# LOERIES
## DURBAN

## ENTRY PREPARATION GUIDELINES, HINTS & 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.

General guidelines are provided below, followed by specific instructions for each category.

1. **Make the judge's life easy** – your entry should be well presented, clear, easy to understand, and should help the judges to understand your entry in terms of our judging criteria: Innovation, Quality of execution, relevance to the Brand, Target Audience and Chosen Medium.
2. **All work is judged anonymously** - you must ensure that no reference to your agency is included on the entry. All mounting, folders, trimmings, etc. must not have any agency branding. If necessary the Loeries staff will remove or cover any such branding.
3. **All entries are single, unless otherwise stated**. For example, posters following the same campaign theme must 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.
4. **Always follow our guidelines for each medium** and ensure that your entries are formatted correctly. E.g. Video entries must be submitted according to the specs – a low grade QuickTime Video will not be impressive on our large judging screen.
5. **Be neat**. Carefully crop and paste all elements of your work. Dog-eared and loose elements are never a favourite.
6. **Combine multiple elements into one presentation on stiff board**. DO NOT use foam board. Use thin, stiff cardboard up to a maximum of A2 size. This is preferable to building an entry up in a book or multiple-page format. Use a combination of imagery as well as written descriptions wherever necessary to make up your board.
7. **INCLUDE ANY NECESSARY TRANSLATIONS**: All non-English entries must include translations. This can be a written translation or, in the case or video or audio files, subtitles must be used. Include any necessary explanation for the judging panel to understand the context of the translation.

REMEMBER TO:

Ensure that you provided 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. **Overview videos must be limited to 2 minutes**.
**ENTRIES LONGER THAN 2 MINUTES MUST BE EDITED TO 2 MINUTES**. If it is felt necessary, the full-length work may accompany the 2-minute entry.

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.

## CREATIVITY ADDS

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**Please refer to the preparation guidelines specific to each category that you are entering.**

**CATEGORY GUIDELINES INCLUDED IN THIS DOCUMENT:**

1.  Effective Creativity
2.  Shared Value Award
3.  Service Design
4.  Integrated Campaign
5.  Communication Design
6.  Digital & Interactive Communication
7.  Live Events, Activations & Sponsorship
8.  Media Innovation
9.  Outdoor & Out of Home
10. Print Communication
11. Print / Outdoor & Out of Home Crafts
12. PR Communication
13. Radio Communication
14. TV, Film & Video Communication
15. Student Awards

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### 1. EFFECTIVE CREATIVITY

**No physical entries will be allowed for this category. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded is the correct and final material.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.
**Additional information must be submitted with every entry in the Effective Creativity category.**
**Please download the form [here](here)** and check the category information for full criteria.

a. **IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**
   1. High resolution (300dpi) Jpegs ONLY.
   2. Minimum width must be 2400 pixels.
   3. Maximum file size is 10MB per image.
   4. The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
   5. If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
   6. Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
   7. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

   **HOW TO SEND YOUR JPEG FILES**
   1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
      You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

   2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
      If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

b. **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video**. Please follow the **TV, Film & Video** preparation guidelines. Overview video submissions should be edited to a maximum length of 2 minutes. *If it is felt necessary, the full-length work may accompany the 2-minute entry.*

   **We recommend that a 30 second edit is also provided for the awards ceremony.**

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## LOERIES DURBAN

## 2. SHARED VALUE

**No physical entries will be allowed for this category. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you
have uploaded is the correct and final material.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.
**Additional information must be submitted with every entry in the Ubuntu category. Please download the
form [here](#)** and check the category information for full criteria.

a. <u>**IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**</u>
   1. High resolution (300dpi) Jpegs ONLY.
   2. Minimum width must be 2400 pixels.
   3. Maximum file size is 10MB per image.
   4. The presentation images will be a summary of your entry and will be used for judging and on
      screen at the awards ceremony, should your work win.
   5. If there is text included on your images, please make sure that it is readable on your computer
      screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
   6. Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen.
      Use the 'description' section on the entry form for all information about the entry.
   7. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines
      below.

