LOERIES
AFRICA MIDDLE EAST

**THE LOERIES**
**2024**
ENTRY
GUIDE

**ENTRY DEADLINE: 31 MAY 2024**

# CONTENTS

# WHAT'S NEW IN 2024

We are excited to announce the new addition of the B2B Creativity category for 2024.
Updates have also been made to the Media Innovation category.

## WHO CAN ENTER THE LOERIES?

**ALL WORK IS JUDGED ANONYMOUSLY** - do not mention the agency or individuals on any media or descriptions.

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

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. Anyone involved in the creation, publishing or production of the work may submit an entry (including directly from the brand, agency or production company).
3. It is mandatory for all submissions to have a brand association.
4. **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.
5. 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.

## THE REGION

1. 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)

## 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 <u>relevant</u> 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.).

5. **PREVIOUS WORK:** Do not enter work that has previously been entered into the Loeries, except for Effective Creativity, which requires previous work to have won a Loerie.

## DATES TO DIARISE

**ENTRIES OPEN:**               **05$^{th}$ March 2024**

**EARLY BIRD DEADLINE:**     **03$^{rd}$ May 2024**
Entry needs to be finalised on your dashboard and payment made by 10 May 2024 latest, will receive a discounted rate.

**ENTRY DEADLINE:**           **31$^{st}$ May 2024 @ 17h00 South Africa (GMT +2)**
Entries not finalised on the dashboard by this date will be charged a <u>10% late entry fee</u>

**ELIGIBILITY PERIOD:**         **1$^{st}$ July 2023 and 30$^{th}$ June 2024**

**STUDENT ELIGIBILITY PERIOD:** **All of 2023 and up to 30 June 2024 may be entered.**

**LOERIES CREATIVE WEEK:**     **7$^{th}$ - 11$^{th}$ October 2024, Cape Town, South Africa**

**In the case of campaigns that straddle the eligibility period**, e.g. if two pieces of a campaign were published prior to 1 July 2023, 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.

## JUDGING AND AWARDS

1. All work is judged according to 5 criteria:
   - **Innovation**
   - **Quality of execution**
   - **Relevance to brand**
   - **Relevance to target audience**
   - **Relevance to chosen medium**
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 endeavor 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**.

10. Entries in the Effective Creativity Category must have previously won a Loerie award in the past three years – 2021, 2022 or 2023. Please note that previous Gold and Grand Prix winners in this category are not eligible to re-enter.

## ENTRY CREDITS

1. Please ensure that all your credits on the entry form are 100% correct.
2. Entrants are responsible for credit and spelling errors.
3. These credits will be used on the awards evening exactly as you have entered them.

## RANKINGS

1. 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.
2. Brand, Agency and Regional Agency Group of the Year will be announced at the awards during Creative Week.
3. 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.

## 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 canceled 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 entrants will be required to submit an Entry Confirmation signed by ECD / CEO or equivalent accepting the Loeries Terms & Conditions.
2. All Entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained.
3. 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.
4. 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.
5. All entries are subject to the full Terms & Conditions of the Loeries.
6. **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.**

# MEDIA SUBMISSIONS & FORMAT

### DOCUMENTS
- All documents submitted must be PDF

### IMAGES
- All images must be JPEGS
- 7063 (w) x 5008 (h) pixels
- 300 dpi
- File size is 5MB - 15MB per image
- Maximum of 10 JPEGS per entry
- Text must be legible when projected to a screen.
- Submit close-up images of small details that need to be seen by the jury.

### FILM
- All Non-English entries must have English subtitles
- Overview videos must be 2 mins or less / less than 400mb
- 1280 (w) x 720 (h) or 1920 (w) x 1080 (h) pixels
- 25fps (Frame Rate per Second)
- Accepted file format is MOV or MP4
- Less than 400mb
- Please check with the Loeries team if you have an alternative format

### AUDIO
- Please note: All Non-English entries must be submitted as video with English subtitles
- Videos with subtitles – see video specificities above
- MP3 file format
- Maximum file size 100MB
- NO AUDIO SLATE UPFRONT

### OVERVIEW VIDEO
- 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.
- Maximum length = 2 minutes
- Maximum size = 400MB
- In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion

### PHYSICAL MEDIA
- See next page for details

Board

# PHYSICAL MEDIA

## 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.

| Media Type | Description | Specification |
|---|---|---|
| **Newspaper** | Unmounted print | **Maximum sizes for Newspaper (DO NOT MOUNT):**<br>• Landscape 450mm x 300mm<br>• Portrait 300mm x 450mm<br>• Larger sizes can be submitted if supplied with an original tear-sheet to show that it was published at that size. |
| **Magazine** | Unmounted print | **Maximum sizes for Magazine (DO NOT MOUNT):**<br>• Landscape A3<br>• Portrait A4<br>• Larger sizes can be submitted if supplied with an original tear-sheet to show that it was published at that size. |
| **Boards & Posters** | Presentation board | **DO NOT USE FOAM BOARD**<br>• Use thin, stiff cardboard size A2.<br>• Maximum of 10 boards – multiple boards should not be attached to one another.<br>• Use a combination of imagery as well as written descriptions wherever necessary to make up your board. |
| **3D Piece** | Original material that was commercially published or launched. | If pieces are too large, please send images and appropriate descriptions either on:<br>• Boards<br>• JPEGS |

# CATEGORY TYPES

A piece of work can only be entered into one main category as 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.**

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.

## CATEGORY TYPES

### 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.

### 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.

## ELEMENT TYPES

### INDIVIDUAL ELEMENT

**Elements must be submitted individually.**

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

### MULTI-MEDIA

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

**Example:** Design – Logo, Package Design, Design for Digital

### 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 MULTI-MEDIA

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

# 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?*
**All entries in the Effective Creativity category must have been awarded a Loerie in the past three years, i.e. 2021, 2022 or 2023, with 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 three 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.

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **XC1A** | **Effective Creativity** | Previous Winner | ● All entries in the Effective Creativity category must have been awarded a Loerie in the past three years (2021, 2022 or 2023).<br>● Entries must show business results achieved. | Mandatory:<br>● PDF - Questionnaire under "Special Forms" ensure you show business results here.<br>● Original Content Video<br>● JPEGS<br><br>Optional:<br>● Audio<br>● Overview Video |

# SOCIAL IMPACT CAMPAIGN

Social Impact Campaign is a business-focused campaign designed to solve social issues profitably. It is not CSI. To be considered as a Social Impact Campaign 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 Social Impact Campaign category.** Please download the form from your Dashboard under the "Special Forms" Tab.

