



## **The Loeries 2021**

### Entry Guide

Entry deadline: 31 May 2021

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# WHAT'S NEW IN 2021

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.

1. The Loeries does not allow essentially the same creative to be re-entered into multiple categories. The reason 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 media, you must choose only one category to enter it into. You can however re-enter the same in campaigns, specialist categories, and multiple craft categories. Please read the [Entry Guide](#) for more information.
2. **Changes to the Design category:** Single Publication has now been removed from the Publication Design Category, leaving only Whole Publication.
3. **Changes in the OOH Category:** Direct Mail now allows physical entries.

# USEFUL TIPS

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

## **RULES & ELIGIBILITY**

Please make sure that your work is eligible. Absolutely nothing can be entered that has not been approved by the Brand/Client and that has not been commercially published, launched or aired. Please refer to the Rules & eligibility section for more information

## **WHO CAN ENTER THE LOERIES?**

You can enter any work that is created For the Region OR From the Region.

All entrants based in Africa & the Middle East region can enter ALL the categories, irrespective of where the work was flighted. In addition – irrespective of where the work was originated or produced – all work that has been created specifically for and to run in Africa or the Middle East can be entered.

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

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

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

## **CATEGORY TYPES**

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

## **SUPPORTING INFORMATION**

Your entry should be well presented, clear and easy to understand. Supporting information should make it easy for the judges to understand your entry in terms of the judging criteria: Innovation, Quality of Execution, and relevance to the Brand, Target Audience and Chosen Medium.

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.

# RULES & ELIGIBILITY

## DEADLINES

**Entry deadline: 31 May 2021 @ 17h00 South Africa Standard Time (GMT +2).** Entries not completed (entry form, payment, and all material received) by this date will be charged a 10% late entry fee.

## Early bird deadline: 03 May 2021

Entries completed (entry form, payment and all material received) by 13 April 2021 will receive a discounted rate.

## WHO CAN ENTER THE LOERIES

1. The Loeries are open to all areas of Brand Communication – including but not limited to Advertising, PR, Design, Architecture & Interior Design, Live Events & Activations, Sponsorships, Digital Media, Social Media, Music Videos – and any area where a brand interacts with consumers.
2. It is mandatory for all submissions to have a brand association.
3. Anyone involved in the creation, publishing or production of the work may submit an entry (including directly from the brand, agency or production company).
4. The **ELIGIBLE REGION** includes the following countries from Africa & the Middle East:
  - a. **Africa:** All countries on the continent of Africa.
  - b. **Middle-East:** All Middle Eastern states - Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, Turkey, UAE, Yemen.
  - c. **Madagascar**
  - d. **Island states off the African coast** (e.g. Mauritius and the Seychelles)
5. **If multiple companies have worked on a project, they must agree in advance who will submit the entry and they must agree on how the credits will be completed.** If an entry is received from more than one company, only the first entry will be accepted. No refunds will be given on duplicate entries.
6. All student work, created and submitted to a registered educational institution from the Eligible Region, may be entered. Unless permission is granted by the Loeries in writing, student work should be submitted by the School/ College/ University, rather than directly by the individual student.

## WHAT CAN BE ENTERED INTO THE LOERIES

Entries that meet any one of the following 4 options will be accepted:

1. **CREATED FOR THE REGION: Work that has been created specifically for and to run in Africa or the Middle East (see Eligible Region), irrespective of where the work was originated or produced.**  
EXAMPLE 1: A New York agency creates a campaign for a USA brand, specifically to flight in Africa.  
EXAMPLE 2: A Dubai agency creates a campaign to run in Dubai, for a global brand.  
NOTE: A Global campaign that *happens* to flight in the region is NOT eligible.
2. **CREATED BY THE REGION: Work that has been created to run globally, or in any market in the world, as long as the work was conceptualised/originated by companies based in Africa or the Middle East (the Eligible Region).**  
EXAMPLE: A Johannesburg agency creates a campaign for a German brand, to run in Germany – even if the production is done by a German production company.
3. **All work eligible for 1 & 2 above can be entered in any Craft categories.**  
EXAMPLE: A Johannesburg agency creates a campaign for a German brand using a Germany production company. This can be entered for any Crafts irrespective of where the Craftsperson or production company is based.
4. **CRAFTS: Work that is produced by a production company from the region for a global company, to run outside the region, can be entered for the relevant Craft categories, BUT this may not be entered in the main categories.**  
EXAMPLE: A Film Production Company from Dubai produces a commercial for a British agency to flight in

Europe. This may be entered for all the relevant film crafts that the production company was responsible for (e.g. Direction, Cinematography, etc.).

## ELIGIBLE DATES

All Entries must meet one of the following timelines:

1. Entries must be commercially published, launched or aired to a substantial audience for the first time between 1 June 2020 and 31 May 2021.
2. In the case of **ARCHITECTURAL AND INTERIOR DESIGN** projects, **SHARED VALUE** and the **SERVICE DESIGN** category, the launch date is not critical. **Architectural and Interior Design work** includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade.
3. Previous entries and winners in the Shared Value and Service Design categories can be re-entered every year, as long as the programme remains active in the current eligible period.
4. For the **EFFECTIVE CREATIVITY** category all previous Loerie-winning work from 2019 & 2020 is eligible.
5. **In the case of campaigns that straddle the eligibility period**, e.g. if two pieces of a campaign were published prior to 1 June 2020, and three pieces after that, then the full campaign (all five pieces) is eligible for entry this year. If you have previously entered two of the pieces into last year's awards, you can enter all five pieces into the campaign entry this year.
6. Student work created during 2020 and up to 31 May 2021 may be entered.
7. **Absolutely no work that has not yet been published, launched or aired will be accepted - and the onus is on the entering company to ensure that all work entered meets these rules.**

## JUDGING AND AWARDS

1. All work is judged according to 5 criteria:
  - **Innovation** – it is important that the entry demonstrates innovation. It is not good enough to show business results using a proven idea or something that has been done before.
  - **Quality of execution** – How well the elements have been implemented will be evaluated. Could it have been done better? Could more have been done?
  - **Relevance to brand, target audience, and chosen medium** – Here the results of the campaign will be considered in the context of brand, target and media used.
2. Bronze, Silver, Gold and Grand Prix may be awarded in the main categories.
3. Craft Certificates, Craft Gold and Grand Prix may be awarded for the Craft categories.
4. Agency in-house/self-promotional work will be awarded no higher than a Silver Loerie.  
**EXAMPLE:** Self Promotion relates to work done by an agency for itself, its subsidiaries, its holding company or agencies within the same group. As an example a design agency designing its own logo is considered self-promotion.
5. A brand may enter its own in-house work and this is NOT considered self-promotion. As an example a car company may enter its own marketing programme.
6. **The Grand Prix cannot be won by any public service or charity entries, or self-promotional work.** Public service, charity or self-promotional work can be entered in all categories but must be marked as such on the entry forms. Work that is carried out for any charitable, welfare or public service organization. Political parties are not considered public service organisations.
7. No work created for the Loeries can be entered.
8. The Loeries may contact the agency, brand, or anyone associated with the entry, during entry processing or during judging, should any questions arise related to the entry.
9. The Loeries will endeavour to move entries to more appropriate categories during entry processing and prior to judging. However, it remains the responsibility of the entrant to submit their entry into the correct category and the Loeries will not be held responsible for entries submitted incorrectly. Entrants will be informed of any proposed changes to their entries. **During judging the Jury are not allowed to move entries between categories.**

For more information about judging please go to the judging section on the website.

## ENTRY CREDITS

1. Please ensure that all your credits on the entry form are 100% correct. Entrants will be responsible for credit and spelling errors.
2. These credits will be used on the awards evening exactly as you have entered them.
3. Credits will be used to calculate the Official Rankings – including Brand, Agency and Regional Agency Group of the Year. Individual rankings such as Executive Creative Director are also calculated using the credits you provide.
4. Brand, Agency and Regional Agency Group of the Year will be announced at the awards during Creative Week. For all other rankings, a period will be provided after the awards for entrants to check and amend credits before the Official Rankings are published. Once published, no more changes to the credits will be accepted.

