



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. **When submitting boards with your entry, DO NOT use foam board.** Use thin, stiff cardboard up to a **MAXIMUM OF A2 SIZE** – multiple boards should not be attached to one another. 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 of 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 provide as much information on the background of your entry. If possible and where necessary, provide a walkthrough of all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have. **Overview videos must be limited to 2 minutes.** If it is felt necessary, the full-length work may accompany the 2-minute overview.

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.

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:

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1. EFFECTIVE CREATIVITY

No physical entries will be allowed for this category. You can submit a video and/or 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](#) and check the category information for full criteria.

a. IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES AND PDF ENTRY FORM – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work.** Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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



2. SHARED VALUE

No physical entries will be allowed for this category. You can submit a video and/or 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 Shared Value category. Please download the form [here](#) and check the category information for full criteria.

a. IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.

- High resolution (300dpi) Jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES AND PDF ENTRY FORM – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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



3. SERVICE DESIGN

No physical entries will be allowed for this category. You can submit a video and/or 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.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES AND PDF ENTRY FORM – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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



4. INTEGRATED CAMPAIGN

Please provide an overview of your campaign as a cohesive entry - do not simply submit multiple elements. **Use any combination of boards, jpegs, video and/or audio** where appropriate, and provide a written description to enable the judges to understand your entry.

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.

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

- a. **IF SUBMITTING BOARDS, DO NOT use foam board.** Use thin, stiff cardboard up to a **MAXIMUM SIZE OF A2**. You can use more than one board if your entry requires this up to a **MAXIMUM OF 10 BOARDS** – multiple boards should not be attached to one another. 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 BOARD OR 3D PIECE

After you've completed your online entry and printed your entry labels, tape the correct label to the back of the corresponding physical entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces accordingly, e.g. 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 BOARDS – MAXIMUM OF 10 JPEGS

You must provide jpeg files of any physical work submitted for judging – whether presented on boards or as a 3D piece. **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.** **Note:** If your entry is an electronic only jpeg presentation, we will use this material for the awards and there is no need to submit additional jpegs. **Please follow the specs provided in Section B below.**

- b. **IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**

- High resolution (300dpi) jpegs **ONLY**.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.



HOW TO SEND YOUR JPEG FILES – UPLOAD VIA OUR ONLINE ENTRY SYSTEM

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- c. **IF USING VIDEO**, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes**. *If it is felt necessary, the full-length work may accompany the 2-minute overview, e.g. Branded content, TV Commercials, Radio commercials, etc.*

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

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



5. COMMUNICATION DESIGN

Where necessary, please provide an overview of your entry - do not simply submit multiple elements. **Use any combination of boards, jpegs and/or video** where appropriate, and provide a written description to enable the judges to understand your entry.

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.

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

- a. IF SUBMITTING BOARDS, DO NOT use foam board.** Use thin, stiff cardboard up to a **MAXIMUM SIZE OF A2**. You can use more than one board if your entry requires this up to a **MAXIMUM OF 10 BOARDS** – multiple boards should not be attached to one another. 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 BOARD OR 3D PIECE

After you've completed your online entry and printed your entry labels, tape the correct label to the back of the corresponding physical entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces accordingly, e.g. 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 BOARDS – MAXIMUM OF 10 JPEGS

You must provide jpeg files of any physical work submitted for judging – whether presented on boards or as a 3D piece. **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.** **Note:** If your entry is an electronic-only jpeg presentation, we will use this material for the awards and there is no need to submit additional jpegs. **Please follow the specs provided in Section B below.**

b. IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.

- High resolution (300dpi) jpegs **ONLY**.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.



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- c. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work.** Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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

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 jury in understanding your entry.

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

Posters & Billboards

Posters – **DO NOT MOUNT POSTERS – SUPPLY AS UNMOUNTED PRINTS. You must enter your poster in the size that was originally flighted up to a maximum of A0.** If your poster was flighted larger than A0, you may submit an overview video, physical board and/or jpeg presentation with images showing your poster in-situ. Posters should be sent flat - please do not use poster tubes as the work gets damaged easily.