   **HOW TO SEND YOUR JPEG FILES**
   1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
      You can upload your files directly to your media library via the online entry process. You have the
      option of uploading your files while completing your entry form, or you can choose to upload them
      at a later stage. Just **login** to your account to create an entry or manage your media.

   2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
      If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do
      so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code,
      which you can obtain from the agency or Loeries office.

b. <u>**IF USING VIDEO,**</u> **you can provide a combination of footage of the actual entry as well as
   background information on the video**. Please follow the **TV, Film & Video** preparation guidelines.
   Overview video submissions should be edited to a **maximum length of 2 minutes.** *If it is felt necessary,
   the full-length work may accompany the 2-minute entry.*

   **We recommend that a 30 second edit is also provided for the awards ceremony.**

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### 3. SERVICE DESIGN

**No physical entries will be allowed for this category. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded is the correct and final material.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.
**Additional information must be submitted with every entry in the Service Design category. Please download the form [here](#)** and check the category information for full criteria.

a. **IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**
    1. High resolution (300dpi) Jpegs ONLY.
    2. Minimum width must be 2400 pixels.
    3. Maximum file size is 10MB per image.
    4. The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
    5. If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
    6. Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
    7. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

    **HOW TO SEND YOUR JPEG FILES**
    1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
        You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

    2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
        If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

b. **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video**. Please follow the **TV, Film & Video** preparation guidelines. Overview video submissions should be edited to a **maximum length of 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute entry.*

    **We recommend that a 30 second edit is also provided for the awards ceremony.**

CREATIVITY ADDS

**4. INTEGRATED CAMPAIGN**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded or sent to us is the correct and final material.

Please provide one overview of your campaign as a cohesive entry - do not simply submit multiple elements. Use boards/Jpegs and video where appropriate, and provide written description to enable the judges to understand your entry.

Multiple elements may be presented using any combination of boards, jpegs, video and audio.

a. **IF USING BOARDS, USE A2 BOARDS FOR MULTIPLE ELEMENTS**
   **Combine multiple elements into one presentation on thin, stiff board up to a MAXIMUM SIZE OF A2. DO NOT use foam board. MAXIMUM OF 10 BOARDS ALLOWED.**
   This is preferable to building an entry up in a book or multiple-page format. You can use more than one board if your entry requires this. Attach an entry label to every board and label each board, Board 1 of 6, Board 2 of 6, etc. Use a combination of imagery as well as written descriptions wherever necessary to make up your board.

   **PRINT AND AFFIX YOUR ENTRY LABEL TO THE BACK OF EACH ENTRY**
   After you've completed your online entry and printed your entry labels, please tape the correct label to the back of the corresponding print entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces Part 1 of 4, Part 2 of 4, etc.

   **DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
   As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry. Only use the provided labels to identify your entry all mounting, folders, trimmings, etc. must not have any agency branding. If necessary, the Loeries staff will remove or cover any such branding.

   **PROVIDE JPEGS OF YOUR BOARDS – MAXIMUM OF 10 JPEGS**
   You must provide Jpeg files of your work presented on boards. **This will be used on screen at the awards ceremony**, should your work win. For campaigns and work submitted on boards - YOU MUST SUPPLY EACH IMAGE AS A SEPARATE JPEG FILE. The awards ceremony will take place in the same week as judging, so it is important that you submit the required material during the entry process. **Note:** If your entry is a jpeg presentation, we will use this material for the awards and there is no need to submit additional jpegs. **Please follow the specs provided section B below.**

b. **IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**
   1. High resolution (300dpi) Jpegs ONLY.
   2. Minimum width must be 2400 pixels.
   3. Maximum file size is 10MB per image.
   4. The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
   5. If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
   6. Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
   7. For work with small detail and/or logos that need to be seen by the audience, submit close up images.