For more information about entry credits and how the Official Rankings are calculated, please go to the Loeries Official Rankings section on the website.

## ENTRY CANCELLATIONS AND REFUNDS

1. All requests to withdraw an entry must be made in writing.
2. Requests made prior to the Entry Deadline may be replaced with another entry.
3. Entries cancelled after the Entry Deadline may not be replaced.
4. **No Refunds on Entries:** Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Awards be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and Awards.
5. Any Entries disqualified by the Loeries will not be refunded. This includes duplicate entries and Entries that do not follow the specified rules.

## APPROVAL & PERMISSIONS

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

## FULL TERMS AND CONDITIONS OF ENTRY

1. All entries are subject to the full Terms & Conditions of the Loeries.
2. The full Terms and Conditions of entry must be accepted by each entrant, during the online entry process. It is not possible to submit an entry without accepting the Terms and Conditions of entry. You can view the full terms and conditions on the website.

# MEDIA SUBMISSIONS

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

1. All entrants will be required to submit an Entry Confirmation signed by ECD / CEO or equivalent accepting the Loeries Terms & Conditions.
2. **Do not place your name or your agency branding on the entry – Physical or Electronic media – as entries are judged anonymously. Work submitted with your name or your agency branding will be disqualified.**
3. Once your entry is processed, no replacement material will be accepted.
4. All physical media must be sent to the Loeries Johannesburg office labelled (please print labels from the relevant section on the online entry system).
5. Provide JPEGs for all physical work submitted.
6. Overview videos must be limited to 2 minutes. In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion.
7. 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.
8. All non-English entries must include translations. This can be written translations (for print only) or, in the case of video or audio files, subtitles must be used. Include any essential explanation for the judging panel to understand the context of the translation.
9. Include results if available. Ensure results are relevant and in context; avoid unsubstantiated results such as "1000% increase in twitter followers".
10. The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry, i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected, i.e. the craft must add value to the entry.



# MEDIA FORMATS

## DOCUMENTS

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

## IMAGES

Media Type	Description	Specification
<b>JPEGS</b>	Presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony should your work win.	<ul style="list-style-type: none"> <li>• 7063 (w) x 5008 (h) pixels</li> <li>• 300 dpi</li> <li>• File size is 5MB - 15MB per image</li> <li>• Maximum of 10 JPEGS</li> <li>• Text must be legible when projected to a screen.</li> <li>• Submit close up images of small details that need to be seen by the jury.</li> <li>• Keep text to a minimum, utilise the 'description' section of the entry form for additional information about the entry.</li> </ul>

# FILM

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

Choose one of the following:

FORMAT	FRAME SIZE & RATE	BITRATE
<b>PREFERRED</b>		
HD 720p	1280x720 – 25fps	16Mbps
HD 1080	1920x1080 – 25fps	16Mbps
<b>ACCEPTED</b>		
PAL 4:3	720x576 – 25fps	5Mbps
PAL 16:9	1024x576 – 25fps	5Mbps
NTSC 4:3	720x480 – 29.97fps	5Mbps
NTSC 16:9	854x480 – 29.97fps	5Mbps
<b>FACEBOOK STUDENT CATEGORY:</b>		
HD 1080	1080x1080 (Framed Square)	16Mbps
HD 1080	1080x1920 (Portrait)	16Mbps

## Video file specifications:

- Video must be encoded to H.264
- Accepted file format is .MOV or MP4
- Bitrate as per table above
- Frame reordering: Enabled
- Key Frames: Automatic
- Quality: High (Multi-Pass recommended)
- Streaming: None
- Audio AAC Stereo 48kHz
- Audio Bit Resolution: 16bit
- Audio Encoding: Constant Bit Rate (CBR)
- Audio Bit Rate: 192kbps
- Video Clock/Slate: NONE
- Non-English entries must have English subtitles

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

<b>30 Second Edit</b>	We recommend you submit an additional 30 second edit with all long format entries, which may include a voiceover. This edit will not be judged, it will be used as awards content should your work win.	<ul style="list-style-type: none"> <li>• Maximum 30 Secs</li> <li>• As per video specifications above</li> </ul>
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## AUDIO

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

**Radio & Audio file specifications:**

### PREFERRED:

- Video with subtitles – see video specifications above

### ACCEPTED

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

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

## PHYSICAL

### 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.

You must provide images of all your physical entries to be used on screen at the awards ceremony, should your entry win. Please follow the Image specifications above.

Media Type	Description	Specification
<b>Newspaper</b>	Unmounted print	<p><b>Maximum sizes for Newspaper (DO NOT MOUNT-ORIGINAL ONLY):</b></p> <ul style="list-style-type: none"> <li>• Landscape 450mm x 300mm</li> <li>• Portrait 300mm x 450mm</li> <li>• Larger sizes can be submitted if supplied with an original tear-sheet to show that it was published at that size.</li> </ul>
<b>Magazine</b>	Unmounted print	<p><b>Maximum sizes for Magazine (DO NOT MOUNT-ORIGINAL ONLY):</b></p> <ul style="list-style-type: none"> <li>• Landscape A3</li> <li>• Portrait A4</li> <li>• Larger sizes can be submitted if supplied with an original tear-sheet to show that it was published at that size.</li> </ul>
<b>Poster</b>	Unmounted print	<p><b>DO NOT MOUNT POSTERS – SUPPLY AS UNMOUNTED PRINTS.</b></p> <ul style="list-style-type: none"> <li>• You must enter your poster in the size that was originally flighted up to a maximum of A0.</li> <li>• If your poster was flighted larger than A0, you must enter a presentation board with images showing your poster in-situ (see Board specs below).</li> <li>• Posters should be sent flat - do not use poster tubes as the work gets damaged easily.</li> </ul>
<b>Boards</b>	Presentation board	<p><b>DO NOT USE FOAM BOARD</b></p> <ul style="list-style-type: none"> <li>• Use thin, stiff cardboard up to a maximum <u>size of A2.</u></li> <li>• Maximum of 10 boards – multiple boards <u>should not</u> be attached to one another.</li> <li>• Use a combination of imagery as well as written descriptions wherever necessary to make up your board.</li> </ul>
<b>3D Piece</b>	Original material that was commercially published or launched.	<p>If pieces are too large please send images and appropriate descriptions either on:</p> <ul style="list-style-type: none"> <li>• Boards</li> <li>• JPEGS</li> </ul>

# CATEGORY TYPES

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

## SINGLE CATEGORY – TYPE A

**The exact same creative execution cannot be entered into more than one Single Category.**

The principle behind this is that the Loeries will only award the same creative idea once.

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

## INDIVIDUAL ELEMENT

**Elements must be submitted individually.**

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

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

## MULTIMEDIA

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

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

## MULTIPLE CATEGORY – TYPE B

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

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

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

## MULTI-ELEMENT

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

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

## INTEGRATED MULTIMEDIA

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

## PREVIOUS WINNER

Entries in the Effective Creativity Category must have previously won a Loerie award in the past two years – 2019 or 2020. Please note that Gold and Grand Prix winners in this category are not eligible to enter.

# AWARD CATEGORIES

## EFFECTIVE CREATIVITY

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

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

### **Who can enter?**

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

**All entries in the Effective Creativity category must have been awarded a Loerie in the past two years, i.e. 2019 or 2020, the exception of previous Loeries Effective Creativity Gold winners.**

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

- **Innovation** – All the entries in this category have already proved to be innovative through the fact that they have been awarded a Loerie within the past two years. Therefore, the judges’ focus will not be on innovation, but on the results that have been generated. It is very important that entrants showcase clearly how this past Loerie-winning work proved to be effective for the associated brand, and as much data as possible should be provided to substantiate this.
- **Quality of execution** – How well the elements have been implemented will be evaluated, in conjunction with the results generated. 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.

