

ENTRY GUIDE

2026



LOERIES
AFRICA MIDDLE EAST

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WHAT'S NEW IN 2026

The following are the changes for the year:

- Audio & Radio: Category has been expanded to include new subcategories
- Creative Strategy: This is a new category designed to celebrate the ideas that deliver great creativity

LOERIES REGION

Work can be entered into the Loeries if it was conceived in or created exclusively for the eligible regions below:

- Sub-Saharan Africa: All Sub-Saharan African states and territories.
- Middle East North Africa (MENA): All Middle Eastern and North African states and territories.
- Türkiye
- Islands off the African coast (e.g. Mauritius, Madagascar and the Seychelles)

ELIGIBILITY PERIOD

Professional: 1st July 2025 to 30th June 2026

Student: 1st January 2025 to 30 June 2026

In the case of campaigns that straddle the eligibility period, e.g. if two pieces of a campaign were published prior to 1 July 2025, 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.

Ver. 1.1: Whilst every effort has been made to ensure the accuracy of the data within this 2026 Entry Guide, Errors & Omissions may occur. In such an event, The Loeries reserves the right to amend or delete such anomalies. Please always ensure that you refer to the latest version of the Entry Guide.

IMPORTANT DATES

The dates below are final, and no extensions will be granted.

| | |
|---|--------------------------------|
| Early Bird Entry period (15% discount on standard entry fee) | 04 March to 07 April 2026 |
| Standard Fee Entry period | 08 April to 01 June 2026 |
| Late Fee Entry period (10% added to standard fee) | 02 June to 03 July 2026 |
| Online Judging | 07-22 September 2026 |
| Loeries Creative Week | 04-09 October 2026 |
| On Site Judging | 05-07 October 2026 |
| Loeries Awards Night 1 | Thursday, 08 October 2026 |
| Loeries Awards Night 2 | Friday, 09 October 2026 |
| Loeries Official After Party | Friday, 09 October 2026 |
| Credits review & updates | 19 October to 06 November 2026 |
| Loeries 2026 Official Rankings released | Monday, 25 January 2027 |

ENTRY CRITERIA

- Any work that is created exclusively for the Region OR from the Region.
- 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 or key stakeholders.
- Anyone involved in the creation, publishing or production of the work may submit an entry (including directly from the brand, agency or production company).
- It is mandatory for all submissions to have a brand association.
- 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.
- 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.
- ALL WORK IS JUDGED ANONYMOUSLY - do not mention the agency or individuals on any media or descriptions.
- It is mandatory that entrants utilise the Loeries Entry System to declare if AI has been used in the creation of the work as well as the extent that AI was utilised.
- Independent Agencies need to declare their status exclusively on submission through the Loeries Entry System.

WHAT CAN BE ENTERED INTO THE LOERIES

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

CREATED FOR THE REGION:

- Work that has been created specifically for, and to run in the eligible region (see Eligible Region), irrespective of where the work was originated or produced. Eligible scenarios include:
 - A New York agency creates a campaign for a USA brand, specifically to flight in Africa Middle East.
 - A Dubai agency creates a campaign to run in Dubai, for a global brand.
- A Global campaign that happens to flight in the region is NOT eligible.

CREATED BY THE REGION:

- Work that has been created to run globally, or in any market in the world, provided the work was conceptualised/originated by companies based in the Eligible Region. Eligible scenario includes:
 - A Johannesburg agency creates a campaign for a German brand, to run in Germany – even if a German production company does the production.

ALL WORK ELIGIBLE FOR 1 & 2 ABOVE CAN BE ENTERED IN ANY CRAFT CATEGORIES.

- Eligible scenarios include:
 - 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.

CRAFTS

- Work that is produced by a production company from the region for a global company, to run outside the region, can be entered for the relevant Craft categories, BUT this may not be entered in the main categories. Eligible scenarios include:
 - 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.).

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.

APPROVALS & PERMISSIONS

- All entrants will be required to submit an Entry Confirmation signed by ECD / CEO or equivalent accepting the Loeries Terms & Conditions.
- All Entries must be approved by the relevant brand with regards to the Awards entry and for the work to be used in accordance with the full terms and conditions of entry.
- 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.
- All entries are subject to the full Terms & Conditions of the Loeries.
- Do not place agency branding and/or the names of individuals involved in the creation of the work on the entry as entries are judged anonymously. (Physical and Electronic Media). An exception is made for self-promotion or where the individual is the brand being promoted. Failure to adhere to the rules will result in disqualification.

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CANCELLATIONS & REFUNDS

- Under no circumstances will refunds of any fees or costs relating to entries or entry into the Awards be issued to Entrants.
- All requests to withdraw an entry must be made in writing.
- Requests to withdraw an entry prior to the official deadline may be replaced with another entry.
- Entries cancelled after the official deadline may not be replaced.
- Any Entries disqualified by the Loeries will not be refunded. This includes duplicate entries and Entries that do not follow the specified rules.

JUDGING AND AWARDS

- All work is judged according to 5 criteria:
 - ✓ Innovation
 - ✓ Quality of execution
 - ✓ Relevance to the brand
 - ✓ Relevance to the target audience
 - ✓ Relevance to the chosen medium
- Grand Prix, Gold, Silver and Bronze may be awarded in the Main categories.
- Grand Prix, Craft Gold and Craft Certificates may be awarded for the Craft categories.
- Agency in-house/self-promotional work will be awarded no higher than a Silver Loerie. For clarity, 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.
- A brand, or its wholly owned and operated in-house agency, 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.
- The Grand Prix cannot be won by any public service or charity entries, nor can it be won for any 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. Political parties are not considered public service organisations.
- No work created to market or promote the Loerie Awards Company (NPC) may be entered.
- No work which has been created for the sole purpose of entering the Loeries, or any other award show, may be entered.
- 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.
- It is 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.
- All requests to move an entry to an alternate category must be made in writing to the Loeries a minimum of 2 weeks prior to the start of remote judging. Refer to [Important Dates](#)
- During judging the Jury are not allowed to move entries between categories.
- Entries in the Effective Creativity Category must have previously won a Loerie award in the past three years – 2023, 2024 or 2025. Please note that previous Gold and Grand Prix winners in the Effective Creativity category are not eligible to re-enter.

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ENTRY CREDITS

- Please ensure that all your credits on the entry form are 100% correct.
- Entrants are responsible for accuracy of credits captured.
- These credits will be used on the awards evening exactly as you have entered them.

RANKINGS

- Credits will be used to calculate the Official Rankings.
- Brand, Agency, Independent Agency and Regional Agency Group of the Year will be announced at the awards during Loeries Creative Week.
- For all other rankings, a period will be provided after the awards for entrants to check and amend credits before the Official Rankings are published. Refer to Important Dates.
- Once published, no further changes to the credits will be accepted.

MEDIA SUBMISSION & FORMAT – ONLINE

Documents

- All documents to be submitted in PDF format

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
- Maximum size = 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
- MP3 file format
- Maximum file size 100MB
- NO AUDIO SLATE UPFRONT

Overview Video

- 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 may submit the full-length work which may be viewed at the judges' discretion

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PHYSICAL MEDIA SUBMISSION

- On completion of your online entry, you will be required to print your entry labels and affix this 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 | Newspaper |
| Description | Unmounted print |
| Specifications | <ul style="list-style-type: none">• Max size: Landscape: 450mm x 300mm• Max size: Portrait: 300mm x 450mm• Larger sizes accepted as an original tear-sheet showing publication size |

| | |
|-------------------|---|
| Media Type | Magazine |
| Description | Unmounted print |
| Specifications | <ul style="list-style-type: none">• Max size: Landscape: A3• Max size: Portrait: A4• Larger sizes accepted as an original tear-sheet showing publication size |

| | |
|-------------------|--|
| Media Type | Boards & Posters |
| Description | Presentation Board |
| Specifications | <ul style="list-style-type: none">• A2 size – presentation board• 350-400gsm• Maximum of 10 separate boards (do not attach boards)• Combination of imagery and written descriptions where necessary |

| | |
|-------------------|---|
| Media Type | 3D Piece |
| Description | Original material that was commercially published or launched |
| Specifications | <ul style="list-style-type: none">• If pieces are too large, please send images and appropriate descriptions either on boards or as JPEGs |

