



# THE LOERIES 2017

# ENTRY CATEGORIES

## CREATIVITY ADDS

Loeries P.O. BOX 1323 Parklands 2121  
T 011 772 1220 F 086 610 6519 W [loeries.com](http://loeries.com)

Board: S Gordhan (Chairperson) | AM Human (CEO) | G de Abreu | G Gillespie | X Dyeshana | G Leck | M Schalit | N Mashigo  
J Mpufane | A Quaye | V Hollis | Reg No 2005/010969/08

# CONTENTS

	PAGE
What's New	3
Your Quick Guide to Entering the Loeries	4
Category Types	6
Effective Creativity	7
Shared Value	8
Service Design	10
Integrated Campaign	12
Communication Design	13
Digital & Interactive Communication	16
Live Events, Activations & Sponsorship	19
Media Innovation	21
Outdoor & Out of Home	22
Print Communication	24
Print / Outdoor & Out of Home Crafts	26
PR & Media Communication	27
Radio Communication	28
TV, Film & Video Communication	31
Student Awards	37

## WHAT'S NEW IN 2017

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

- From 2017, no live media can be entered, including URLs. Websites, YouTube content and similar must be entered as either video walk-throughs or static jpegs.
- Significant category changes have been made in the “Digital & Interactive” category. **Be aware that digital media can be entered in the following categories:** Media Innovation; TV, Film & Video; and Design for Digital Media.
- Please remember to double-check entry rules – **all work Made for the Region or Made by the Region is eligible**, and all Craft work for eligible work can be entered, irrespective of whether or not the craft person is from the region. Check the full rules for details.
- **Overview videos for entries must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information on the requirements for each category.
- **When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.
- Check the “Preparation Guidelines” to ensure your media is entered correctly. Requirements are different for each category.
- A reminder that all Non-English entries must come with English translations and/or subtitles.
- In the Student Category – The Facebook Challenge has been launched this year. Check the category info for details.

# YOUR QUICK GUIDE TO ENTERING THE LOERIES

<p><b>STEP 1: Read the Rules</b></p>	<p>Make sure your entry is eligible.  <b><u>Absolutely nothing can be entered that has not been approved by the Brand/Client, and that has not been commercially published, launched or aired.</u></b></p> <p><a href="#">CLICK HERE</a> for more info.</p>
<p><b>STEP 2: Check the Categories &amp; Fees</b></p>	<p><b>Make sure you enter your work in the correct category.</b> The Loeries will endeavour to move entries to more appropriate categories during entry processing and prior to judging. However it remains your responsibility to submit your entry into the correct category. <b><u>During judging the Jury are not allowed to move entries between categories.</u></b></p> <p><a href="#">CLICK HERE</a> for more info.</p>
<p><b>STEP 3: Entry preparation</b></p>	<p><b>Every category has its own preparation requirements.</b> Be sure to check what's required for your entry category, <b>and make sure you enter your work in the correct format.</b></p> <p><a href="#">CLICK HERE</a> for more info.</p>
<p><b>STEP 4: Submit your entry online</b></p>	<p>All entry forms are completed online via Loeries.com</p> <p><b>Remember – measure twice and cut once!</b></p> <p>We have lots of tools to help you check your entries before finalising – including our awesome XXX form for you to get a quick review of all your entries.</p>
<p><b>Step 5: Upload digital files and send physical material</b></p>	<p>All electronic media can be uploaded via the entry system. Physical entries must be sent by courier service to the Loeries. Once your online entry form is completed, you will be able to print entry and package labels.</p>
<p><b>Step 6: Make sure you've booked your place at Loeries Durban14 – 20 August 2017</b></p>	<p>Everything you need to know about Loeries Creative Week Durban can be found <a href="#">HERE</a>.</p>

**Step 7: GET HELP!**

If you need help at any stage, call us on +27 11 772 1220 or send an email to [info@loeries.com](mailto:info@loeries.com)

If you are unsure which categories to enter your work into, or how to prepare your entry, our team will assist you and give you guidelines.

[CLICK HERE](#) for FAQ's

# CATEGORY TYPES

To make entering the Loeries easier in 2017, all category and associated rules are based on the following category types.

**WHY DOES THE LOERIES ALLOW MY WORK TO BE ENTERED IN ONLY ONE CATEGORY?** The principle behind this rule that a piece of work can only be entered into one main category is that the Loeries will award an idea only once. Therefore, the same creative execution cannot be awarded in Magazine and Poster and Newspaper. Even if you did run the same execution across all these mediums, you must choose only one category to enter it into. **HOWEVER** – you can combine several individual pieces that you have already entered into Type A categories, into a campaign entry (Type B). Work may also be re-entered for any eligible craft categories (Type C) as well as Multi-Entry (Type D) categories.

<b>TYPE A</b>	<b>Single Entry</b>
	<p><b><u>A piece of work can only be entered in one Type A category.</u></b> Individual media elements from a campaign may be entered in their relevant Type A categories.</p> <p><b>Example:</b> A Newspaper Ad can be entered in the Newspaper category but may not be re-entered as a Poster if it's essentially the same entry. In comparison, 3 x Newspaper Ads for a campaign can each be entered in the Newspaper category as three individual entries.</p> <p><b>Note: All Type A entries are single elements.</b> For example, three posters from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.</p>
<b>TYPE B</b>	<b>Campaign Entry</b>
	<p><b><u>Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.</u></b></p> <p><b>Example:</b> A Poster entry, Website entry and a Live Event entry can be combined into an Integrated Campaign entry.</p>
<b>TYPE C</b>	<b>Crafts</b>
	<p><b><u>Entries from Type A and Type B can be re-entered in all the relevant Craft categories.</u></b></p> <p><b>Example:</b> A Poster entry may be entered for all the relevant Print Craft entries: Art Direction, Writing, Photography, Illustration, Typography.</p> <p><b>Note: All Type C entries are single elements.</b> For example, three posters from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.</p>
<b>TYPE D</b>	<b>Multi-Entry</b>
	<p><b><u>Entries from all other main categories – Type A &amp; Type C – can be re-entered here.</u></b></p> <p><b>Example:</b> An entry in the “Tactical Use of Newspaper” category can be re-entered in the media innovation category.</p>
<b>TYPE E</b>	<b>Previous Winner</b>
	<p>Entries in the Effective Creativity Category must have previously won a Loerie award in the past two years – 2015 or 2016.</p>

# EFFECTIVE CREATIVITY

Check the 'Preparation Guidelines' on how to enter your work.

**TYPE E – All entries in the Effective Creativity category must have been awarded a Loerie in the past two years, i.e. 2015 or 2016.**

The overarching requirement for entries in the Effective Creativity category is to demonstrate “*a great idea that delivered business results.*”

**Who can enter?**

Entries can be submitted directly by any company or their representative agency.

