

Association of Practitioners in Advertising



# THE APA AWARDS 2019

## Entry Guide

Entry deadline: 30 August 2019

Judging and Awards: 29 November 2019

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# USEFUL INFORMATION

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.

## RULES & ELIGIBILITY

**Work made specifically for and to flight in Kenya - by Kenyan agencies - during the eligible period can be entered into any of the categories.** 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. 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, 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.

**If multiple companies worked on a project,** they must agree in advance who will submit the entry and they must agree on how the credits will be completed. If an entry is received from more than one company, only the first entry will be accepted. No refunds will be given on duplicate entries.

## A PIECE OF WORK CAN BE ENTERED IN ONLY ONE MAIN CATEGORY

The principle behind the rule that a piece of work can only be entered into one main category is that we will award an idea only once. Therefore, the same creative execution cannot be awarded in Magazine and Poster and Outdoor. Even if you did run the same execution across all these media, you must choose only one category to enter it into. Please note however that the same work can be re-entered in campaigns, specialist categories, as well as for multiple craft categories.

## CATEGORY TYPES

The majority of categories are Single Category – Type A. Work can only be entered in one Type A category. In addition to a Type A category, the same work can be re-entered in Craft Categories, and categories that allow for Multiple Category – Type B, such as Integrated Campaign. Please see the Category Type section for more details on each category type and the rules that apply.

## 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.

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.co.ke](http://www.apakenya.co.ke)

# MEDIA SUBMISSIONS

**All entries into the APA awards need to be submitted electronically, and uploaded online via the entry management system.**

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:

1. All entrants will be required to submit an Entry Confirmation signed by ECD / CEO or equivalent accepting the APA Terms & Conditions.
2. Do not place your name or your agency branding on the entry – Physical or Electronic media – as entries are judged anonymously.
3. Once your entry is processed, no replacement material will be accepted.
4. 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.
5. 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. 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.
6. All non-English entries must include translations. This can be written translations (for print only) or, in the case of video or audio files, subtitles must be used. Non-English Radio should be submitted as a video file with the subtitles running with the dialogue. Include any essential explanation for the judging panel to understand the context of the translation.
7. Include results if available. Ensure results are relevant and in context; avoid unsubstantiated results such as "1000% increase in twitter followers".
8. 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.

# MEDIA FORMATS

## DOCUMENTS

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

## IMAGES

Media Type	Description	Specification
<b>JPEGS</b>	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"> <li>• 7063 (w) x 5008 (h) pixels</li> <li>• 300 dpi</li> <li>• File size is 5MB - 15MB per image</li> <li>• Maximum of 10 JPEGS</li> <li>• Text must be legible when projected to a screen.</li> <li>• Submit close up images of small details that need to be seen by the jury.</li> <li>• Keep text to a minimum, utilise the 'description' section of the entry form for additional information about the entry.</li> </ul>

# FILM

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

Choose one of the following:

FORMAT	FRAME SIZE & RATE	BITRATE
<b>PREFERRED</b>		
HD 720p	1280x720 – 25fps	16Mbps
HD 1080	1920x1080 – 25fps	16Mbps
<b>ACCEPTED</b>		
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
<b>FACEBOOK STUDENT CATEGORY:</b>		
HD 1080	1080x1080 (Framed Square)	16Mbps
HD 1080	1080x1920 (Portrait)	16Mbps

## Video file specifications:

- Video must be encoded to H.264
- Accepted file format is .MOV or MP4
- 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
<b>Overview Video</b>	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"> <li>• Maximum length = 2 minutes</li> <li>• Maximum size = 400MB</li> <li>• In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion</li> <li>• As per video specifications above</li> </ul>
<b>Original Content Video</b>	Original execution of the content that was commercially launched or aired.	<ul style="list-style-type: none"> <li>• Duration specific to category requirements</li> <li>• As per video specifications above</li> </ul>