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CATEGORY TYPES

- A piece of work can be entered into multiple main categories (Film, Design, Print etc) however it can only be entered into only ONE Type A category within these main categories.
- In addition to a Type A category, the same work can be re-entered into multiple Type B categories. Type B categories include but are not limited to Craft Categories.
- Please refer to each main category to confirm applicable Category Type.

| Single Category | Type A |
|-----------------|---|
| Description | The exact same creative execution cannot be entered into more than one Type A Category within a main category. (Film, Design, Print etc) The principle behind this is that the Loeries will only award the same creative idea once. |
| Example | A 30 second Film can be entered in Film (TV1A - Up to 90 seconds) and Design (DE4A - Motion Graphic Design) - even though they are both Type A - but cannot be entered into (TV1E - TV Trailers and Content Promos) as this will place it into two Type A categories in the main Film Category. |

| Multiple Category | Type B |
|-------------------|--|
| Description | Creative work that has been entered into other categories may be re-entered here. |
| Example | Print (PR1B - Tactical Use of Newspaper) entry can be re-entered into the Design (DE1C - Digital Branding) A Digital (IN2B - 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 same main category. |
| 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 Multimedia | Work entered in Type A categories can be re-entered here to form a campaign, with a minimum of three different media types |
| Example | Radio, Print and Film (minimum of 3 different category types) |

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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. 2023, 2024 or 2025. Previous Loeries Effective Creativity Gold winners may not re-enter.

| Effective Creativity | | | | | |
|--|---|-----------|----------|--|--|
| Category ID | XC1A | | | | |
| Category Type | Previous Winner | | | | |
| Description | All entries in the Effective Creativity category must have been awarded a Loerie in the past three years (2023, 2024 or 2025). | | | | |
| Submission Format | <table border="1"><tr><td>Mandatory</td><td>Optional</td></tr><tr><td><ul style="list-style-type: none">• Questionnaire under “Special Forms” reflecting business results• Original Content Video• JPEGS</td><td><ul style="list-style-type: none">• Audio• Overview Video</td></tr></table> | Mandatory | Optional | <ul style="list-style-type: none">• Questionnaire under “Special Forms” reflecting business results• Original Content Video• JPEGS | <ul style="list-style-type: none">• Audio• Overview Video |
| Mandatory | Optional | | | | |
| <ul style="list-style-type: none">• Questionnaire under “Special Forms” reflecting business results• Original Content Video• JPEGS | <ul style="list-style-type: none">• Audio• Overview Video | | | | |

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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.

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.

For the purposes of this category, Social Benefit is not 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:

- Campaigns designed to make societal impact while also continuing to meet or exceed shareholder expectations.
- 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:

- The campaign must be developed and implemented in our region.
- The Social Impact Campaign award is not for a charity programme.
- Entries must have a Commercial Brand involved in the programme – entries only involving a not-for-profit entity are not eligible.
- The campaign must align with the business of the Company and demonstrate positive business and social benefits.
- Entries must be active during the eligibility period of 1st July 2025 and 30th June 2026. 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.

| Social Impact Campaign | | |
|------------------------|--|---|
| Category ID | XB1A | |
| Category Type | Type A | |
| Description | Do you have an ongoing and measurable: <ul style="list-style-type: none"> • environmental or social benefit? • benefit to the brand? | |
| Submission Format | Mandatory – Integrated Multimedia <ul style="list-style-type: none"> • Questionnaire under “Special Forms” • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video |

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SERVICE DESIGN

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.
- 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?

- This is not for advertising campaigns, and once-off activations.
- The programme must be developed and implemented in our region.
- Entries must show innovation and the ability to successfully defend, differentiate or disrupt a service experience.
- Some examples of service design solutions are:
 - In-store and retail customer experience, including front-line positions and service centres
 - Online and mobile customer experience related to products and services
 - Loyalty schemes and Customer Relationship Management programmes
 - Telephone engagement and the call centre customer experience
 - Omni channel, or mixed media customer experiences including any combination of the above channels, or other channels
- Service Design entries must be active during the period of 1st July 2025 and 30th June 2026. The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
- Entries can be re-submitted each year provided the programme remains active. Previous winners may be considered every year for an award provided the programme remains at the same high standard.

Who can enter?

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

| Service Design | | | |
|---|--|---|---|
| Category ID | XD1A | | |
| Category Type | Type A | | |
| Description | Please complete the Entry questionnaire for this category where you will show proof that entry meets the category requirements. | | |
| Submission Format | <table border="0"> <tr> <td style="vertical-align: top;"> Mandatory - Individual Element or Multimedia <ul style="list-style-type: none"> • Questionnaire under "Special Forms" • JPEGS </td> <td style="vertical-align: top;"> Optional <ul style="list-style-type: none"> • Overview Video </td> </tr> </table> | Mandatory - Individual Element or Multimedia <ul style="list-style-type: none"> • Questionnaire under "Special Forms" • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video |
| Mandatory - Individual Element or Multimedia <ul style="list-style-type: none"> • Questionnaire under "Special Forms" • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video | | |

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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.

B2B Creativity Entry Criteria

- 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.

| B2B Creativity | | |
|--------------------------------------|--|---|
| Category ID | XE1A | |
| Category Type | Type A | |
| Requirements | <ul style="list-style-type: none"> • Results page demonstrating the criteria is met for the B2B category. • It is up to the entrant to show the relevant results for the campaign which can include but is not limited to, sales, share growth or consumer engagement. | |
| Submission Format | Mandatory – Individual Element | Optional |
| Design | <ul style="list-style-type: none"> • JPEGS | <ul style="list-style-type: none"> • Overview Video • Original Content Video |
| Digital | <ul style="list-style-type: none"> • JPEGS | <ul style="list-style-type: none"> • Overview Video • Original Content Video |
| Film | <ul style="list-style-type: none"> • Original Content Video | <ul style="list-style-type: none"> • Overview Video |
| Radio & Audio | <ul style="list-style-type: none"> • Original Content Video • Audio | <ul style="list-style-type: none"> • Overview Video |
| Out of Home | <ul style="list-style-type: none"> • JPEGS • Original Content Video (DOOH) | <ul style="list-style-type: none"> • Overview Video |
| Print | <ul style="list-style-type: none"> • JPEGS | <ul style="list-style-type: none"> • Overview Video |
| Live Communications | <ul style="list-style-type: none"> • JPEGS • Original Content Video | <ul style="list-style-type: none"> • Overview Video |
| PR & Media Communications | <ul style="list-style-type: none"> • JPEGS | <ul style="list-style-type: none"> • Overview Video • Original Content Video |
| Media Innovation | <ul style="list-style-type: none"> • JPEGS • Original Content Video | <ul style="list-style-type: none"> • Overview Video • Audio |
| Integrated Campaign | <ul style="list-style-type: none"> • JPEGS | <ul style="list-style-type: none"> • Overview Video • Original Content Video • Audio |

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COMEDIC IMPACT

Comedic Impact is an opportunity to show how strategic use of comedy can enhance brand value. Entrants into Comedic Impact need to explain the humour behind their campaign and demonstrate the value delivered for the brand.

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

The Comedic Impact category recognises work that is entertaining to consumers, through the use of comedy, and also delivers business value, as per the strategic objectives of the brand.

The Brand Benefit can be in any form, for example revenue, brand awareness, brand loyalty, customer retention, new customer acquisition, etc.

Eligibility: What can be entered?

Check the following to determine if your entry is eligible:

- The campaign must be and/or implemented in our region.
- Entries must be active during the eligibility period of 1st July 2025 and 30th June 2026. The implementation may have started prior to this date, but the work 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.

| Comedic Impact | | |
|-------------------|--|---|
| Category ID | XF1A | |
| Category Type | Type B | |
| Requirements | Results page demonstrating the criteria is met for the Comedic Impact category | |
| Submission Format | Mandatory – Multimedia Element <ul style="list-style-type: none"> • Questionnaire under "Special Forms" • JPEGs and/or • Original Content Video and/or • Audio | Optional <ul style="list-style-type: none"> • Overview Video |
| Sub-Categories | Design Digital Film Radio & Audio Out of Home Print Live Communications PR & Media Communications Media Innovation | |

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NEW LAUNCH CAMPAIGN

A category catering for the evolved communication strategies employed in launching new brands, products & services. Entries need to demonstrate how an integrated campaign was utilised to sensitise consumers to the launch of the new brand or product

This category recognises innovation in the launch of a new Brand, Product or Service – re-launches are not eligible to enter. Line-extensions of an existing brand are eligible for entry.