The Social Impact Campaign category recognises **campaigns that deliver value** to companies, **while positively impacting society** through their initiatives.

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 Social Impact Campaign 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 benefiting the brand;

*Eligibility: What can be entered?*
**Check the following to determine if your entry is eligible:**
1. The campaign must be developed and implemented in our region.
2. The Social Impact Campaign award is not 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 campaign must align with the business of the Company, and demonstrate positive business and social benefits.
5. **Entries must be active during the eligibility period of 1st July 2023 and 30th June 2024.** The implementation may have started prior to this date, but the campaign must be running during at least a portion of this eligibility period.

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

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **XB1A** | **Social Impact Campaign** | Type A & Integrated Multimedia | Do you have an ongoing and measurable:<br>• environmental or social benefit?<br>• benefit to the brand?<br>• Entries must show company and social benefit. | Mandatory:<br>• PDF - Questionnaire "Special Forms"<br>• JPEGS<br><br>Optional<br>• Overview Video |

# 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 1st July 2023 and 30th June 2024**. 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.

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| XD1A | **Service Design** | Type A & Individual Element or Multimedia | Please complete the Entry questionnaire for this category where you will show proof that entry meets the category requirements. | Mandatory:<br>• PDF - Questionnaire "Special Forms" show proof of category requirements.<br>• JPEGS<br><br>Optional:<br>• Overview Video |

# B2B CREATIVITY

B2B Creativity recognises the work being done by businesses in creating brand communication that is designed to influence and build relationships with other businesses. This can be in the pursuit of brand equity, sales or any other business value that can be derived from a relationship with another business.

Entries need to demonstrate that the work was created exclusively to communicate and influence another business. Work created for consumers that was then placed in a B2B media channel is not eligible to be entered here and should be entered in other relevant categories.

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

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| XE1A | Design | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements. <br> • No physical entries allowed for this category. | Mandatory: <br> • JPEGS <br><br> Optional: <br> • Overview Video |
| | Digital | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements. <br> • No physical entries allowed for this category. | Mandatory: <br> • JPEGS <br><br> Optional: <br> • Original Content Video <br> • Overview Video |
| | Film | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements. <br> • No physical entries allowed for this category. | Mandatory: <br> • Original Content Video <br><br> Optional: <br> • Overview Video |
| | Radio & Audio | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements. <br> • No physical entries allowed for this category. | Mandatory: <br> • Original Content <br> • Audio <br><br> Optional: <br> • Overview Video |

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| | **Out of Home** | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements.<br>• No physical entries allowed for this category. | Mandatory:<br>• JPEGS and/or<br>• Original Content Video (DOOH)<br><br>Optional:<br>• Overview Video |
| | **Print** | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements.<br>• No physical entries allowed for this category. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Overview Video |
| | **Live Communications** | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements.<br>• No physical entries allowed for this category. | Mandatory:<br>• JPEGS and/or<br>• Original Content Video<br><br>Optional:<br>• Overview Video |
| | **PR & Media Communications** | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements.<br>• No physical entries allowed for this category. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Overview Video<br>• Original Content Video |
| | **Media Innovation** | Type A & Individual Element | • Entries should demonstrate how you meet the business to business entry requirements.<br>• No physical entries allowed for this category. | Mandatory:<br>• JPEGS and/or<br>• Original Content Video<br><br>Optional:<br>• Overview Video<br>• Audio |
| | **Integrated Campaign** | Type B & Multimedia | • Entries should demonstrate how you meet the business to business entry requirements.<br>• No physical entries allowed for this category. | Mandatory:<br>• JPEGS<br><br>Optional 1 or more:<br>• Overview Video<br>• Original Content Video<br>• Audio |

# 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** - All Non-English work must come with subtitles & 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, entries need to show a minimum of 3 different category types for example Radio, Print and Film.

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **XA1A** | **Integrated Campaign** | Type B & Integrated Multimedia | <ul><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 category types</li></ul> | Mandatory: <ul><li>JPEGS</li></ul> Optional 1 or more: <ul><li>Overview Video</li><li>Original Content Video</li><li>Audio</li><li>Newspaper (Physical Media)</li><li>Magazine (Physical Media)</li><li>Poster (Physical Media)</li><li>3D Piece (Physical Media)</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 2024, 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.

**No Physical entries allowed in this category.**

| ID | CATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA9A | Young Creatives Award | Type B & Multimedia | <ul><li>You must turn 27 during 2024, or be younger, to be eligible.</li><li>Entrants must submit no more than 5 examples of their <u>professional work from</u> <u>the last three years.</u> Please note: A campaign with multiple elements will count as 1 example of work.</li><li>**All creative work must** be submitted in JPEGS (max 10), 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. Student work and concepts may not be entered.</li><li>Please indicate what your contribution to the work was, e.g. copywriting. Especially when submitting big campaigns.</li><li>**Young Creatives PDF must ONLY include:**<ul><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></ul></li></ul>Contact details of three professional references, i.e., people who have worked with you. | Mandatory:<ul><li>Young Creatives PDF (including all details stated under requirements)</li><li>Max of ten JPEGS and/or</li><li>Audio or Original Content Video</li></ul>Optional:<ul><li>Overview 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.

**Physical media mandatory within this category** - Please check each sub-category below for specific media requirements. All Non-English work must come with sub-titles & translations.