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

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
XC1A	<b>Effective Creativity</b>	Previous Winner	<ul style="list-style-type: none"> <li>● All entries in the Effective Creativity category must have been awarded a Loerie in the past two years (2019 or 2020).</li> <li>● Entries must show business results achieved.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>● PDF - Questionnaire</li> <li>● JPEGs and/or</li> <li>● Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>● Original Content Video</li> <li>● Audio</li> </ul>

# SHARED VALUE

Shared Value is a business strategy designed to solve social issues profitably. It is not CSI. To be considered Shared Value an idea needs to demonstrate business profitability while adding value to the community it serves.

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

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

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

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

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

Areas for consideration include:

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

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

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

1. The programme must be developed and implemented in our region.
2. The Shared Value award is not for an ad campaign nor for a charity programme.
3. Entries must have a Commercial Brand involved in the programme – entries only involving a not-for-profit entity are not eligible.
4. The programme must align with the business of the Company, and demonstrate positive business and social benefits.
5. **Entries must be active during the period of 1 June 2020 to 31 May 2021.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
6. **Entries can be re-submitted each year as long as the programme remains active.** Previous winners may be considered every year for an award as long as the programme remains at the same high standard.

### ***Who can enter?***

Entries can be submitted directly by any company (Brand) or its representative agencies.

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

# SERVICE DESIGN

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

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

## **What is Service Design?**

- The Service Design category is focussed on an excellent and innovative service experience – dealing with customers' needs, behaviours and attitudes, and their ongoing relationship with the brand, while considering key touch points and leveraging insights and opportunities.
- Creating and designing an effective user journey is paramount, with people at the centre.
- Service Design can create a positive interaction between a brand and its customer to build a lasting emotional connection in a way that adds value to the customer experience.
- The creation of customer experiences that are useful, usable, effective, efficient, desirable and differentiated; thereby creating value for both customer and the brand on an ongoing basis.
- Innovation may take the form of re-imagining the customer experience; appropriate use of new technologies; engaging customer programmes and loyalty schemes; or the creation of entirely new services or products.

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

1. **This is not for advertising campaigns, and once-off activations.**
2. The programme must be developed and implemented in our region.
3. Entries must show innovation and the ability to successfully defend, differentiate or disrupt a service experience.
4. Some examples of service design solutions are:
  - a. In-store and retail customer experience, including front-line positions and service centres
  - b. Online and mobile customer experience related to products and services
  - c. Loyalty schemes and Customer Relationship Management programmes
  - d. Telephone engagement and the call centre customer experience
  - e. Omni channel, or mixed media customer experiences including any combination of the above channels, or other channels
5. **Service Design entries must be active during the period of 1 June 2019 to 31 May 2020.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
6. **Entries can be re-submitted each year as long as the programme remains active.** Previous winners may be considered every year for an award as long as the programme remains at the same high standard.

## **Who can enter?**

Entries can be submitted directly by any company (Brand) or its representative agency.

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

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
XD1A	<b>Service Design</b>	Type A & Individual Element or Multimedia	Please complete the Entry questionnaire for this category.	Mandatory: <ul style="list-style-type: none"> <li>● PDF - Questionnaire</li> <li>● JPEGS and/or</li> <li>● Overview Video</li> </ul>



# INTEGRATED CAMPAIGN

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

**Electronic and physical media allowed for this category** - Multiple elements may be presented using any combination of physical elements, JPEGs, video and/or audio. All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with sub-titles & translations.

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

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

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

# YOUNG CREATIVES AWARD

The Young Creatives category is free to enter - the Young Creatives Award honours the most talented young minds in our industry. If you turn 27 during 2021, or are younger, then you are eligible to enter

Only permanent residents of Africa & the Middle East are eligible for entry.

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

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

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
YC1A	<b>Young Creatives Award</b>	Type B & Multimedia	<ul style="list-style-type: none"> <li>● You must turn 27 during 2021, or be younger, to be eligible.</li> <li>● Entrants must submit no more than 5 examples of their <u>professional work from the last three years</u>. Please note: A campaign with multiple elements will count as 1 example of work.</li> <li>● <b>All creative work must</b> be submitted in JPEGs, Video and/or Audio.</li> <li>● All the work in your portfolio must have been approved by the appropriate Brand Representative, and must have been commercially exposed (e.g. flighted, built, distributed, etc.) to a substantial audience. <u>Student work and concepts may not be entered.</u></li> <li>● Please indicate what your contribution to the work was, e.g. copywriting. Especially when submitting big campaigns.</li> <li>● <b>Young Creatives PDF must ONLY include:</b> <ul style="list-style-type: none"> <li>○ A written reference supporting your entry provided by your Creative Director or equivalent supervisor.</li> <li>○ A full resume, including your contact details, employment history, and a summary of your last three years working experience, including awards won, showing us why you should be considered for the Young Creatives Award.</li> <li>○ Supply proof of your age (copy of a South African identity document, any Passport, or birth certificate).</li> <li>○ Contact details of three professional references, i.e. people who have worked with you.</li> </ul> </li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>● Young Creatives PDF and</li> <li>● JPEGs and/or</li> <li>● Audio</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>● Overview Video and/or</li> <li>● Original Content Video</li> </ul>

## DESIGN CATEGORY

The **Design category** includes all aspects of design – retail design like furniture, lighting and fabric design, industrial design, interior design and architecture, as well as all elements of traditional graphic design. Please check the full list of categories below for all the changes.

The Design category goes beyond design for brands and can include any design that comes from the region.

**Electronic and physical media allowed within this category** - Please check each sub-category below for specific media requirements. All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with sub-titles & translations.

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

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

### DE1 BRAND IDENTITY & COLLATERAL DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE1A	<b>Logos</b> Single Logo or families of logos. All media, including digital and in-motion.	TYPE A & Single Element	<ul style="list-style-type: none"> <li>May include reference material showing the development of the logo and its application.</li> <li>Include supporting imagery showing the logo in context.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Boards</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview</li> <li>Video and/or</li> <li>3D Piece</li> </ul>
DE1B	<b>Identity Programmes</b>	TYPE B & Multimedia	<ul style="list-style-type: none"> <li>An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms</li> <li>Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead. May include digital components and brand guidelines.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Boards</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview</li> <li>Video and/or</li> <li>3D Piece</li> </ul>

## DE2 GRAPHIC DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE2A	<b>Posters &amp; Environmental Graphics</b>	Type A & Individual Element	<b>Posters</b> Graphics led printed posters.  <b>NOTE:</b> There is a Poster category in Print Communication – for ADVERTISING posters. You must select the most appropriate category for your entry.	Mandatory: <ul style="list-style-type: none"> <li>• Original Poster</li> <li>• JPEGS and/or</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Boards</li> <li>• Overview Video</li> </ul>
			<b>Environmental Graphics</b> Large graphics that enhance a space, including billboards, indoor graphics and murals.  <ul style="list-style-type: none"> <li>• Show in-Situ when possible.</li> </ul> <b>NOTE:</b> There is a category for ADVERTISING Billboards in the Out of Home category. You must select the most appropriate category for your entry.	Mandatory: <ul style="list-style-type: none"> <li>• Original Poster</li> <li>• JPEGS and/or</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Boards</li> <li>• Overview Video</li> </ul>
DE2B	<b>General Design</b> Various design elements, including: Point of Sale, in-store, Direct Mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items, wayfinding & signage: signage, wayfinding and information graphics, etc.	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Boards and/or</li> <li>• 3D Piece</li> <li>• JPEGS and/or</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
DE2C	<b>Wayfinding &amp; signage</b>  Includes: Signage, wayfinding and information graphics	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Entries can include a full signage implementation, such as for airports, hospitals, parks, etc.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Boards and/or</li> <li>• JPEGS and/or</li> </ul> Optional: <ul style="list-style-type: none"> <li>• 3D Piece</li> <li>• Overview Video</li> </ul>
DE2D	<b>Package Design</b>  Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging.	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Boards and/or</li> <li>• JPEGS and/or</li> </ul> Optional: <ul style="list-style-type: none"> <li>• 3D Piece</li> <li>• Overview Video</li> </ul>