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

New Launch 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 Package Design, Print and Film.

| New Launch Campaign | | |
|---------------------|--|---|
| Category ID | XG1A | |
| Category Type | Type B | |
| Requirements | <ul style="list-style-type: none">• Overview of your campaign as a cohesive entry.• Entries should explain the integration of the different media platforms.• Minimum 3 different category types | |
| Submission Format | Mandatory – Integrated Media <ul style="list-style-type: none">• Questionnaire under "Special Forms"• JPEGS | Optional <ul style="list-style-type: none">• Overview Video• Original Content Video• Audio |

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CREATIVE STRATEGY

The Creative Strategy category honours the thinking that makes creativity matter. It recognises the powerful insight, sharp diagnosis and bold choices that shape ideas capable of shifting perception, performance and possibility.

Winning entries will demonstrate a deep understanding of context, culture and commercial reality. They will show how rigorous insight, courageous positioning and intelligent decision-making laid the foundation for ideas that resonate with audiences and deliver measurable impact.

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

| Creative Strategy | | |
|-------------------|--|--|
| Category ID | XJ1A | |
| Category Type | Type A | |
| Requirements | <ul style="list-style-type: none">• Overview of your strategy executed as a cohesive campaign | |
| Submission Format | Mandatory – Multimedia <ul style="list-style-type: none">• Questionnaire under "Special Forms"• Original Content | Optional <ul style="list-style-type: none">• Overview Video• JPEGs |

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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.

| Integrated Campaign | | |
|---------------------|--|---|
| Category ID | XA1A | |
| Category Type | Type B | |
| Requirements | <ul style="list-style-type: none"> • Overview of your campaign as a cohesive entry. • Entries should explain the integration of the different media platforms. • Minimum 3 different category types | |
| Submission Format | Mandatory – Integrated Media <ul style="list-style-type: none"> • JPEGS Optional 1 or more: <ul style="list-style-type: none"> • Overview Video • Original Content Video • Audio | <ul style="list-style-type: none"> • Newspaper (Physical Media) • Magazine (Physical Media) • Poster (Physical Media) • 3D Piece (Physical Media) |

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 2026, 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.

| Young Creatives Award | | | |
|---|--|---|--|
| Category ID | YA9A | | |
| Category Type | Type B | | |
| Requirements | <ul style="list-style-type: none"> • Entrants must submit no more than 5 examples of their <u>professional work from the last three years</u>. Please note: A campaign with multiple elements will count as 1 example of work. • All creative work must be submitted in JPEGs (max 10), Video and/or Audio. • 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. • Please indicate what your contribution to the work was, e.g. copywriting. Especially when submitting big campaigns. • Young Creatives PDF must ONLY include: <ul style="list-style-type: none"> ◦ A written reference supporting your entry provided by your Creative Director or equivalent supervisor. ◦ 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. ◦ Supply proof of your age (copy of an identity document, any Passport, or birth certificate). • Contact details of three professional references, i.e., people who have worked with you. | | |
| Submission Format | <table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"> Mandatory - Multimedia <ul style="list-style-type: none"> • Young Creatives PDF (including all details stated under requirements) • Max of ten JPEGs and/or • Audio or Original Content Video </td> <td style="width: 50%;"> Optional <ul style="list-style-type: none"> • Overview Video </td> </tr> </table> | Mandatory - Multimedia <ul style="list-style-type: none"> • Young Creatives PDF (including all details stated under requirements) • Max of ten JPEGs and/or • Audio or Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video |
| Mandatory - Multimedia <ul style="list-style-type: none"> • Young Creatives PDF (including all details stated under requirements) • Max of ten JPEGs and/or • Audio or Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video | | |

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DESIGN

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.

| Design | Brand Identity & Collateral Design | Logos |
|-------------------|--|---|
| Category ID | DE1A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • May include reference material showing the development of the logo and its application. • Include supporting imagery showing the logo in context. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • Overview Video and/or • 3D Piece (Physical Media) |

| Design | Brand Identity & Collateral Design | Identity Programmes |
|-------------------|--|---|
| Category ID | DE1B | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> • An entire branding identity programme for an organisation, product or service. The work should express the brand through multiple platforms • Entries must include at least three elements of a brand identity, such as: corporate stationary, online | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • Overview Video and/or • 3D Piece (Physical Media) |

| Design | Brand Identity & Collateral Design | Digital Branding |
|-------------------|--|--|
| Category ID | DE1C | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> • Branding created for all forms of digital platforms • Including Browser based content (websites, mobile apps, social), gaming, extended reality (XR such as AR, VR and Metaverse) and other digital platforms. • This subcategory is purely design and not for advertising. For advertising, please enter the Digital Communications category. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS • Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video • Boards (Physical Media) |

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| Design | Graphic Design | Posters & Environmental Graphics |
|-------------------|--|---|
| Category ID | DE2A | |
| Category Type | Type A | |
| Requirements | <ul style="list-style-type: none"> • NOTE: There is a Poster category in Print Communication – for ADVERTISING posters. You must select the most appropriate category for your entry. • Environmental Spaces: Graphics that influence environments including indoor graphics, murals, billboards and exhibition design. • Show in-Situ when possible. • NOTE: There is a category for ADVERTISING Billboards in the Out of Home category. You must select the most appropriate category for your entry. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Original poster / boards (Physical Media) • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video |

| Design | Graphic Design | General Design |
|-------------------|---|---|
| Category ID | DE2B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • 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. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Boards (Physical Media) and/or • 3D piece (Physical Media) • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video |

| Design | Graphic Design | Environmental Signage |
|-------------------|--|--|
| Category ID | DE2C | |
| Category Type | Type A | |
| Description | Includes: Signage, wayfinding and information graphics applied in physical spaces. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Boards (Physical Media) and/or • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video • 3D piece (Physical Media) |

| Design | Graphic Design | Package Design |
|-------------------|--|---|
| Category ID | DE2D | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging. | |
| Submission Format | Mandatory – Individual element <ul style="list-style-type: none"> • Boards (Physical Media) • 3D piece (if oversized and cannot be couriered, please submit motivation) • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video |

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| Design | Graphic Design | Browser Based Graphics & Apps |
|-------------------|---|---|
| Category ID | DE2E | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. | |
| Submission Format | Mandatory – Multi-Element <ul style="list-style-type: none"> JPEGS and/or Boards (Physical Media) | Optional <ul style="list-style-type: none"> Overview Video |

| Design | Graphic Design | Data & Information Visualisation |
|-------------------|--|---|
| Category ID | DE2F | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Graphic design that allows information and data to be presented in a manner that enhances understanding of the data. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS and/or Boards (Physical Media) | Optional <ul style="list-style-type: none"> Overview Video |

| Design | Publication Design |
|-------------------|---|
| Category ID | DE3A |
| Category Type | Type A |
| Description | <ul style="list-style-type: none"> Design for components (such as covers) and complete printed publications in physical and digital formats. Includes: books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category. Physical publications only |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> 3D Piece (Physical Media) JPEGS |

| Design | Motion & Digital Graphic Design | Motion Graphic Design |
|-------------------|--|---|
| Category ID | DE4A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes moving images created for broadcast or online, including commercial station and channel branding, logos, interstitials, identities, programme branding, online animations and/or other video content. 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). Videos over 20 seconds must be entered individually. NOTE: TV content promos or trailers should be entered in the Film category. | |
| Submission Format | Mandatory – Multi-Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

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| Design | Motion & Digital Graphic Design | Design for Digital |
|-------------------|---|---|
| Category ID | DE4B | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> • 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. • Entries in other Type A categories, including the Digital category - e.g. a website, may be re-entered here. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video |

| Design | Motion & Digital Graphic Design | Digital Experiences |
|-------------------|--|---|
| Category ID | DE4C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • 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. • Design for products and services, delivered across a variety of digital platforms. | |
| Submission Format | Mandatory – Multi-Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video |

| Design | Architecture, Interior and Product Design | Architecture |
|-------------------|---|---|
| Category ID | DE5A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • All architectural projects including airports, community & public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums. • NOTE: Architectural work includes new additions to an existing structure or brand, e.g. a new building, development, or upgrade. • The launch date is not critical provided the work has not previously been entered. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • Overview Video |