Judging of the Effective Creativity category will follow the same principles as all other categories of the Loeries:

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

**Entry Format**

Entries for the Effective Creativity category must include a completed questionnaire and have an overview of the entire programme in electronic format. Please check the “Preparation Guidelines” for this category for more information.

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. **Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.

XC1A	Effective Creativity	E
	<p>All entries in the Effective Creativity category must have been awarded a Loerie in the past two years, i.e. 2015 or 2016.</p> <p><b>Additional information must be submitted with every entry in the Effective Creativity category. Please download this form online.</b></p>	

## SHARED VALUE

Check the 'Preparation Guidelines' on how to enter your work.

**TYPE D – Entry elements from all other main categories – Type A & Type C – can be re- entered here. HOWEVER, THIS CATEGORY IS NOT FOR ADVERTISING CAMPAIGNS**

***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.*

Shared Value means that brands develop profitable strategies that deliver tangible social benefits, leading to competitive advantage and sustainability. Shared Value creates economic value and at the same time delivers societal value by addressing societal issues and challenges.

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

Shared Value aims to recognise on-going programmes, not to recognise an advertising or marketing campaign. **Previously entered programmes can be entered every year, as long as the programme continues.**

***The Shared Value category is not for an ad campaign nor does it recognise charities***

Shared Value is more than charity – it is about adding value in a way that benefits the bottom line. By benefitting the shareholder and society at the same time a truly sustainable and beneficial programme is created.

### ***What can be entered?***

The Shared Value category will recognise entries that integrate shared value objectives, thereby creating economic and/or social value – while showing direct benefit to the brand.

**The programme must align with the business of the organisation/company/brand.** The entry must demonstrate the implementation of Shared Value to create positive business and social benefits.

**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 or health benefits, and environmental benefits.

**Previous 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.

### **Eligibility:**

1. **Shared Value entries must be active during the period of 1 June 2016 to 31 May 2017.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
2. **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.
3. **This is not for advertising campaigns, and charities.** Please check “what can be entered” above.

**Judging of the Shared Value category will follow the same principles as all other categories of the Loeries:**

- **Innovation** – it is important that the entry demonstrates innovation in the programme. It is not good enough to implement something that has been tried and tested, even if in another market or country. Previous entries and winners can be re-entered each year.
- **Quality of execution** – How well the elements have been implemented will be evaluated. Could it have been done better? Could more have been done?
- **Relevance to brand, target audience, and chosen medium** – Who are the beneficiaries and what is the brand association of the programme? This includes an evaluation of the social or environmental impact.

In order to facilitate the judging of entries in the Shared Value category, the Loeries has appointed Tiekie Barnard from Shift Social Development to assist in pre-evaluating the entries. Shift Social Development (PTY) Ltd will provide an independent analysis of the social/environmental impact of each entry.

Entries into the Shared Value category **must complete the additional questionnaire AS WELL AS provide an overview of the entire programme in electronic format.** Please check the “Preparation Guidelines” for more information.

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. **Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute entry, check the “Preparation Guidelines” for more information.

Entries must demonstrate shared value and specify how both the organisation and society have benefitted.

XB1A	Shared Value Award	D
	<p>This category is not for advertising campaigns. Please review the eligibility criteria carefully.</p> <p><b>Additional information must be submitted with every entry in the Shared Value category. Please download this form online.</b></p>	

## SERVICE DESIGN

Check the 'Preparation Guidelines' on how to enter your work.

**TYPE D – Entry elements from all other main categories – Type A & Type C – can be re- entered here. HOWEVER, THIS CATEGORY IS NOT FOR ADVERTISING CAMPAIGNS**

***An opportunity to delight!** The Service Design category recognises brands that show innovation in the way in which they engage with their customers.*

### **Why Service Design?**

Service Design focuses on the relationship between a brand and its customers, and the interactions that shape it. Leading brands are making meaningful connections and building loyalty by shaping experiences that add value, while creating positive interactions that connect with customers at an emotional level. Service Design considers the products and services environment, and how Brand actions impact, enhance or improve key moments in a customer's life and their ongoing experience with a brand.

### **Simply put:**

The purpose of Service Design is to enable and realise **customer engagement strategies in creating experiences** that are useful, usable, effective, efficient, desirable and differentiated – thereby creating value for both customer and the brand on an ongoing basis.

Service Design identifies unique customer service needs through methodical enquiry and actively creates experiences that satisfy those needs. This includes every touch point in the customer experience that can be vital to achieving sales, engaging new customers and building loyalty with existing customers.

Service Design recognises creative, innovative and compelling new ways to engage with customers, through all channels. Innovation may exist in re-imagining the customer experience; appropriate and contextual use of new technologies to enable experiences; engaging customer programmes and loyalty schemes; or the creation of entirely new experiences. The unifying factor is that it is always based on an informed understanding of the customer and their ongoing relationship with the brand – their needs, touch points, and the opportunities for a positive experience.

**Entries must** show innovation and the ability to successfully defend, differentiate or disrupt a service experience. For example, a service design solution can be in any of the following channels or customer touch points:

1. In-store and retail experience, including front-line positions and service centres
2. Online and mobile experience related to products and services
3. Loyalty schemes and Customer Relationship Management programmes
4. Telephone engagement and the call centre experience
5. Mixed-media experiences including any of the above channels

### **Who can enter?**

Entries can be submitted directly by any company or their representative agency.

### **Eligibility**

1. **Service Design entries must be active during the period of 1 June 2016 to 31 May 2017.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
2. **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.
3. **This is not for advertising campaigns, and once-off activations.** Please check "what can be entered" above.

Entrants for the Service Design category **must complete the questionnaire AS WELL AS provide an overview of the entire programme in electronic format.** Please check the “Preparation Guidelines” for more information.

Please ensure that you provide comprehensive 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.** If it is felt necessary, the full-length work may accompany the 2-minute entry, check the “Preparation Guidelines” for more information.

Entries must clearly and systematically unpack the unique and innovative service solution meant to enable the customer experience, showing the process from initial research enquiry, insights derived, selected approach and eventual solution. Entries should detail how the brand has been innovative in meeting the customer’s needs and touch points, and how it aims to exceed expectations in creating delightful experience moments. Entries should elaborate on the benefits for both the customer and business to ensure customer loyalty and brand sustainability.

**A single panel of specialists will judge the entries. Judging of the Service Design category will follow the same principles as all other categories of the Loeries:**

- **Innovation** – it is important that the entry demonstrates innovation in the programme. It is not good enough to implement something that has been tried and tested, even if in another market or country. Previous entries and winners can be re-entered each year.
- **Quality of execution** – How well the elements have been implemented will be evaluated. Could it have been done better? Could more have been done?
- **Relevance to brand, target audience, and chosen medium** – Who are the beneficiaries and what is the brand association of the programme? This includes an evaluation of the social or environmental impact.

XD1A	Service Design	D
	<p>This category is not for advertising campaigns. Please review the eligibility criteria carefully.</p> <p><b>Additional information must be submitted with every entry in the Service Design category. Please download this form online.</b></p>	

## INTEGRATED CAMPAIGN

Check the 'Preparation Guidelines' on how to enter your work.

