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## D&AD AWARDS 2016

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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**

Art Direction		£	€	\$
1001 Art Direction for Poster Advertising	Single	250	400	500
	Campaign	450	720	900
1002 Art Direction for Enhanced Poster Advertising				
What is it?	Art direction for posters on conventional outdoor sites that have been modified, added to, or adapted for the purpose of a specific ad.			
What can I enter?	Single	250	400	500
3D billboards, specially powered posters, posters using unconventional materials...	Campaign	450	720	900
What else do I need to know?	If you enter a piece of work here, don't also enter it into another Art Direction category.			
1003 Art Direction for Digital Screens*	Single	250	400	500
	Campaign	450	720	900
1004 Art Direction for Press Advertising	Single	250	400	500
	Campaign	450	720	900
1005 Art Direction for Digital Marketing				
What can I enter?	Single	250	400	500
Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games.	Campaign	450	720	900
What else do I need to know?	This category is not for online branded films, enter these into the Film Advertising Crafts jury instead.			
1006 Art Direction for Mobile Marketing	Single	250	400	500
	Campaign	450	720	900
1007 Art Direction for Direct	Single	250	400	500
	Campaign	450	720	900
Branded Film Content & Entertainment		£	€	\$
1101 Branded Film Content & Entertainment - Fiction 1-5 mins				
What is it?	Single	370	590	740
What can I enter?	Campaign	635	1015	1270
1102 Branded Film Content & Entertainment - Fiction 6-15 mins				
What is it?	Single	370	590	740
What can I enter?	Campaign	635	1015	1270
1103 Branded Film Content & Entertainment - Fiction 16-30 mins				
What is it?	Single	370	590	740
What can I enter?	Campaign	635	1015	1270
1104 Branded Film Content & Entertainment - Fiction Over 30 Mins				
What is it?	Single	370	590	740
What can I enter?	Campaign	635	1015	1270

Branded Film Content & Entertainment (continued)		£	€	\$
<b>1105 Branded Film Content &amp; Entertainment - Fiction Film</b>				
<b>What is it?</b> Long form branded.				
<b>What can I enter?</b> Viral films, interactive films, spots hosted on sites, short form content. Film content released online and broadcast on TV or at the cinema can be entered here, including VOD and streaming content.	Single	370	590	740
<b>1106 Branded Film Content &amp; Entertainment - Non-Fiction 1-5 mins</b>				
<b>What is it?</b> Non-fiction (unscripted, documentary, reality series) branded films of up to 5 minutes.	Single	370	590	740
<b>What can I enter?</b> Viral films, interactive films, spots hosted on sites, short form content. Anything released online and broadcast on TV or at the cinema can be entered here, including VOD and streaming content.	Campaign	635	1015	1270
<b>1107 Branded Film Content &amp; Entertainment - Non-Fiction 6-15 mins</b>				
<b>What is it?</b> Non-fiction (unscripted, documentary, reality series) branded films of between 6 and 15 minutes.	Single	370	590	740
<b>What can I enter?</b> Viral films, interactive films, spots hosted on sites, short form content. Film content released online and broadcast on TV or at the cinema can be entered here, including VOD and streaming content.	Campaign	635	1015	1270
<b>1108 Branded Content &amp; Entertainment - Non-Fiction 16-30 mins</b>				
<b>What is it?</b> Non-fiction (unscripted, documentary, reality series) branded films of between 16 and 30 minutes.	Single	370	590	740
<b>What can I enter?</b> Viral films, interactive films, spots hosted on sites, short form content. Film content released online and broadcast on TV or at the cinema can be entered here, including VOD and streaming content.	Campaign	635	1015	1270
<b>1109 Branded Film Content &amp; Entertainment - Non-Fiction Over 30 Mins</b>				
<b>What is it?</b> Non-fiction (unscripted, documentary, reality series) branded films of over 30 minutes.	Single	370	590	740
<b>What can I enter?</b> Viral films, interactive films, spots hosted on sites, short form content. Film content released online and broadcast on TV or at the cinema can be entered here, including VOD and streaming content.	Campaign	635	1015	1270
<b>1110 Branded Film Content &amp; Entertainment - Non-Fiction Film</b>				
<b>What is it?</b> Long form branded documentaries.				
<b>What can I enter?</b> Viral films, interactive films, spots hosted on sites, short form content. Film content released online and broadcast on TV or at the cinema can be entered here, including VOD and streaming content.	Single	370	590	740
<b>1111 Branded Film Content &amp; Entertainment - Tactical</b>				
<b>What is it?</b> Branded film content or entertainment that uses the popularity of a specific news story or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news.	Single	370	590	740
<b>What can I enter?</b> Branded online films, branded documentaries, branded films and TV programmes...	Campaign	635	1015	1270
<b>1112 Branded Film Content &amp; Entertainment - Gaming*</b>				
<b>What can I enter?</b> Branded film content based on a game, released online, on TV or in Cinema, including VOD and streaming content.	Single	370	590	740
	Campaign	635	1015	1270
<b>1113 Branded Film Content &amp; Entertainment - Sponsored*</b>				
<b>What is it?</b> Any form of branded entertainment films sponsored by a brand.	Single	370	590	740
	Campaign	635	1015	1270
<b>1114 Branded Film Content &amp; Entertainment - Live Experience*</b>				
<b>What is it?</b> Live events that make use of branded elements to create an experience.	Single	370	590	740
<b>What else do I need to know?</b> This is for film content screened, captured, or shared during a live event.	Campaign	635	1015	1270

