audio	Original execution of the content that was commercially launched or aired.	<ul style="list-style-type: none"> • Preferred video in .MOV file format (see video specifications above), or audio MP3 file format • Non-English entries must be submitted as a video file with English subtitles (please follow the Video specifications)

AWARD CATEGORIES

IMPORTANT NOTES REGARDING ALL ENTRIES

1. **All work is entered electronically (Jpeg, video, PDF)** – no physical media can be submitted.
2. **ALL non-English work must come with sub-titles & translations.** Non-English Radio should be submitted as a video file with the subtitles running with the dialogue.
3. **Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute entry, check the “Preparation Guidelines” for more information.
4. When essentially the same work is being entered into more than one category, it is vital that the entry is described appropriately for each category. Ensure that your entry description is appropriate for the category. When supplying an Overview Video, it is highly recommended that the presentation is tailored/adapted to highlight the elements most relevant to the chosen category. If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry.
5. Please ensure that you provide as much information on the background of your entry. If possible and where necessary, provide a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.



XA1A. INTEGRATED CAMPAIGN

A category catering for integrated communication campaigns working across multiple media, this can include Branded Content campaigns.

Example: a campaign can include television, radio and outdoor; **OR** experiential, print and digital & interactive.

ID	CATEGORY	REQUIREMENTS	SUBMISSION FORMAT
XA1A	Integrated Campaign	<ul style="list-style-type: none"> • Overview of your campaign as a cohesive entry. • Entries should explain the integration of the different media platforms. • Minimum 3 different media types 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video <p>Optional 1 or more:</p> <ul style="list-style-type: none"> • Original Content Video • Audio

DE1. COMMUNICATION DESIGN

DE1A. Brand Identity and Collateral Design

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
DE1A	Logos Single Logo Design	<ul style="list-style-type: none"> May include reference material showing the development of the logo and its application. Include supporting imagery showing the logo in context. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
	Identity Programmes	<ul style="list-style-type: none"> Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead, and envelopes. May include digital components. Show all elements of the brand Identity. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
	Posters & Billboards	Posters NOTE: There is a Poster category in Print Communication. You must select the most appropriate category for your entry.	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
		Billboards <ul style="list-style-type: none"> Show Billboards in-Situ when possible. NOTE: There is a category for Billboards in the Out of Home category. You must select the most appropriate category for your entry.	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
Direct & Promotional Mail Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.	NOTE: There is a Direct Mail category in Out of Home. You must select the most appropriate category for your entry.	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video and/or 	

	<p>General Collateral All loose design elements, including: calendars, cards, carry bags, fabric designs, in-store, invitations, labels, P.O.P, promotional items, wallpaper, wrapping paper</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
DE1B. Three Dimensional & Environmental Design			
ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
DE1B	<p>Architecture All architectural projects including: airports, community & public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums.</p> <p>NOTE: Architectural work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade.</p>	<ul style="list-style-type: none"> • Important to show how the design assists in communicating the brand. • The launch date is not critical as long as the work has not previously been entered. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Interior Design & Temporary Structures All interior design and temporary structures including: airports, bars, cafes, clubs, community & public environments (police, health, government, etc.), corporate offices, displays, exhibition & trade stands, exhibits, galleries, hotels, mobile demonstration units, museums, pop-up stores, restaurants, retail, showrooms, signage, visitor attractions, window display & shop front.</p> <p>NOTE: Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade</p>	<ul style="list-style-type: none"> • Important to show how the design assists in communicating the brand. • The launch date is not critical as long as the work has not previously been entered. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Package & Industrial Design Industrial Design includes all products for commercial use.</p> <p>Package Design includes: beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

<p>Furniture Design</p> <p>Includes all furniture design for retail and commercial purpose.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
<p>Clothing, Fabric & Wallpaper Design</p> <p>Includes all design for retail and commercial purpose.</p>	<ul style="list-style-type: none"> • 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

DE1C. Publication Design

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
DE1C	<p>Single Element</p> <p>Includes single elements within a publication: magazine insert, book cover, jacket design, magazine cover, publication wrap. For Digital Platforms, see the Design for Digital category.</p>	<ul style="list-style-type: none"> • Physical publications only. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Whole Publication</p> <p>Includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category.</p>	<ul style="list-style-type: none"> • Physical publications only. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