<b>30 Second Edit</b>	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"> <li>• Maximum 30 Secs</li> <li>• As per video specifications above</li> </ul>
<b>Facebook / Instagram Video</b>	Only applicable for The Facebook Challenge within the Student category.	<ul style="list-style-type: none"> <li>• Include subtitles – as all videos play silently until you touch the screen.</li> <li>• Include up-front context on what people are about to watch e.g. title, branding for your film etc.</li> <li>• No longer than 60 seconds – the shorter and punchier the better.</li> <li>• As per video specifications above – ONLY use the Facebook video specs</li> </ul>

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



# CATEGORY TYPES

The majority of categories are Single Category – Type A. Work can only be entered in one Type A category. In addition to a Type A category, the same work can be re-entered in Craft Categories, and categories that allow for Multiple Category (Type B) such as Integrated Campaign. Please read all rules specific to each category you intend to enter work into.

## SINGLE CATEGORY – TYPE A

**The exact same creative execution cannot be entered into more than one Single Category.**  
The principle behind this is that the APA will only award the same creative idea once.

**Example:** Creative work entered into the Print Magazine category, cannot be re-entered into the Design Poster category if it is essentially the same entry.

## INDIVIDUAL ELEMENT

**Elements must be submitted individually.**

**Example:** 3 x Posters in a campaign cannot be submitted as one entry, but must be entered as 3 x individual entries.

If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

## MULTIMEDIA

**A minimum of three different media types are required from within the same main category.**

**Example:** Design – Logo, Package Design, General Design

## MULTIPLE CATEGORY – TYPE B

**Creative work that has been entered into other categories may be re-entered here.**

**Example 1:** A Tactical Use of Newspaper entry can be re-entered into Media Innovation.

**Example 2:** A Mobile Media entry can be re-entered into Digital Crafts.

## MULTI-ELEMENT

**Two or more elements of the same media type can be entered.**

**Example:** A Branded Content Video Campaign comprised of three episodes in a series.

## INTEGRATED MULTIMEDIA

**Work entered in Type A categories can be re-entered here to form a campaign, with a minimum of three different media types**

## PREVIOUS WINNER

Entries in the Effective Creativity Category must have previously won a Loerie award in the past two years – 2017 or 2018.

# AWARD CATEGORIES

## INTEGRATED CAMPAIGN

A category catering for the evolved communication strategies employed today. Integrated campaigns working across multiple media - can include Branded Content and Digital campaigns.

**Integrated Campaign entries can be a combination of single entries already entered in other categories.** It is important that the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.

See “Category Types” in this document for an explanation of the Category Type

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

# DESIGN

**No physical entries allowed – Electronic media only.** ALL non-English work must come with English sub-titles

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry. You can re-enter Type A entries (e.g. Logo) into a Type B entry, e.g. Identity Programme or Design Campaign. You can also re-enter Type A entries into any of the Design Craft categories.

See “Category Types” in this document for an explanation of the Category Type

## DE1 BRAND IDENTITY & COLLATERAL DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE1A	<b>Logos</b> Single Logo or families of logos. All media, including digital and in-motion.	TYPE A & Individual Element	<ul style="list-style-type: none"> <li>May include reference material showing the development of the logo and its application.</li> <li>Include supporting imagery showing the logo in context.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview</li> <li>Video</li> </ul>
	<b>Identity Programmes</b>	TYPE B & Multimedia	<ul style="list-style-type: none"> <li>An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms</li> <li>Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead. May include digital components and brand guidelines.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview</li> <li>Video</li> </ul>
	<b>General Design</b>  Various design elements, including: Package Design, Point of Sale, in-store, Direct Mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items, carry bags, fabric designs, labels, wallpaper, wrapping paper	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview</li> <li>Video</li> </ul>

## DE2 PUBLICATION DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE2A	<b>Single Element</b>  Includes single elements within a publication: magazine insert, book cover, jacket design, magazine cover, publication wrap. For Digital	Type A & Individual Element	<ul style="list-style-type: none"> <li>Physical publications only, not digital publications</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview</li> <li>Video</li> </ul>