Billboards – you may submit an overview video, physical board and/or jpeg presentation with images showing the billboard 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, send images and appropriate descriptions either on one or more boards or as jpegs (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 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.

Send images and appropriate descriptions either on one or more boards, or as jpegs (see top of page). Additionally, you may supply video material in support of your entry, although this is not necessary (**video submissions must be a maximum of 2 minutes long** and should 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, or as jpegs (see top of page).

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, or as jpegs (see top of page).

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, jpegs and/or video where appropriate, and provide a written description to enable the judges to understand your entry.

DESIGN CRAFTS

Please supply all flat media unmounted (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.



6. DIGITAL & INTERACTIVE COMMUNICATION

No physical entries will be allowed for this category. You can submit a video and/or a jpeg presentation.

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. No Landing Pages will be accepted.

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.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.***

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



7. LIVE EVENTS, ACTIVATIONS & SPONSORSHIP

No physical entries will be allowed for this category. You can submit a video and/or 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.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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



8. MEDIA INNOVATION

No physical entries will be allowed for this category. You can submit a video and/or 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. IF USING JPEGs: MAXIMUM OF 10 JPEGs ALLOWED.

- High resolution (300dpi) jpeg ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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, Ambient & Alternative Media, In-store, and Transit & Air. You can submit a video and/or a jpeg presentation.

For Direct Mail, the original media may be submitted with the entry and may include boards, jpegs and/or video. See below for more info.

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.

CRAFT ENTRIES for Outdoor, Ambient and In-store must be entered into the **PRINT/OUTDOOR AND OUT OF HOME CRAFTS category**. All Crafts must be entered as per the specs provided for that specific media type.

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. **However, for street pole entries**, if one communication is executed across three boards, then enter all three boards as one entry.

a. IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work.** Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes**. *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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



DIRECT MAIL ENTRIES ONLY - the original material may be submitted with the entry and the entry may include boards, jpegs and/or video.

- a. IF SUBMITTING BOARDS, DO NOT use foam board.** Use thin, stiff cardboard up to a **MAXIMUM SIZE OF A2**. You can use more than one board if your entry requires this up to a **MAXIMUM OF 10 BOARDS** – multiple boards should not be attached to one another. 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 BOARD OR 3D PIECE

After you've completed your online entry and printed your entry labels, tape the correct label to the back of the corresponding physical entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces accordingly, e.g. 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 BOARDS – MAXIMUM OF 10 JPEGS

You must provide jpeg files of any physical work submitted for judging – whether presented on boards or as a 3D piece. **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.** **Note:** If your entry is an electronic-only jpeg presentation, we will use this material for the awards and there is no need to submit additional jpegs. **Please follow the specs provided in Section B below.**

- b. IF USING JPEGS: MAXIMUM OF 10 JPEGS ALLOWED.**

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES – 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.



- c. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the TV, Film & Video preparation guidelines. Overview videos must be limited to 2 minutes. *If it is felt necessary, the full-length work may accompany the 2-minute overview.***

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

- 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.**



10. PRINT COMMUNICATION

PHYSICAL MATERIAL MUST BE SUBMITTED FOR ALL ENTRIES IN THIS CATEGORY – please follow the relevant specs for each category, as shown below.

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

NEWSPAPER AND MAGAZINE

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 using boards and/or video.

POSTERS – DO NOT MOUNT POSTERS – SUPPLY AS UNMOUNTED PRINTS. You must enter your poster in the size that was originally flighted up to a maximum of A0. If your poster was flighted larger than A0, you must enter a physical board with images showing your poster in-situ (see accepted specs below). Posters should be sent flat - please do not use poster tubes as the work gets damaged easily.

PRINT CRAFTS – these must be entered into the **Print / Outdoor & Out of Home Crafts category** 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, tape the correct label to the back of the corresponding physical entry. If your entry consists of more than one piece, please affix a label to each piece, and mark the pieces accordingly, e.g. 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.