**TYPE B – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign 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. **Overview videos must be limited to a maximum of 2 minutes. Original video content may be submitted at the full-length, and may accompany the overview video as separate media elements.** Check the "Preparation Guidelines" for more information.

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.

XA1A	Integrated Campaign	B
	<p>A category catering for communication campaigns working across multiple media - A minimum of three different types of media is required.</p> <p><b>Example:</b> a campaign can include television, radio and outdoor; <b>OR</b> interior design, posters &amp; online.</p> <p>It is important that the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.</p> <p><b>NOTE:</b> Integrated <b>Branded Content</b> campaigns should be entered here.</p>	

## COMMUNICATION DESIGN

**NEW IN 2017: Design for Digital – the role of Graphic Design across digital media. Check the category description below for details.**

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**TYPE B** – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.** For example, three posters from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

**Overview videos must be limited to 2 minutes. Check the “Preparation Guidelines” for more information on how to submit your entry for each category.**

DE1	BRAND IDENTITY & COLLATERAL DESIGN	TYPE
DE1A	<b>Logos</b>	A
	Single logo design, and may include reference material showing the development of the logo and its application.	
DE1B	<b>Identity Programmes</b>	B
	Entries must include at least three elements of a brand identity; such as logo, business cards, letterhead, envelopes and may include digital components. <b>This may be made up of multiple Type A entries.</b>	
DE1C	<b>Posters &amp; Billboards</b>	A
	<b>NOTE:</b> Posters & Billboards entered in the Print Communication category cannot be re-entered into the Design Posters category. Entries can only be entered once into one Type A category. Please select the most appropriate category for your entry.  <b>Individual posters that make up a campaign must each be entered separately.</b> <b>EXAMPLE:</b> 3 Posters making up a campaign must be 3 entries.	
DE1D	<b>Direct &amp; Promotional Mail</b>	A
	Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.  <b>NOTE:</b> Entries here cannot be re-entered into the Outdoor – Direct Mail category. Entries can only be entered once into one Type A category. Please select the most appropriate category for your entry.	
DE1E	<b>General Collateral</b>	A
	All loose design elements, including: calendars, cards, carry bags, fabric designs, in-store, invitations, labels, P.O.P, promotional items, wallpaper, wrapping paper.	

<b>DE1F</b>	<b>Creative Use of Paper</b>	<b>D</b>
	<p>A category for any innovative use of paper in design.</p> <p><b>Entries from all other main categories – Type A &amp; Type C – can be re- entered here. EXAMPLE:</b> An entry in General Collateral can be re-entered here to be considered for the Creative Use of Paper award.</p>	
<b>DE2</b>	<b>THREE DIMENSIONAL &amp; ENVIRONMENTAL DESIGN</b>	<b>TYPE</b>
	<p>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 <b>Architectural and Interior Design</b> projects, the launch date is not critical as long as the work has not been previously entered. <b>Architectural and Interior Design work</b> includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade.</p>	
<b>DE2A</b>	<b>Architecture</b>	<b>A</b>
	<p>All architectural projects contributing to brand equity, including: airports, community &amp; public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums.</p> <p><b>NOTE:</b> Architectural work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade.</p>	
<b>DE2B</b>	<b>Interior Design &amp; Temporary Structures</b>	<b>A</b>
	<p>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>	
<b>DE2C</b>	<b>Package &amp; Industrial Design</b>	<b>A</b>
	<ul style="list-style-type: none"> <li>• <b>Industrial Design</b> includes products that have <b>specifically</b> been introduced to enhance brand equity.</li> <li>• <b>Package Design</b> specifically with the intention to enhance brand equity, including: beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging</li> </ul>	
<b>DE3</b>	<b>PUBLICATION DESIGN</b>	<b>TYPE</b>
<b>DE3A</b>	<b>Single Element</b>	<b>A</b>
	<p><u>Physical publications</u> only. Includes single elements within a publication: magazine insert, book cover, jacket design, magazine cover, publication wrap. For Digital Platforms, see the “Design for Digital” category.</p>	
<b>DE3B</b>	<b>Whole publication</b>	<b>A</b>
	<p>Physical publications only, including: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the “Design for Digital” category.</p>	

DE4	MOTION & DIGITAL GRAPHIC DESIGN	TYPE
DE4A	<b>Broadcast Design &amp; Graphics</b>	A
	<p>Commercial station and channel branding, including: logos, interstitials, identities, TV channel branding, programme branding, motion graphic design.</p> <p><b>NOTE:</b> Can be produced using animation or shot footage but no usage of existing footage permitted (e.g. edits from content featured on the station NOT permitted. This does not include TV content promos or trailers – this should be entered in TV, Film &amp; Video category.</p> <p><b>Overview videos must be limited to 2 minutes.</b> Check the “Preparation Guidelines” for more information.</p>	
DE4B	<b>Design for Digital</b>	D
	<p>A new category in 2017, recognising the important role that design has in digital media. Any digital platform can be entered here, for the jury to consider the innovation in graphic design on the platform. Examples include animation, motion graphic and still design – websites, mobile, interactive applications, publication design,</p> <p>NOTE: This is a “TYPE D” category – entries in the digital category can be re-entered here. All entries here can also be entered in the Design Craft categories.</p>	
DE5	<b>CAMPAIGN</b>	TYPE
DE5A	<b>Design Mixed-Media Campaign</b>	B
	<p>A minimum of three design elements is required; e.g. Identity Programme, Interior Design and Package Design. <b>Type B entries may be made up of multiple Type A entries.</b></p>	
DE6	<b>Design Crafts</b>	
	<p><b>Entries from Type A and Type B may be re-entered in all relevant Craft categories.</b></p> <p>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.</p> <p><b>All Craft entries must be entered as single pieces.</b> For example, three commercials from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.</p> <p><b>NOTE:</b> Print main category entries must be entered in Print / Outdoor &amp; Out of Home Crafts, not here.</p>	
DE6A	<b>Photography</b>	C
DE6B	<b>Writing for Design</b>	C
DE6C	<b>Illustration</b>	C
DE6D	<b>Typography</b>	C

## DIGITAL & INTERACTIVE COMMUNICATION

**Digital media can also be entered in the following categories:** Media Innovation; TV, Film & Video; and Design for Digital.

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

Check the 'Preparation Guidelines' on how to enter your work.

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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

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.

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**EXAMPLE:** A Social Media platform can be entered in IN1E but may not be re-entered in IN2B if it's essentially the same entry. In comparison, 3 x Banner Ads for a campaign can each be entered in IN1A as individual entries; and the Microsite for the same campaign can be entered in IN1D.

**TYPE B** – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.** For example, banner ads 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.