<b>DE2E</b>	<b>Creative Use of Paper</b> A category for any innovative use of paper in design.	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>Boards and/or</li> <li>JPEGS and/or</li> </ul> Optional: <ul style="list-style-type: none"> <li>3D Piece</li> <li>Overview Video</li> </ul>
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### DE3 PUBLICATION DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>DE3A</b>	<b>Whole Publication</b>  Includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category.	Type A & Individual Element	<ul style="list-style-type: none"> <li>Physical publications only.</li> <li>Send actual 3D piece when possible.</li> <li>If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>3D Piece and/or</li> <li>Boards and/or</li> <li>JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>

### DE4 MOTION & DIGITAL GRAPHIC DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>DE4A</b>	<b>Motion Graphic Design</b>  Includes: moving images created for broadcast or online, including commercial station and channel branding, logos, interstitials, identities, programme branding, online animations or other video content.	Type A & Multi-Element	<ul style="list-style-type: none"> <li>Can be produced using animation or shot footage but no usage of existing footage is permitted (e.g. edits from content featured on the station are NOT permitted).</li> <li>Videos over 20 seconds must be entered individually.</li> </ul> <p><b>NOTE:</b> TV content promos or trailers should be entered in the Film category.</p>	Mandatory: <ul style="list-style-type: none"> <li>Overview Video and/or</li> <li>Original Content Video</li> </ul>
<b>DE4B</b>	<b>Design for Digital</b>  STATIC: This category recognises the important role that design has in digital media. Any digital platform can be entered here. The focus is on static or limited animation design. Examples include websites, mobile sites and apps, publication design, social media posts and infographics.	Type B & Individual Element	<ul style="list-style-type: none"> <li>Entries in other Type A categories, including the Digital category - e.g. a website, may be re-entered here.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>

## DE5 ARCHITECTURE, INTERIOR AND PRODUCT DESIGN

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>DE5A</b>	<p><b>Architecture</b> All architectural projects 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 building, development, or upgrade.</p>	Type A & Individual Element	<ul style="list-style-type: none"> <li>• The launch date is not critical as long as the work has not previously been entered.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video and/or</li> <li>• 3D piece</li> </ul>
<b>DE5B</b>	<p><b>Interior Design &amp; Temporary Structures</b> All interior design and temporary structures including: airports, bars, cafes, clubs, community &amp; public environments (police, health, government, etc.), corporate offices, displays, exhibition &amp; trade stands, exhibits, galleries, hotels, mobile demonstration units, museums, pop-up stores, restaurants, retail, showrooms, signage, visitor attractions, window display &amp; shop front.</p> <p><b>NOTE:</b> Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade</p>	Type A & Individual Element	<ul style="list-style-type: none"> <li>• The launch date is not critical as long as the work has not previously been entered.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video and/or</li> <li>• 3D piece</li> </ul>

<b>DE5C</b>	<b>Furniture Design</b>  Includes all furniture design for retail and commercial purpose.	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• 3D piece and/or</li> <li>• JPEGS and/or</li> <li>• Boards</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
<b>DE5D</b>	<b>Fabric Design - Clothing, Fabric, wrapping paper, t-shirts &amp; Wallpaper Design</b>  Includes all designs for retail and commercial purpose.	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Send actual 3D pieces when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• 3D piece and/or</li> <li>• JPEGS and/or</li> <li>• Boards</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
<b>DE5</b>	<b>General Product Design</b>  Includes all other product and industrial design, including lighting, fitting and fixtures, point of sale infrastructure, ATMs, etc.	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• 3D piece and/or</li> <li>• JPEGS and/or</li> <li>• Boards</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>

<b>DE6 CAMPAIGN</b>				
<b>ID</b>	<b>SUBCATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
<b>DE6A</b>	<b>Design Mixed-Media Campaign</b>	Type B & Multimedia	<ul style="list-style-type: none"> <li>• A minimum of three different media types are required from the Communication Design category.</li> <li>• Please provide an overview of your campaign as a cohesive entry.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• 3D Piece and/or</li> <li>• Boards and/or</li> <li>• Poster and/or</li> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>

# DESIGN CRAFTS

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

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry.

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

DEW	DESIGN CRAFTS			
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DEWA	Photography	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Send original pieces when possible.</li> </ul>	
DEWB	Writing for Design	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Send original pieces when possible.</li> </ul>	
DEWC	Illustration	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Send original pieces when possible.</li> </ul>	
DEWD	Typography	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Send original pieces when possible.</li> </ul>	



# DIGITAL COMMUNICATION

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

No physical entries allowed for this category. Electronic media only.

**NOTE:**

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

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
IN1A	<p><b>Display Advertising</b></p> <p>Paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.</p>	Type A & Individual Element	<p><b>NOTE:</b> Paid for Video or Film advertising should either go in the Film category.</p> <p>Each banner ad in a campaign should be entered individually, unless they can only be viewed and understood as one unit.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
IN1C	<p><b>Website or Microsite</b></p> <p>A website is defined as a long-term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.ae.</p> <p>A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com</p>	Type A & Individual Element	<p><b>NOTE:</b> Do not submit links to URLs or live sites. Work will only be judged via Video and/or Jpegs.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original content and/or</li> <li>• Overview Video</li> </ul>
IN1E	<p><b>Social Media</b></p> <p>Includes the creation of social platforms, the use of existing social platforms, and user-generated content.</p>	Type A & Multimedia	<p><b>NOTE:</b> Stand-alone Internet video must be entered in the Film category.</p> <p>Entries can be on one platform (e.g. Instagram) or can be a Social Media programme that extends across several platforms, e.g. Twitter, Instagram and Facebook, as well as custom platforms.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original content and/or</li> <li>• Overview Video</li> </ul>

<b>IN1F</b>	<b>Digital Applications, Games &amp; Interactive Tools</b>  Includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables	Type A & Individual Element		Mandatory: • JPEGS  Optional: • Original content and/or • Overview Video
<b>IN2B</b>	<b>Mobile Media</b>  Includes: Mobile applications, mobile sites, branded games created <b>specifically</b> for smart phones and/or tablets.	Single Category - Type A & Individual Element		Mandatory: • JPEGS  Optional: • Original content and/or • Overview Video
<b>IN3A</b>	<b>Data-Driven Campaign</b>  Creative use of data to shape campaign strategy, inform execution, profile audiences, and adapt to campaign performance and engagement metrics	Type A & Individual Element or Multi-Element or Multimedia		Mandatory: • JPEGS  Optional: • Original content and/or • Overview Video

## DIGITAL CRAFTS

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

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

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>INWA</b>	<b>User Experience Design</b>  The full user experience including information architecture and design –	Type B & Individual Element		

	winner will be delightful and beautiful interfaces that win users' hearts whilst offering benefits to the business.			
<b>INWD</b>	<b>Writing</b> Writing specifically for Digital media	Type B & Individual Element		
<b>INWE</b>	<b>Use of Technology</b> Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering.	Type B & Individual Element		
<b>INWF</b>	<b>Music and Sound Design</b> Innovative use of audio for digital media.	Type B & Individual Element		

# FILM CATEGORY

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

**No physical entries allowed for this category. Electronic media only.** All Non-English work must come with English subtitles.