## DE1    BRAND IDENTITY & COLLATERAL DESIGN

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DE1A | **Logos** Single Logo or families of logos. All media, including digital and in-motion. | Type A & Individual Element | • May include reference material showing the development of the logo and its application. <br>• Include supporting imagery showing the logo in context. | Mandatory: <br>• JPEGS <br>• Boards (physical media) <br><br>Optional: <br>• Overview Video and/or <br>• 3D Piece |
| DE1B | **Identity Programmes** | Type B & Multimedia | • An entire branding identity programme for an organisation, product or service. The work should express the brand through multiple platforms <br>• Entries must include at least three elements of a brand identity, such as: corporate stationary, online <br>• Entries must include at least three elements of a brand identity, such as: corporate stationary, online components and guidelines. | Mandatory: <br>• JPEGS <br>• Boards (physical media) <br><br>Optional: <br>• Overview Video and/or <br>• 3D Piece |
| DE1C | **Digital Branding** | Type B & Multimedia | • Branding created for all forms of digital platforms <br>• Including Browser based content (websites, mobile apps, social), gaming, extended reality (XR such as AR, VR and Metaverse) and other digital platforms. <br>• This subcategory is purely design and not for advertising. Please enter this into the Digital Communications category. <br>Physical media is not mandatory for this subcategory. | Mandatory: <br>• JPEGS and/or <br>• Boards (physical media) <br><br>Optional: <br>• Overview Video |

## DE2     GRAPHIC DESIGN

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DE2A | **Posters & Environmental Graphics** | Type A & Individual Element | **Posters**<br>Physical pieces must be submitted<br><br>**NOTE:** There is a Poster category in Print Communication – for ADVERTISING posters. You must select the most appropriate category for your entry. | Mandatory:<br>● Original Poster (physical media)<br>● JPEGS<br><br>Optional:<br>● Overview Video |
| | | | **Environmental Spaces**<br>Graphics that influence environments including indoor graphics, murals, billboards and exhibition design.<br><br>● Show in-Situ when possible.<br><br>**NOTE:** There is a category for ADVERTISING Billboards in the Out of Home category. You must select the most appropriate category for your entry. | Mandatory:<br>● Boards (physical media)<br>● JPEGS<br><br>Optional:<br>● Overview Video |
| DE2B | **General Design**<br>Various design elements, including: Point of Sale, in-store, Direct Mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items, signage, wayfinding, information graphics and creative use of paper etc. | Type A & Individual Element | ● Send actual 3D piece where possible.<br>● If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS. | Mandatory:<br>● Boards (physical media) and/or<br>● 3D Piece<br>● JPEGS<br><br>Optional:<br>● Overview Video |
| DE2C | **Environmental Signage**<br><br>Includes: Signage, wayfinding and information graphics applied in physical spaces. | Type A & Individual Element | ● Entries can include a full signage implementation, such as for airports, hospitals, parks, etc. | Mandatory:<br>● Boards<br>● JPEGS<br><br>Optional:<br>● Overview Video |

| DE2D | **Package Design** Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging. | Type A & Individual Element | • Send an actual 3D piece.<br>• If the 3D piece is oversized and not possible to courier, please send motivation and boards of package design. | Mandatory:<br>• Boards (physical media)<br>• JPEGS<br>• 3D Piece<br><br>Optional:<br>Overview Video |
|---|---|---|---|---|
| DE2E | **Browser Based Graphics & Apps** | Type A & Multi-element | • Design for Browser based requirements, various digital platforms, social and apps. UX & UI are not considered in the judging process and it is purely focused on the graphic design | Mandatory:<br>• JPEGS and/or<br>• Boards (physical media)<br><br>Optional:<br>Overview Video |
| DE2F | **Data & Information Visualisation** | Type A & Individual Element | • Graphic design that allows information and data to be presented in a manner that enhances understanding of the data. | Mandatory:<br>• JPEGS and/or<br>• Boards (physical boards)<br><br>Optional:<br>Overview Video |

## DE3 PUBLICATION DESIGN

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DE3A | **Publication Design**<br><br>Design for components (such as covers) and complete printed publications in physical and digital formats.<br><br>Includes: books, brochures, magazines, manuals, newspapers, and technical literature.<br><br>For Digital Platforms, see the Design for Digital category. | Type A & Individual Element | ● Physical publications only.<br>● Send actual 3D pieces. | Mandatory:<br>● 3D Piece (physical media)<br>● JPEGS<br><br>Optional:<br>● Boards (physical media)<br>● Overview Video |

## DE4    MOTION & DIGITAL GRAPHIC DESIGN

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DE4A | **Motion Graphic Design**<br><br>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 | • 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).<br>• Videos over 20 seconds must be entered individually.<br><br>**NOTE**: TV content promos or trailers should be entered in the Film category.<br><br>No physical media required. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Original Content Video<br>• Overview Video |
| DE4B | **Design for Digital**<br><br>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 | • Entries in other Type A categories, including the Digital category - e.g. a website, may be re-entered here.<br><br>No physical media required. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Original Content Video<br>• Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **DE4C** | **Digital Experiences**<br><br>Includes: apps and games; digital elements of consumer products and electronics; as well the design of virtual spaces on the web and in the metaverse. | Type A & Multi-Element | • Design for products and services, delivered across a variety of digital platforms.<br><br>No physical media required. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Original Content Video<br>• Overview Video |

## DE5 — ARCHITECTURE, INTERIOR AND PRODUCT DESIGN

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **DE5A** | **Architecture**<br>All architectural projects including: airports, community & public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums.<br><br>**NOTE:**<br>Architectural work includes new additions to an existing structure or brand, e.g. a new building, development, or upgrade. | Type A & Individual Element | • The launch date is not critical as long as the work has not previously been entered. | Mandatory:<br>• JPEGS<br>• Boards (physical media)<br><br>Optional:<br>• Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **DE5B** | **Interior Design & Temporary Structures** All interior design and temporary structures including: airports, bars, cafes, clubs, community & public environments (police, health, government, etc.), corporate offices, displays, exhibition & trade stands, exhibits, galleries, hotels, mobile demonstration units, museums, pop- up stores, restaurants, retail, showrooms, signage, visitor attractions, window display & shop front. Includes furniture design. | Type A & Individual Element | • The launch date is not critical as long as the work has not previously been entered. <br><br> **NOTE:** Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade | Mandatory: <br>• JPEGS <br>• Boards (physical media) <br><br> Optional: <br>• Overview Video |
| **DE5C** | **Furniture Design** Includes all furniture design for retail and commercial purposes. | Type A & Individual Element | • Physical pieces may be submitted | Mandatory: <br>• 3D Piece and/or <br>• JPEGS <br>• Boards (physical media) <br><br> Optional: <br>• Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DE5D | **Fabric Design - Clothing, Fabric, wrapping paper, t-shirts & Wallpaper Design** Includes all designs for retail and commercial purposes. | Type A & Individual Element | • Send actual 3D pieces where possible. If you cannot send the actual piece, please send images and appropriate descriptions on either one or more boards or as JPEGS. | Mandatory: • 3D Piece and/or • JPEGS • Boards (physical media)  Optional: • Overview Video |
| DE5E | **Industrial & Product Design**  Includes bespoke and mass scale products such as consumer products (such as packaging), point of sale units, electronics, automotives & mobility, home appliances etc. | Type A & Individual Element | • Physical pieces may be submitted | Mandatory: • JPEGS • Boards (physical media)  Optional: • Overview Video • 3D Piece |