IN	SUB-CATEGORY	TYPE
	<b>NOTE: Branded Content is not a separate sub-category in Digital.</b> Branded content can be entered in any of the sub-categories below, depending on the medium used. A branded content campaign can be entered in the Digital Integrated Campaign category as well as the Integrated Campaign category.	
<b>IN1A</b>	<b>Display Advertising</b>	<b>A</b>
	Paid-for media space on a third-party platform, including Banner ads, interstitial pages, pop-up windows. Each banner ad in a campaign must be entered individually. <b>INTERNET VIDEO COMMERCIALS (e.g. YouTube paid for advertising) MUST BE ENTERED UNDER TV, FILM &amp; VIDEO.</b>	

<b>IN1C</b>	<b>Website or Microsite</b>	<b>A</b>
	A website is defined as a long-term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.za. A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. Glade Festival 2014.	
<b>IN1E</b>	<b>Social Media</b>	<b>A</b>
	Includes the creation of social platforms, the use of existing social platforms, and user-generated content. Stand-alone Online Video is <u>NOT</u> included here – this should be entered under TV, Film & Video.	
<b>IN1F</b>	<b>Digital Applications, Games &amp; Interactive Tools</b>	<b>A</b>
	Brand relevant applications, including: 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.  Please also check “Mobile Media” for your entry.	
<b>IN2B</b>	<b>Mobile Media</b>	<b>A</b>
	Mobile applications, mobile sites, branded games created <b>specifically</b> for smart phones and/or tablets.	
<b>IN3A</b>	<b>Data-Driven Campaign</b>	<b>B</b>
	Creative use of data to shape campaign strategy, inform execution, profile audiences, and adapt to campaign performance and engagement metrics. A good current example is The Next Rembrandt, where data modeling and algorithms were used to create a believable painting precisely in the style of the great Dutch Master.  <b>TYPE B Campaign Entries may be made up from multiple Type A entries.</b>	
<b>IN3B</b>	<b>Digital Integrated Campaign</b>	<b>B</b>
	Must be a digitally-led campaign including a minimum of three different digital elements, e.g. microsite, social media, application.  <b>TYPE B Campaign Entries may be made up from multiple Type A entries.</b>	

<b>IN4A Digital Crafts</b>		
	<p><b>Entries from Type A and Type B may be re-entered in all relevant Craft categories.</b></p> <p>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.</p> <p><b>All Craft entries must be entered as single pieces.</b> For example, banner ads 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.</p>	
<b>IN4A</b>	<b>User Experience Design</b>	<b>C</b>
	User experience design and information architecture. The user experience via the interface. Excellence in user experience design (UX). Entrants should explain the UX thinking and convince the jury how the thinking led to user delight.	
<b>IN4D</b>	<b>Writing</b>	<b>C</b>
	Writing specifically for digital media	
<b>IN4E</b>	<b>Use of Technology</b>	<b>C</b>
	Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering.	
<b>IN4F</b>	<b>Music and Sound Design</b>	<b>C</b>
	Innovative use of audio for digital media.	
	<b>Animation</b>	<b>C</b>
	<b>Note:</b> This has moved to Communication Design – Design for Digital	
	<b>Illustration, Photography &amp; Graphic Design</b>	<b>C</b>
	<b>Note:</b> This has moved to Communication Design – Design for Digital	

## LIVE EVENTS, ACTIVATIONS & SPONSORSHIP

Check the 'Preparation Guidelines' on how to enter your work.

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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

**When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.

**TYPE A – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories. EXAMPLE:** A live product launch can be entered in LE2A (Live Events) but may not be re-entered in LE2D (Branded Content – Live Experience) if it's essentially the same entry.

**TYPE C – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.**

LE2	SUB-CATEGORY	TYPE
	Entries in this category must highlight the audience live experience, not PR coverage or third party experiences (e.g. online).	
<b>LE2A</b>	<b>Live Events</b>	<b>A</b>
	Includes internal and external events, including branded content (e.g. art installations, auctions, educational, branded content, conferences, launches, motivational, road shows, screenings, service & social responsibility).  <b><u>A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE – see below.</u></b>	
<b>LE2B</b>	<b>Live Activations</b>	<b>A</b>
	Entries include any brand activation where live acting/role playing/performing is the primary mechanism, with <b><u>an incidental audience that has not been invited.</u></b>  <b>NOTE:</b> EXCLUDES promos where samples are handed out with no immersive live interaction, and excludes activations where the primary message is communicated primarily via a digital medium, electronic billboard, or other devices.  Brand activations and promotions that use promotional staff should be entered into the Ambient & Alternative Media category.	

<b>LE2C</b>	<b>Sponsorship</b>	<b>A</b>
	<p>Including sponsorship of consumer focused sporting and lifestyle events. Entries in this category must show a sponsor, and <b><u>audience participation must be via ticket purchases</u></b>, e.g. sporting events and social activities.</p> <p><b>NOTE:</b> Events with an invited, non-paying audience must be entered into Live Events.</p>	
<b>LE3</b>	<b>Live Crafts</b>	
	<p><b>Entries from Type A and Type B may be re-entered in all relevant Craft categories.</b></p> <p>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.</p> <p><b>All Craft entries must be entered as single pieces.</b> For example, banner ads 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.</p>	
<b>LE3A</b>	<b>Direction</b>	<b>C</b>
	Whereby the director has clearly been a major influence on the overall craft and therefore success of the live event.	
<b>LE3B</b>	<b>Writing</b>	<b>C</b>
	For an outstanding and original concept & script.	
<b>LE3C</b>	<b>Art Direction / Stylist</b>	<b>C</b>
	For outstanding art direction of an event/activation incorporating set design, set dressing, styling, make-up, props and wardrobe.	
<b>LE3D</b>	<b>Original Music &amp; Sound Design</b>	<b>C</b>
	For the composition of an outstanding, original piece of music or sound effects design, whereby the sound track is unique and greatly enhances the event/activation. Please note that only original music/soundtracks will be considered here. Do not enter existing licensed music/tracks.	
<b>LE3E</b>	<b>Performance</b>	<b>C</b>
	For an outstanding performance by the actor(s) or voice-over artiste(s), that enhances the quality of the event/activation.	
<b>LE3F</b>	<b>Use of Technology</b>	<b>C</b>
	Innovation in the use of technology for a live event. The technology must add value to the overall experience and brand offering. Includes lighting, staging, and any other technical elements that add value to the event.	
<b>LE3G</b>	<b>Video &amp; Motion Graphic Design</b>	<b>C</b>
	Includes all electronic material created for screens at the event. The video material must add value to the overall experience.	

# MEDIA INNOVATION

Check the 'Preparation Guidelines' on how to enter your work.

**TYPE D – Media Innovation entries - Single or Campaign - may be entered in other categories. Entries from all other main categories – Type A & Type C – can be re-entered here.**

Media innovation entries will be judged **specifically** on how the medium has been used in an innovative way. The overall Loeries judging criteria will also be considered: Innovation, Quality of Execution and Relevance to the brand, audience and medium.