DE1D. Design for Digital

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
DE1D	<p>Design for Digital</p> <p>This category recognises the important role that design has in digital media. Any digital platform can be entered here, for the jury to consider the innovation in graphic design on the platform. Examples include animation, motion graphic and still design – websites, mobile, interactive applications, publication design.</p>	<p>NOTE: Can be produced using animation or shot footage but no usage of existing footage permitted (e.g. edits from content featured on the station NOT permitted. This does not include TV content promos or trailers – this should be entered in the Film category.)</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

DE2A. DESIGN CRAFTS

Only creative work applicable to the above Communication Design categories can be entered into Design Crafts, however, it is not a prerequisite that your work is entered in the main Design categories.

NOTE: Entries submitted into the Print Communication and Out of Home categories cannot be entered into Design Crafts, but must be entered in Print & Out of Home Crafts.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
DE2A	Photography	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	Writing for Design	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	Illustration	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	Typography	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	Art Direction / Graphic Design	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

IN1A. DIGITAL & INTERACTIVE COMMUNICATION

Includes all computer, online, mobile (phones and tablets) and special digital interfaces.

From 2017, no live media can be entered, including URLs. Websites, YouTube videos and similar online content must either be entered via static jpegs or as a video walk-through (.MOV file). No Landing Pages or URLs will be accepted. For video submissions, please follow the Film submission guidelines.

NOTE: Branded Content is not a separate subcategory in Digital but can be entered into any of the subcategories below, depending on the medium used.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
IN1A	Display Advertising Paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.	NOTE: Internet video (e.g. YouTube paid for advertising) must be entered into the Film category.	Mandatory: <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	Website or Microsite A website is defined as a long-term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.za. A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com		Mandatory: <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	Social Media Includes the creation of social platforms, the use of existing social platforms, and user-generated content.	NOTE: Stand-alone Internet video must be entered into the Film category.	Mandatory: <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	Digital Applications, Games & Interactive Tools Includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables.		Mandatory: <ul style="list-style-type: none"> • JPEGs and/or • Overview Video



<p>Mobile Media</p> <p>Includes: Mobile applications, mobile sites, branded games created specifically for smart phones and/or tablets.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
<p>Data-Driven Campaign</p> <p>Creative use of data to shape campaign strategy, inform execution, profile audiences, and adapt to campaign performance and engagement metrics.</p>	<ul style="list-style-type: none"> • This can be made up of one element or more 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

IN2A. DIGITAL CRAFTS

Only creative work applicable to the above Digital & Interactive categories can be entered into Digital Crafts, however, it is not a prerequisite that your work is entered into one of these categories.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
IN2A	<p>User Experience Design</p> <p>User experience design and information architecture; the user experience via the interface.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Writing</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Use of Technology</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Music and Sound Design</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video

LE1A. LIVE COMMUNICATIONS

Entries in this category must highlight the audience live experience, not PR coverage or third party experiences (e.g. online).

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
LE1A	<p>Live Events</p> <p>Includes internal and external events, including branded content (e.g. art installations, auctions, educational, branded content, conferences, launches, motivational, road shows, screenings, service & social responsibility).</p>	<p>NOTE: A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE – see below.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	<p>Live Activations</p> <p>Entries include any brand activation where live performance is key to communicating the brand message and creating an immersive audience experience. This can include live acting / role playing / a host that interacts with the audience to bring the brand message to life, with an incidental audience that has not been invited. Entries must demonstrate the role of performance.</p> <p>NOTE: EXCLUDES promos with no live performance – enter these in the Ambient category.</p>	<p>NOTE: Brand activations and promotions that use promotional staff should be entered into the Ambient category</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	<p>Sponsorship</p> <p>Including sponsorship of consumer-focused sporting and lifestyle events. Entries in this category must show a sponsor, and audience participation must be via ticket purchase e.g. sporting events and social activities.</p>	<p>NOTE: Events with an invited, non-paying audience must be entered into Live Events.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video