## DE6  CAMPAIGN

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DE6A | **Design Mixed-Media Campaign** | Type B & Multimedia | • A minimum of three design elements are required e.g. identity programme, interior design, package design. • Please provide an overview of your campaign as a cohesive entry. | Mandatory: • 3D Piece and/or • Boards (physical media) • JPEGS  Optional: • Overview Video |

# 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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| DEWA | Photography | Type B & Individual Element | | Mandatory:<br>● Boards (physical media)<br>● JPEGS<br><br>Optional:<br>● Overview Video |
| DEWB | Writing for Design | Type B & Individual Element | ● Copy is an integral part of bringing the creative idea to life. | Mandatory:<br>● Boards (physical media)<br>● JPEGS<br>Optional:<br>● Overview Video |
| DEWC | Illustration | Type B & Individual Element | | Mandatory:<br>● Boards (physical media)<br>● JPEGS<br>Optional:<br>● Overview Video |
| DEWD | Typography | Type B & Individual Element | | Mandatory:<br>● Boards (physical media)<br>● JPEGS<br>Optional:<br>● Overview Video |

# DIGITAL

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

**Electronic media only.**

**NOTE:**
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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| IN1C | **Web Browser-based Experiences**<br><br>This is defined as a creative <u>idea-led</u> web browser-based experience. | Type A & Individual Element | **NOTE:** Do not submit links to URLs or live sites. Work will only be judged via Video and/or Jpegs.<br><br>Original content is a video navigating the website. | Mandatory:<br>● JPEGS<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| IN1E | **Social Media Campaign**<br><br>Brand communication campaigns where social media was the primary or sole medium used. | Type A & Multimedia | ● Entries can be on one platform (e.g. TikTok) or can be a Social Media programme that extends across several platforms, e.g. TikTok, Instagram and Facebook, as well as custom platforms. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| IN1F | **Digital Applications & Interactive Tools**<br><br>Includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables. | Type A & Individual Element | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| IN2B | **Mobile Media**<br><br>Includes: Mobile applications, mobile sites, branded games created **specifically** for smartphones and/or tablets. | Type A & Individual Element | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| IN3A | **Data-Driven Campaign**<br><br>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 | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| IN3B | **Co-creation & User Generated Content**<br><br>Social campaigns and activities created to encourage users or communities to contribute or collaborate with the brand. | Type A & Multimedia | ● Entries can be on one platform (e.g. TikTok) or can be a Social Media programme that extends across several platforms, e.g. TikTok, Instagram and Facebook, as well as custom platforms. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| IN3C | **Use Of Influencers**<br><br>Creative use of influencers or influencer created content | Type A & Multimedia | ● Entries can be on one platform (e.g. TikTok) or can be a Social Media programme that extends across several platforms, e.g. TikTok, Instagram and Facebook, as well as custom platforms. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| IN3D | **Use of AI**<br><br>A creative use of AI to promote a brand and add to business results | Type A & Multimedia | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **IN3E** | **Use of Metaverse, AR and VR**<br><br>A creative use of AR, VR or the Metaverse to promote a brand and add to business results (Cannot be a test case) | Type A & Multimedia | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| **IN3F** | **Games & Gamification**<br><br>Digital games and gamification created either specifically for a brand (e.g. apps, Roblox, Minecraft) or the creative integration of a brand into a digital game (e.g. Fortnite). | Type A & Multimedia | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |

# DIGITAL CRAFTS

Only digital media can be entered into Digital Crafts.

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

**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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| INWA | **User Experience Design** | Type B & Individual Element | The full user experience including information architecture and design – winners will be delightful and beautiful interfaces that win users' hearts whilst offering benefits to the business.<br><br>Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| INWD | **Writing** | Type B & Individual Element | Writing specifically for Digital media.<br><br>Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| INWE | **Use of Technology** | Type B & Individual Element | Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering.<br><br>Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **INWF** | **Music and Sound Design** | Type B & Individual Element | Innovative use of audio for digital media.<br><br>Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| **INWG** | **Social Media Design**<br><br>Design craft specifically geared to social media platforms (includes AR lens) | Type B & Individual Element | Original content can be a video navigating the digital experience or the original post. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| **INWH** | **Digital Design**<br><br>Design craft specifically geared to websites, online publications, emailers, mobile apps and virtual worlds. | Type B & Individual Element | Original content can be a video navigating the digital experience. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

# FILM CATEGORY

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

**Electronic media only.** All Non-English work must come with English subtitles.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| TV1A | **Television & Cinema Commercials – up to 90s** | Type A & Individual Element | • Commercials up to 90 seconds.<br>• Entries must be designed for broadcast and must have aired on television or cinema.<br>• Entries must include original content. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |
| TV1B | **Television & Cinema Commercials – above 90s** | Type A & Individual Element | • Commercials above 90 seconds.<br>• Entries must be designed for broadcast and must have aired on television or cinema. Includes TV promotions and advertorials.<br>• Entries must include original content. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |
| TV1C | **Online Film – up to 30s**<br><br>Videos created <u>specifically</u> for Internet or mobile communication. | Type A & Individual Element | • Internet Videos up to 30 seconds.<br>• Entries must include original content.<br>• State which online platform the video was aired.<br><br>**NOTE:** Broadcast commercials subsequently posted on the Internet may NOT be entered here. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |
| TV1D | **Online Film – above 30s**<br><br>Videos created <u>specifically</u> for Internet or mobile communication. | Type A & Individual Element | • Internet videos above 30 seconds.<br>• Entries must include original content.<br>• State which online platform the video was aired.<br><br>**NOTE**: Broadcast content subsequently posted on the Internet may NOT be entered here. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **TV1E** | **TV Trailers and Content Promos** <br><br> This includes all promotions for broadcast content. | Type A & Individual Element | • Existing footage may be used, e.g. material from featured programming content. <br> • Entries must include original content. <br><br> **NOTE:** this does include station and channel branding, such as logos and interstitials - this should be entered in the Broadcast Design & Graphics in Communication Design. | Mandatory: <br> • Original Content Video <br><br> Optional: <br> • Overview Video |
| **TV1F** | **Other Screens** <br><br> Video created <u>specifically</u> to air on screens other than TV, cinema or the Internet. This includes in-store, waiting rooms, in-flight, stadiums, outdoor screens, airports, event screenings, corporate video. | Type A & Individual Element | • Provide an overview video if possible. <br><br> **NOTE**: 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. | Mandatory: <br> • Original Content Video <br><br> Optional: <br> • Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **TV1G** | **Branded Content Film – Single**<br><br>For the creation of a single, stand-alone video.<br><br>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. | Type A & Individual Element | ● Provide an overview video if possible.<br>● **OPTION A:** 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.<br>● **OPTION 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.<br><br>**NOTE**: 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.<br><br>**Includes:** Feature film or mini-series episode made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **TV1H** | **Branded Content Film – Series**<br><br>For the creation of an ongoing Branded Content series made up of multiple episodes or video elements.<br><br>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. | Type A & Multi-Element | ● Provide an overview video if possible.<br>● **OPTION A:** 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.<br>● **OPTION 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.<br><br>**NOTE**: 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.<br><br>**Includes:** Mini-series made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment.<br><br>Explain how many episodes were made and give a max of 3 examples. | Mandatory:<br>● Original Content Video (max 3)<br><br>Optional:<br>● Overview Video |
| **TV1J** | **Music Videos**<br><br>Includes all videos with the specific purpose of promoting the music artists. The jury will judge innovation in the creation of the video. | Type A & Individual Element | ● Provide an overview video if necessary to explain the entry.<br>● Entries must include the original music video, original content.<br>● Non-English media must provide English subtitles. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |

# FILM CRAFTS

Only Film entries can be entered into Film Crafts.

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

**Electronic media only.**

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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **TVWA** | **Direction** | Type B & Individual Element | The craft award goes to the film director. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| **TVWB** | **Cinematography** | Type B & Individual Element | The craft award goes to the director of photography. For lighting and camera techniques. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| **TVWC** | **Writing** | Type B & Individual Element | The craft award goes to the writer. For an original script. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| **TVWD** | **Production Design** | Type B & Individual Element | 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. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | | SUBMISSION FORMAT |
|---|---|---|---|---|---|
| **TVWE** | **Animation** | Type B & Individual Element | The craft award goes to the animator. Includes any use or combination of cel, stop- motion and computer animation in 2D or 3D<br><br>**NOTE:** Live action may be included but only as a layer or element in a 3D scene or a 2D design. | | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| **TVWF** | **Special Visual Effects** | Type B & Individual Element | The craft award goes to the VFX Operator. Includes practical elements of the production design that take place 'in-camera', such as model-making and explosions, as well as effects added or created after filming has taken place, e.g. digital effects, CGI and compositing. Includes 3D effects over live action plates (e.g. fire, particles, water, face replacements, matte paintings, CG characters, CG props, set extensions etc.) | | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| **TVWG** | **Editing** | Type B & Individual Element | The craft award goes to the editor. For an outstanding and unique editing technique applied to a film/commercial that enhances the quality of the commercial. | | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| **TVWH** | **Music**<br><br>**NOTE:** Do not enter existing unedited licensed music or tracks | Type B & Individual Element | For the composition of an outstanding, original or adapted piece of music for a film commercial, whereby the craft of the composer is unique and greatly enhances the film commercial. Please note that only original music / soundtracks / adapted licensed music can be entered here. Do not enter existing unedited licensed music / tracks | | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |

| TVWJ | **Best Use of Licenced Music**<br><br>**NOTE:** Do not enter originally composed music or sound effects. | Type B<br>&<br>Individual Element | For the best use of licensed music where the choice and marriage of the musical score to the picture enhances the creative idea.<br><br>● Only licensed music can be entered here.<br>● Entries must include original content. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
|---|---|---|---|---|
| TVWK | **Performance** | Type B<br>&<br>Individual Element | 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. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| TVWM | **Use of Technology** | Type B<br>&<br>Individual Element | The craft award goes to the production company. Innovation in the use of technology in Film. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |
| TVWN | **Sound Design** | Type B<br>&<br>Individual Element | The craft award goes to the sound designer. For the composition of outstanding use of sound design, recording, mixing and sound effects designed for a film commercial, whereby the craft of the sound designer is unique and greatly enhances the film commercial. | Mandatory:<br>● Original Content Video<br><br>Optional:<br>● Overview Video |

# 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.

**Electronic media only.** All Non-English work must come with English subtitles.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| LE2A | **Live Events**<br><br>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 | **NOTE:** DO NOT ENTER ACTIVATIONS HERE – Activations should be entered into the Live Activations category. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| LE2B | **Live Activations**<br><br>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 | Type A & Multimedia | **NOTE:** EXCLUDES promos with no live performance. Brand activations and promotions that use promotional staff only should be entered into the Out of Home category. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |

| | | | NOTE: Events created specifically for the brand (e.g. Car Launch) must be entered into Live Events. | |
|---|---|---|---|---|
| | participation and interaction. Entries must demonstrate the role of performance and audience engagement in giving the product/brand additional exposure. | | | |
| **LE2C** | **Sponsorship**<br><br>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 value through audience engagement. Sponsored events may include single sporting events or sport series, sport teams, art fairs, expos, musical concerts, lifestyle festivals. | Type A & Multimedia | **NOTE:** Events created specifically for the brand (e.g. Car Launch) must be entered into Live Events. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |

# LIVE CRAFTS

Only Live entries can be entered into Live Crafts. Motivate why you have entered into the specific craft.

**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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| LEWA | Direction | Type B & Multimedia | 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. | Mandatory: <br> ● JPEGS <br><br> Optional: <br> ● Original Content Video <br> ● Overview Video |
| | Writing | Type B & Multimedia | The craft award goes to the writer. For an outstanding and original concept & script. | Mandatory: <br> ● JPEGS <br><br> Optional: <br> ● Original Content Video <br> ● Overview Video |
| | Art Direction / Stylist | Type B & Multimedia | 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. | Mandatory: <br> ● JPEGS <br><br> Optional: <br> ● Original Content Video <br> ● Overview Video |
| | Music | Type B & Multimedia | For the composition of an outstanding, original or adapted piece of music for a commercial, whereby the craft of the composer is unique and greatly enhances the commercial. Please note that only original music / soundtracks / adapted licensed music can be entered here. <br><br> **NOTE:** Do not enter existing licensed music/tracks. | Mandatory: <br> ● JPEGS <br><br> Optional: <br> ● Original Content Video <br> ● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| | **Sound Design** | Type B & Multimedia | For the outstanding use of sound design, recording, mixing and sound effects designed for a commercial, whereby the craft of the sound designer is unique and greatly enhances the commercial. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| | **Performance** | Type B & Multimedia | 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. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| | **Use of Technology** | Type B & Multimedia | 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. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |
| | **Video & Motion Graphic Design** | Type B & Multimedia | The craft award goes to the motion graphic designer. Includes all electronic material created for screens at the event.<br><br>Original content can be the screen content used. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Original Content Video<br>● Overview Video |