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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

**When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.

MI	SUB-CATEGORY	TYPE
MI1A	<b>Single Media Element</b>	<b>D</b>
	<p>This category is for the use of a single medium – e.g. roadside. 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> <p><b>Entries from all other main categories – Type A &amp; Type C – can be re- entered here.</b></p>	
MI1B	<b>Multiple Media Campaign</b>	<b>D</b>
	<p>This category is for entries with more than one medium, showing innovation in the use of all media platforms. 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> <p><b>Entries from all other main categories – Type A &amp; Type C – can be re- entered here.</b></p>	

## OUTDOOR & OUT OF HOME

Check the 'Preparation Guidelines' on how to enter your work.

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.

**Overview videos must be limited to 2 minutes.** Check the "Preparation Guidelines" for more information.

**When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**EXAMPLE:** An Outdoor Billboard can be entered in OU1A but may not be re-entered in OU3A if it's essentially the same entry. In comparison, 3 x billboards that form part of a campaign can each be entered in OU1A as individual entries; and a separate in-store execution for the same campaign can be entered in OU4A.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.**

**Example:** 3 x billboards that each form part of a campaign must each be entered as individual entries, 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. However, single Street Pole executions can be made up of more than one poster, as long as the posters work in sequence and must be viewed together as a single concept.

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

OU	OUTDOOR & OUT OF HOME	TYPE
OU1A	<b>Outdoor Media</b>	<b>A</b>
	All <b>fixed</b> outdoor media spaces, including billboards, electronic screens, bus shelters and street pole advertising.	

<b>OU3A</b>	<b>Ambient &amp; Alternative Media</b>	<b>A</b>
	<p>All free-format, non-traditional forms of media, including: building wraps, handouts, kiosks, murals, merchandising, never before used media, playing fields, promotional giveaways and sampling.</p> <p><b>NOTE: EXCLUDES</b> activations using live actors/performers, which should be entered in 'Live Events, Activations and Sponsorship – Live Activations'.</p>	
<b>OU4A</b>	<b>In-Store</b>	<b>A</b>
	<p>Includes all in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, stair risers, trolleys, washroom advertising, window displays.</p> <p><b>NOTE: EXCLUDES</b> Posters that are on display in store, which should be entered in the 'Indoor Poster' category.</p>	
<b>OU5A</b>	<b>Transit &amp; Air</b>	<b>A</b>
	<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>	
<b>OU6A</b>	<b>Direct Mail</b>	<b>A</b>
	<p>Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.</p>	

## PRINT COMMUNICATION

Check the 'Preparation Guidelines' on how to enter your work.

Please ensure that you provide as much information on the background of your entry. If possible 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.** Check the "Preparation Guidelines" for more information.

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**EXAMPLE:** A newspaper advert can be entered in PR1A but may not be re-entered in magazine advertising (PR1C) if it's essentially the same entry. In comparison, 3 x newspaper adverts that form part of a campaign can each be entered in PR1A as individual entries.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.**

**Example:** 3 x newspaper adverts that form part of a campaign can each be entered in PR1A as individual entries, 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.

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

PR1	PRINT COMMUNICATION	TYPE
PR1A	<b>Newspaper Advertising</b>	<b>A</b>
	Includes all advertising in Newspapers using standard advertising media space.	
PR1B	<b>Tactical Use of Newspaper</b>	<b>A</b>
	Non-traditional and Special use of Newspapers, e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc. <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 Newspaper Advertising category, even if an advert is specific to a particular event, date or other occurrence.	
PR1C	<b>Magazine Advertising</b>	<b>A</b>
	Includes all advertising in Magazines using standard media space.	
PR1D	<b>Tactical Use of Magazine</b>	<b>A</b>
	Non-traditional and Special use of Magazines, e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc. <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 Magazine Advertising category, even if an advert is specific to a particular event, date or other occurrence.	
PR1E	<b>Indoor Posters</b>	<b>A</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. <b>NOTE:</b> All Outdoor and Street Pole entries must go in the Outdoor section.	

<b>PR1F</b>	<b>Branded Content - Print</b>	<b>A</b>
	<p>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.</p> <p><b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a consumer magazine published by the brand and integrating the brand in the messaging and content (such as an in-flight magazine).</p> <p><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 existing print publication (such as a paid-for feature article in a magazine).</p> <p>Branded Content Print includes: books, magazines, newsprint, original content. This includes all genres – fiction, reality, documentary or entertainment.</p> <p><b>IMPORTANT:</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.</p> <p><b>Overview videos must be limited to 2 minutes.</b> Check the “Preparation Guidelines” for more information.</p>	
<b>PR1G</b>	<b>South African non-English Print Advertising</b>	<b>A</b>
	<p>For all non-English advertising in any of the official <b>South African languages</b>, in Newspapers, Magazines or Indoor Posters, using standard media space. All entries in this category must be commercially published, launched or aired to a substantial audience.</p> <p>The aim of the South African category is to assist in the transformation of our industry and address the imbalances of the past specifically in South Africa. <b>Only South African non-English languages can be entered.</b></p> <p><b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b></p>	

## PRINT / OUTDOOR & OUT OF HOME CRAFTS

Check the 'Preparation Guidelines' on how to enter your work.

**Type C – Entries from Type A and Type B may be re-entered in all relevant 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, i.e. the craft must add value to the entry.

**All Craft entries must be entered as single pieces.** For example, three posters from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

**NOTE:** Communication Design main category entries must be entered in Design Crafts, not here.

PR2	SUB-CATEGORY	TYPE
PR2A	Art Direction	C
PR2B	Writing	C
PR2C	Photography	C
PR2D	Illustration	C
PR2E	Typography	C
PR2F	South African Non-English Writing	C

## PR & MEDIA COMMUNICATIONS

Check the 'Preparation Guidelines' on how to enter your work.

**TYPE B – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign 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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

**When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.

LE1	SUB-CATEGORY	TYPE
LE1A	<b>PR &amp; Media Communication Campaign</b>	<b>B</b>
	<p>This category is for the strategic and innovative use of PR &amp; Media Communications to drive coverage of a brand.</p> <p><b>It is <u>VITAL</u> that PR &amp; Media Communication has been used as a key tool to drive coverage.</b> It is not enough to say that "it went viral and the media coverage was massive." Entries should include an explanation of the PR strategy and implementation thereof, showing innovative approaches to obtaining PR coverage in multiple media. Results, where available, should be included to demonstrate a distinctive growth in brand exposure.</p> <p>Includes any PR activity resulting in non-paid for (editorial) coverage on any media platform, e.g. print, radio, TV, Internet. Any medium can be used to generate this coverage, including an event, activation, mailers, press release - or a combination of elements.</p> <p><b>This entry may be made up of Type A entries</b>, e.g. an event, activation, direct mail – combined with the PR strategy and implementation.</p>	

## RADIO COMMUNICATION

Check the 'Preparation Guidelines' on how to submit 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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**EXAMPLE:** A radio commercial platform can be entered in RA1A but may not be re-entered in RA1B if it's essentially the same entry.