	Platforms, see the Design for Digital category			
	<b>Whole Publication</b> Includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category	Type A & Individual Element	<ul style="list-style-type: none"> <li>Physical publications only, not digital publications</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul>
<b>DE3 MOTION &amp; DIGITAL GRAPHIC DESIGN</b>				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE3A	<b>Motion Graphic Design</b> Includes: moving images created for broadcast or online, including commercial station and channel branding, logos, interstitials, identities, programme branding, online animations or other video content.	Type A & Multi-Element	<ul style="list-style-type: none"> <li>Can be produced using animation or shot footage but no usage of existing footage permitted (e.g. edits from content featured on the station are NOT permitted).</li> <li>Videos over 20 seconds must be entered individually.</li> </ul> <p><b>NOTE:</b> TV content promos or trailers should be entered in the Film category.</p>	Mandatory: <ul style="list-style-type: none"> <li>Overview Video and/or</li> <li>Original Content Video</li> </ul>
DE3B	<b>Design for Digital</b> STATIC: This category recognises the important role that design has in digital media. Any digital platform can be entered here. The focus is on static or limited animation design. Examples include websites, mobile sites and apps, publication design, social media posts and infographics.	Type B & Individual Element	<ul style="list-style-type: none"> <li>Entries in other Type A categories, including the Digital category - e.g. a website, may be re-entered here.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul>

## DE4 ARCHITECTURE, INTERIOR DESIGN AND TEMPORARY STRUCTURES

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE4A	<b>Architecture</b> All architectural projects including: airports, community & public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums.	Type A & Individual Element	<ul style="list-style-type: none"> <li>The launch date is not critical as long as the work has not previously been entered.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video and/or</li> </ul>

	<b>NOTE:</b> Architectural work includes new additions to an existing structure or brand, e.g. a new building, development, or upgrade.			
	<p><b>Interior Design &amp; Temporary Structures</b> All interior design and temporary structures including: airports, bars, cafes, clubs, community &amp; public environments (police, health, government, etc.), corporate offices, displays, exhibition &amp; trade stands, exhibits, galleries, hotels, mobile demonstration units, museums, pop-up stores, restaurants, retail, showrooms, signage, visitor attractions, window display &amp; shop front.</p> <p><b>NOTE:</b> Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade</p>	Type A & Individual Element	<ul style="list-style-type: none"> <li>The launch date is not critical as long as the work has not previously been entered.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video and/or</li> </ul>

## DESIGN CRAFTS

Only creative work entered into the main Design categories can be re-entered into Design Crafts

**A single piece may be re-entered into multiple craft categories**

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 - the craft must add value to the entry.

See "Category Types" in this document for an explanation of the Category Type.

DEW	DESIGN CRAFTS			
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DEWA	Photography	Type B & Individual Element	<ul style="list-style-type: none"> <li>Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	

<b>DEWB</b>	<b>Writing for Design</b>	Type B & Individual Element		
<b>DEWC</b>	<b>Illustration</b>	Type B & Individual Element		
<b>DEWD</b>	<b>Typography</b>	Type B & Individual Element		

## DIGITAL COMMUNICATION

The Digital category is for all computer, online, mobile (phones and tablets), and special digital interfaces

No physical entries allowed – Electronic media only. ALL non-English work must come with English sub-titles

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry.

See “Category Types” in this document for an explanation of the Category Type.

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
IN1A	<p><b>Display Advertising</b></p> <p>Paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.</p>	Type A & Individual Element	<p><b>NOTE:</b> Paid for Video or Film advertising should go in the Film category.</p> <p>Each banner ad in a campaign should be entered individually, unless they can only be viewed and understood as one unit.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>
	<p><b>Website or Microsite</b></p> <p>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.ae.</p> <p>A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com</p>	Type A & Individual Element	<p><b>NOTE:</b> Do not submit links to URLs or live sites. Work will only be judged via Video and/or Jpegs</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original content</li> </ul>
	<p><b>Social Media</b></p> <p>Includes the creation of social platforms, the use of existing social platforms, and user-generated content.</p>	Type A & Multimedia	<p><b>NOTE:</b> Stand-alone Internet video must be entered in the Film category</p> <p>Entries can be on one platform (e.g. Instagram) or can be a Social Media programme that extends across several platforms, e.g. Twitter, Instagram and Facebook, as well as custom platforms</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original content</li> </ul>
	<p><b>Digital Applications, Games &amp; Interactive Tools</b></p> <p>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.</p>	Type A & Individual Element		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original content</li> </ul>