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| Design | Architecture, Interior and Product Design | Interior Design & Temporary Structures |
|-------------------|---|---|
| Category ID | DE5B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. The launch date is not critical provided the work has not previously been entered. NOTE: Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS Boards (Physical Media) | Optional <ul style="list-style-type: none"> Overview Video |

| Design | Architecture, Interior and Product Design | Furniture Design |
|-------------------|---|---|
| Category ID | DE5C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes all furniture design for retail and commercial purposes. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> 3D piece (Physical Media) and/or JPEGS Boards (Physical Media) | Optional <ul style="list-style-type: none"> Overview Video |

| Design | Architecture, Interior and Product Design | Fabric Design |
|-------------------|---|---|
| Category ID | DE5D | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Clothing, Fabric, wrapping paper, t-shirts & Wallpaper Design. Includes all designs for retail and commercial purposes. Send actual 3D pieces where possible. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> 3D piece (Physical Media) and/or JPEGS Boards (Physical Media) | Optional <ul style="list-style-type: none"> Overview Video |

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| Design | Architecture, Interior and Product Design | Industrial & Product Design |
|-------------------|---|---|
| Category ID | DE5E | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes bespoke and mass scale products such as consumer products (such as packaging), point of sale units, electronics, automotives & mobility, home appliances etc. Physical pieces may be submitted. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS Boards (Physical Media) | Optional <ul style="list-style-type: none"> Overview Video 3D Piece |

| Design | Campaign | Design Mixed- Media Campaign |
|-------------------|---|---|
| Category ID | DE6A | |
| Category Type | Type B | |
| Requirements | <ul style="list-style-type: none"> 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. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> 3D piece (Physical Media) and/or Boards (Physical Media) JPEGS | Optional <ul style="list-style-type: none"> Overview Video |

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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.

| Design Crafts | | Photography | |
|-------------------|---|---|--|
| Category ID | DEWA | | |
| Category Type | Type B | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • Overview Video | |

| Design Crafts | | Writing for Design | |
|-------------------|---|---|--|
| Category ID | DEWB | | |
| Category Type | Type B | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • Overview Video | |

| Design Crafts | | Illustration | |
|-------------------|---|---|--|
| Category ID | DEWC | | |
| Category Type | Type B | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • Overview Video | |

| Design Crafts | | Typography | |
|-------------------|---|---|--|
| Category ID | DEWD | | |
| Category Type | Type B | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS • Boards (Physical Media) | Optional <ul style="list-style-type: none"> • 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.

| Digital | Web Browser-based Experiences | |
|-------------------|--|---|
| Category ID | IN1C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> This is defined as a creative idea-led web browser- based experience. NOTE: Do not submit links to URLs or live sites. Work will only be judged via Video and/or JPEGs. Original content is a video navigating the website. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGs Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Digital | Social Media Campaign | |
|-------------------|---|---|
| Category ID | IN1E | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Brand communication campaigns where social media was the primary or sole medium used. 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. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGs | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Digital | Digital Applications & Interactive Tools | |
|-------------------|--|---|
| Category ID | IN1F | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. Original content can be a video navigating the digital experience. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGs | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

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| Digital | | Mobile Media | |
|-------------------|---|---|--|
| Category ID | IN2B | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Includes: Mobile applications, mobile sites, branded games created specifically for smartphones and/or tablets. Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Digital | | Data-Driven Campaign | |
|-------------------|---|---|--|
| Category ID | IN3A | | |
| Category Type | <ul style="list-style-type: none"> Type A | | |
| Description | <ul style="list-style-type: none"> Creative use of data to shape campaign strategy, inform execution, profile audiences, and adapt to campaign performance and engagement metrics. Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Individual Element or Multi element or Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Digital | | Co-creation & User Generated Content | |
|-------------------|--|---|--|
| Category ID | IN3B | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Social campaigns and activities created to encourage users or communities to contribute or collaborate with the brand. 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. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Digital | | Use Of Influencers | |
|-------------------|---|---|--|
| Category ID | IN3C | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Creative use of influencer(s) created content Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

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| Digital | | Use of AI | |
|-------------------|--|---|--|
| Category ID | IN3D | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • A creative use of AI to promote a brand and add to business results. • Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video | |

| Digital | | Use of Metaverse, AR and VR | |
|-------------------|--|---|--|
| Category ID | IN3E | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • A creative use of AR, VR or the Metaverse to promote a brand and add to business results (Cannot be a test case) • Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video | |

| Digital | | Games & Gamification | |
|-------------------|---|---|--|
| Category ID | IN3F | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • 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). • Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • 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.

| Digital Crafts | | User Experience Design |
|-------------------|---|---|
| Category ID | INWA | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> 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. Original content can be a video navigating the digital experience. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Digital Crafts | | Writing |
|-------------------|---|---|
| Category ID | INWD | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> Writing specifically for Digital media. Original content can be a video navigating the digital experience. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Digital Crafts | | Use of Technology |
|-------------------|--|---|
| Category ID | INWE | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering. Original content can be a video navigating the digital experience. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Digital Crafts | | Music and Sound Design | |
|-----------------------|--|---|--|
| Category ID | INWF | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> • Innovative use of audio for digital media. • Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video | |

| Digital Crafts | | Social Media Design | |
|-----------------------|---|---|--|
| Category ID | INWG | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> • Design craft specifically geared to social media platforms (includes AR lens) • Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video | |

| Digital Crafts | | Digital Design | |
|-----------------------|--|---|--|
| Category ID | INWH | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> • Design craft specifically geared to websites, online publications, emailers, mobile apps and virtual worlds. • Original content can be a video navigating the digital experience. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video | |

FILM

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.

| Film | Television & Cinema Commercials – up to 90s | |
|-------------------|--|---|
| Category ID | TV1A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Commercials up to 90 seconds. Entries must be designed for broadcast and must have aired on television or cinema. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film | Television & Cinema Commercials – above 90s | |
|-------------------|--|---|
| Category ID | TV1B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Commercials above 90 seconds. Entries must be designed for broadcast and must have aired on television or cinema. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film | Online Film – up to 30s | |
|-------------------|---|---|
| Category ID | TV1C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Videos created specifically for Internet or mobile communication. Internet Videos up to 30 seconds. State which online platform the video was aired. NOTE: Broadcast commercials subsequently posted on the Internet may NOT be entered here. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film | Online Film – above 30s | |
|-------------------|---|---|
| Category ID | TV1D | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Videos created specifically for Internet or mobile communication. Internet Videos above 30 seconds. State which online platform the video was aired. NOTE: Broadcast commercials subsequently posted on the Internet may NOT be entered here. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

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| Film | | TV Trailers and Content Promos | |
|-------------------|--|--------------------------------|--|
| Category ID | TV1E | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • This includes all promotions for broadcast content. • Existing footage may be used, e.g. material from featured programming content. • 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. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional | <ul style="list-style-type: none"> • Overview Video |

| Film | | Other Screens | |
|-------------------|---|---------------|--|
| Category ID | TV1F | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • Video created specifically 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. • Provide an overview video if possible. • 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. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional | <ul style="list-style-type: none"> • Overview Video |

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| Film | | Branded Content Film – Single | |
|-------------------|---|---|--|
| Category ID | TV1G | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • For the creation of a single, stand-alone video. • 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. • Provide an overview video if possible. • 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. • 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. • 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. • Includes: Feature film or mini-series episode made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video | |

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| Film | Branded Content Film – Series | |
|-------------------|---|---|
| Category ID | TV1H | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • For the creation of an ongoing Branded Content series made up of multiple episodes or video elements. • 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. • Provide an overview video if possible. • 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. • 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. • 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. • Includes: Mini-series made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment. • Explain how many episodes were made and give a max of 3 examples. | |
| Submission Format | Mandatory – Multi-Element <ul style="list-style-type: none"> • Original Content Video (max 3) | Optional <ul style="list-style-type: none"> • Overview Video |

| Film | Music Videos | |
|-------------------|---|---|
| Category ID | TV1J | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • Includes all videos with the specific purpose of promoting the music artists. • The jury will judge innovation in the creation of the video. • Provide an overview video if necessary to explain the entry. • Entries must include the original music video, original content. • Non-English media must provide English subtitles | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional <ul style="list-style-type: none"> • 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.