- a. **IF SUBMITTING BOARDS, DO NOT use foam board.** Use thin, stiff cardboard up to a **MAXIMUM SIZE OF A2**. You can use more than one board if your entry requires this up to a **MAXIMUM OF 10 BOARDS** – multiple boards should **not** be attached to one another. Use a combination of imagery as well as written descriptions wherever necessary to make up your board.



b. PROVIDE JPEGS OF YOUR WORK – MAXIMUM OF 10 JPEGS ALLOWED.

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.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.

HOW TO SEND YOUR JPEG FILES – 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.

c. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.**

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

11. PRINT / OUTDOOR & OUT OF HOME CRAFTS

Print / Outdoor & Out of Home Craft entries must be submitted 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.

See the PRINT COMMUNICATION and OUTDOOR & OUT OF HOME preparation guidelines.



12. PR & MEDIA COMMUNICATION

No physical entries will be allowed for this category. You can submit a video and/or 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 jury 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. IF USING JPEGs: MAXIMUM OF 10 JPEGs ALLOWED.

- High resolution (300dpi) jpegs ONLY.
- Minimum width must be 2400 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- 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 additional information about the entry.

HOW TO SEND YOUR JPEG FILES – 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. IF USING VIDEO, you can provide footage of the entry itself, as well as supporting information about your work. Please follow the **TV, Film & Video** preparation guidelines. **Overview videos must be limited to 2 minutes.** *If it is felt necessary, the full-length work may accompany the 2-minute overview.*

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

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



13. RADIO COMMUNICATION

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!**

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.

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 – 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.



14. TV, FILM & VIDEO COMMUNICATION

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!**

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.

TRANSLATION – All non-English entries must include subtitles. Include any necessary explanation for the jury 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 | BITRATE |
|---------------|------------------------------|----------------|
| PAL 4:3 | 720x576 – 25fps | 5Mbps |
| PAL 16:9 | 1024x576 – 25fps | 5Mbps |
| NTSC 4:3 | 720x480 – 29.97fps | 5Mbps |
| NTSC 16:9 | 854x480 – 29.97fps | 5Mbps |
| HD 720p | 1280x720 – 25fps | 16Mbps |
| HD 1080 | 1920x1080 – 25fps | 16Mbps |

VIDEO FILES MUST BE TRANSCODED TO THE BELOW SPECIFICATIONS:

1. Video must be encoded to Quicktime (.MOV)
2. Only use H.264 as your codec
3. Bitrate as per table above
4. Frame reordering: Enabled
5. Key Frames: Automatic
6. Quality: High (Multi-Pass recommended)
7. Streaming: None
8. Audio AAC Stereo 48kHz
9. Audi Bit Resolution: 16bit
10. Audio Encoding: Constant Bit Rate (CBR)
11. Audio Bit Rate: 192kbps
12. Video Clock/Slate: NONE



Overview video maximum length = 2 minutes, Maximum size = 400MB

- If it is felt necessary, the full-length work may accompany the 2-minute entry and it may be viewed at the judges' discretion.

HOW TO SEND YOUR FILES – 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.



15. STUDENT AWARDS

All entry preparation guidelines for the Student categories – excluding entries for the Facebook Challenge – must be checked against the related guidelines in the professional categories. Specifications for the Facebook Challenge are shown below.

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.

THE FACEBOOK CHALLENGE

These instructions apply specifically to material for The Facebook Challenge. **PLEASE NOTE: NO OTHER FORMATS WILL BE ACCEPTED – IF YOUR FILES ARE NOT SENT IN THE CORRECT FORMAT YOUR ENTRY MAY BE REJECTED!**

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.

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

DO NOT PLACE YOUR NAME OR YOUR EDUCATIONAL INSTITUTION'S BRANDING ON YOUR ENTRY
As all work is judged anonymously, you must ensure that no reference to you or your school is included on the entry.

SPECIFICATIONS FOR FACEBOOK/INSTAGRAM VIDEO FILES:

1. Framed square 1:1 (1080 x 1080)
2. Include subtitles - as all videos play silently until you touch the screen
3. Include up-front context on what people are about to watch – e.g. title, branding for your film, etc.
4. No longer than 60 secs – the shorter and punchier the better. Most people don't watch full videos on social media if they are too long

Note: Video files must be transcoded as per the TV, Film and Video preparation guidelines.