	<b>Mobile Media</b> Includes: Mobile applications, mobile sites, branded games created <b>specifically</b> for smart phones and/or tablets.	Single Category - Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Original content</li> </ul>
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## DIGITAL CRAFTS

Only creative work entered into the main Digital categories can be re-entered into Digital Crafts

**A single piece may be re-entered into multiple craft categories**

**No physical entries allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main category.

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 - the craft must add value to the entry

See "Category Types" in this document for an explanation of the Category Type.

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
INWA	<b>User Experience Design</b> The full user experience including information architecture and design – winners will be delightful and beautiful interfaces that win user's hearts whilst offering benefits to the business.	Type B & Individual Element		
	<b>Writing</b> Writing specifically for Digital media	Type B & Individual Element		
	<b>Use of Technology</b> Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering.	Type B & Individual Element		
	<b>Music and Sound Design</b> Innovative use of audio for digital media.	Type B & Individual Element		



## FILM

The Film category includes TV & cinema commercials, Online film, TV trailers and content promos, Other screens, branded content, music videos, and Film crafts

**No physical entries allowed for this category. Electronic media only.** ALL non-English work must come with English sub-titles.

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry.

See "Category Types" in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
TV1A	<b>Television &amp; Cinema Commercials</b>	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Entries must be designed for broadcast and first aired on television or cinema.</li> <li>• Entries must include original content.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
TV1C	<b>Online Film – up to 30s</b>  Videos created <u>specifically</u> for Internet or mobile communication.  This includes paid for media as well as media uploaded to channels such as YouTube	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Internet Videos up to 30 seconds.</li> <li>• Entries must include original content.</li> </ul> <p><b>NOTE:</b> Broadcast commercials subsequently posted on the Internet may NOT be entered here.</p>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
TV1D	<b>Online Film – above 30s</b>  Videos created <u>specifically</u> for Internet or mobile communication.  This includes paid for media as well as media uploaded to channels such as YouTube	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Internet videos above 30 seconds.</li> <li>• Entries must include original content.</li> </ul> <p><b>NOTE:</b> Broadcast content subsequently posted on the Internet may NOT be entered here.</p>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
TV1E	<b>TV Trailers and Content Promos</b>  This includes all promotions for broadcast content.	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Existing footage may be used, e.g. material from featured programming content.</li> <li>• Entries must include original content.</li> </ul> <p><b>NOTE:</b> this does NOT include station and channel branding, such as logos and interstitials - this should be entered in the Broadcast Design &amp; Graphics in Communication Design.</p>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>

<b>TV1F</b>	<b>Other Screens</b>  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.	Type A & Individual Element	<b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. 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.  Provide an overview video if possible.	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> And/Or <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
<b>TV1G</b>	<b>Branded Content Film</b>  For the creation of a single, stand-alone video or ongoing Branded Content series made up of multiple episodes or video elements.  Branded Content includes the integration of a brand into a content platform- either pre-existing or created specifically for the purpose of promoting the brand.  Includes: Feature film or mini-series episode made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment.	Type A & Multi-Element	<ul style="list-style-type: none"> <li>• <b>OPTION A:</b> 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.</li> <li>• <b>OPTION B:</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.</li> </ul> <b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. 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.  Provide an overview video if possible.	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> And/Or <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>

## FILM CRAFTS

Only Film entries can be entered into Film Crafts. However, Film Craft entries do not also have to be entered in the main Film categories

**A single piece may be re-entered into multiple craft categories**

**No physical entries allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main Film category

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 - the craft must add value to the entry