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8.  Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

**HOW TO SEND YOUR JPEG FILES**
(NB: If you wish to submit a video with your entry, please follow the **TV, Film & Video** guidelines).
   1.  **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
       You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

   2.  **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
       If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

c.  **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video** or include additional information on boards or jpegs.
    All overview video submissions should be edited to a **maximum length of 2 minutes.** You can also submit original content as supporting material, e.g. overview video, 3 TV ads and 2 radio ads.
    **We recommend that a 30 second edit is also provided for the awards ceremony** - please follow the **TV, Film & Video** Preparation Guidelines.

d.  **SUBMITTING AUDIO FILES - you can provide supporting audio files with your entry (such as radio commercials).** You should follow the **Radio** preparation guidelines for all audio submissions.

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## 5. COMMUNICATION DESIGN

Multiple elements may be presented using boards and/or video. **WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded or sent to us is the correct and final material.

a) **IF USING BOARDS, USE A2 BOARDS FOR MULTIPLE ELEMENTS**
**Combine multiple elements into one presentation on thin, stiff board up to a MAXIMUM SIZE OF A2. DO NOT use foam board. MAXIMUM OF 10 BOARDS ALLOWED.**
This is preferable to building an entry up in a book or multiple-page format. You can use more than one board if your entry requires this. Attach an entry label to every board and label each board, Board 1 of 6, Board 2 of 6, etc. Use a combination of imagery as well as written descriptions wherever necessary to make up your board.

**PRINT AND AFFIX YOUR ENTRY LABEL TO THE BACK OF EACH ENTRY**
After you've completed your online entry and printed your entry labels, please tape the correct label to the back of the corresponding print entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces Part 1 of 4, Part 2 of 4, etc.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry. Only use the provided labels to identify your entry all mounting, folders, trimmings, etc. must not have any agency branding. If necessary, the Loeries staff will remove or cover any such branding.

**PROVIDE JPEGS OF YOUR WORK – MAXIMUM OF 10 JPEGS**
You must provide Jpeg files of your work **to be used on screen at the awards ceremony**, should your work win. The awards ceremony will take place in the same week as judging, so it is important that you submit the required material during the entry process.
**Accepted format** - images of your work are only accepted in Jpeg format. Please follow the specs provided here:
1. High resolution (300dpi) Jpegs ONLY.
2. Minimum width must be 2400 pixels.
3. Maximum file size is 10MB per image.
4. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.
5. For work with small detail and/or logos that need to be seen by the audience, submit close up images.
6. For campaigns and work submitted on boards - YOU MUST SUPPLY EACH IMAGE AS A SEPARATE JPEG FILE.
7. REMEMBER, these Jpegs are used for winning work at the awards ceremonies - YOU MUST STILL SUBMIT PHYSICAL ENTRIES FOR JUDGING, AS PER THE GUIDELINES ABOVE.

**HOW TO SEND YOUR JPEG FILES**
(NB: If you wish to submit a video with your entry, please follow the **TV, Film & Video** guidelines).
1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

**b)  OPTION B: UPLOAD VIA OUR DIGITAL LINK**
   If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

**c)  IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video** or include additional information on boards. Overview video submissions should be edited to a **maximum length of 2 minutes.**
   **We recommend that a 30 second edit is also provided for the awards ceremony** - please follow the **TV, Film & Video** Preparation Guidelines.


**GUIDELINES SPECIFIC TO EACH SUB-CATEGORY**:

**BRAND IDENTITY & COLLATERAL DESIGN**
**Logos –** Show Logos in context. When entering a logo design, preferably do not just send the final logo, add supporting imagery showing the logo in context. You can also include graphical references showing the evolution of the logo. Remember; provide as much information as necessary to assist the judges in understanding your entry.

**Identity Programmes –** Show all elements of the brand identity and provide as much information as necessary to assist the judges in understanding your entry. Include original material where relevant. Use boards for multiple elements (see top of page).

**Posters & Billboards –** Only submit un-mounted posters. Submit images of billboards showing the material 'in-situ' where possible.

**Direct & Promotional Mail and General Collateral –** Whenever possible, please send the actual piece, unless of course it is too large. If you cannot send the original, please send images and appropriate descriptions on one or more boards (see top of page).