**TYPE B** – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.** For example, three commercials from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

RA	RADIO COMMUNICATION	TYPE
<b>RA1A</b>	<b>Radio Station Commercials</b>	<b>A</b>
	Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio. Short & Long Format	
<b>RA1B</b>	<b>Internet &amp; Mobile Audio Commercials</b>	<b>A</b>
	Includes all audio clips distributed via the Internet or Mobile media, including: podcasts, email, website downloads.	

<b>RA1C</b>	<b>Branded Content - Radio</b>	<b>A</b>
-------------	--------------------------------	----------

	<p>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.</p> <p><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.</p> <p><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 series, in one or more episodes.</p> <p>Branded Content Radio includes the following: one off radio features, mini- series made for radio, event radio coverage. This includes all genres – fiction, reality, documentary or entertainment.</p> <p><b>IMPORTANT:</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.</p> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.</p>	
<b>RA1D</b>	<b>South African Non-English Radio Station Commercials</b>	<b>A</b>
	<p>For non-English radio, in any of the official <b>South African languages</b>. The aim of the South African category is to assist in the transformation of our industry and address the imbalances of the past specifically in South Africa. <b>Only South African non-English languages can be entered.</b></p> <p><b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b></p> <p>All entries in this category must be commercially published, launched or aired to a substantial audience.</p>	

## RA2 Radio Crafts

Entries from Type A and Type B may be re-entered in all relevant Craft categories.

**All Craft entries must be entered as single pieces.** For example, three commercials from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

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.

<b>RA2A</b>	<b>Direction</b>	<b>C</b>
<b>RA2B</b>	<b>Writing</b>	<b>C</b>
<b>RA2C</b>	<b>Original Music &amp; Sound Design</b>	<b>C</b>
	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. The craft award is awarded to the composer or sound designer. Please note that only original music / soundtracks can be entered here. Do not enter existing licensed music / tracks.	
<b>RA2D</b>	<b>Performance</b>	<b>C</b>
	For an outstanding performance in a radio commercial by the voice-over artist, that enhances the quality of the commercial. The Craft Award is awarded to the performer / artist.	
<b>RA2E</b>	<b>South African Non-English Writing</b>	<b>C</b>
	For non-English radio, in any of the official <b>South African languages</b> . Whereby the director has clearly been a major influence on the overall craft and therefore success of the entry.  <b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b>	
<b>RA2F</b>	<b>South African Non-English Performance</b>	<b>C</b>
	For non-English radio, in any of the official <b>South African languages</b> . For an outstanding performance by the actor(s) or voice-over artiste(s), that enhances the quality of the entry.  <b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b>	

## TELEVISION, FILM & VIDEO COMMUNICATION

Check the 'Preparation Guidelines' on how to submit 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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

**When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**EXAMPLE:** A TV commercial can be entered in TV1A but may not be re-entered in TV1C if it's essentially the same entry.

**TYPE B** – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.** For example, three commercials from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

TV	SUB-CATEGORY	TYPE
TV1A	<b>Television &amp; Cinema Commercials – up to 90s</b>	<b>A</b>
	Short Format commercials (less than 90 seconds). Entries must be designed for broadcast and first aired on television or cinema.	
TV1B	<b>Television &amp; Cinema Commercials – above 90s</b>	<b>A</b>
	Long Format commercials (minimum of 90 seconds). Entries must be designed for broadcast and first aired on television or cinema. Includes TV promotions and advertorials. <b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.	
TV1C	<b>Internet Video – up to 30s</b>	<b>A</b>
	Videos created <u>specifically</u> for Internet or mobile communication. This includes YouTube paid for commercials, as well as viral videos and promotions.  <b>Broadcast commercials subsequently posted on the Internet may NOT be entered here.</b>	

<b>TV1D</b>	<b>Internet Video – above 30s</b>	<b>A</b>
	<p>Videos created <u>specifically</u> for Internet or mobile communication. This includes Viral videos and promotions.</p> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.</p> <p><b>Broadcast content subsequently posted on the Internet may NOT be entered here.</b></p>	
<b>TV1E</b>	<b>TV Trailers and Content Promos</b>	<b>A</b>
	<p>This includes all promotions for broadcast content. Existing footage may be used, e.g. material from featured programming content.</p> <p><b>Note: this does <u>not</u> include station and channel branding, including logos and interstitials - this should be entered in the Motion Graphic Design category.</b></p> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.</p>	
<b>TV1F</b>	<b>Other Screens</b>	<b>A</b>
	<p>Video created <u>specifically</u> to air on screens other than TV, cinema or the Internet. This includes In-store, waiting rooms, in-flight, stadiums, outdoor screens, airports, event screenings, corporate video.</p> <p><b>IMPORTANT:</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.</p> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.</p>	

TV1G	Branded Content Video - Single	A
	<p><b>Single – is for the creation of a single, stand-alone video.</b></p> <p>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.</p> <p><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.</p> <p><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.</p> <p>Branded Content Video includes the following: Feature film or mini-series made for television, cinema release, DVD, or online release. This includes all genres – fiction, reality, documentary or entertainment.</p> <p><b>IMPORTANT:</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.</p> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.</p>	

<b>TV1H</b>	<b>Branded Content Video - Campaign</b>	<b>B</b>
	<p><b>Campaign – is for the creation of an ongoing Branded Content series made up of multiple episodes or video elements.</b></p> <p>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.</p> <p><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.</p> <p><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.</p> <p>Branded Content Video includes the following: Feature film or mini-series made for television, cinema release, DVD, or online release. This includes all genres – fiction, reality, documentary or entertainment.</p> <p><b>IMPORTANT:</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.</p> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information.</p>	
<b>TV1J</b>	<b>Music Videos</b>	<b>A</b>
	Includes all video with the specific purpose of promoting the artists. The jury will judge innovation in the creation of the video.	
<b>TV1K</b>	<b>South African Non-English Video – up to 90s</b>	<b>A</b>
	<p>For non-English short format commercials (less than 90 seconds), in any of the official <b>South African languages</b>. Entries can be aired on television, cinema or online to a substantial audience.</p> <p>The aim of the South African category is to assist in the transformation of our industry and address the imbalances of the past specifically in South Africa. <b>Only South African non-English languages can be entered.</b></p> <p><b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b></p>	