See “Category Types” in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
TVWA	<p><b>Direction</b></p> <p>The craft award goes to the film director</p>	Type B & Individual Element		
	<p><b>Cinematography</b></p> <p>The craft award goes to the director of photography. For lighting and camera techniques</p>	Type B & Individual Element		
	<p><b>Writing</b></p> <p>The craft award goes to the writer. For an original script</p>	Type B & Individual Element		
	<p><b>Production Design</b></p> <p>The craft award goes to the film production company art director/stylist. For outstanding, in-camera original art direction of a film, incorporating set design, set dressing, styling, make-up, props and wardrobe.</p>	Type B & Individual Element		
	<p><b>Animation</b></p> <p>The craft award goes to the animator. Includes any use or combination of cel, stop-motion and computer animation in 2D or 3D</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Live action may be included but only as a layer or element in a 3D scene or a 2D design.</li> </ul>	
	<p><b>Special Visual Effects</b></p> <p>The craft award goes to the VFX Operator. Includes practical elements of the production design that take place 'in-camera', such as model-making and explosions, as well as effects added or created after filming has taken place, e.g. digital effects, CGI and compositing. Includes 3D effects over live action plates (e.g. fire, particles, water, face replacements, matte paintings, CG characters, CG props, set extensions etc.)</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Entries must include original content.</li> </ul>	
	<p><b>Editing</b></p> <p>The craft award goes to the off-line editor. For an outstanding and unique editing technique applied to a film/commercial that enhances the</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Entries must include original content.</li> </ul>	

	quality of the commercial			
	<p><b>Original Music &amp; Sound Design</b></p> <p>The craft award goes to the music composer or sound designer. For the composition of an outstanding, original piece of music and/or sound effects designed for a film commercial, whereby the craft of the composer/sound designer is unique and greatly enhances the film commercial.</p> <p>Please note that only original music / soundtracks can be entered here. Do not enter existing licensed music / tracks.</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks.</li> </ul>	
	<p><b>Best Use of Licenced Music</b></p> <p>The craft award goes to the music supervisor. For the best use of licensed music where the choice and marriage of the musical score to the picture enhances the creative idea.</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>Only licensed music can be entered here. Do not enter originally composed music or sound effects.</li> <li>Entries must include original content.</li> </ul>	
	<p><b>Performance</b></p> <p>The craft award goes to the actor / artist. For an outstanding performance in a film by the on-camera actor or off-camera artist (eg: voice-over), that enhances the quality of the commercial</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>Entries must include original content.</li> </ul>	

## LIVE COMMUNICATIONS

The **Live category** includes Live events, Live Activations and Sponsorships. Entries in this category must highlight the audience live experience, not PR coverage or third party experiences (e.g. online)

**No physical entries allowed for this category. Electronic media only.** ALL non-English work must come with English sub-titles

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry

See “Category Types” in this document for an explanation of the Category Type

## LE2

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
LE2A	<p><b>Live Events</b></p> <p>Includes all events created specifically for a brand – both internal or external audiences. This also includes branded content (e.g. art installations, auctions, educational, branded content, conferences, launches, motivational, road shows, screenings, service &amp; social responsibility)</p>	Type A & Multimedia	<p><b>NOTE:</b> 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"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>
	<p><b>Live Activations</b></p> <p>Entries include any brand activation where <b>live performance in real-time is key to communicating the brand message</b> and creating an immersive audience experience. This can include live performances, demonstrations, and a host that interacts with the audience to bring the brand message to life, with <b>an incidental audience that has not been invited. There may or may not be direct audience participation and interaction.</b> Entries must demonstrate the role of performance.</p>	Type A & Multimedia	<p><b>NOTE:</b> EXCLUDES promos with no live performance. 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"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>
	<p><b>Sponsorship</b></p>	Type A & Multimedia	<p><b>NOTE:</b> Events created specifically for the brand (e.g. Car Launch) even with</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> </ul>