**THREE DIMENSIONAL & ENVIRONMENTAL DESIGN**
**Architecture, Interior Design & Temporary Structures –** It is important to show how the design assists in communicating the brand. For example, how does the interior design of the restaurant assist in portraying the brand? In the case of **Architectural and Interior Design** projects, the launch date is not critical and may be prior to 1 June 2013 as long as the work has not been previously entered. **Architectural and Interior Design work** includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade.

Please send entries as photographs (not slides) of the actual work. Larger format images (e.g. 8x10) will make the work more presentable, and you can submit as many images as you feel necessary to illustrate the work. Mount images and appropriate description on boards as per the 'USE BOARDS' instructions on this page.

Additionally, you may supply video material in support of your entry, although this is not necessary (Submissions must be a maximum of 2 minutes long and please follow the TV, Film & Video preparation instructions).

**Package & Industrial Design –** Whenever possible, please send the actual piece, unless of course it is too large. If you cannot send the original, please send images and appropriate descriptions on one or more boards.

**PUBLICATION DESIGN**
Whenever possible, please send the actual piece. If you cannot send the original, please send images and appropriate descriptions on one or more boards.

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**MOTION GRAPHIC DESIGN - TV Channel Branding & Identity**
Please follow the preparation instructions for **TV, Film & Video**.

**DESIGN MIXED MEDIA CAMPAIGN**
Please provide one overview of your campaign as a cohesive entry – Do not simply submit multiple elements. Use boards and video where appropriate, and provide written description to enable the judges to understand your entry.

**DESIGN CRAFTS**
Please supply all flat media un-mounted (e.g. Posters).
If the craft is on media such as packaging or a publication, please check the relevant guidelines provided for that category – and always supply the original where possible.

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## 6. DIGITAL & INTERACTIVE COMMUNICATION

**All Digital entries must be submitted as Internet URL's or in a video format - <u>NO BOARDS OR PRINTED MEDIA WILL BE ACCEPTED</u>**.

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded is the correct and final material.

**LANDING PAGE** - It is very important that the judges understand the context of digital entries. It is best to create a landing page, where the entry can be explained before the judge reviews the entry. **DO NOT put video links on the landing page but rather upload it via our online entry system.**

**VIDEOS** - A video can be provided outlining the entry. Especially with complex digital entries, such as mobile or kiosk applications, send an electronic movie showing and explaining the application. **Videos should be provided as high-resolution .mov files rather than online videos**. This is because **winning entries will be displayed at the awards ceremonies** and online videos will not have enough resolution.

**Overview videos must be a maximum of 2 minutes long and we recommend a 30 second edit is provided for the awards ceremony - please follow the TV, Film & Video Preparation Guidelines.**

**ONLINE ADVERTISING & EMAIL MARKETING -** the original work needs to be submitted with the entry. You can still submit a video as supporting material.

**WEBSITES AND MICROSITES** - On the entry form, you have an opportunity to provide a website address for your entry. Websites and Microsites must have URL's provided, you can still submit a video as supporting material.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry. Landing pages must not have your agency name or logo.

**PROVIDE JPEGS OF YOUR WORK – MAXIMUM OF 10 JPEGS**
You must provide Jpeg files of your work **to be used on screen at the awards ceremony**, should your work win. The awards ceremony will take place in the same week as judging, so it is important that you submit the required material during the entry process.

**Accepted format** - images of your work are only accepted in Jpeg format. Please follow the specs provided here:
1.  High resolution (300dpi) Jpegs ONLY.
2.  Minimum width must be 2400 pixels.
3.  Maximum file size is 10MB per image.
4.  Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.
5.  For work with small detail and/or logos that need to be seen by the audience, submit close up images.
6.  For campaigns - YOU MUST SUPPLY EACH IMAGE AS A SEPARATE JPEG FILE.
7.  REMEMBER, these Jpegs are used for winning work at the awards ceremonies - YOU MUST STILL SUBMIT ENTRIES FOR JUDGING, AS PER THE GUIDELINES ABOVE.