	<p>Ambient</p> <p>All free-format, non-traditional forms of media, including: handouts, kiosks, merchandising, never before used media, promotional giveaways and sampling</p>	<p>Entries include any brand activation where an incidental audience or audience member interacts with or is the catalyst for an activation that delivers the brand message/ experience. Entries must demonstrate the interaction between the audience member and the activation.</p> <p>NOTE: EXCLUDES promos where samples are handed out with NO immersive live experience and excludes activations where the primary message is communicated WITHOUT audience interaction via a digital medium, electronic billboard or other devices – this should be entered in the Out of Home Category.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
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MI1A. MEDIA INNOVATION

The Media Innovation category focuses on an innovative approach to any medium or media. Without a clear indication of innovation in this area an award will not be considered.

Media Innovation entries will be judged specifically on:

- Innovation in Media
 - Innovation includes Insights, Strategy, and Objectives. Entrants are advised to submit any relevant information.
- Quality
 - The quality of the execution will be considered, including Implementation
- Relevance to the Target Audience
 - Entrants should detail who the intended audience is.
- Relevance to the Brand
 - Entrants should detail how the execution relates to the brand.
- Relevance to the Medium
 - Entrants should elaborate on the choice of medium and its pivotal role in this campaign.
- Results / ROI.
 - While results and ROI may not always be available depending on the flying dates, any information that can assist the judges in their analysis of the entry should be included.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
MI1A	Single Media Element	<ul style="list-style-type: none"> • Single medium entries will be judged specifically on how well the medium was used e.g. a Cinema entry will be judged on its specific use of Cinema as a medium. 	Mandatory: <ul style="list-style-type: none"> • JPEGs and/or • Overview Video Optional: <ul style="list-style-type: none"> • Audio
	Multiple Media Campaign	<ul style="list-style-type: none"> • A minimum of three different media types • Entries will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different media types complement and build on each other to communicate the brand message. 	Mandatory: <ul style="list-style-type: none"> • JPEGs and/or • Overview Video Optional: <ul style="list-style-type: none"> • Audio

OU1A. OUT OF HOME

Note: Craft entries for Out of Home must be entered in the Print & Out of Home Crafts category.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
OU1A	<p>Outdoor Media</p> <p>All fixed outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>In-Store</p> <p>Includes all in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, digital screens, stair risers, trolleys, washroom advertising, window displays.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Transit & Air</p> <p>Includes anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons).</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Direct Mail</p> <p>Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.</p>	<p>NOTE: There is a Direct Mail category in Communication Design. You must select the most appropriate category for your entry.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video <p>Optional:</p> <ul style="list-style-type: none"> • Audio

PR1A. PRINT COMMUNICATION

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
PR1A	<p>Newspaper & Magazine Advertising</p> <p>Includes all advertising in Newspapers & Magazines using standard advertising media space.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	<p>Tactical Use of Newspaper / Magazine</p> <p>Non-traditional and special use of Newspapers, e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc.</p>	<p>Note: Advertisements that use traditional media space, e.g. a single page ad, are not considered tactical and should be entered in the Newspaper & Magazine Advertising category, even if an advert is specific to a particular event, date or other occurrence.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video
	<p>Indoor Posters</p> <p>Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc.</p>	<p>NOTE: All Outdoor and Street Pole entries must go in the Out of Home category.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGs and/or • Overview Video

PR2A. PRINT & OUT OF HOME CRAFTS

Only creative work applicable to the Print Communication and Out of Home categories can be entered into Print & Out of Home Crafts, however, it is not a prerequisite that your work is entered into one of these categories.