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
TV1A	<b>Television &amp; Cinema Commercials – up to 90s</b>	Type A & Individual Element	<ul style="list-style-type: none"> <li>Commercials up to 90 seconds.</li> <li>Entries must be designed for broadcast and must have aired on television or cinema.</li> <li>Entries must include original content.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
TV1B	<b>Television &amp; Cinema Commercials – above 90s</b>	Type A & Individual Element	<ul style="list-style-type: none"> <li>Commercials above 90 seconds.</li> <li>Entries must be designed for broadcast and must have aired on television or cinema. Includes TV promotions and advertorials.</li> <li>Entries must include original content.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
TV1C	<b>Online Film – up to 30s</b> Videos created <u>specifically</u> for Internet or mobile communication.	Type A & Individual Element	<ul style="list-style-type: none"> <li>Internet Videos up to 30 seconds.</li> <li>Entries must include original content.</li> </ul> <p><b>NOTE:</b> Broadcast commercials subsequently posted on the Internet may NOT be entered here.</p>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
TV1D	<b>Online Film – above 30s</b> Videos created <u>specifically</u> for Internet or mobile communication.	Type A & Individual Element	<ul style="list-style-type: none"> <li>Internet videos above 30 seconds.</li> <li>Entries must include original content.</li> </ul> <p><b>NOTE:</b> Broadcast content subsequently posted on the Internet may NOT be entered here.</p>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
TV1E	<b>TV Trailers and Content Promos</b> This includes all promotions for broadcast content.	Type A & Individual Element	<ul style="list-style-type: none"> <li>Existing footage may be used, e.g. material from featured programming content.</li> <li>Entries must include original content.</li> </ul> <p><b>NOTE:</b> this does NOT include station and channel branding, such as logos and interstitials - this should be entered in the Broadcast</p>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>

			Design & Graphics in Communication Design.	
<b>TV1F</b>	<p><b>Other Screens</b></p> <p>Video created <u>specifically</u> to air on screens other than TV, cinema or the Internet. This includes in-store, waiting rooms, in-flight, stadiums, outdoor screens, airports, event screenings, corporate video.</p>	Type A & Individual Element	<p><b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. If possible and where necessary, provide, a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.</p> <p>Provide an overview video if possible.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>● Original Content Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>● Overview Video</li> </ul>
<b>TV1G</b>	<p><b>Branded Content Film – Single</b></p> <p>For the creation of a single, stand-alone video.</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>Includes: Feature film or mini-series episode made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment.</p>	Type A & Individual Element	<ul style="list-style-type: none"> <li>● <b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</li> <li>● <b>OPTION B:</b> The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an ongoing television series, in one or more episodes.</li> </ul> <p><b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. If possible and where necessary, provide, a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.</p> <p>Provide an overview video if possible.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>● Original Content Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>● Overview Video</li> </ul>

<p><b>TV1H</b></p>	<p><b>Branded Content Film – Series</b></p> <p>For the creation of an ongoing Branded Content series made up of multiple episodes or video elements.</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>Includes: Mini-series made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment.</p>	<p>Type A &amp; Multi-Element</p>	<ul style="list-style-type: none"> <li>● <b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</li> <li>● <b>OPTION B:</b> The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an ongoing television series, in one or more episodes.</li> </ul> <p><b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. If possible and where necessary, provide, a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.</p> <p>Provide an overview video if possible.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>● Original Content Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>● Overview Video</li> </ul>
<p><b>TV1J</b></p>	<p><b>Music Videos</b></p> <p>Includes all video with the specific purpose of promoting the music artists. The jury will judge innovation in the creation of the video</p>	<p>Type A &amp; Individual Element</p>	<ul style="list-style-type: none"> <li>● Entries must include the original music video, original content.</li> </ul> <p>Provide an overview video if necessary to explain the entry.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>● Original Content Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>● Overview Video</li> </ul>

# FILM CRAFTS

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

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

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
TVWA	<b>Direction</b> The craft award goes to the film director	Type B & Individual Element		
TVWB	<b>Cinematography</b> The craft award goes to the director of photography. For lighting and camera techniques	Type B & Individual Element		
TVWC	<b>Writing</b> The craft award goes to the writer. For an original script	Type B & Individual Element		
TVWD	<b>Production Design</b> The craft award goes to the film production company art director/stylist. For outstanding, in-camera original art direction of a film, incorporating set design, set dressing, styling, make-up, props and wardrobe.	Type B & Individual Element		
TVWE	<b>Animation</b> The craft award goes to the animator. Includes any use or combination of cel, stop-motion and computer animation in 2D or 3D	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Live action may be included but only as a layer or element in a 3D scene or a 2D design.</li> </ul>	
TVWF	<b>Special Visual Effects</b> The craft award goes to the VFX Operator. Includes practical elements of the production design that take	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Entries must include original content.</li> </ul>	

	place 'in- camera', such as model-making and explosions, as well as effects added or created after filming has taken place, e.g. digital effects, CGI and compositing. Includes 3D effects over live action plates (e.g. fire, particles, water, face replacements, matte paintings, CG characters, CG props, set extensions etc.)			
<b>TVWG</b>	<b>Editing</b>  The craft award goes to the off-line editor. For an outstanding and unique editing technique applied to a film/commercial that enhances the quality of the commercial	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Entries must include original content.</li> </ul>	
<b>TVWH</b>	<b>Original Music &amp; Sound Design</b>  The craft award goes to the music composer or sound designer. For the composition of an outstanding, original piece of music and/or sound effects designed for a film commercial, whereby the craft of the composer/sound designer is unique and greatly enhances the film commercial.  Please note that only original music / soundtracks can be entered here. Do not enter existing licenced music / tracks.	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Only original sound effects / music / soundtracks can be entered here. Do not enter existing licenced music or tracks.</li> </ul>	
<b>TVWJ</b>	<b>Best Use of Licenced Music</b>  The craft award goes to the music supervisor. For the best use of licenced music where the choice and marriage of the musical score to the picture enhances the creative idea.	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Only licenced music can be entered here. Do not enter originally composed music or sound effects.</li> <li>• Entries must include original content.</li> </ul>	
<b>TVWK</b>	<b>Performance</b>  The craft award goes to the actor / artist. For an outstanding performance in a film by the on-camera actor or off-camera artist (eg: voice-over), that enhances the quality of the commercial	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Entries must include original content.</li> </ul>	
<b>TVWM</b>	<b>Use of Technology</b>  The craft award goes to the production company. Innovation in the use of technology in Film	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Entries must include original content.</li> </ul>	



# LIVE COMMUNICATIONS

The **Live Category** includes Live Events, Live Activations, Sponsorships and Live Crafts. The event may be physical or virtual, but the entries in this category must highlight the audience live experience, not PR coverage, third party experiences or a wholly pre-recorded experience in the case of virtual events.

**No physical entries allowed for this category. Electronic media only.** All Non-English work must come with English subtitles

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
LE2A	<b>Live Events</b>  Includes all events created specifically for a brand, aimed at either internal or external audiences. This may include art installations, auctions, educational or training events, conferences, launches, road shows, social responsibility events, exhibition experiences.	Type A & Multimedia	<b>NOTE: DO NOT ENTER ACTIVATIONS HERE</b> – Activations should be entered into the Live Activations category.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video and or</li> <li>• Original Content Video</li> </ul>
LE2B	<b>Live Activations</b>  Includes any brand activation where live performance in real-time to an incidental audience is key to communicating the brand message and creating an immersive audience experience. This can include live performances, demonstrations, or a host that interacts with the audience to bring the brand message to life. There may or may not be direct audience participation and interaction. Entries must demonstrate the role of performance and audience engagement in giving the product/brand additional exposure.	Type A & Multimedia	<b>NOTE: EXCLUDES</b> promos with no live performance. Brand activations and promotions that use promotional staff only should be entered into the Out of Home category.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video and or</li> <li>• Original Content Video</li> </ul>
LE2C	<b>Sponsorship</b>  Includes sponsorship of consumer-focused sporting, lifestyle, cultural, music and related events. Entries in this category must show a sponsor, and how the event has added sponsor brand	Type A & Multimedia	<b>NOTE:</b> Events created specifically for the brand (e.g. Car Launch) must be entered into Live Events.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video and or</li> <li>• Original Content Video</li> </ul>

	value through audience engagement. Sponsored events may include single sporting events or sport series, sport teams, art fairs, expos, musical concerts, lifestyle festivals.			
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## LIVE CRAFTS

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

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

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

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

# MEDIA INNOVATION CATEGORY

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

**No physical entries allowed for this category. Electronic media only.** All Non-English work must come with English subtitles

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>MI1A</b>	<p><b>Single Media Element</b></p> <p>This category is for the use of a single medium.</p> <p>It can be a once-off execution or repeat at multiple venues as long as the medium and message remain the same.</p> <p>Single medium entries will be judged specifically on how well the medium was used e.g. a Cinema entry will be judged on its specific use of the Cinema as a medium</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Work that has been entered into other categories may be re-entered here. In this category it will only be judged according to the innovative use of the media platform</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> <li>• Audio</li> </ul>
<b>MI1B</b>	<p><b>Multiple Media Campaign</b></p> <p>This category is for entries with more than one medium, showing innovation in the use of all media platforms.</p> <p>Entries will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different media types complement and build on each other to communicate the brand message</p>	Type B & Multimedia	<ul style="list-style-type: none"> <li>• A minimum of three different media types</li> <li>• Work that has been entered into other categories may be re-entered here. In this category it will only be judged according to the innovative use of the media platform</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> <li>• Audio</li> </ul>

## OUT OF HOME CATEGORY

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

**Physical media can be submitted for DIRECT MAIL entries in the OOH Category.** All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with English translations.