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**HOW TO SEND YOUR JPEG FILES**
(NB: If you wish to submit a video with your entry, please follow the **TV, Film & Video** guidelines).

1.  **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
    You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

2.  **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
    If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

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**7. LIVE EVENTS, ACTIVATIONS & SPONSORSHIP**

**Physical entries will <u>NOT</u> be allowed for the Events categories i.e. Live Events, Live Activations, Sponsorship and Live Crafts. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded is the correct and final material.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.

    a.  **IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**
         1.  High resolution (300dpi) Jpegs ONLY.
         2.  Minimum width must be 2400 pixels.
         3.  Maximum file size is 10MB per image.
         4.  The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
         5.  If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
         6.  Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
         7.  Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

      **HOW TO SEND YOUR JPEG FILES**
      1.  **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
         You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

      2.  **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
         If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

    b.  **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video**. Please follow the **TV, Film & Video** preparation guidelines. Overview video submissions should be edited to **a maximum length of 2 minutes.**

      **We recommend that a 30 second edit is also provided for the awards ceremony.**

## 8. MEDIA INNOVATION

**Physical entries will <u>NOT</u> be allowed for the Media Innovation category but you may submit 3D pieces in support of your entry. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded is the correct and final material.

**SINGLE ENTRIES - must be entered individually**. For example, three posters that are part of a campaign theme must be entered as individual entries, not all 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 ENTRIES - a minimum of three media types is required (e.g. television, outdoor, digital).** Please provide an overview of your campaign as a cohesive entry - do not simply submit multiple elements. Use Jpegs and/or video where appropriate to present your campaign, and provide a written description to enable the judges to understand your entry.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.

   a.  <u>**IF USING JPEGS:**</u> **MAXIMUM OF 10 JPEGS ALLOWED.**
      1.  High resolution (300dpi) Jpegs ONLY.
      2.  Minimum width must be 2400 pixels.
      3.  Maximum file size is 10MB per image.
      4.  The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
      5.  If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
      6.  Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
      7.  Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

   **HOW TO SEND YOUR JPEG FILES**
      1.  **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
          You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

      2.  **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
          If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

   b.  <u>**IF USING VIDEO,**</u> **you can provide a combination of footage of the actual entry as well as background information on the video**. Please follow the **TV, Film & Video** preparation guidelines. Overview video submissions should be edited to **a maximum length of 2 minutes.**

      **We recommend that a 30 second edit is also provided for the awards ceremony.**

## 9. OUTDOOR & OUT OF HOME

**No physical entries will be allowed for these categories: Outdoor Media, Street Pole, Ambient Media, In-store and Alternative Media & Field Marketing. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded or sent to us is the correct and final material.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.
**Direct Mail** – here you can submit the actual piece and/or presentation boards. See details below.

**STREET-POLE ENTRIES:** If one communication is executed across several elements then the combination of the segments are considered one entry - DO NOT ENTER EACH BOARD AS A SINGLE ENTRY - ENTER ALL THREE AS ONE ENTRY.

**Crafts Entries** for Outdoor, Street Pole, Ambient and In-store must be entered into the **Print Crafts** category. All Crafts must be entered as per the specs provided for that specific media type, i.e. a Street Pole entry must follow the Street Pole guidelines provided here.

**SINGLE ENTRIES - must be entered individually**. For example, three posters that are part of a campaign theme must be entered as individual entries, not all 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.

    a.   <u>IF USING JPEGS:</u> **MAXIMUM OF 10 JPEGS ALLOWED.**
        1. High resolution (300dpi) Jpegs ONLY.
        2. Minimum width must be 2400 pixels.
        3. Maximum file size is 10MB per image.
        4. The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
        5. If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
        6. Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
        7. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

    **HOW TO SEND YOUR JPEG FILES**
        1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
            You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

        2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
            If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