<b>TV2 Television, Film &amp; Video Crafts</b>		
	<p><b>Entries from Type A and Type B may be re-entered in all relevant Craft categories.</b></p> <p>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.</p> <p><b>All Craft entries must be entered as single pieces.</b> For example, three commercials from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.</p>	
<b>TV2A</b>	<b>Direction</b>	<b>C</b>
	For the direction of an outstanding film/commercial/video whereby the film director has clearly been a major influence on the overall craft and therefore success of the commercial. The Craft Award is awarded to the film Director.	
<b>TV2B</b>	<b>Cinematography</b>	<b>C</b>
	For outstanding lighting and camera techniques applied to a film/commercial. The Craft Award is awarded to the director of photography.	
<b>TV2C</b>	<b>Writing</b>	<b>C</b>
	For an outstanding and original script. The Craft Award is awarded to the agency copywriter or person responsible for originating the script copy.	
<b>TV2D</b>	<b>Production Design</b>	<b>C</b>
	For outstanding, in-camera original art direction of a filmed commercial incorporating set design, set dressing, styling, make-up, props and wardrobe. The Craft Award is awarded to the film production company art director.	
<b>TV2E</b>	<b>Animation</b>	<b>C</b>
	For an outstanding animated film/commercial or use of animation within a film/commercial. Includes any use or combination of cel, stop-motion and computer animation in 2D or 3D. Live action may be included but only as a layer or element in a 3D scene or a 2D design. The Craft Award is awarded to the animator.	
<b>TV2F</b>	<b>Special Visual Effects</b>	<b>C</b>
	Includes practical elements of the production design that take place 'in-camera' and bring the script to the screen, e.g. 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.) The Craft award is awarded to the VFX Operator.	
<b>TV2G</b>	<b>Editing</b>	<b>C</b>
	For an outstanding and unique editing technique applied to a film/commercial that enhances the quality of the commercial. The Craft Award is awarded to the off-line editor.	

<b>TV2H</b>	<b>Original Music &amp; Sound Design</b>	<b>C</b>
	For the composition of an outstanding, original piece of music and/or sound effects design for a film commercial, whereby the craft of the composer / sound designer is unique and greatly enhances the film commercial. The craft award is awarded to the composer or sound designer. Please note that only original music / soundtracks can be entered here. Do not enter existing licensed music / tracks.	
<b>TV2J</b>	<b>Best Use of Licensed Music</b>	<b>C</b>
	For the best use of licensed music in a film commercial, where the choice and marriage of the musical score to the picture enhances the creative idea. The craft award can be won by the entering agency / company. Please note that only licensed music can be entered here. Do not enter originally composed music / sound effects.	
<b>TV2K</b>	<b>Performance</b>	<b>C</b>
	For an outstanding performance in a film/commercial by the on-camera (eg: actor) or off-camera artiste (e.g. voice-over), that enhances the quality of the commercial. The Craft Award is awarded to the performer / artist.	
<b>TV2M</b>	<b>South African Non-English Writing</b>	<b>C</b>
	For non-English short format commercials (less than 90 seconds), in any of the official <b>South African languages</b> . Whereby the director has clearly been a major influence on the overall craft and therefore success of the entry.  <b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b>	
<b>TV2N</b>	<b>South African Non-English Performance</b>	<b>C</b>
	For non-English short format commercials (less than 90 seconds), in any of the official <b>South African languages</b> . For an outstanding performance by the actor(s) or voice-over artiste(s), that enhances the quality of the entry.  <b>Please check the “Preparation Guidelines” – all non-English entries must come with an English translation.</b>	

# STUDENT AWARDS

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

**All entries in the Student categories can be checked against the related 'Preparation Guidelines' in the professional categories.**

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.

**Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the "Preparation Guidelines" for more information.

**When submitting multiple elements of a campaign into various categories, it is vital that the entry is described appropriately for each category.** If the judges cannot readily discern which elements are to be considered for the relevant category, it will count against your entry. 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.

**TYPE A** – A piece of work can only be entered in one Type A category. Individual media elements from a campaign may be entered in their relevant Type A categories.

**EXAMPLE:** A TV commercial can be entered in TV1A but may not be re-entered in TV1C if it's essentially the same entry.

**TYPE B** – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.

**TYPE C** – Entries from Type A and Type B can be re-entered in all the relevant Craft categories.

**Note: All Type A and Type C entries are single elements.** For example, three commercials from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

<b>YA1</b>	<b>TELEVISION, FILM &amp; VIDEO COMMUNICATION</b>	<b>TYPE</b>
<b>YA1A</b>	<b>Television, Cinema &amp; Internet Commercials</b>	<b>A</b>
	Entries must be designed for broadcast media or the Internet. These must be commercials for a specific brand. No storyboards – only finished commercials can be entered.	

<b>YA1C</b>	<b>Television, Film &amp; Video Crafts</b>	<b>C</b>
	<p>Includes all film crafts - Direction, Cinematography, Writing, Production Design, Animation, Special Visual Effects, Editing, Best Use of Licensed Music, Original Music &amp; Sound Design, and Performance,</p> <p>Check the Professional Categories for a description of each craft.</p> <p><b>Note:</b> A single entry may be entered for multiple craft awards, e.g. Direction, Writing &amp; Performance (as well as in one of the two categories above, e.g.. Motion Graphics).  <b>Please create a separate entry for each craft.</b></p>	
<b>YA2</b>	<b>RADIO COMMUNICATION</b>	<b>TYPE</b>
<b>YA2A</b>	<b>Radio Commercials &amp; Branded Content</b>	<b>A</b>
	<ul style="list-style-type: none"> <li>• <b>Radio Commercials:</b> For radio stations, whether broadcast or Internet radio;</li> <li>• <b>Radio Branded Content:</b> includes the integration of a brand into a content platform – either pre-existing or created specifically for the purpose of promoting the brand.</li> </ul> <p>Radio entries must be fully produced commercials in electronic format. No storyboards will be accepted.</p>	
<b>YA3</b>	<b>PRINT, OUTDOOR &amp; OUT OF HOME</b>	<b>TYPE</b>
<p><b>Reminder: All Type A entries are single elements.</b>  <b>Example:</b> 3 x Print Ads that each form part of a campaign must each be entered as individual entries, 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.</p>		
<b>YA3A</b>	<b>Newspaper &amp; Magazine Advertising</b>	<b>A</b>
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>Newspaper &amp; Magazine advertising</b> using standard advertising media space;</li> <li>• <b>Tactical Use of Print:</b> Non-traditional and Special use of Newspapers &amp; Magazines, e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc.</li> </ul> <p><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 Newspaper Advertising category, even if an advert is specific to a particular event, date or other occurrence</p>	
<b>YA3B</b>	<b>Indoor Posters</b>	<b>A</b>
	<p>Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc.</p> <p><b>NOTE:</b> All Outdoor and Street Pole entries must go in the Outdoor &amp; Out of Home section.</p>	

