



D&AD AWARDS 2016

Format Specifications

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COVER IMAGE

In addition to the material requested in this guide, upload a single JPEG image as a reference at judging for each entry submitted. This will be used on our website in the run up to the ceremony should your work win.

*Your image has been received ok - if you can see a green dot next to it after uploading!
The image itself might sometimes only appear after a day or two due to the high amount of uploads.*

Deadline to get a 10% discount

Wednesday 25th November 2015

Entry deadline

Wednesday 17th February 2016

Deadline to deliver entry packages

Thursday 25th February 2016

Supporting Information

(supply online)		
Audience	Indicate the target audience. Was the advert broadcast regionally, nationally or internationally?	50c*
Audience & Distribution	Indicate the target audience, issue frequency (e.g. daily, weekly, monthly), distribution area, distribution method (e.g. newsstand, subscription) and number of readers.	500c
Availability	Indicate the countries/territories where the work was available.	50c
Benefits	How does the product benefit the user?	500c
Brand History	Give background information about the brand. Was it a new brand or a redesign of an existing brand?	500c
Brief	Specify the project's objectives, target audience and any relevant background information.	500c
Brief (PR/Media)	Specify the project's objectives, target audience and any relevant background information.	3,000c
Casting	What is the reasoning behind the casting solution? If relevant, describe any references that are specific to the culture/region/nation where the work was released and that may not be understood without explanation.	500c
Cost per Unit to Produce	What is the cost per unit to produce?	50c
Cultural Context	Describe any references that are specific to the culture/region/nation where the work was released and that may not be understood without explanation.	500c
Execution	Provide judges with details of the original execution.	3,000c
Exhibition Type & Location	Give details of the location. Is the exhibition design permanent or temporary? Are you presenting the entire exhibition or an element of it?	500c
Impact	Describe the project's positive impact and how it meets the White Pencil - Creativity for Good criteria.	500c
Insights	If applicable give insights on: Where the work run, how many times and for what duration as well as other background information you would like to share with the judges	500c
Insights (PR/Media)	Background information you would like to share with the judges	3,000c
Location & Distribution	Where did the work run and how was it distributed?	500c
Location & Platform	Explain where the project ran & on what platform if applicable.	1000c
Location & Scale	Explain where the project ran, its location and scale.	500c
Mobile Operating System	What operating systems and devices is the work optimised for?	50c
Navigational Instructions	If you intend to submit a URL for this entry, highlight specific sections or features judges should view.	500c
Outcome/Results (Media)	Provide evidence of how successfully your objectives were achieved. Media delivery - including responses/interactions if sought and relevant - should be quoted as percentages of the target audience or population, not as absolute numbers, to enable comparisons across different sized territories.	3,000c
Outcome/Results (PR)	Provide evidence of how successfully your objectives were achieved; what was the response rate and how was it measured?	3,000c
Platform	What digital platform is the work optimised for?	50c

*characters excl. spaces

Supporting Information (continued)

Point of Sale Location	Describe the location of the work and how it was displayed at the point of sale.	500c
Print run	What was the size of the print run?	50c
Product Description	Describe the product.	50c*
Product Interaction	Describe the product. How does it function, and how does the interaction design optimise this?	500c
Production Run	What is the size of the production run?	50c
Results	Provide evidence of how successfully your objectives were achieved; what was the response rate and how was it measured?	500c
Retail Price	What is the recommended retail price?	50c
Scale & Location	What country did the advert run in? Explain the positioning and location as well as how many times the actual advert ran.	500c
Site/station	On what site/station was the film originally released?	50c
Solution	What is the reasoning behind the project solution?	500c
Solution & Cultural Context	What is the reasoning behind the project solution? If relevant, describe any references that are specific to the culture/region/nation where the work was released and that may not be understood without explanation.	500c
Solution & Unique Features	Explain the reasoning behind the project solution highlighting unique features of the design and in what way it was innovative and/or sustainable. Describe any cultural references that may not be understood without explanation.	500c
Solution/Strategy	What is the reasoning behind the project solution & strategy? If relevant, describe any references that are specific to the culture/region/nation where the work was released and that may not be understood without explanation.	3,000c
Unique Features	What are the product's unique features?	500c
Viewing Instructions	Highlight the features or specific sections that the judges should view and any relevant navigational instructions.	500c
Voucher Code	If submitting a paid for app or publication, please provide a voucher code reference number so the full version of the work can be downloaded.	50c

*characters excl. spaces

MPEG2/MPEG4 and MOV File Specs

Codec	Aspect Ratio	Codec / Container	Audio
MOV/H.264	4:3 16:9	640x480 720x576 854x480 1920 x 1080	ACC Stereo 48kHz
MP4/H.264		640 x 480 720 x 576	
HD 720p		1280 x 720	

Digital Submissions – How to...

submit a video/moving image file

- Your media must come from an uncompressed format (e.g. Beta, MiniDV or DVCam).
 - The video bitrate must be a minimum of 8.5 mbps (or 15 mbps if HD).
 - The video bitrate must be **no more** than **50 mbps**.
 - Your file must be multiplexed with audio and video in one single file.
 - Apply subtitles or dubbing to the work if necessary.
 - Use the entry title or part titles as the file name.
 - Do **NOT** add a clock or slate at the start.
 - Do **NOT** use your company logo or branding **anywhere** in the film!
-

create an effective Presentation Film

[click here for an example](#)