NOTE: Entries submitted into the Communication Design categories cannot be entered into Print & Out of Home Crafts, but must be entered into Design Crafts.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
PR2A	Art Direction	<ul style="list-style-type: none"> Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
	Writing	<ul style="list-style-type: none"> Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
	Photography	<ul style="list-style-type: none"> Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
	Illustration	<ul style="list-style-type: none"> Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video
	Typography	<ul style="list-style-type: none"> Crafts must follow the same submission requirements as the corresponding category above. 	Mandatory: <ul style="list-style-type: none"> JPEGS and/or Overview Video

RA1A. RADIO & AUDIO

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
RA1A	<p>Radio Station Commercials</p> <p>Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio.</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> • Audio <p>Optional</p> <ul style="list-style-type: none"> • Overview Video

RA2A. RADIO & AUDIO CRAFTS

Only creative work applicable to the Radio & Audio categories can be entered into Radio & Audio Crafts, however, it is not a prerequisite that your work is entered into one of these categories.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
RA2A	<p>Direction</p> <p>The craft award is awarded to the director.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Audio <p>Optional</p> <ul style="list-style-type: none"> • Overview Video
	<p>Writing</p> <p>The craft award is awarded to the copywriter.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Audio <p>Optional</p> <ul style="list-style-type: none"> • Overview Video
	<p>Original Music & Sound Design</p> <p>For the composition of an outstanding, original piece of music and/or sound effects design. The craft award is awarded to the composer or sound designer.</p>	<ul style="list-style-type: none"> • Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Audio <p>Optional</p> <ul style="list-style-type: none"> • Overview Video

TV1A. FILM

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
TV1A	<p>TV & Cinema Commercials</p> <p>Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio.</p>	<ul style="list-style-type: none"> • Entries must be designed for broadcast and first aired on television or cinema. • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Original Content Video <p>Optional:</p> <ul style="list-style-type: none"> • Overview Video
	<p>Internet Video</p> <p>Videos created <u>specifically</u> for Internet or mobile communication. This includes YouTube paid for commercials, as well as viral videos and promotions.</p>	<ul style="list-style-type: none"> • Entries must include original content. <p>NOTE: Broadcast commercials subsequently posted on the Internet may NOT be entered here.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • Original Content Video <p>Optional:</p> <ul style="list-style-type: none"> • Overview Video
	<p>TV Trailers and Content Promos</p> <p>This includes all promotions for broadcast content.</p>	<ul style="list-style-type: none"> • Existing footage may be used, e.g. material from featured programming content. • Entries must include original content. <p>NOTE: this does NOT include station and channel branding, such as logos and interstitials - this should be entered in the Broadcast Design & Graphics in Communication Design</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> • Original Content Video <p>Optional:</p> <ul style="list-style-type: none"> • Overview Video
	<p>Other Screens</p> <p>Video created <u>specifically</u> to air on screens other than TV, cinema or the Internet. This includes in-store, waiting rooms, in-flight, stadiums, outdoor screens, airports, event screenings, corporate video.</p>	<ul style="list-style-type: none"> • Ensure your entry description explains the context and how the material was viewed. • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Overview Video <p>Optional:</p> <ul style="list-style-type: none"> • Original Content Video



<p>Branded Content Video</p> <p>For the creation of a single, stand-alone video.</p> <p>Includes: Feature film or mini-series episode made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary or entertainment.</p>	<ul style="list-style-type: none"> • OPTION A: The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content. • OPTION B: The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an ongoing television series, in one or more episodes. • Ensure that your entry description explains the context and how the material was viewed. • Entries must include original content 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Overview Video <p>Optional:</p> <ul style="list-style-type: none"> • Original Content Video
<p>Music Videos</p> <p>Includes all video with the specific purpose of promoting the artist. The jury will judge innovation in the creation of the video</p>	<ul style="list-style-type: none"> • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • Overview Video <p>Optional:</p> <ul style="list-style-type: none"> • Original Content Video

TV2A. FILM CRAFTS

Only creative work applicable to the Film categories can be entered into Film Crafts, however, it is not a prerequisite that your work is entered into one of these categories.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
TV2A	<p>Direction</p> <p>The craft award is awarded to the film director.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video • Original Content Video
	<p>Cinematography</p> <p>For lighting and camera techniques. The craft award is awarded to the director of photography.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video • Original Content Video
	<p>Writing</p> <p>For an original script. The Craft Award is awarded to the copywriter.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video
	<p>Production Design</p> <p>For in-camera original art direction incorporating set design, set dressing, styling, make-up, props and wardrobe. The Craft Award is awarded to the film production company art director.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video • Original Content Video
	<p>Original Music & Sound Design</p> <p>For the composition of an outstanding, original piece of music and/or sound effects design. The craft award is awarded to the composer or sound designer.</p>	<ul style="list-style-type: none"> • Crafts must follow the same submission requirements as the corresponding category above. • Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks. • Entries must include original content. 	<p>Mandatory:</p> <ul style="list-style-type: none"> • JPEGS and/or • Overview Video • Original Content Video



XB1A. SUSTAINABLE MARKETING

The Sustainable Marketing award recognises brands that have positive social and/or environmental contributions – which advance key business objectives.