	Including sponsorship of consumer-focused sporting and lifestyle events. Entries in this category must show a sponsor, and audience participation must be via ticketing. For example, single sporting events or sport series, sport teams, events, art fairs, expos, musical concerts.		a ticketed audience must be entered into Live Events.	<ul style="list-style-type: none"> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
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## LIVE CRAFTS

Only Live entries can be entered into Live Crafts. However, Live Craft entries do not also have to be entered in the main Live categories

**No physical entries allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main Film category

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 - the craft must add value to the entry

See "Category Types" in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
LEWA	<b>Direction</b> The craft award goes to the director. Whereby the director has clearly been a major influence on the overall craft and therefore success of the live event	Type B & Multimedia		
	<b>Writing</b> The craft award goes to the writer. For an outstanding and original concept & script	Type B & Multimedia		
	<b>Art Direction / Stylist</b> The craft award goes to the art director / stylist. For outstanding art direction of an event/activation incorporating set design, set dressing, styling, make-up, props and wardrobe	Type B & Multimedia		
	<b>Original Music &amp; Sound Design</b> The craft award goes to the music composer or sound designer. For the composition of an outstanding, original	Type B & Multimedia	<b>NOTE:</b> only original music/soundtracks will be considered here. Do not enter existing licensed music/tracks.	

	piece of music or sound effects design, whereby the sound track is unique and greatly enhances the event/activation.			
	<p><b>Performance</b></p> <p>The craft award goes to the actor / artist. For an outstanding performance by the actor(s) or voice-over artist(s), that enhances the quality of the event/activation.</p>	Type B & Multimedia		
	<p><b>Use of Technology</b></p> <p>The craft award goes to the technical staging company. Innovation in the use of technology for a live event. Includes lighting, staging, and any other technical elements that add value to the event.</p>	Type B & Multimedia		
	<p><b>Video &amp; Motion Graphic Design</b></p> <p>The craft award goes to the motion graphic designer. Includes all electronic material created for screens at the event.</p>	Type B & Multimedia		

## MEDIA INNOVATION

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

**No physical entries allowed for this category. Electronic media only.** ALL non-English work must come with English sub-titles

**Multiple Category (Type B) & Multimedia:** Creative work that has been entered into other categories may be re-entered here.

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>MI1A</b>	<p><b>Single Media Element</b></p> <p>This category is for the use of a single medium.</p> <p>It can be a once-off execution or repeat at multiples venues as long as the medium and message remain the same.</p> <p>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 the Cinema as a medium</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Work that has been entered into other categories may be re-entered here. In this category it will only be judged according to the innovative use of the media platform</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> <li>• Audio</li> </ul>
	<p><b>Multiple Media Campaign</b></p> <p>This category is for entries with more than one medium, showing innovation in the use of all media platforms.</p> <p>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</p>	Type B & Multimedia	<ul style="list-style-type: none"> <li>• A minimum of three different media types</li> <li>• Work that has been entered into other categories may be re-entered here. In this category it will only be judged according to the innovative use of the media platform</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> <li>• Audio</li> </ul>



## OUT OF HOME

The **Out of Home category** includes Outdoor media, In-store, Transit & air, Direct mail, Ambient and crafts.

**No physical entries allowed for this category. Electronic media only.** ALL non-English work must come with English sub-titles

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry

See “Category Types” in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
OU1A	<p><b>Outdoor Media</b></p> <p>All <b>fixed</b> outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, &amp; playing fields.</p>	Type A & Individual Element		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>
	<p><b>In-Store</b></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>	Type A & Individual Element	<b>NOTE: EXCLUDES</b> Posters that are on display in-store, which should be entered in the “Print - Indoor Poster” category.	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>
	<p><b>Transit &amp; Air</b></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>	Type A & Individual Element		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>
	<p><b>Direct Mail</b></p> <p>Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.</p>	Type A & Individual Element		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p>

				<ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
	<p><b>Ambient</b></p> <p>All free-format, non-traditional forms of media, including: use of public spaces, handouts &amp; giveaways, kiosks &amp; displays, and never before used media.</p>	<p>Type A &amp; Individual Element</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGs and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>

## PRINT COMMUNICATION

Includes Print advertising, Tactical use of print, Indoor posters and Print Crafts

**No physical entries allowed for this category. Electronic media only.** ALL non-English work must come with English sub-titles

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry. You can re-enter Type A entries (e.g. Logo) into a Type B entry, e.g. Identity Programme or Design Campaign. You can also re-enter Type A entries into any of the Craft categories.