# 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.

**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 |
|---|---|---|---|---|
| MI1A | **Single Media Element**<br><br>This category is for the use of a single medium. | Type B & Individual Element | • 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<br>• It can be a once-off execution or repeat at multiple venues as long as the medium and message remain the same.<br>• 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 | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Overview Video<br>• Original Content Video<br>• Audio |
| MI1B | **Multiple Media Campaign**<br><br>This category is for entries with more than one medium, showing innovation in the use of all media platforms. | Type B & Multimedia | • A minimum of three different media types<br>• 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<br>• 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 | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Overview Video<br>• Original Content Video<br>• Audio |

# OUT OF HOME CATEGORY

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

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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| OU1A | **Outdoor Media**<br><br>All **fixed** outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields. | Type A & Individual Element | No physical entries allowed for this category. | Mandatory:<br>● JPEGS and/or<br>● Original Content Video (DOOH)<br><br>Optional:<br>● Overview Video |
| OU4A | **In-Store**<br><br>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 | No physical entries allowed for this category.<br><br>**NOTE: EXCLUDES** Posters that are on display in-store, which should be entered in the "Print - Indoor Poster" category. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **OU5A** | **Transit & Air**<br><br>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 | No physical entries allowed for this category. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| **OU6A** | **Direct Mail**<br><br>Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogs, gifts, invitations, promotions, samples, etc. | Type A & Individual Element | Physical Media may be submitted for this category.<br><br>**NOTE:** There is also a Direct Mail category in Design. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video<br>● Physical Media entry<br>● 3D Piece (physical media) |
| **OU7A** | **Ambient**<br><br>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 | No physical entries allowed for this category. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

# 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

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| OUWA | Art Direction | Type B & Individual Element | The craft award goes to the agency art director. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| OUWB | Writing | Type B & Individual Element | The craft award goes to the writer. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| OUWC | Photography | Type B & Individual Element | The craft award goes to the photographer. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| OUWD | Illustration | Type B & Individual Element | The craft award goes to the illustrator. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **OUWE** | **Typography** | Type B & Individual Element | The craft award goes to the illustrator. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| **OUWF** | **Use of Technology** | Type B & Individual Element | The craft award goes to the technical staging company. Innovation in the use of technology in Out of Home. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

# PRINT COMMUNICATION

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

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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| PR1A | **Print Advertising**<br><br>Includes all advertising in Newspapers, Magazines using standard advertising media space.<br><br>Also includes Branded Content – Print which includes: books, magazines, newspaper, original content. This includes all genres - fiction, reality, documentary or entertainment.<br><br>Physical media must be submitted. | Type A & Individual Element | Under the Print Advertising category, you can select the media type, i.e. Newspaper/Magazine/Branded Content<br><br>**Submit physical media and electronic copies.**<br><br>**Maximum sizes for Newspaper (DO NOT MOUNT):**<br>● Landscape 450mm x 300mm<br>● Portrait 300mm x 450mm<br><br>**Maximum sizes for Magazine (DO NOT MOUNT):**<br><br>● Landscape A3<br>● Portrait A4<br><br>**Please mark the page the advert is on.** | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |

| | | | For Branded Content:<br>● **OPTION A:** 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).<br>● **OPTION B:** The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an existing print publication (such as a paid-for feature article in a magazine).<br><br>Ensure your entry description explains the context and how the material was viewed. | |
|---|---|---|---|---|
| **PR1B** | **Tactical Use of Print**<br><br>Non-traditional and special use of Newspaper or Magazine:<br><br>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 | **Note**: 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<br><br>You can send boards with your entry, explaining the context of the entry and providing additional information. | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |

| PR1E | **Indoor Posters**<br><br>Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc | Type A & Individual Element | **NOTE**: All Outdoor and Street Pole entries must go in the Out of Home category<br><br>**DO NOT USE FOAM BOARD**<br>• Use thin, stiff cardboard size A2.<br>• Maximum of 10 boards – multiple boards should not be attached to one another.<br>• Use a combination of imagery as well as written descriptions wherever necessary to make up your board. | Mandatory:<br>● Poster<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |
| --- | --- | --- | --- | --- |

# PRINT CRAFTS

**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.

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

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| PRWA | Art Direction | Type B & Individual Element | The craft award goes to the agency art director. | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |
| PRWB | Writing | Type B & Individual Element | The craft award goes to the writer. | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |
| PRWC | Photography | Type B & Individual Element | The craft award goes to the photographer. | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **PRWD** | **Illustration** | Type B & Individual Element | The craft award goes to the illustrator. | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |
| **PRWE** | **Typography** | Type B & Individual Element | The craft award goes to the illustrator. | Mandatory:<br>● Physical media entry<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Overview Video<br>● Boards |

# 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 <u>VITAL</u> 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

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **LE1A** | **PR & Media Communication Campaign**<br><br>Includes any PR activity resulting in non-paid for (editorial) coverage on any media platform, e.g. print, radio, TV, Internet | Type B & Multimedia | ● Any medium can be used to generate this coverage, including an event, activation, mailers, press release - or a combination of elements.<br>● 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. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

| LE1B | **Internal Communications**<br><br>Communications to ensure employees of organizations 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. | Type B & Multimedia | ● 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.<br>● 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. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
|------|------|------|------|------|

# RADIO & AUDIO CATEGORY

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

**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**

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| RA1A | **Radio Station Commercials**<br><br>Includes: all radio commercials flighted on radio stations, whether broadcast or Internet radio. | Type A & Individual Element | Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| RA1B | **Internet & Mobile Audio Commercials**<br><br>Includes: all audio clips distributed via the Internet or Mobile media, including: podcasts, email, website downloads. | Type A & Individual Element | Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |

| RA1C | **Branded Content – Radio & Audio**<br><br>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.<br><br>Includes: one off features, mini- series, event coverage, including all genres – fiction, reality, documentary or entertainment.<br><br>Platforms include radio stations, whether broadcast or Internet radio, audio clips distributed via the Internet or mobile media, such as: podcasts, email, website downloads. | Type A & Multi-Element | ● **OPTION A:** 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.<br>● **OPTION 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.<br>● Ensure your entry description explains the context and how the material was viewed, explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.<br><br>Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
|------|------|------|------|------|
| RA1D | **South African Non-English Audio**<br>Includes any Radio Station and Internet Audio content | Type A & Individual Element | ● Only Radio in South African Non-English languages can be entered.<br>● 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.<br><br>Ensure that the video has subtitles. | Mandatory:<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |

# RADIO & AUDIO CRAFTS

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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| RAWA | Direction | Type B & Individual Element | The craft award is awarded to the radio director. Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| RAWB | Writing | Type B & Individual Element | The craft award is awarded to the writer. Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| RAWC | Music | Type B & Individual Element | For the composition of an outstanding, original or adapted piece of music for a radio commercial, whereby the craft of the composer is unique and greatly enhances the radio commercial. Please note that only original music / soundtracks / adapted licensed music can be entered here. Do not enter existing unedited licensed music / tracks.<br><br>**NOTE:** Do not enter existing unedited licensed music or tracks.<br><br>Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| RAWD | **Performance** | Type B & Individual Element | 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.<br><br>Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| RAWE | **South African Non-English Writing**<br><br>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. | Type B & Individual Element | The craft award goes to the writer. For non-English radio, in any of the official **South African languages.** Whereby the writer has clearly been a major influence on the overall craft and therefore success of the entry.<br><br>**NOTE:** Only Radio in South African Non-English languages can be entered. Ensure that the video has subtitles. | Mandatory:<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| RAWF | **South African Non-English Performance**<br><br>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. | Type B & Individual Element | 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.<br><br>**NOTE:** Only Radio in South African Non-English languages can be entered. Ensure that the video has subtitles. | Mandatory:<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| RAWG | **Use of Technology** | Type B & Individual Element | Innovation in the use of technology in Radio.The craft award goes to production company.<br><br>Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **RAWH** | **Sound Design** | Type B & Individual Element | For the outstanding use of sound design, recording, mixing and sound effects designed for a radio commercial, whereby the craft of the sound designer is unique and greatly enhances the radio commercial.<br><br>Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |
| **RAWK** | **Best Use of Licensed Music**<br><br>For the best use of licensed music where the choice and marriage of the musical score to the picture enhances the creative idea. | Type B & Individual Element | ● Only licensed music can be entered here. Do not enter originally composed music or sound effects.<br>● Entries must include original content.<br><br>Ensure that any Non-English audio has subtitles. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional<br>● Overview Video |

# 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.

**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.

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.

**Electronic media only.** All Non-English work must come with English subtitles.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA1A | **TV, Cinema commercials & Online Advertising** | Type A & Individual Element | • This category is for "paid media" Film, for example NOT videos that would be uploaded to YouTube as content.<br>• These must be commercials for a specific brand.<br>• Entries must be designed for broadcast media or the Internet.<br>• Only finished commercials can be entered (no storyboards) | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |
| YA1B | **Online Film, Short Film & Music Videos**<br><br>Includes videos created specifically for Internet or mobile communication, short films, and music videos – created as part of coursework | Type A & Individual Element | • AV media created as part of coursework for an educational facility can be submitted. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA1C | **Motion Graphic Design**<br><br>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 – created as part of coursework | Type A & Individual Element | • AV media created as part of coursework for an educational facility can be submitted. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |

## STUDENT – FILM CRAFTS

Only Film entries can be entered into Film Crafts.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA1W | **Film Crafts**<br><br>Includes all film crafts – Direction & Cinematography, Writing, Production Design, Animation, Special Visual Effects, Editing, and Original Music & Sound Design | Type B & Individual Element | • Check Film Crafts Categories for a description of each craft. | Mandatory:<br>• Original Content Video<br><br>Optional:<br>• Overview Video |

# STUDENT RADIO & AUDIO

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

**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.**

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **YA2A** | **Radio Commercials & Branded Content**<br><br>Commercials include: radio commercials for broadcast or internet radio.<br><br>Branded Content includes: one off features, mini-series, event coverage, including all genres fiction, reality, documentary or entertainment | Type A & Individual Element | ● 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.<br>● Ensure your entry description explains the context and how the material was viewed<br>● Only finished commercials can be entered. | Mandatory:<br>● Audio Or<br>● Non-English Video with subtitles<br><br>Optional:<br>● Overview Video |

# 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.

Physical media is mandatory in this category - Please check each sub-category below for specific media requirements. ALL non-English work must come with sub-titles & translations.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA3A | **Print Advertising**<br><br>**Newspaper** includes: all advertising in Newspapers using standard advertising media space; | Type A & Individual Element | **Newspaper**<br>Mark the page that the advert is on. | Mandatory:<br>• Original Newspaper<br>• Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>• Boards/Jpegs |
|  | **Magazine** includes: all advertising in Magazines using standard media space; |  | **Magazine**<br>Mark the page that the advert is on. | Mandatory:<br>• Original Magazine<br>• Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>• Boards/Jpegs |
|  | **Tactical Use of Print** 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 | | **Tactical Print:**<br>• Submit original piece (preferred) or a copy.<br>• You may also provide additional information explaining the entry boards and/or video.<br>**NOTE:** 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:<br>• Original Piece (Mark the page that the advert is on.)<br>• Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>• Boards/Jpegs |

| YA3B | **Indoor Posters**<br><br>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 | **NOTE**: All Outdoor and Street Pole entries must go in the Out of Home category below. | Mandatory:<br>● Original Poster<br>● Electronic copy (Jpeg - not for judging)<br><br>Optional:<br>● Boards/Jpegs |
|---|---|---|---|---|
| YA3C | **Out of home** | Type A & Individual Element | **Outdoor Media**<br>All **fixed** outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.<br><br>**In-Store**<br>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. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| | | | **Transit & Air**<br>Anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons). | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
| | | | **Direct Mail:**<br>Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogs, gifts, invitations, promotions, samples, etc.<br><br>**NOTE:** There is a Collateral Design category which includes Direct Mail in Communication Design. You must select the most appropriate category for your entry. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● 3D piece<br>● Electronic copy (Jpeg - not for judging)<br>● Overview Video<br>● Original Content Video |

| | | | | **Ambient**<br>All free-format, non-traditional forms of media, including: use of public spaces, handouts & giveaways, kiosks & displays, and never before used media. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Overview Video<br>• Original Content Video |
|---|---|---|---|---|---|