- Describe the idea or solution first, then go on to explain objectives, context, and results in more detail later.
 - Show all elements of the project as they were originally released.
 - Emphasise the creative idea and its relevance to the audience.
 - Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
 - Ensure the film is shorter than the maximum time allowed for the category. Judges will stop films that are longer than the time allowed.
 - Use entry or part titles as file names where possible.
 - Ensure the Presentation Film narration is in English.
 - Do **NOT** wait until the end of the film to reveal the solution.
 - Do **NOT** use your company logo or branding **anywhere** in the film.
-

create an effective Walkthrough Film

- Judges will watch the Walkthrough Film first, and then view the digital execution if they wish.
 - Clearly show how the digital work functions and how users interact with it.
 - Ensure the Walkthrough Film narration is in English.
 - Only show a demonstration of the digital execution, do **NOT** show other elements of the campaign i.e. objectives, context, results...
 - Do **NOT** include your Walkthrough Film in the URL submission.
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submit a URL of the original execution

- The web page must be viewable on a Mac, using Chrome.
 - Provide a direct URL to the original execution.
 - If the URL is no longer live supply a holding page which hosts **only** the original execution.
 - The URL must be live from submission date **until July 2016**.
 - Do **NOT** submit a case study page if the site is still live.
 - Do **NOT** use your company logo or branding on the web page.
 - Do **NOT** use your company name or branding in the URL address.
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submit an app

- Judges will watch the Walkthrough Film first, and then view the app if they wish.
 - Input a direct URL to download the full version of the app.
 - If it is a **PAID FOR** app, supply a gift card/code that is valid **until July 2016**.
 - If the app is not available in the UK, provide a unique link to allow us to download it or supply a device with the app already installed.
 - D&AD will support apps designed for use on iOS, Android, Blackberry, Windows & Symbian.
 - Provide navigational instructions for the app if necessary.
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submit a digital publication

- If submitting a publication app, see information above.
 - If submitting a digital publication as a URL, supply a direct URL link showing the original execution **only**.
 - If you are submitting a **PAID** or subscription site, also supply a gift card/code so D&AD can obtain the full working version up **to July 2016**.
 - If the site is no longer live, supply a URL link to the entry hosted on a web page. Include a Walkthrough Film showing how the original execution worked.
 - D&AD can support other types of digital publications i.e. EPUBs etc. Contact us if submitting a format other than a URL or app.
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submit JPEG images

- Image resolution: 300 dpi, colour mode: RGB
 - Image length: Min. 15cm along the longest axis.
 - The image must be in centimetres, not pixels or millimeters.
 - Do **NOT** submit different or multiple images in one file. Each JPEG should only contain one image.
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submit an audio file

- Sample size: 16-bit; Sample rate: 44100kHz
 - Use entry or part titles as file names.
 - Submit 1 file per execution.
 - Do **NOT** include an audio introduction of the entry.
 - Do **NOT** include any agency branding.
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submit a 3-minute edit of the work

- Submit a 3-minute edit of the work if it is longer than 4 minutes.
 - Judges will watch the 3-minute edit first, then the original execution(s) if they wish.
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Physical Submissions – How to...

submit an A2 board

- Mount work on 1 rigid A2 board (42 x 59 cm or 16.5 x 23.4 inches).
 - If the original work is larger than A2, supply a reproduction.
 - Show work as it was originally launched, including all text.
 - Show only one execution on each board.
 - Attach entry labels to the back of each board.
 - Do **NOT** use your company logo or branding anywhere on the board.
 - Do **NOT** send rolled prints or taped boards.
 - Do **NOT** put the entry number or category titles on the front of the board.
 - Do **NOT** use foam board as it cannot be recycled, use mount board instead.
-

submit Presentation Boards

- Mount work on 1 rigid A2 board (42 x 59 cm or 16.5 x 23.4 inches).
 - Show the key elements of the work.
 - Keep explanatory text short and clear.
 - Attach entry labels to the back of each board.
 - Ensure that explanatory text on the Presentation Boards is in English.
 - Do **NOT** use your company logo or branding anywhere on the board.
 - Do **NOT** send rolled prints or taped boards.
 - Do **NOT** put the entry number or category title on the front of the board.
 - Do **NOT** use foam board as it cannot be recycled, use mount board instead.
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submit original work

- Post original work unmounted.
 - Contact us prior to sending highly perishable goods.
 - Attach entry labels to items in a discreet place (on the base or underside of the object).
 - Do **NOT** mount original work on boards.
 - Ensure you submit the original work, only use a reproduction on A2 boards for large-scale items (over 1 m²).
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submit large scale or double sided posters

- **Only** for double sided posters may work be submitted unmounted.
 - Show work as it was original launched, including all text.
 - Mount single sided posters on rigid board.
 - Show only one execution on each board.
 - Attach entry labels to the back of each board.
 - If submitting a double sided poster, attach entry labels with scotch tape so as not to damage the work.
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2015 Winners by Category

Art Direction	click here
Branded Film Content & Entertainment	click here
Book Design	click here
Branding	click here
Crafts for Advertising	click here
Crafts for Design	click here
Digital Design	click here
Digital Marketing	click here
Direct	click here
Film Advertising	click here
Film Advertising Crafts	click here
Graphic Design	click here
Integrated & Innovative Media	click here
Magazine & Newspaper Design	click here
Media	NEW
Mobile Marketing	click here
Music Videos	click here
Outdoor Advertising	click here
Packaging Design	click here
PR	NEW
Product Design	click here
Press Advertising	click here
Radio Advertising	click here
Spatial & Experiential Design	click here
Creativity for Good (White Pencil)	click here
Writing for Advertising	click here
Writing for Design	click here