CREATIVITY ADDS

b. **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video**. Please follow the **TV, Film & Video** preparation guidelines. Overview video submissions should be edited to a **maximum length of 2 minutes.**

**We recommend that a 30 second edit is also provided for the awards ceremony.**

**DIRECT MAIL**
Multiple elements may be presented using boards and/or video.

a. **IF USING BOARDS, USE A2 BOARDS FOR MULTIPLE ELEMENTS**
**Combine multiple elements into one presentation on thin, stiff board up to a MAXIMUM SIZE OF A2. DO NOT use foam board. MAXIMUM OF 10 BOARDS ALLOWED.**
This is preferable to building an entry up in a book or multiple-page format. You can use more than one board if your entry requires this. Attach an entry label to every board and label each board, Board 1 of 6, Board 2 of 6, etc. Use a combination of imagery as well as written descriptions wherever necessary to make up your board.

**PRINT AND AFFIX YOUR ENTRY LABEL TO THE BACK OF EACH ENTRY**
After you've completed your online entry and printed your entry labels, please tape the correct label to the back of the corresponding print entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces Part 1 of 4, Part 2 of 4, etc.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry. Only use the provided labels to identify your entry all mounting, folders, trimmings, etc. must not have any agency branding. If necessary, the Loeries staff will remove or cover any such branding.

**PROVIDE JPEGS OF YOUR WORK – MAXIMUM OF 10 JPEGS**
You must provide Jpeg files of your work **to be used on screen at the awards ceremony**, should your work win. The awards ceremony will take place in the same week as judging, so it is important that you submit the required material during the entry process.
**Accepted format** - images of your work are only accepted in Jpeg format. Please follow the specs provided here:
1. High resolution (300dpi) Jpegs ONLY.
2. Minimum width must be 2400 pixels.
3. Maximum file size is 10MB per image.
4. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.
5. For work with small detail and/or logos that need to be seen by the audience, submit close up images.
6. For campaigns and work submitted on boards - YOU MUST SUPPLY EACH IMAGE AS A SEPARATE JPEG FILE.
7. REMEMBER, these Jpegs are used for winning work at the awards ceremonies - YOU MUST STILL SUBMIT PHYSICAL ENTRIES FOR JUDGING, AS PER THE GUIDELINES ABOVE.

CREATIVITY ADDS

**HOW TO SEND YOUR JPEG FILES**
(NB: If you wish to submit a video with your entry, please follow the **TV, Film & Video** guidelines).

1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
   You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
   If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

b. **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video** or include additional information on boards. Overview video submissions should be edited to a maximum length of 2 minutes.
   **We recommend that a 30 second edit is also provided for the awards ceremony** - please follow the **TV, Film & Video** Preparation Guidelines.

c. **SUBMITTING AUDIO FILES - you can provide supporting audio files with your entry (such as radio commercials).** You should follow the **Radio** preparation guidelines for all audio submissions.

## 10. PRINT COMMUNICATION

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have sent to us is the correct and final material.

**Maximum sizes for Newspaper and Magazine (DO NOT MOUNT):**
**Newspaper** = 450mm x 300mm landscape or 300mm x 450mm portrait;
**Magazine** = A3 Landscape, A4 portrait; larger sizes can be submitted if supplied with an original tear-sheet to show that it was published at that size.
**Tactical Print** - All tactical print entries should include the original media (or a copy). You may also provide additional information explaining the entry.

**Posters - DO NOT MOUNT POSTERS - SUPPLY AS UNMOUNTED PRINTS**. Posters should be sent flat - please do not use poster tubes as the work gets damaged easily.
**Print Crafts** - Crafts must be entered as per the specs provided for that specific media type, i.e. a magazine craft entry cannot be submitted the size of a poster, but must follow the magazine guidelines provided. This applies to all Craft entries.

**SINGLE ENTRIES - must be entered individually**.
For example, three posters that are part of a campaign theme must be entered as individual entries, not all 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.