See “Category Types” in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
PR1A	<b>Newspaper &amp; Magazine Advertising</b>  Includes all advertising in Newspapers & Magazines using standard advertising media space	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>
PR1B	<b>Tactical Use of Print</b>  Non-traditional and special use of Newspaper or Magazine:  e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc.	Type A & Individual Element	<b>Note:</b> Advertisements that use traditional media space, e.g. a single page ad, are not considered tactical and should be entered in the Print Advertising category, even if an advert is specific to a particular event, date or other occurrence	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>
PR1C	<b>Indoor Posters</b>  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	Type A & Individual Element	<b>NOTE:</b> All Outdoor and Street Pole entries must go in the Out of Home category	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>

## PRINT & OOH CRAFTS

Only creative work entered into the main Print & OOH categories can be re-entered into these Craft categories

**NOTE:** Entries submitted into the Design categories must be entered into Design Crafts

Craft entry requirements follow the same specifications as those in the main Print category

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 - the craft must add value to the entry

See "Category Types" in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
PRWA	Art Direction	Type B & Individual Element		<ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>
PRWB	Writing	Type B & Individual Element		
PRWC	Photography	Type B & Individual Element		
PRWD	Illustration	Type B & Individual Element		
PRWE	Typography	Type B & Individual Element		

## RADIO & AUDIO

**No physical entries allowed for this category. Electronic media only.** ALL non-English work must come with English sub-titles. **Non-English entries must be submitted as a video file with English subtitles**

You cannot enter the exact same creative element into more than 1 Type A category across all Main categories. You must choose which Type A category best suits your entry.

See "Category Types" in this document for an explanation of the Category Type.

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
RA1A	<b>Radio Station Commercials</b>  Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio.	Type A & Individual Element		<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> <li>• Non-English Video with subtitles</li> </ul>

## RADIO & AUDIO CRAFTS

Only Radio entries can be entered into Radio Crafts. However, Radio Craft entries do not also have to be entered in the main Radio categories

**No physical entries allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main Film category

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 - the craft must add value to the entry

See "Category Types" in this document for an explanation of the Category Type

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
RAWA	<b>Direction</b>  The craft award is awarded to the radio director.	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> <li>• Non-English Video with subtitles</li> </ul>
	<b>Writing</b>  The craft award is awarded to the writer.	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> <li>• Non-English Video with subtitles</li> </ul>
	<b>Original Music &amp; Sound Design</b>	Type B &	<ul style="list-style-type: none"> <li>• Only original sound effects / music / soundtracks can be</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> </ul>

	<p>The craft award is awarded to the music composer or sound designer. For the composition of an outstanding, original piece of music and/or sound effects design for radio, whereby the craft of the composer / sound designer is unique and greatly enhances the commercial.</p>	<p>Individual Element</p>	<p>entered here. Do not enter existing licensed music or tracks.</p>	<ul style="list-style-type: none"> <li>• <b>Non-English Video with subtitles</b></li> </ul>
	<p><b>Performance</b></p> <p>The Craft Award is awarded to the performer / artist. For an outstanding performance in a radio commercial by the voice-over artist, that enhances the quality of the commercial</p>	<p>Type B &amp; Individual Element</p>		<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• <b>Audio</b></li> <li>Or</li> <li>• <b>Non-English Video with subtitles</b></li> </ul>

## SHARED VALUE

**Doing good while doing good business** – The concept of Shared Value recognises that business and society can mutually benefit from the implementation of a shared value strategy.