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
OU1A	<b>Outdoor Media</b>  All <b>fixed</b> outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
OU4A	<b>In-Store</b>  Includes all in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, digital screens, stair risers, trolleys, washroom advertising, window displays.	Type A & Individual Element	<b>NOTE: EXCLUDES</b> Posters that are on display in-store, which should be entered in the “Print - Indoor Poster” category.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
OU5A	<b>Transit &amp; Air</b>  Includes anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons).	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
OU6A	<b>Direct Mail</b>  Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.	Type A & Individual Element	<b>NOTE:</b> There is also a Direct Mail category in Design. If you would like to submit the actual physical entry and have it judged for its design aesthetic, enter it in the Design category.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>

				<ul style="list-style-type: none"> <li>Physical media entry</li> <li>Electronic copy</li> </ul>
<b>OU7A</b>	<b>Ambient</b>  All free-format, non-traditional forms of media, including: use of public spaces, handouts & giveaways, kiosks & displays, and never before used media.	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> <li>Original Content Video</li> </ul>

## OUT OF HOME CRAFTS

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

**Physical media can be submitted for DIRECT MAIL entries in the main OOH Category.** All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with English translations.

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>OUWA</b>	<b>Art Direction</b>  The craft award goes to the agency art director	Type B & Individual Element		
<b>OUWB</b>	<b>Writing</b>  The craft award goes to the writer	Type B & Individual Element		
<b>OUWC</b>	<b>Photography</b>  The craft award goes to the photographer	Type B & Individual Element		
<b>OUWD</b>	<b>Illustration</b>  The craft award goes to the illustrator	Type B & Individual Element		

<b>OUWE</b>	<b>Typography</b> The craft award goes to the illustrator	Type B & Individual Element		
<b>OUWF</b>	<b>Use of Technology</b> The craft award goes to the technical staging company. Innovation in the use of technology in Out of Home	Type B & Individual Element		

# PRINT COMMUNICATION

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

**Physical media must be submitted for ALL entries in Print Communication.** All physical entries must be accompanied by an electronic image of that piece. All Non-English work must come with English translations

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
PR1A	<p><b>Print Advertising</b></p> <p>Includes all advertising in Newspapers, Magazines using standard advertising media space.</p> <p>Also includes Branded Content – Print which includes: books, magazines, newspaper, original content. This includes all genres - fiction, reality, documentary or entertainment.</p>	Type A & Individual Element	<p>Under the Print Advertising category, you can select the media type, i.e. Newspaper/Magazine/Branded Content</p> <p><b>Submit physical media and electronic copies</b></p> <p>You can send boards with your entry, explaining the context of the entry and providing additional information</p> <p><b>Maximum sizes for Newspaper (DO NOT MOUNT):</b></p> <ul style="list-style-type: none"> <li>• Landscape 450mm x 300mm</li> <li>• Portrait 300mm x 450mm</li> </ul> <p><b>Maximum sizes for Magazine (DO NOT MOUNT):</b></p> <ul style="list-style-type: none"> <li>• Landscape A3</li> <li>• Portrait A4</li> </ul> <p>Larger sizes can be submitted if supplied with an original tear-sheet to show that it was published at that size</p> <p>For Branded Content:</p> <ul style="list-style-type: none"> <li>• <b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a consumer magazine published by the brand and integrating the brand in the messaging and content (such as an in-flight magazine).</li> <li>• <b>OPTION B:</b> The brand may work with an independent producer by integrating the brand into an existing</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Physical media entry</li> <li>• Electronic copy</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Boards</li> </ul>



			<p>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> <ul style="list-style-type: none"> <li>• Ensure your entry description explains the context and how the material was viewed.</li> </ul>	
<b>PR1B</b>	<p><b>Tactical Use of Print</b></p> <p>Non-traditional and special use of Newspaper or Magazine:</p> <p>e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc.</p>	Type A & Individual Element	<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 Print Advertising category, even if an advert is specific to a particular event, date or other occurrence</p> <p>You can send boards with your entry, explaining the context of the entry and providing additional information</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Physical media entry</li> <li>• Electronic copy</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Boards</li> </ul>
<b>PR1E</b>	<p><b>Indoor Posters</b></p> <p>Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc</p>	Type A & Individual Element	<p><b>NOTE:</b> All Outdoor and Street Pole entries must go in the Out of Home category</p> <p>You can send boards with your entry, explaining the context of the entry and providing additional information</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Poster</li> <li>• Electronic copy</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Boards</li> </ul>

# PRINT CRAFTS

Only creative work entered into the main Print category can be re-entered into Print Craft

**NOTE:** Entries submitted into the Design or OOH categories cannot be entered into Print Crafts, but must be entered into Design or OOH Crafts

**Physical media must be submitted for ALL entries in Print Communication.** All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with English translations.

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
PRWA	Art Direction	Type B & Individual Element		
PRWB	Writing	Type B & Individual Element		
PRWC	Photography	Type B & Individual Element		
PRWD	Illustration	Type B & Individual Element		
PRWE	Typography	Type B & Individual Element		

## PR & MEDIA COMMUNICATION

This category is for the strategic and innovative use of PR & Media Communications to drive coverage of a brand. PR Communication entries can be a combination of single entries already entered in other categories. However, the entry will be judged solely on the PR element, **It is VITAL that PR & Media Communication has been used as a key tool to drive coverage.** It is not enough to say that “it went viral and the media coverage was massive.”

**No physical entries allowed for this category. Electronic media only.** All Non-English work must come with English subtitles

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
LE1A	<p><b>PR &amp; Media Communication Campaign</b></p> <p>Includes any PR activity resulting in non-paid for (editorial) coverage on any media platform, e.g. print, radio, TV, Internet</p>	<p>Type B</p> <p>Multimedia</p>	<ul style="list-style-type: none"> <li>Any medium can be used to generate this coverage, including an event, activation, mailers, press release - or a combination of elements.</li> <li>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.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> <li>Audio</li> </ul>
LE1B	<p><b>Internal Communications</b></p> <p>Communications to ensure employees of organisations are kept informed and motivated. They do this by communicating through several channels, such as a staff intranet, email bulletins, social media and regular newsletters.</p>	<p>Type B</p> <p>Multimedia</p>	<ul style="list-style-type: none"> <li>Any medium can be used to generate internal exposure, including (but not limited to) an event, activation, e-mail, printed communication, physical element/s, video - or a combination of elements.</li> <li>Entries should include an explanation of the strategy and implementation thereof, showing innovative approaches to pursuing internal buy-in in multiple media. Results, where available, should be included to demonstrate a distinctive growth in internal brand value.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> <li>Video original content</li> </ul>

# RADIO & AUDIO CATEGORY

The **Radio & Audio category** includes Radio commercials, Internet & mobile audio commercials, Branded content, South African Non-English audio and crafts