**PRINT AND AFFIX YOUR ENTRY LABEL TO THE BACK OF EACH ENTRY**
After you've completed your online entry and printed your entry labels, please tape the correct label to the back of the corresponding print entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces Part 1 of 4, Part 2 of 4, etc.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry. Only use the provided labels to identify your entry all mounting, folders, trimmings, etc. must not have any agency branding. If necessary, the Loeries staff will remove or cover any such branding.

**PROVIDE JPEGS OF YOUR WORK – MAXIMUM OF 10 JPEGS**
You must provide Jpeg files of your work **to be used on screen at the awards ceremony**, should your work win. The awards ceremony will take place in the same week as judging, so it is important that you submit the required material during the entry process.

**Accepted format** - images of your work are only accepted in Jpeg format. Please follow the specs provided here:
1. High resolution (300dpi) Jpegs ONLY.
2. Minimum width must be 2400 pixels.
3. Maximum file size is 10MB per image.
4. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.
5. For work with small detail and/or logos that need to be seen by the audience, submit close up images.
6. For campaigns and work submitted on boards - YOU MUST SUPPLY EACH IMAGE AS A SEPARATE JPEG FILE.
7. REMEMBER, these Jpegs are used for winning work at the awards ceremonies - YOU MUST STILL SUBMIT PHYSICAL ENTRIES FOR JUDGING, AS PER THE GUIDELINES ABOVE.

LOERIES
DURBAN

**HOW TO SEND YOUR JPEG FILES**
(NB: If you wish to submit a video with your entry, please follow the **TV, Film & Video** guidelines).

1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
   You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
   If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

CREATIVITY ADDS

**11. PR COMMUNICATION**

**Physical entries will <u>NOT</u> be allowed for the PR categories but you may submit 3D pieces in support of your entry. You can submit a video <u>and/or</u> a Jpeg presentation.**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded is the correct and final material.

Please provide one overview of your campaign as a cohesive entry - do not simply submit multiple elements. Use Jpegs and/or video where appropriate, and provide written description to enable the judges to understand your entry.

Multiple elements may be presented using any combination of Jpegs, video.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.

a. **IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**
1. High resolution (300dpi) Jpegs ONLY.
2. Minimum width must be 2400 pixels.
3. Maximum file size is 10MB per image.
4. The presentation images will be a summary of your entry and will be used for judging and on screen at the awards ceremony, should your work win.
5. If there is text included on your images, please make sure that it is readable on your computer screen. The image will be projected and viewed at a distance of at least 2 – 3 meters.
6. Keep the text to a minimum as judges won't be able to read long paragraphs of text on the screen. Use the 'description' section on the entry form for all information about the entry.
7. Upload the Jpeg files during the online entry process OR via our digital upload link - see guidelines below.

**HOW TO SEND YOUR JPEG FILES**
1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

b. **IF USING VIDEO, you can provide a combination of footage of the actual entry as well as background information on the video**. Please follow the **TV, Film & Video** preparation guidelines. Overview video submissions should be edited to **a maximum length of 2 minutes.**

**We recommend that a 30 second edit is also provided for the awards ceremony.**

## 12. RADIO COMMUNICATION

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded or sent to us is the correct and final material.

These instructions apply to all audio-based entries. **PLEASE NOTE: NO OTHER FORMATS WILL BE ACCEPTED - IF YOUR FILES ARE NOT SENT IN THE CORRECT FORMAT YOUR ENTRY MAY BE REJECTED!**

**TRANSLATION - NON-ENGLISH ENTRIES** - All non-English radio entries must be submitted as a video file with English subtitles. Include any necessary explanation for the judging panel to understand the context of the translation. Please follow the **TV, Film & Video** preparation guidelines.

**SINGLE ENTRIES - must be entered individually**.
For example, three radio ads that are part of a campaign theme must be entered as individual entries, not all 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.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.

**SPECIFICATIONS FOR FILES**
**Accepted format** - Submit all English Radio entries in MP3 format according to the specs provided below.