# STUDENT DESIGN

Design 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 Non-English work must come with sub-titles & translations.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA4A | Logos & Identity Programmes | Type A & Multimedia | **Logos:**<br>• May include reference material showing the development of the logo and its application.<br>• Include supporting imagery showing the logo in context. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Boards (physical media) |
| | | | **Identity Programmes:**<br>• An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms.<br>• Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead and envelopes. May include digital components. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Boards (physical media) |
| YA4B | General Design<br><br>Various design elements, including: point of sale, in-store, direct mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items etc | Type A & Individual Element | • Send actual 3D piece when possible.<br>• Please send images and appropriate descriptions on either one or more boards or as JPEGS.<br><br>**NOTE:** There is a Direct Mail category in Out of Home. You must select the most appropriate category for your entry | Mandatory:<br>• JPEGS<br><br>Optional:<br>• 3D Piece<br>• Boards (physical media) |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| **YA4C** | **Architecture, Interior Design & Temporary Structures**<br><br>**Architecture**<br>All architectural projects including: airports, community & public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums.<br>**NOTE:** Architectural work includes new additions to an existing structure or brand, e.g. a new building, development, or upgrade<br><br>**Interior Design & Temporary Structures**<br>All interior design and temporary structures including: airports, bars, cafes, clubs, community & public environments (police, health, government, etc.), corporate offices, displays, exhibition & trade stands, exhibits, galleries, hotels, mobile demonstration units, museums, pop-up stores, restaurants, retail, showrooms, signage, visitor attractions, window display & shop front.<br>**NOTE:** Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade | Type A & Individual Element | ● The launch date is not critical as long as the work has not previously been entered.<br>● Please send images and appropriate descriptions on either one or more boards or as jpegs | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Boards (physical media) |

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA4D | **Publication Design**<br><br>**Whole Publication** includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category. | Type A & Individual Element | • Send actual 3D piece when possible.<br>• Please send images and appropriate descriptions on either one or more boards or as JPEGS. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• 3D Piece<br>• Boards (physical media) |
| YA4E | **Package Design**<br><br>Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging | Type A & Individual Element | • Send actual 3D piece when possible.<br>• Please send images and appropriate descriptions on either one or more boards or as JPEGS. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• 3D Piece<br>• Boards (physical media) |
| YA4F | **Furniture Design**<br><br>Includes all furniture design for retail and commercial purpose. | Type A & Individual Element | • Please send images and appropriate descriptions on either one or more boards or as JPEGS. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• Boards (physical media) |
| YA4G | **Fabric Design - Clothing, Fabric, wrapping paper, t-shirts & Wallpaper Design**<br><br>Includes all design for retail and commercial purpose. | Type A & Individual Element | • Send actual 3D piece when possible.<br>• Please send images and appropriate descriptions on either one or more boards or as JPEGS. | Mandatory:<br>• JPEGS<br><br>Optional:<br>• 3D Piece<br>• Boards (physical media) |

# 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 |
|---|---|---|---|---|
| YAWA | Art Direction | Type B & Individual Element | • Crafts must follow the same submission requirements as the corresponding category. | |
| YAWB | Writing | Type B & Individual Element | | |
| YAWC | Illustration | Type B & Individual Element | | |
| YAWD | Typography | Type B & Individual Element | | |
| YAWE | Photography | Type B & Individual Element | | |

# STUDENT DIGITAL

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

**Electronic media only.**

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA5A | **Digital Media**<br><br>**Display Advertising** is paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.<br><br>**Website or Microsite:** 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.<br><br>A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com<br><br>**Social Media** includes the creation of social platforms, the use of existing social platforms, and user-generated content.<br><br>**Digital Applications, Games & Interactive Tools** includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent | Type A<br>&<br>Individual Element | | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

| | | | |
|---|---|---|---|
| | applications connected to the Internet, kiosks, and touch tables.<br><br>**Mobile Media** includes: Mobile applications, mobile sites, branded games created **specifically** for smart phones and/or tablets. | 69 | | |

# 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.

**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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA5W | **Digital Crafts**<br><br>**User Experience**<br>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;<br><br>**Writing** specifically for Digital media;<br><br>**Use of Technology**<br>Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering;<br><br>**Music and Sound Design**<br>Innovative use of audio for digital media | Type B & Individual Element | **NOTE**: 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 | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

# STUDENT LIVE COMMUNICATIONS

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

**Electronic media only.** ALL Non-English work must come with English subtitles

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA6A | **Live Events, Activations, Sponsorship, Ambient**<br><br>Includes all live media.<br><br>**Live Events**<br>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 & social responsibility); | Type A & Multimedia | **Live Events**<br><br>**NOTE:** A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE – see below. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

| | Live Activations<br><br>Entries include any brand activation where **live performance in real-time is key to communicating the brand message** and creating an immersive audience experience.<br>This can include live performances, demonstrations, and a host that interacts with the audience to bring the brand message to life, with **an incidental audience that has not been invited. There may or may not be direct audience participation and interaction.** Entries must demonstrate the role of performance; | | Live Activations<br><br>**NOTE**: EXCLUDES promos with no live performance . Brand activations and promotions that use promotional staff should be entered into the Ambient category | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |
|---|---|---|---|---|
| | **Sponsorship**<br><br>Including sponsorship of consumer-focused sporting and lifestyle events. Entries in this category must show a sponsor, and audience participation must be via ticketing. For example, single sporting events or sport series, sport teams, events, art fairs, expos, musical concerts. | | **NOTE:** Events created specifically for the brand (e.g.Car Launch) even with a ticketed audience must be entered into Live Events. | Mandatory:<br>● JPEGS<br><br>Optional:<br>● Overview Video<br>● Original Content Video |

# 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 - ALL Non-English work must come with subtitles & 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.

| ID | SUBCATEGORY | CATEGORY TYPE | REQUIREMENTS | SUBMISSION FORMAT |
|---|---|---|---|---|
| YA8A | **Integrated Campaign** | Type B & Integrated Multimedia | • Overview of your campaign as a cohesive entry.<br>• Entries should explain the integration of the different media platforms.<br>• Minimum 3 different media types. | Mandatory:<br>• JPEGS<br>• Overview Video<br><br>Optional:<br>• Original Content Video<br>• Audio<br>• Newspaper<br>• Magazine<br>• Poster (Physical Media)<br>• 3D Piece (Physical Media) |