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

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
RA1A	<p><b>Radio Station Commercials</b></p> <p>Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio.</p>	Type A & Individual Element		<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> <li>• Non-English Video with subtitles</li> </ul>
RA1B	<p><b>Internet &amp; Mobile Audio Commercials</b></p> <p>Includes all audio clips distributed via the Internet or Mobile media, including: podcasts, email, website downloads.</p>	Type A & Individual Element		<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> <li>• Non-English Video with subtitles</li> </ul>
RA1C	<p><b>Branded Content – Radio &amp; Audio</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>Includes: one off features, mini- series, event coverage, including all genres – fiction, reality, documentary or entertainment.</p> <p>Platforms include radio stations, whether broadcast or Internet radio, audio clips distributed via the Internet or mobile media, such as: podcasts, email, website downloads.</p>	Type A & Multi-Element	<ul style="list-style-type: none"> <li>• <b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</li> <li>• <b>OPTION B:</b> The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an ongoing series, in one or more episodes.</li> <li>• Ensure 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</li> </ul>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Audio</li> <li>Or</li> <li>• Non-English Video with subtitles</li> </ul>

			audience and provide any results you have	
<b>RA1D</b>	<b>South African Non-English Audio</b>  Includes any Radio Station and Internet Audio content	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Only Radio in South African non-English languages can be entered.</li> <li>• 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.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• <b>Non-English Video with subtitles</b></li> </ul>

## RADIO & AUDIO CRAFTS

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

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>RAWA</b>	<b>Direction</b>  The craft award is awarded to the radio director.	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• <b>Audio</b></li> <li>Or</li> <li>• <b>Non-English Video with subtitles</b></li> </ul>
<b>RAWB</b>	<b>Writing</b>  The craft award is awarded to the writer.	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• <b>Audio</b></li> <li>Or</li> <li>• <b>Non-English Video with subtitles</b></li> </ul>
<b>RAWC</b>	<b>Original Music &amp; Sound Design</b>  The craft award is awarded	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Only original sound effects / music / soundtracks can be entered here. Do not</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• <b>Audio</b></li> <li>Or</li> </ul>

	to the music composer or sound designer. For the composition of an outstanding, original piece of music and/or sound effects design for radio, whereby the craft of the composer / sound designer is unique and greatly enhances the commercial.		enter existing licensed music or tracks.	<ul style="list-style-type: none"> <li>• <b>Non-English Video with subtitles</b></li> </ul>
<b>RAWD</b>	<p><b>Performance</b></p> <p>The Craft Award is awarded to the performer / artist. For an outstanding performance in a radio commercial by the voice-over artist, that enhances the quality of the commercial</p>	Type B & Individual Element		<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• <b>Audio Or</b></li> <li>• <b>Non-English Video with subtitles</b></li> </ul>
<b>RAWE</b>	<p><b>South African Non-English Writing</b></p> <p>The craft award goes to the writer. For non-English radio, in any of the official <b>South African languages</b>. Whereby the writer has clearly been a major influence on the overall craft and therefore success of the entry</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Only Radio in South African non-English languages can be entered.</li> <li>• 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.</li> </ul>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• <b>Non-English Video with subtitles</b></li> </ul>
<b>RAWF</b>	<p><b>South African Non-English Performance</b></p> <p>The craft award goes to the voice-over artist. For an outstanding performance by the actor(s) or voice-over artist(s), that enhances the quality of the entry.</p>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Only Radio in South African non-English languages can be entered.</li> <li>• 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.</li> </ul>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• <b>Non-English Video with subtitles</b></li> </ul>
<b>RAWG</b>	<p><b>Use of Technology</b></p> <p>Innovation in the use of technology in Radio</p>	Type B & Individual Element		<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• <b>Audio Or</b></li> <li>• <b>Non-English Video with subtitles</b></li> </ul>

## THE STUDENT CATEGORY

The **Student category** is for all tertiary institutions throughout Africa and the Middle East. Entries must be produced from work set by educational institutions – please check website for eligible countries and island states.

**Electronic and physical media allowed within this category** - Please check each sub-category below for specific media requirements. All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with sub-titles & translations.

Check the “Submission Format” for each subcategory, and also refer to the Professional Categories for the media requirements. See “Category Types” in this document for an explanation of the Category Type.

Where necessary, provide additional information to help the judges understand your entry in terms of our judging criteria which can be reviewed on the Submission Section of this entry guide

## STUDENT FILM

Including TV & cinema commercials, Online advertising, Online Film, Short Film, Music Videos, Motion Graphic Design, and Film crafts

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

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
YA1A	<b>TV, Cinema commercials &amp; Online Advertising</b>	Type A & Individual Element	<ul style="list-style-type: none"> <li>This category is for “paid media” Film, for example NOT videos that would be uploaded to YouTube as content.</li> <li>These must be commercials for a specific brand.</li> <li>Entries must be designed for broadcast media or the Internet.</li> <li>Only finished commercials can be entered (no storyboards)</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
YA1B	<b>Online Film, Short Film &amp; Music Videos</b>  Includes videos created <u>specifically</u> for Internet or mobile communication, short films, and music videos – created as part of coursework	Type A & Individual Element	<ul style="list-style-type: none"> <li>AV media created as part of coursework for an educational facility can be submitted</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
YA1C	<b>Motion Graphic Design</b>  Includes: moving images created for broadcast or online, including commercial station and channel branding, logos, interstitials, identities, programme branding, online animations or other video	Type A & Individual Element	<ul style="list-style-type: none"> <li>AV media created as part of coursework for an educational facility can be submitted</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>Overview Video and/or</li> <li>Original Content Video</li> </ul>

	content – created as part of coursework			
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## STUDENT – FILM CRAFTS

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

<b>YA1W</b>	<b>Film Crafts</b>  Includes all film crafts – Direction & Cinematography, Writing, Production Design, Animation, Special Visual Effects, Editing, and Original Music & Sound Design	Type B & Individual Element	<ul style="list-style-type: none"> <li>Check Professional Categories for a description of each craft.</li> </ul>	Crafts must follow the same submission requirements as the corresponding category.
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## STUDENT RADIO & AUDIO

Includes Radio commercials, Internet & mobile audio commercials, and Branded content

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

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

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

<b>YA2A</b>	<b>Radio Commercials &amp; Branded Content</b>  Commercials include: radio commercials for broadcast or internet radio.  Branded Content includes: one off features, mini- series, event coverage, including all genres – fiction, reality, documentary or entertainment.	Type A & Individual Element	<ul style="list-style-type: none"> <li>These must be commercials for a specific brand. The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</li> <li>Ensure your entry description explains the context and how the material was viewed</li> <li>Only finished commercials can be entered.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>Audio or</li> <li>Video (non-English)</li> </ul>
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## STUDENT PRINT & OUT OF HOME

Includes Newspaper, Magazine, Tactical use of print, Indoor Posters, Outdoor media, In-store, Transit & air, Direct mail, Ambient and crafts.

**Electronic and physical media allowed within this category** - Please check each sub-category below for specific media requirements. All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with sub-titles & translations.

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

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

YA3A	<b>Print Advertising</b>  <b>Newspaper</b> includes: all advertising in Newspapers using standard advertising media space;  <b>Magazine</b> includes: all advertising in Magazines using standard media space;  <b>Tactical Use of Print</b> includes: 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	Type A & Individual Element	<b>Newspaper</b>	Mandatory: <ul style="list-style-type: none"> <li>Original Newspaper</li> </ul> Optional: <ul style="list-style-type: none"> <li>Boards</li> </ul>
			<b>Magazine</b>	Mandatory: <ul style="list-style-type: none"> <li>Original Newspaper</li> </ul> Optional: <ul style="list-style-type: none"> <li>Boards</li> </ul>
			<b>Tactical Print:</b> <ul style="list-style-type: none"> <li>Submit original piece (preferred) or a copy.</li> <li>You may also provide additional information explaining the entry boards and/or video.</li> </ul> <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 & Magazine Advertising category, even if an advert is specific to a particular event, date or other occurrence	Mandatory: <ul style="list-style-type: none"> <li>Original Newspaper</li> </ul> Optional: <ul style="list-style-type: none"> <li>Boards</li> </ul>
YA3B	<b>Indoor Posters</b>  Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions	Type A & Individual Element	<b>NOTE:</b> All Outdoor and Street Pole entries must go in the Out of Home category below.	Mandatory: <ul style="list-style-type: none"> <li>Original Newspaper</li> </ul> Optional: <ul style="list-style-type: none"> <li>Boards</li> </ul>

YA3C	<p><b>Out of home</b></p> <p><b>Outdoor Media</b></p> <p>All <b>fixed</b> outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, &amp; playing fields.</p> <p><b>In-Store</b></p> <p>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>Transit &amp; Air</b></p> <p>anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons).</p> <p><b>Direct Mail</b></p> <p>flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.</p> <p><b>Ambient</b></p> <p>All free-format, non-traditional forms of media, including: use of public spaces, handouts &amp; giveaways, kiosks &amp; displays, and never before used media</p>	Type A & Individual Element	<p><b>Outdoor Media</b></p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
			<p><b>In-Store</b></p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
			<p><b>Transit &amp; Air</b></p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
			<p><b>Direct Mail:</b></p> <ul style="list-style-type: none"> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul> <p><b>NOTE:</b> There is a Collateral Design category which includes Direct Mail in Communication Design. You must select the most appropriate category for your entry.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>
				<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview Video</li> <li>• Original Content Video</li> </ul>

## STUDENT DESIGN

Design has undergone a significant change in 2019, now including all aspects of design – retail design like furniture, lighting and fabric design, industrial design, interior design and architecture, as well as all elements of traditional graphic design. Please check the full list of categories below for all the changes.