**File Type**: MP3
**Maximum file size**: 100MB
**Sample Rate**: 44.1 kHz
**Bit Rate**: Minimum 128kbps Recommended: 192kbps or higher
**Channels**: Stereo
**Peak Level**: - 6dB (Digital Full Scale)
**Duration**: Length of duration is dependent on the category (maximum length is 2 minutes)
**Audio Slate**: NO AUDIO SLATE UPFRONT

**HOW TO SEND YOUR FILES**
1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
   You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
   If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

**13. TV, FILM & VIDEO COMMUNICATION**

**WE WILL NOT ACCEPT REPLACEMENT MATERIAL**, so please make sure that the version you have uploaded or sent to us is the correct and final material.

These instructions apply to all TV, Film & Video material. **PLEASE NOTE: NO OTHER FORMATS WILL BE ACCEPTED - IF YOUR FILES ARE NOT SENT IN THE CORRECT FORMAT YOUR ENTRY MAY BE REJECTED!**

**TRANSLATION -** All non-English entries must include subtitles. Include any necessary explanation for the judging panel to understand the context of the translation.

**SINGLE ENTRIES - must be entered individually**.
For example, three TV ads that are part of a campaign theme must be entered as individual entries, not all 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.

**DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY**
As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry.
**SUPPLY A 30 SECOND EDIT -** We recommend that all long format entries (videos over 30 seconds) should be accompanied by an additional 30 second edit, which can include a voiceover. **This 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**. The awards ceremony will take place in the same week as judging, so it is important that you submit the required material during the entry process.

**SPECIFICATIONS FOR TV/VIDEO FILES**

Choose one of the following:

| FORMAT | FRAME SIZE & RATE |
|---|---|
| PAL 4:3 | 720x576 – 25fps |
| PAL 16:9 | 1024x576 – 25fps |
| NTSC 4:3 | 720x480 – 29.97fps |
| NTSC 16:9 | 854x480 – 29.97fps |
| HD 720p | 1280x720 – 25fps |

**VIDEO FILES <u>MUST</u> HAVE THE FOLLOWING PROPERTIES:**
1. Be a Quicktime Movie (.mov) format
2. Video Compressor: H.264
3. Encoding: Best Quality (Multi-Pass) recommended
4. Audi AAC Stereo 48kHz
5. Overview video maximum length = 2 minutes, Maximum size = 400MB
   a. If it is felt necessary, the full-length work may accompany the 2-minute entry and it may be viewed at the judges' discretion.

**ADDITIONAL RECOMMENDED TECHNICAL SPECS:**
1. **Data Rate**: 5000kbps / HD 8000kbps
2. **Key Frames**: Automatic
3. **Frame Reordering**: Enabled
4. **Quality**: High
5. **Streaming**: None
6. **Audi Bit Resolution**: 16bit
7. **Audio Encoding**: Constant Bit Rate (CBR)
8. **Audio Bit Rate**: 192kbps
9. **Video Clock/Slate**: NONE


**HOW TO SEND YOUR FILES**
1. **OPTION A: UPLOAD VIA OUR ONLINE ENTRY SYSTEM**
   You can upload your files directly to your media library via the online entry process. You have the option of uploading your files while completing your entry form, or you can choose to upload them at a later stage. Just **login** to your account to create an entry or manage your media.

2. **OPTION B: UPLOAD VIA OUR DIGITAL LINK**
   If you are uploading media on behalf of an agency (e.g. if you are a production house), you can do so via this link: **http://mediaupload.loeries.com.** You will be required to input an Agency Code, which you can obtain from the agency or Loeries office.

CREATIVITY ADDS

## 14. STUDENT AWARDS

All entries in the Student categories can be checked against the related guidelines in the professional categories.

Student entries must be produced from work set by educational institutions based within Africa (including island states off the African Coast, e.g. Seychelles, Mauritius, etc.) and the Middle East.

**REMEMBER:** The judges are looking at hundreds of entries - where necessary, provide additional information to help them to understand your entry in terms of our judging criteria: Innovation, Quality of execution, Relevance to the Brand, Target Audience and Chosen Medium.

CREATIVITY ADDS