Doing good while doing good business

Simply put, the aim of the Sustainable Marketing award is to recognise brands that make good neighbours. Brands that not only improve lives through their products or services but contribute positively to the community. Brands that manage to find an optimal balance between adding real value to their community and satisfying their business objectives.

This award is not for an ad campaign

The Sustainable Marketing award is to recognise on-going programmes, not to recognise an advertising or marketing campaign. **Previously entered programmes can be entered every year, as long as the programme continues.**

The Sustainable Marketing award is not to recognise charities

The Sustainable Marketing award recognises brands that build environmentally sustainable operations and positive social impact in their core values, while adding value to the bottom line – doing good while doing good business.

ID	SUBCATEGORY	REQUIREMENTS	SUBMISSION FORMAT
XB1A	Sustainable Marketing Award	<ul style="list-style-type: none"> • Entries for the Sustainable Marketing Award must complete the additional questionnaire (download online) and have an overview of the entire programme in electronic format. • Entries can be submitted directly by any company or their representative agency. • Entries must describe either a specific brand programme or show that the normal operation of the business has environmental or social benefits, e.g. sourcing of organic produce or empowering disadvantaged communities. Entries should detail how the brand is communicating these values both internally and to its customers, and how the company benefits from this. • Eligibility: 	Mandatory: <ul style="list-style-type: none"> • Sustainable Marketing PDF • JPEGS and/or • Overview Video

		<ul style="list-style-type: none"> ○ Demonstrate a positive social or environmental impact on behalf of a brand. ○ Be appropriate to the business of the brand. ○ Reflect an active and on-going programme that was running during the eligibility period. The campaign may have started prior to this date, but must have still been running during this eligibility period. ○ Social welfare or environmental agencies or causes <u>should not enter</u> this category unless there is involvement of a commercial brand. For example, the World Wildlife Fund (WWF) should not enter but if the WWF is running a programme with a Financial Company then this programme can be entered. 	
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ZA1A. YOUNG CREATIVES AWARD

The Young Creatives Award celebrates exceptional young talent, and awards two creatives under the age of 27 with the prestigious - and elusive - accolade. These winners often go on to win many high profile awards, and illustrious careers.

Entry is FREE and Young Creatives, 27 or under can submit a portfolio of their professional work from the last three years.

By submitting an entry for the Young Creatives Award, an entrant states that his/her entry meets all the above eligibility criteria, and agrees to the Terms and Conditions of the APA Awards. Please adhere strictly to the above entry guidelines. The APA Awards have the right to disqualify any entries deemed to be ineligible.

ID	CATEGORY	REQUIREMENTS	SUBMISSION FORMAT
YC1A	Young Creatives Award	<ul style="list-style-type: none"> No more than 5 examples of your professional work from the last three years. All creative work must be submitted in JPEGs, Video and/or Audio. All the work in your portfolio must have been approved by the appropriate Brand Representative, and must have been commercially exposed (e.g. flighted, built, distributed, etc.) to a substantial audience. Student work and concepts may not be entered. Please indicate what your contribution to the work was, e.g. copywriting. Especially when submitting big campaigns. A written reference supporting your entry provided by your Creative Director or equivalent supervisor. A full resume, including your contact details, employment history, and a summary of your last three years working experience, including awards won, showing us why you should be considered for the Young Creatives Award. You must turn 27 during 2018, or be younger, to be eligible. Supply proof of your age (copy of your identity document, any Passport, or birth certificate). Contact details of three professional references, i.e. people who have worked with you. 	<p>Mandatory:</p> <ul style="list-style-type: none"> Young Creatives PDF <p>Optional 1 or more:</p> <ul style="list-style-type: none"> JPEGs Overview Video Original Content Video Audio