The Design category goes beyond design for brands and can include any design that comes from the region.

**Electronic and physical media allowed within this category** - Please check each sub-category below for specific media requirements. All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with sub-titles & translations.

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

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

YA4A	<b>Logos &amp; Identity Programmes</b>	Type A & multimedia	<b>Logos:</b> <ul style="list-style-type: none"> <li>• May include reference material showing the development of the logo and its application.</li> <li>• Include supporting imagery showing the logo in context.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>
			<b>Identity Programmes:</b> <ul style="list-style-type: none"> <li>• An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms.</li> <li>• Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead and envelopes. May include digital components.</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>
YA4B	<b>General Design</b>  <b>Various design elements, including: point of sale, in-store, direct mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items etc.</b>	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul> <p><b>NOTE:</b> There is a Direct Mail category in Out of Home. You must select the most appropriate category for your entry</p>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>
YA4C	<b>Architecture, Interior Design &amp; Temporary Structures</b>  <b>Architecture</b> All architectural projects including: airports, community & public	Type A & Individual Element	<ul style="list-style-type: none"> <li>• The launch date is not critical as long as the work has not previously been entered.</li> <li>• Please send images and appropriate descriptions on either one or more boards or as jpeg</li> </ul>	<b>Mandatory:</b> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>

	<p>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 building, development, or upgrade</p> <p><b>Interior Design &amp; Temporary Structures</b> All interior design and temporary structures including: airports, bars, cafes, clubs, community &amp; public environments (police, health, government, etc.), corporate offices, displays, exhibition &amp; trade stands, exhibits, galleries, hotels, mobile demonstration units, museums, pop-up stores, restaurants, retail, showrooms, signage, visitor attractions, window display &amp; shop front.</p> <p><b>NOTE:</b> Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade</p>			
<b>YA4D</b>	<p><b>Publication Design</b></p> <p><b>Whole Publication</b> includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category.</p>	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Physical publications only.</li> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGs.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGs and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>
<b>YA4E</b>	<p><b>Package Design</b></p> <p>Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging</p>	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGs.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGs and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>

<b>YA4F</b>	<b>Furniture Design</b>  Includes all furniture design for retail and commercial purpose.	Type A & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>
<b>YA4G</b>	<b>Fabric Design - Clothing, Fabric, wrapping paper, t-shirts &amp; Wallpaper Design</b>  Includes all design for retail and commercial purpose.	Type A & Individual Element	<ul style="list-style-type: none"> <li>• Send actual 3D piece when possible.</li> <li>• If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Boards and/or</li> <li>• 3D Piece</li> </ul>

## STUDENT – PRINT, OUT OF HOME & DESIGN CRAFTS

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>YAWA</b>	<b>Art Direction</b>	Type B & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category.</li> </ul>	
<b>YAWB</b>	<b>Writing</b>	Type B & Individual Element		
<b>YAWC</b>	<b>Illustration</b>	Type B & Individual Element		
<b>YAWD</b>	<b>Typography</b>	Type B & Individual Element		
<b>YAWE</b>	<b>Photography</b>	Type B & Individual Element		

# STUDENT DIGITAL COMMUNICATION

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

No physical entries allowed for this category. Electronic media only.

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

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

<p><b>YA5A</b></p>	<p><b>Digital Media</b></p> <p><b>Display Advertising</b> is paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.</p> <p><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.</p> <p>A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com</p> <p><b>Social Media</b> includes the creation of social platforms, the use of existing social platforms, and user-generated content.</p> <p><b>Digital Applications, Games &amp; Interactive Tools</b> includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables.</p> <p><b>Mobile Media</b> includes: Mobile applications, mobile sites, branded games created <b>specifically</b> for smart phones and/or tablets.</p>	<p>Type A &amp; Individual Element</p>		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>● JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>● Overview Video</li> <li>● Original Content Video</li> </ul>
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## STUDENT – DIGITAL CRAFTS

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

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

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

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

YA5W	<p><b>Digital Crafts</b></p> <p><b>User Experience</b> The full user experience including information architecture and design – winners will be delightful and beautiful interfaces that win user’s hearts whilst offering benefits to the business;</p> <p><b>Writing</b> specifically for Digital media;</p> <p><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;</p> <p><b>Music and Sound Design</b> Innovative use of audio for digital media</p>	Type B & Individual Element	<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>	
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# STUDENT LIVE COMMUNICATIONS

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

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

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
YA6A	<p><b>Live Events, Activations, Sponsorship, Ambient</b></p> <p>Includes all live media.</p> <p><b>Live Events</b> Includes all events created specifically for a brand – both internal or external audiences. This also includes branded content (e.g. art installations, auctions, educational, branded content, conferences, launches, motivational, road shows, screenings, service &amp; social responsibility);</p> <p><b>Live Activations</b> Entries include any brand activation where <b>live performance in real-time is key to communicating the brand message</b> and creating an immersive audience experience. This can include live performances, demonstrations, and a host that interacts with the audience to bring the brand message to life, with <b>an incidental audience that has not been invited. There may or may not be direct audience participation and interaction.</b> Entries must demonstrate the role of performance;</p> <p><b>Sponsorship</b> Including sponsorship of consumer-focused sporting and lifestyle events. Entries in</p>	Type A & Multimedia	<p><b>Live Events</b></p> <p><b>NOTE:</b> A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE – see below.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> <li>Original Content Video</li> </ul>
			<p><b>Live Activations</b></p> <p><b>NOTE:</b> EXCLUDES promos with no live performance . Brand activations and promotions that use promotional staff should be entered into the Ambient category</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> <li>Original Content Video</li> </ul>
			<p><b>NOTE:</b> Events created specifically for the brand (e.g. Car Launch) even with a ticketed audience must be entered into</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS</li> </ul> <p>Optional:</p>



<p>this category must show a sponsor, and audience participation must be via ticketing. For example, single sporting events or sport series, sport teams, events, art fairs, expos, musical concerts</p>		Live Events.	<ul style="list-style-type: none"><li>• Overview Video</li><li>• Original Content Video</li></ul>
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## STUDENT INTEGRATED CAMPAIGN

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

**Electronic and physical media allowed for this category** - Multiple elements may be presented using any combination of physical elements, JPEGs, video and/or audio. All physical entries must be accompanied by an electronic image of that piece. ALL non-English work must come with sub-titles & translations.

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

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

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
YA8A	Integrated Campaign	Type B & Integrated Multimedia	<ul style="list-style-type: none"> <li>• Overview of your campaign as a cohesive entry.</li> <li>• Entries should explain the integration of the different media platforms.</li> <li>• Minimum 3 different media types</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGs and/or</li> <li>• Overview Video</li> </ul> <p>Optional 1 or more:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> <li>• Audio</li> <li>• Newspaper</li> <li>• Magazine</li> <li>• Poster</li> <li>• 3D Piece</li> </ul>

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Version 8: 30 March 2021