| Film Crafts | | Direction |
|-------------------|---|---|
| Category ID | TVWA | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the film director. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film Crafts | | Cinematography |
|-------------------|---|---|
| Category ID | TVWB | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the director of photography for lighting and camera techniques. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film Crafts | | Writing |
|-------------------|---|---|
| Category ID | TVWC | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the writer for an original script | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film Crafts | | Production Design |
|-------------------|---|---|
| Category ID | TVWD | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> 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. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

| Film Crafts | | Animation |
|-------------------|---|---|
| Category ID | TVWE | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the animator. Includes any use or combination of cel, stop-motion and computer animation in 2D or 3D NOTE: Live action may be included but only as a layer or element in a 3D scene or a 2D design. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

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| Film Crafts | | Special Visual Effects | |
|-------------------|--|---|--|
| Category ID | TVWF | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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.) | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

| Film Crafts | | Editing | |
|-------------------|---|---|--|
| Category ID | TVWG | | |
| Category Type | Type B & Individual Element | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

| Film Crafts | | Music | |
|-------------------|--|---|--|
| Category ID | TVWH | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. <p>NOTE: Do not enter existing unedited licensed music or tracks</p> | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

| Film Crafts | | Best Use of Licenced Music | |
|-------------------|---|---|--|
| Category ID | TVWJ | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> For the best use of licensed music where the choice and marriage of the musical score to the picture enhances the creative idea. Only licensed music can be entered here. Entries must include original content. NOTE: Do not enter originally composed music or sound effects. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

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| Film Crafts | | Performance | |
|-------------------|---|---|--|
| Category ID | TVWK | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> The craft award goes to the actor / artist. For an outstanding performance in a film by the on-camera actor or off-camera artist (e.g.: voice-over), that enhances the quality of the commercial. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

| Film Crafts | | Use of Technology | |
|-------------------|--|---|--|
| Category ID | TVWM | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> The craft award goes to the production company. Innovation in the use of technology in Film. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

| Film Crafts | | Sound Design | |
|-------------------|---|---|--|
| Category ID | TVWN | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video | |

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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 pre-recorded experience in the case of virtual events.

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

| Live Communications | Live Events | |
|---------------------|---|---|
| Category ID | LE2A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. NOTE: DO NOT ENTER ACTIVATIONS HERE – Activations should be entered into the Live Activations category. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Live Communications | Live Activations | |
|---------------------|---|---|
| Category ID | LE2B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes: any brand activation where live performance in real-time to an incidental audience is key to communicating the brand message and creating an immersive audience experience. This can include live performances, demonstrations, or a host that interacts with the audience to bring the brand message to life. There may or may not be direct audience participation and interaction. Entries must demonstrate the role of performance and audience engagement in giving the product/brand additional exposure. 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. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Live Communications | Sponsorship | |
|---------------------|--|---|
| Category ID | LE2C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • 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. • NOTE: Events created specifically for the brand (e.g. Car Launch) must be entered into Live Events. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video |

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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.

| Live Crafts | | Direction | |
|-------------------|---|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Writing | |
|-------------------|---|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> The craft award goes to the writer. For an outstanding and original concept & script. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Art Direction / Stylist | |
|-------------------|--|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Music | |
|-------------------|--|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. NOTE: Do not enter existing licensed music/tracks. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Sound Design | |
|-------------------|--|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Performance | |
|-------------------|---|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Use of Technology | |
|-------------------|--|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> 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. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

| Live Crafts | | Video & Motion Graphic Design | |
|-------------------|--|---|--|
| Category ID | LEWA | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> The craft award goes to the motion graphic designer. Includes all electronic material created for screens at the event. Original content can be the screen content used. | | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video | |

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MEDIA INNOVATION

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.

| Media Innovation | Single Media Element | |
|-------------------|--|--|
| Category ID | MI1A | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> • This category is for the use of a single medium. • 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. • It can be a once-off execution or repeat at multiple venues provided the medium and message remain the same. • 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. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video • Audio |

| Media Innovation | Multiple Media Campaign | |
|-------------------|--|--|
| Category ID | MI1B | |
| Category Type | Type B | |
| Requirements | <ul style="list-style-type: none"> • This category is for entries with more than one medium, showing innovation in the use of all media platforms. • A minimum of three different media types • 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 • 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 | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video • Audio |

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| Media Innovation | | Channel Creativity | |
|-------------------------|---|--|--|
| Category ID | MI1C | | |
| Category Type | Type B | | |
| Requirements | <ul style="list-style-type: none"> Entrants need to demonstrate an innovative & creative usage of the channel in the pursuit of key deliverables of the brand. This is open to all channels which include social advertising, display advertising, native advertising, video content, media buying, email, direct and inbound marketing, programmatic media or use of CRM, loyalty programs and gamification, but are not paid organic search marketing | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

| Media Innovation | | Audience Insights Innovation | |
|-------------------------|---|--|--|
| Category ID | MI1D | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of audience insights, and related consumer-centred knowledge, which results in a customised media strategy. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

| Media Innovation | | Use of Brand or Product Integration | |
|-------------------------|--|--|--|
| Category ID | MI1E | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Product and Brand placement in a variety of media platforms. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

| Media Innovation | | Creative use of Data-Driven Targeting | |
|-------------------------|--|--|--|
| Category ID | MI1F | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Creative work that relied on data to define channel, target audience or the insight driven message. The data should be shown to provide a quantifiable insight or adds-value to programmatic targeting. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

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| Media Innovation | | Creative use of Data Integration | |
|-------------------|---|--|--|
| Category ID | MI1G | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of different data sources to generate new insights that added value to a creative campaign from initiation to final delivery. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

| Media Innovation | | Brand IP Co-Creation | |
|-------------------|--|--|--|
| Category ID | MI1H | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Collaboration between a brand, agency and its media partners to create innovative IP that drives business results. The collaborative brand, agency & media partnership should be clearly outlined. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

| Media Innovation | | e-Commerce Media Creativity | |
|-------------------|---|--|--|
| Category ID | MI1I | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of e-Commerce to deliver business results and/or marketing KPI's of a brand. This is for a campaign and entrants need to ensure that there are quantifiable results that emanate from how the e-Commerce Media Creativity enhanced the creative utilised. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

| Media Innovation | | Social Commerce Media Creativity | |
|-------------------|---|--|--|
| Category ID | MI1J | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of Social Commerce to deliver business results and/or marketing KPI's of a brand. This is for a campaign and entrants need to ensure that there are quantifiable results that emanate from how the Social Commerce Media Creativity enhanced the creative utilised. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Audio | |

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| Media Innovation | | Media Tech Creativity | |
|-------------------------|---|------------------------------|---|
| Category ID | MI1K | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of digital experiences and events (regardless of the degree of scale) that contributes towards brand deliverables (such as, but not limited to sales, brand equity and engagement). Key examples include live events (exhibitions, concerts) and signage. | | |
| Submission Format | Mandatory – individual Element <ul style="list-style-type: none"> JPEGS | Optional | <ul style="list-style-type: none"> Original Content Video Overview Video Audio |

| Media Innovation | | Geo Targeting Creativity | |
|-------------------------|--|---------------------------------|---|
| Category ID | MI1L | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of location-based services to deliver a brand experience where the consumer receives an innovative, engaging and targeted experience that is based on a creative idea. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional | <ul style="list-style-type: none"> Original Content Video Overview Video Audio |

| Media Innovation | | Use of Technical Innovation | |
|-------------------------|--|------------------------------------|---|
| Category ID | MI1M | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> Utilisation of technology to accomplish media innovation that delivers an elevated experience for consumers. This award recognises the amalgamation of social media and digital media into a product that is driven by technology. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional | <ul style="list-style-type: none"> Original Content Video Overview Video Audio |

MEDIA INNOVATION CRAFTS

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.

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.