**No physical entries allowed for this category. Electronic media only. An additional information sheet must be submitted with every entry in the Shared Value category.** Please download the form from your Dashboard under the "Special Forms" Tab.

**Shared Value entries cannot be entered in any other categories.**

The Shared Value category recognises **companies that deliver value** to shareholders, **while positively impacting society** through their business models and practices.

The APA defines Shared Value as an ongoing programme that shows a tangible **Company Benefit** and delivers real **Social Benefit**.

The **Company Benefit** must be for a commercial entity and can be in any form; for example, revenue, brand awareness, brand loyalty, customer retention, new customer acquisition, etc. The **Social Benefit** can also come in many forms; for example: lifestyle improvement, access to services, community upliftment, education, standard of living, environmental impact, etc.

Upliftment and transformation of underprivileged communities is a major focus of the Shared Value award; however Social Benefit is not necessarily limited to underprivileged communities or those in financial need. For example, Social Benefit may be in the form of lifestyle, health and environmental benefits.

Areas for consideration include:

- Adaptation of products and markets to make a greater impact on, or contribution to society, whilst continuing to meet or exceed shareholder expectations;
- Re-consideration of practices within the value chain (inbound logistics, operational processes, outbound logistics, procurement policies and processes, sales and marketing activities and service delivery) to implement social and/or environmental innovation;
- Collaboration with industry associations, charitable organisations, other businesses and/or external partners to address societal challenges while benefitting the brand;

### **Eligibility: What can be entered?**

**Check the following to determine if your entry is eligible:**

1. The programme must be developed and implemented in our region.
2. The Shared Value award is **not** for an ad campaign nor for a charity programme.
3. Entries must have a Commercial Brand involved in the programme – entries only involving a not-for-profit entity are not eligible.
4. The programme must align with the business of the Company, and demonstrate positive business and social benefits.
5. **Entries must be active during the period of 1 June 2018 to 31 May 2019.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
6. **Entries can be re-submitted each year as long as the programme remains active.** Previous winners may be considered every year for an award as long as the programme remains at the same high standard.

### **Who can enter?**

Entries can be submitted directly by any company (Brand) or its representative agencies. See "Category Types" in this document for an explanation of the Category Type

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
XB1A	<b>Shared Value</b>	Type A & Integrated Multimedia	Do you have an ongoing and measurable: <ul style="list-style-type: none"> <li>• environmental or social benefit?</li> <li>• benefit to the brand?</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• PDF - Questionnaire</li> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>

# YOUNG CREATIVES AWARD

The Young Creatives Award honours the most talented young minds in our industry. If you turn 27 during 2019, or are younger, then you are eligible to enter

Only permanent residents of Kenya are eligible for entry.

Work entered here can also be entered in the main categories where eligible.

See “Category Types” in this document for an explanation of the Category Type

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
YC1A	<b>Brand South Africa Young Creatives Award</b>	Type B & Multimedia	<ul style="list-style-type: none"> <li>• You must turn 27 during 2019, or be younger, to be eligible.</li> <li>• Entrants must submit no more than 5 examples of their <u>professional work from the last three years</u>. Please note: A campaign with multiple elements will count as 1 example of work.</li> <li>• <b>All creative work must</b> be submitted in JPEGs, Video and/or Audio.</li> <li>• 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. <u>Student work and concepts may not be entered.</u></li> <li>• Please indicate what your contribution to the work was, e.g. copywriting. Especially when submitting big campaigns.</li> <li>• <b>Young Creatives PDF must ONLY include:</b> <ul style="list-style-type: none"> <li>○ A written reference supporting your entry provided by your Creative Director or equivalent supervisor.</li> <li>○ 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.</li> <li>○ Supply proof of your age (copy of an identity document, passport, or birth certificate).</li> <li>○ Contact details of three professional references, i.e. people who have worked with you.</li> </ul> </li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Young Creatives PDF and</li> <li>• JPEGs and/or</li> <li>• Overview Video and/or</li> <li>• Original Content Video and/or</li> <li>• Audio</li> </ul>