<b>YA3C</b>	<b>Outdoor &amp; Out of Home</b>	<b>A</b>
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>OUTDOOR MEDIA:</b> fixed outdoor media spaces, including billboards, electronic screens &amp; bus shelters, and street pole advertising.</li> <li>• <b>AMBIENT &amp; ALTERNATIVE MEDIA:</b> All free-format, non-traditional forms of media, including: building wraps, handouts, kiosks, murals, merchandising, never before used media, playing fields, promotional giveaways and sampling;</li> <li>• <b>IN-STORE:</b> in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, stair risers, trolleys, washroom advertising, window displays;</li> <li>• <b>TRANSIT &amp; AIR:</b> anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons);</li> <li>• <b>DIRECT MAIL:</b> Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc</li> </ul>	
<b>YA4</b>	<b>COMMUNICATION DESIGN</b>	<b>TYPE</b>
<b>YA4A</b>	<b>Logos &amp; Identity Programmes</b>	<b>A</b>
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>Single logo design</b>, and may include reference material showing the development of the logo and its application;</li> <li>• <b>Identity Programmes</b> must include at least three elements of a brand identity; such as logo, business cards, letterhead, envelopes and may include digital components.</li> </ul>	
<b>YA4B</b>	<b>Collateral Design</b>	<b>A</b>
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>Direct &amp; Promotional Mail:</b> Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.;</li> <li>• <b>General Collateral:</b> All loose design elements, including: calendars, cards, carry bags, fabric designs, in-store, invitations, labels, P.O.P, promotional items, wallpaper, wrapping paper.</li> </ul>	
<b>YA4C</b>	<b>Architecture, Interior Design &amp; Temporary Structures</b>	<b>A</b>
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>Architecture:</b> All architectural design contributing to brand equity: airports, community &amp; public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums;</li> <li>• <b>Interior design and temporary structures:</b> 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.</li> </ul>	

<b>YA4D</b>	<b>Publication Design</b>	<b>A</b>
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• Single elements within a publication: magazine insert, book cover, jacket design, magazine cover, publication wrap;</li> <li>• Whole Publications: Physical &amp; Electronic publications, including: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature.</li> </ul>	
<b>YA4E</b>	<b>Package &amp; Industrial Design</b>	<b>A</b>
	<ul style="list-style-type: none"> <li>• <b>Industrial Design</b> includes products that have <b>specifically</b> been introduced to enhance brand equity.</li> <li>• <b>Package Design</b> specifically with the intention to enhance brand equity, including: beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging.</li> </ul>	
<b>YA4F</b>	<b>Motion &amp; Digital Graphic Design</b>	<b>A</b>
	<p>Any AV media created as part of coursework for an educational facility can be submitted, including Music Videos, Short films, etc.</p> <ul style="list-style-type: none"> <li>• <b>Motion Graphic Design:</b> Including animation, special visual effects, opening and closing credits, channel identities and TV Promos.</li> <li>• <b>Design for Digital:</b> Recognising the important role that design has in digital media. Any digital platform can be entered here, for the jury to consider the innovation in graphic design on the platform. Examples include animation, motion graphic and still design – websites, mobile, interactive applications, and publication design.</li> </ul> <p><b>Overview videos must be limited to 2 minutes.</b> If it is felt necessary, the full-length work may accompany the 2-minute overview. Check the “Preparation Guidelines” for more information</p>	

YA5	DIGITAL & INTERACTIVE COMMUNICATION	TYPE
YA5A	Digital Media	A
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>Display Advertising:</b> Paid-for media space on a third-party platform, including Banner ads, interstitial pages, pop-up windows. Each banner ad in a campaign must be entered individually;</li> <li>• <b>Website or Microsite:</b> A website is defined as a long-term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.za. A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. Glade Festival 2014;</li> <li>• <b>Social Media:</b> Includes the creation of social platforms, the use of existing social platforms, and user-generated content. Stand-alone Online Video is <u>NOT</u> included here – this should be entered under TV, Film &amp; Video;</li> <li>• <b>Digital Applications, Games &amp; Interactive Tools:</b> Brand relevant applications, including: 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.</li> <li>• <b>Mobile Media:</b> Mobile applications, mobile sites, branded games created <u>specifically</u> for smart phones and/or tablets;</li> </ul> <p><b>CHECK also the Motion &amp; Digital Graphic Design Category</b></p>	
YA5B	Digital Crafts	C
	<p>Includes:</p> <ul style="list-style-type: none"> <li>• <b>User Experience Design:</b> User experience design and information architecture. The user experience via the interface. Excellence in user experience design (UX). Entrants should explain the UX thinking and convince the jury how the thinking led to user delight;</li> <li>• <b>Writing:</b> specifically for digital media;</li> <li>• <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;</li> <li>• <b>Music &amp; Sound Design:</b> Innovative use of audio for digital media;</li> </ul> <p><b>NOTE:</b> A single entry may be entered for multiple crafts, e.g. Animation, Writing and Use of Technology. The piece must be re-entered for each craft that you would like judged.</p>	

<b>YA6</b>	<b>FACEBOOK CHALLENGE</b>	<b>TYPE</b>
<b>YA6A</b>		<b>A</b>
	<p><b>A NEW category in 2017 – The Facebook Challenge focuses on the use of mobile media to promote a socially relevant cause.</b></p> <p>Create powerful mobile video content from The Nelson Mandela Foundation to the people of the world. Encourage people to find the Madiba within, to "be the legacy", to call out social injustice when it rears its ugly head and, above all, to choose dialogue over destructive practices in the hope of keeping Madiba's legacy alive – <b>all as it pertains to woman and inequality in South Africa.</b></p> <p>Society is battling with how to deal with violence, suppression and gender exclusion targeted at girls and women. More cases of girls who are denied education because of their gender are emerging here in Africa and across the globe.</p> <p>Trigger a discussion about how gender is viewed and how gender stereotypes limit the development of individuals and, in turn, the greater society.</p> <p><b>The winning entry will be flighted live on Facebook and/or Instagram in 2017, courtesy of Facebook.</b></p> <p><b>Entry Format</b> Submit a maximum of 3 finished mobile-friendly videos for use on Facebook or Instagram.</p> <p>Entries for The Facebook Challenge must include a description of your idea and insights, and how you solved the problem creatively. This overview must be submitted in an electronic format. Please check the "Preparation Guidelines" on this category for more information.</p>	
<b>YA7</b>	<b>INTEGRATED CAMPAIGN</b>	<b>TYPE</b>
<b>YA7A</b>	<b>Integrated Campaign</b>	<b>B</b>
	<p>A category catering for communication campaigns working across multiple media - A minimum of three different types of media is required. <b>Example:</b> a campaign can include television, radio and outdoor; <b>OR</b> interior design, posters &amp; online.</p> <p>It is important that the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.</p> <p><b>TYPE B – Multiple Type A entries for the same campaign can be combined to make up one Type B Campaign entry.</b></p>	
<b>YA8</b>	<b>PRINT &amp; DESIGN CRAFTS</b>	<b>TYPE</b>

**Type C – Entries from Type A and Type B may be re-entered in all relevant 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, i.e. the craft must add value to the entry.

**All Craft entries must be entered as single pieces.** For example, three posters from a campaign must each be entered individually, not several as one entry. If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

YA8A	Art Direction	C
YA8B	Writing	C
YA8C	Illustration	C
YA8D	Typography	C
YA8E	Photography	C