The craft award goes to the media planner/strategist. Whereby the media planner/strategist has clearly been a major influence on the overall craft and therefore success of the campaign.

| Media Innovation Crafts | Media Insights & Strategy | |
|-------------------------|--|---|
| Category ID | MIWA | |
| Category Type | Type B | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video / Audio |

| Media Innovation Crafts | Media Planning | |
|-------------------------|--|---|
| Category ID | MIWA | |
| Category Type | Type B | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video / Audio |

| Media Innovation Crafts | Media Execution | |
|-------------------------|--|---|
| Category ID | MIWA | |
| Category Type | Type B | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video / Audio |

| Media Innovation Crafts | Use of Data & Analytics | |
|-------------------------|--|---|
| Category ID | MIWA | |
| Category Type | Type B | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Original Content Video • Overview Video / Audio |

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OUT OF HOME

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.

| Out of Home | Outdoor Media | |
|-------------------|--|---|
| Category ID | OU1A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> All fixed outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields. No physical entries allowed for this category. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Out of Home | In-Store | |
|-------------------|---|---|
| Category ID | OU4A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. No physical entries allowed for this category. NOTE: EXCLUDES Posters that are on display in-store, which should be entered in the "Print - Indoor Poster" category. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Out of Home | Transit & Air | |
|-------------------|--|---|
| Category ID | OU5A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot- air balloons). No physical entries allowed for this category. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

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| Out of Home | | Direct Mail |
|-------------------|---|--|
| Category ID | OU6A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Flat and 3D media delivered via post, courier or hand-delivery including cards, catalogues, gifts, invitations, promotions, samples, etc. Physical Media may be submitted for this category. NOTE: There is also a Direct Mail category in Design. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video Physical Media entry 3D Piece (physical media) |

| Out of Home | | Ambient |
|-------------------|---|---|
| Category ID | OU7A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> All free-format, non-traditional forms of media, including use of public spaces, handouts & giveaways, kiosks & displays, and never used media. No physical entries allowed for this category. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

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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.

| Out of Home Crafts | Art Direction | |
|--------------------|--|---|
| Category ID | OUWA | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the agency art director. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Out of Home Crafts | Writing | |
|--------------------|--|---|
| Category ID | OUWB | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the writer. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Out of Home Crafts | Photography | |
|--------------------|---|---|
| Category ID | OUWC | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the photographer. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Out of Home Crafts | Illustration | |
|--------------------|--|---|
| Category ID | OUWD | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the illustrator. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

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| Out of Home Crafts | Typography | |
|---------------------------|--|---|
| Category ID | OUWE | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the illustrator. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview Video |

| Out of Home Crafts | Use of Technology | |
|---------------------------|--|---|
| Category ID | OUWF | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award goes to the technical staging company. Innovation in the use of technology in Out of Home. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Original Content Video Overview 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.

| Print Communication | Print Advertising | |
|---------------------|--|---|
| Category ID | PR1A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes all advertising in Newspapers, Magazines using standard advertising media space. Also includes Branded Content – Print which includes books, magazines, newspaper, original content. This includes all genres - fiction, reality, documentary or entertainment. For Branded Content: <ul style="list-style-type: none"> 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). 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). Under the Print Advertising category, you can select the media type, i.e. Newspaper/Magazine/Branded Content <ul style="list-style-type: none"> Submit physical media and electronic copies. Maximum sizes for Newspaper (DO NOT MOUNT): <ul style="list-style-type: none"> Landscape 450mm x 300mm Portrait 300mm x 450mm Maximum sizes for Magazine (DO NOT MOUNT): <ul style="list-style-type: none"> Landscape A3 Portrait A4 Please mark the page the advert is on. Ensure your entry description explains the context and how the material was viewed. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Physical Media Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> Overview Video Boards |

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| Print Communication | Tactical Use of Print | |
|----------------------------|--|---|
| Category ID | PR1B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • Non-traditional and special use of Newspaper or Magazine: • e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop- up, 3D, etc. • 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. • You can send boards with your entry, explaining the context of the entry and providing additional information. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • Physical Media • Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> • Overview Video • Boards |

| Print Communication | Indoor Posters | |
|----------------------------|---|---|
| Category ID | PR1E | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • 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 • NOTE: All Outdoor and Street Pole entries must go in the Out of Home category • DO NOT USE FOAM BOARD • Use thin, stiff cardboard size A2. • Maximum of 10 boards – multiple boards should not be attached to one another. • Use a combination of imagery as well as written descriptions wherever necessary to make up your board. | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> • Physical Media • Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> • Overview Video • 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.

| Print Crafts | | Art Direction | |
|-------------------|---|---|--|
| Category ID | PRWA | | |
| Category Type | Type B | | |
| Description | The craft award goes to the agency art director. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Physical Media Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> Overview Video Boards | |

| Print Crafts | | Writing | |
|-------------------|---|---|--|
| Category ID | PRWB | | |
| Category Type | Type B | | |
| Description | The craft award goes to the writer. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Physical Media Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> Overview Video Boards | |

| Print Crafts | | Photography | |
|-------------------|---|---|--|
| Category ID | PRWC | | |
| Category Type | Type B | | |
| Description | The craft award goes to the photographer. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Physical Media Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> Overview Video Boards | |

| Print Crafts | | Illustration | |
|-------------------|---|---|--|
| Category ID | PRWD | | |
| Category Type | Type B | | |
| Description | The craft award goes to the illustrator. | | |
| Submission Format | Mandatory - Individual Element <ul style="list-style-type: none"> Physical Media Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> Overview Video Boards | |

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| Print Crafts | Typography | |
|---------------------|---|---|
| Category ID | PRWE | |
| Category Type | Type B | |
| Description | The craft award goes to the typographer. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Physical Media • Electronic copy (Jpeg - not for judging) | Optional <ul style="list-style-type: none"> • Overview Video • 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 VITAL that PR & Media Communication has been used as a key tool to drive coverage. It is not enough to say that “it went viral, and the media coverage was massive.”

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

| PR & Media Communication | PR & Media Communication Campaign | |
|--------------------------|--|---|
| Category ID | LE1A | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> Includes any PR activity resulting in non-paid for (editorial) coverage on any media platform. e.g. print, radio, TV, Internet Any medium can be used to generate this coverage, including an event, activation, mailers, press release - or a combination of elements. 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. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Overview Video Original Content Video |

| PR & Media Communication | Internal Communications | |
|--------------------------|--|---|
| Category ID | LE1B | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> 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. 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. 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. | |
| Submission Format | Mandatory - Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Overview Video Original Content Video |

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AUDIO & RADIO

This category is for the strategic and innovative use of Audio & Radio. Includes Radio Commercials, Internet & Mobile Audio commercials, Branded Content, South African Non-English Audio, Podcasting, Audio Experiences/Activations & Audio for Digital.

Electronic media only.

Non-English entries must be submitted as a video file with English subtitles.

| Audio & Radio | | Radio Station Commercials |
|-------------------|--|---|
| Category ID | RA1A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes: all radio commercials flighted on radio stations, whether broadcast or Internet radio. Ensure that any non-English audio has subtitles. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

| Audio & Radio | | Internet & Mobile Audio Commercials |
|-------------------|---|---|
| Category ID | RA1B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes: all audio clips distributed via the Internet or Mobile media, including podcasts, email, website downloads. Ensure that any non-English audio has subtitles. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

| Audio & Radio | | Branded Content – Radio & Audio |
|-------------------|--|---|
| Category ID | RA1C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. Includes: one off features, mini- series, including all genres – fiction, reality, documentary or entertainment. Platforms include radio stations (broadcast or Internet radio), audio clips distributed through online or mobile media, such as: email, app or website downloads. 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. | |
| Submission Format | Mandatory – Multi-Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

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| Audio & Radio | | South African Non-English Audio | |
|--------------------------|--|---|--|
| Category ID | RA1D | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • Includes any Radio Station and Internet Audio content • Only Radio in South African Non-English languages can be entered. • 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 | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Non-English video with subtitles | Optional <ul style="list-style-type: none"> • Overview Video | |

| Audio & Radio | | Sonic Branding | |
|--------------------------|--|---|--|
| Category ID | RA1E | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • Includes all work where a distinct and engaging sonic identifier is created for a brand. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Audio or • Non-English video with subtitles | Optional <ul style="list-style-type: none"> • Overview Video | |

| Audio & Radio | | Podcast | |
|--------------------------|---|---|--|
| Category ID | RA1F | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • This category recognises the use of podcasting for brand communications – recognising original ideas that harness the unique power of audio and storytelling. Work should demonstrate excellence in concept, craft and audience engagement. | | |
| Submission Format | Mandatory – Multi-Element <ul style="list-style-type: none"> • Audio or • Non-English video with subtitles | Optional <ul style="list-style-type: none"> • Overview Video | |

| Audio & Radio | | Audio Experiences/Activations | |
|--------------------------|--|---|--|
| Category ID | RA1G | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • This category recognises how a brand integrates audio into a space where it aims to influence consumer-thinking and create connections where audio is instrumental to the experience. This can include live recordings, festivals, conferences, activations and other temporary experiences (regardless of size). The audio is not limited to music and can be any audible content that enhances the experience. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Audio or • Non-English video with subtitles | Optional <ul style="list-style-type: none"> • Overview Video | |

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| Audio & Radio | | Audio for Digital | |
|-------------------|--|-------------------|--|
| Category ID | RA1H | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> This category recognises the use of audio that enhances the digital experience. This can include the use of audio in websites, apps, games, software, virtual environments and other digital spaces. Please enter podcast/s in the Podcast category. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional | <ul style="list-style-type: none"> Overview Video |

AUDIO & RADIO CRAFTS

Electronic media only. Craft entry requirements follow the same specifications as those in the main Audio & Radio 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.

| Audio & Radio Crafts | | Direction |
|----------------------|--|---|
| Category ID | RAWA | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award is awarded to the radio director. Ensure that any non-English audio has subtitles. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

| Audio & Radio Crafts | | Writing |
|----------------------|--|---|
| Category ID | RAWB | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The craft award is awarded to the writer. Ensure that any non-English audio has subtitles. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

| Audio & Radio Crafts | | Music |
|----------------------|---|---|
| Category ID | RAWC | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> 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. NOTE: Do not enter existing unedited licensed music or tracks. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

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| Audio & Radio Crafts | Performance | |
|----------------------|--|---|
| Category ID | RAWD | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> The Craft Award is awarded to the performer / artist. For an outstanding performance in a radio commercial by the voice-over artist, which enhances the quality of the commercial. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

| Audio & Radio Crafts | South African Non- English Writing | |
|----------------------|---|---|
| Category ID | RAWE | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> 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. 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. NOTE: Only Radio in South African Non- English languages can be entered. Ensure that the video has subtitles. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

| Audio & Radio Crafts | South African Non- English Performance | |
|----------------------|---|---|
| Category ID | RAWF | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> 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. 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. NOTE: Only Radio in South African Non- English languages can be entered. Ensure that the video has subtitles. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Non-English video with subtitles | Optional <ul style="list-style-type: none"> Overview Video |

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| Audio & Radio Crafts | | Use of Technology | |
|---------------------------------|--|--------------------------|--|
| Category ID | RAWG | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> • Innovation in the use of technology in Radio. The craft award goes to production company. • Ensure that any non-English audio has subtitles | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Audio or • Non-English video with subtitles | Optional | <ul style="list-style-type: none"> • Overview Video |

| Audio & Radio Crafts | | Sound Design | |
|---------------------------------|--|---------------------|--|
| Category ID | RAWH | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> • 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. • Ensure that any non-English audio has subtitles. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Audio or • Non-English video with subtitles | Optional | <ul style="list-style-type: none"> • Overview Video |

| Audio & Radio Crafts | | Best Use of Licensed Music | |
|---------------------------------|---|-----------------------------------|--|
| Category ID | RAWK | | |
| Category Type | Type B | | |
| Description | <ul style="list-style-type: none"> • For the best use of licensed music where the choice and marriage of the musical score to the picture • Only licensed music can be entered here. Do not enter originally composed music or sound effects. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Audio or • Non-English video with subtitles | Optional | <ul style="list-style-type: none"> • Overview Video |

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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.

| Student Film | TV, Cinema Commercials & Online Advertising | |
|-------------------|---|--|
| Category ID | YA1A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • This category is for "paid media" Film, for example NOT videos that would be uploaded to YouTube as content. • These must be commercials for a specific brand. • Entries must be designed for broadcast media or the Internet. • Only finished commercials can be entered (no storyboards) | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video |

| Student Film | Online Film, Short Film & Music Videos | |
|-------------------|--|--|
| Category ID | YA1B | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • Includes videos created <u>specifically</u> for Internet or mobile communication, short films, and music videos – created as part of coursework. • AV media created as part of coursework for an educational facility can be submitted. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video |

| Student Film | Motion Graphic Design | |
|-------------------|---|--|
| Category ID | YA1C | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> • 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. • AV media created as part of coursework for an educational facility can be submitted. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • Original Content Video | Optional <ul style="list-style-type: none"> • Overview Video |

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STUDENT FILM CRAFTS

Only Film entries can be entered into Film Crafts.

| Student Film Crafts | Film Crafts | |
|---------------------|--|---|
| Category ID | YA1W | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none"> Includes all film crafts – Direction & Cinematography, Writing, Production Design, Animation, Special Visual Effects, Editing, and Original Music & Sound Design. Check Film Crafts Categories for a description of each craft. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Original Content Video | Optional <ul style="list-style-type: none"> Overview Video |

STUDENT AUDIO & RADIO

Includes Radio Commercials, Internet & Mobile Audio Commercials, and Branded Content

Electronic media only. Non-English entries must be submitted as a video file with English subtitles.

| Student Audio & Radio | Radio Commercials & Branded Content | |
|-----------------------|---|---|
| Category ID | YA2A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Commercials include radio commercials for broadcast or internet radio. Branded Content includes: one off features, mini-series, event coverage, including all genres fiction, reality, documentary or entertainment. 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. Ensure your entry description explains the context and how the material was viewed. Only finished commercials can be entered. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Audio or Non-English video with subtitles | Optional <ul style="list-style-type: none"> 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.

| Student Print & Out of Home | Print Advertising | Newspaper |
|-----------------------------|--|---|
| Category ID | YA3A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes all advertising in Newspapers using standard advertising media space. Mark the page that the advert is on. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Original newspaper Electronic copy (Jpeg – not for judging) | Optional <ul style="list-style-type: none"> Boards |
| | | Magazine |
| Description | <ul style="list-style-type: none"> Includes all advertising in Magazines using standard advertising media space. Mark the page that the advert is on. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Original magazine Electronic copy (Jpeg – not for judging) | Optional <ul style="list-style-type: none"> Boards |
| | | Tactical use of Print |
| Description | <ul style="list-style-type: none"> 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 Submit original piece (preferred) or a copy. You may also provide additional information explaining the entry boards and/or video. 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. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Original piece (mark the page the advert is on) Electronic copy (Jpeg – not for judging) | Optional <ul style="list-style-type: none"> Boards |

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| Student Print & Out of Home | | Indoor Posters | |
|-----------------------------|---|----------------|--|
| Category ID | YA3B | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions NOTE: All Outdoor and Street Pole entries must go in the Out of Home category below. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> Original Poster Electronic copy (Jpeg – not for judging) | Optional | <ul style="list-style-type: none"> Overview Video |

| Student Print & Out of Home | | Out of Home | |
|-----------------------------|---|-------------|--|
| Category ID | YA3C | | |
| Category Type | Type A | | |
| Description | <p>Outdoor Media</p> <ul style="list-style-type: none"> All fixed outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields. <p>In-Store</p> <ul style="list-style-type: none"> All in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, stair risers, trolleys, washroom advertising, window displays. <p>Transit & Air</p> <ul style="list-style-type: none"> Anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons). <p>Direct Mail</p> <ul style="list-style-type: none"> Flat and 3D media delivered via post, courier or hand-delivery including cards, catalogues, gifts, invitations, promotions, samples, etc. NOTE: There is a Collateral Design category which includes Direct Mail in Communication Design. You must select the most appropriate category for your entry. <p>Ambient</p> <ul style="list-style-type: none"> All free-format, non- traditional forms of media, including use of public spaces, handouts & giveaways, kiosks & displays, and never used media. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional | <ul style="list-style-type: none"> Overview Video Original Content Video 3D Piece (Direct mail) Electronic copy (Jpeg – not for judging) |

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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 subtitles & translations.

| Student Design | | Logos and Identity Programmes | |
|-------------------|---|-------------------------------|---|
| Category ID | YA4A | | |
| Category Type | Type A | | |
| Description | <p>Logos</p> <ul style="list-style-type: none"> • May include reference material showing the development of the logo and its application. • Include supporting imagery showing the logo in context. <p>Identity Programmes</p> <ul style="list-style-type: none"> • An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms. • Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead and envelopes. May include digital components. | | |
| Submission Format | Mandatory – Multimedia <ul style="list-style-type: none"> • JPEGS | Optional | <ul style="list-style-type: none"> • Boards (Physical Media) |

| Student Design | | General Design | |
|-------------------|---|----------------|---|
| Category ID | YA4B | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> • Various design elements, including point of sale, in- store, direct mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items etc • Please send images and appropriate descriptions on either one or more boards or as JPEGS. • Send actual 3D piece when possible. • NOTE: There is a Direct Mail category in Out of Home. You must select the most appropriate category for your entry | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • JPEGS | Optional | <ul style="list-style-type: none"> • Boards (Physical Media) |

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| Student Design | | Architecture, Interior Design & Temporary Structures | |
|-------------------|---|---|--|
| Category ID | YA4C | | |
| Category Type | Type A | | |
| Description | <p>Architecture</p> <ul style="list-style-type: none"> All architectural projects including airports, community & public environments (police, health, government, etc.), corporate offices, galleries, hotels, monuments, museums, retail, stadiums. NOTE: Architectural work includes new additions to an existing structure or brand, e.g. a new building, development, or upgrade <p>Interior Design & Temporary Structures</p> <ul style="list-style-type: none"> 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. NOTE: Interior Design work includes new additions to an existing structure or brand, e.g. a new store, restaurant, or upgrade | | |
| Submission Format | Mandatory – Individual Element | Optional | |
| | <ul style="list-style-type: none"> JPEGS | <ul style="list-style-type: none"> Boards (Physical Media) | |

| Student Design | | Publication Design | |
|-------------------|---|--|--|
| Category ID | YA4D | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Whole Publication includes annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category. Send actual 3D piece when possible. Please send images and appropriate descriptions on either one or more boards or as JPEGS. | | |
| Submission Format | Mandatory – Individual Element | Optional | |
| | <ul style="list-style-type: none"> JPEGS | <ul style="list-style-type: none"> Boards (Physical Media) 3D Piece (Physical Media) | |

| Student Design | | Package Design | |
|-------------------|---|--|--|
| Category ID | YA4E | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Includes labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging Send actual 3D piece when possible. Please send images and appropriate descriptions on either one or more boards or as JPEGS. | | |
| Submission Format | Mandatory – Individual Element | Optional | |
| | <ul style="list-style-type: none"> JPEGS | <ul style="list-style-type: none"> Boards (Physical Media) 3D Piece (Physical Media) | |

| Student Design | | Furniture Design | |
|-------------------|---|--|--|
| Category ID | YA4F | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Includes all furniture design for retail and commercial purpose. Please send images and appropriate descriptions on either one or more boards or as JPEGS. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Boards (physical media) | |

| Student Design | | Fabric Design | |
|-------------------|--|---|--|
| Category ID | YA4F | | |
| Category Type | Type A | | |
| Description | <ul style="list-style-type: none"> Clothing, Fabric, wrapping paper, t- shirts & Wallpaper Design Includes all design for retail and commercial purpose. Send actual 3D piece when possible. Please send images and appropriate descriptions on either one or more boards or as JPEGS. | | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Boards (Physical Media) 3D Piece (Physical Media) | |

STUDENT – DESIGN, PRINT & OUT OF HOME 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.

Crafts must follow the same submission requirements as the corresponding category. All crafts are Individual Element.

| Student – Design, Print & Out of Home Crafts | | Art Direction | |
|--|--------|---------------|--|
| Category ID | YAWA | | |
| Category Type | Type B | | |

| Student – Design, Print & Out of Home Crafts | | Writing | |
|--|--------|---------|--|
| Category ID | YAWB | | |
| Category Type | Type B | | |

| Student – Design, Print & Out of Home Crafts | | Illustration | |
|--|--------|--------------|--|
| Category ID | YAWC | | |
| Category Type | Type B | | |

| Student – Design, Print & Out of Home Crafts | | Typography | |
|--|--------|------------|--|
| Category ID | YAWD | | |
| Category Type | Type B | | |

| Student – Design, Print & Out of Home Crafts | | Photography | |
|--|--------|-------------|--|
| Category ID | YAWE | | |
| Category Type | Type B | | |

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STUDENT DIGITAL

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

Electronic media only.

| Student Digital | Digital Media | |
|-------------------|--|---|
| Category ID | YA5A | |
| Category Type | Type A | |
| Description | <p>Display Advertising</p> <ul style="list-style-type: none"> • Paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows. <p>Website or Microsite</p> <ul style="list-style-type: none"> • A website is defined as a long- term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.za. • A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com. <p>Social Media</p> <ul style="list-style-type: none"> • Includes the creation of social platforms, the use of existing social platforms, and user- generated content. <p>Digital Applications, Games & Interactive Tools</p> <ul style="list-style-type: none"> • Includes active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables. <p>Mobile Media</p> <ul style="list-style-type: none"> • Includes: Mobile applications, mobile sites, branded games created specifically for smart phones and/or tablets. | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> • JPEGS | Optional <ul style="list-style-type: none"> • Overview Video • Original Content Video |

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STUDENT DIGITAL CRAFTS

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

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.

| Student Digital | Digital Crafts | |
|-------------------|---|---|
| Category ID | YA5W | |
| Category Type | Type B | |
| Description | <p>User Experience</p> <ul style="list-style-type: none"> The full user experience including information architecture and design – winners will be delightful and beautiful interfaces that win user’s hearts whilst offering benefits to the business. <p>Writing</p> <ul style="list-style-type: none"> Specifically for Digital media. <p>Use of Technology</p> <ul style="list-style-type: none"> Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering. <p>Music and Sound Design</p> <ul style="list-style-type: none"> Innovative use of audio for digital media. <p>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</p> | |
| Submission Format | Mandatory – Individual Element <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Overview Video Original Content Video |

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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.

| Student Live | Live Events | |
|-------------------|--|---|
| Category ID | YA6A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Includes all live media. Includes all events created specifically for a brand – both internal and external audiences. This also includes branded content (e.g. art installations, auctions, educational, branded content, conferences, launches, motivational, road shows, screenings, service & social responsibility) NOTE: A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE | |
| Submission Format | Mandatory – Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Overview Video Original Content Video |

| Student Live | Live Activations | |
|-------------------|--|---|
| Category ID | YA6A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> Entries include any brand activation where live performance in real-time is key to communicating the brand message and creating an immersive audience experience. This can include live performances, demonstrations, and a host that interacts with the audience to bring the brand message to life, with 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. | |
| Submission Format | Mandatory – Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Overview Video Original Content Video |

| Student Live | Sponsorship | |
|-------------------|---|---|
| Category ID | YA6A | |
| Category Type | Type A | |
| Description | <ul style="list-style-type: none"> 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. | |
| Submission Format | Mandatory – Multimedia <ul style="list-style-type: none"> JPEGS | Optional <ul style="list-style-type: none"> Overview Video Original Content Video |

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STUDENT INTEGRATED CAMPAIGN

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

Electronic and physical media allowed for this category - 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.

| Student Integrated Campaign | | |
|-----------------------------|--|---|
| Category ID | YA8A | |
| Category Type | Type B | |
| Description | <ul style="list-style-type: none">• Overview of your campaign as a cohesive entry.• Entries should explain the integration of the different media platforms.• Minimum 3 different media types. | |
| Submission Format | Mandatory – Multimedia <ul style="list-style-type: none">• JPEGS• Overview Video | Optional <ul style="list-style-type: none">• Original Content Video• Audio• Newspaper• Magazine• Poster (Physical Media)• 3D Piece (Physical Media) |

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