Book Design		£	€	\$
<b>1201 Trade Books</b>				
<b>What is it?</b> Books from trade publishers, available through the traditional retail channels (e.g.: bookshops, supermarkets). General fiction, non-fiction or poetry adult books.	Single	105	170	210
	Campaign	170	270	340
<b>1202 Trade Covers</b>				
<b>What is it?</b> Cover design for books from trade publishers, available through the traditional retail channels (e.g.: bookshops, supermarkets). General fiction, non-fiction or poetry adult books.	Single	105	170	210
	Campaign	170	270	340
<b>1203 Culture, Art &amp; Design Books</b>				
<b>What is it?</b> Books focusing on the arts, culture, design, fashion, lifestyle, and photography. <b>What can I enter?</b> Coffee table photography books, awards annuals, graphic design books, fashion books, cookbooks...	Single	105	170	210
	Campaign	170	270	340
<b>1204 Culture, Art &amp; Design Covers</b>				
<b>What is it?</b> Cover design for books focusing on the arts, culture, design, fashion, lifestyle, and photography. <b>What can I enter?</b> Coffee table photography books, awards annuals, graphic design books, fashion books, cookbooks...	Single	105	170	210
	Campaign	170	270	340
<b>1205 Children's &amp; Young Adult Books</b>				
<b>What is it?</b> Books for children and young adults specifically.	Single	105	170	210
	Campaign	170	270	340
<b>1206 Children's &amp; Young Adult Covers</b>				
<b>What is it?</b> Covers design of books for children and young adults specifically.	Single	105	170	210
	Campaign	170	270	340
<b>1207 Illustrated Books &amp; Graphic Novels</b>				
<b>What is it?</b> Books where illustration is a key component of the design. <b>What can I enter?</b> Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated book.	Single	105	170	210
	Campaign	170	270	340
<b>1208 Illustrated Books &amp; Graphic Novels Covers</b>				
<b>What is it?</b> The cover design for books where illustration is a key component of the design. <b>What can I enter?</b> Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated book.	Single	105	170	210
	Campaign	170	270	340
<b>1209 Specialist &amp; Limited Edition Books</b>				
<b>What is it?</b> Limited edition books (with a small print run or from a small press publishers) or books on specialist topics (e.g. health, science, sports).	Single	105	170	210
	Campaign	170	270	340
<b>1210 Specialist &amp; Limited Edition Covers</b>				
<b>What is it?</b> Cover design for limited edition books (with a small print run or from a small press publishers) or books on specialist topics (e.g. health, science, sports).	Single	105	170	210
	Campaign	170	270	340
<b>1211 E-books &amp; Digital Books</b>				
<b>What can I enter?</b> Digital interactive books, apps, e-reader books, EPUBs... <b>What else do I need to know?</b> This category is not for digital magazines, enter these into the Magazine & Newspaper Design jury instead.	Single	105	170	210
	Campaign	170	270	340

Branding		£	€	\$
<b>1301 Branding Schemes/Small Organisation</b>				
<b>What is it?</b> An entire brand identity for an organisation of up to 10 staff. Should express the brand through a number of platforms.	Campaign	370	590	740
<b>1302 Branding Schemes/Medium Organisation</b>				
<b>What is it?</b> An entire brand identity for an organisation with 11-250 staff. Should express the brand through a number of platforms.	Campaign	370	590	740
<b>1303 Branding Schemes/Large Organisation</b>				
<b>What is it?</b> An entire brand identity for an organisation with over 250 staff. Should express the brand through a number of platforms.	Campaign	370	590	740
<b>1304 Brand Expression in Print</b>				
<b>What can I enter?</b> Stationery, catalogues, brand handbooks, packaging, trophies. <b>What else do I need to know?</b> This category is not for posters or press ads, enter these into the Outdoor Advertising or Press Advertising juries instead.	Single	210	335	420
<b>1305 Brand Experience &amp; Environments</b>				
<b>What is it?</b> Branded experiences or environments (can be indoor or outdoor). Should be real world, not virtual. <b>What can I enter?</b> Shops, events, stunts.	Single	210	335	420
<b>1306 Multi Platform TV Branding &amp; Promotions</b>				
<b>What is it?</b> Branding for a TV channel or programme that is integrated across various platforms, e.g. print, web, TV, etc. <b>What else do I need to know?</b> This category is not for single idents, enter these into the Channel Branding & Identity category instead.	Campaign	370	590	740
<b>1307 Channel Branding &amp; Identity</b>				
<b>What is it?</b> Entire channel identities or elements of them, e.g. stings or idents. <b>What else do I need to know?</b> This category is not for the branding of individual TV programmes, enter these into the Brand Expression in Moving Image category instead.	Single	210	335	420
	Campaign	370	590	740
<b>1308 Brand Expression in Moving Image</b>				
<b>What is it?</b> A piece of moving image work that communicates a brand or channel. <b>What can I enter?</b> In-flight films, corporate presentations, branded animations, idents, TV programme junctions... <b>What else do I need to know?</b> This category is not for TV and cinema ads, enter these into the TV & Cinema Advertising jury instead.	Single	210	335	420
<b>1309 Digital Brand Expression</b>				
<b>What is it?</b> Work that communicates a brand through a digital platform. <b>What can I enter?</b> Websites, mobile apps, games... <b>What else do I need to know?</b> This category is not for mobile or digital ads. Enter these into the Mobile or Digital Marketing juries instead.	Single	210	335	420

Crafts for Advertising		£	€	\$	
<b>1401 Illustration for Advertising</b>					
What is it?	Ads where illustration brings the creative idea to life.	Single	250	400	500
What can I enter?	Press and poster ads.What else do I need to know? This category is not for digital work, enter this into the Animation & Illustration for Digital Marketing category instead.	Campaign	455	730	910
<b>1402 Photography for Advertising</b>					
What is it?	Ads where photography brings the creative idea to life.	Single	250	400	500
What can I enter?	Press, poster and on screen ads.	Campaign	455	730	910
<b>1403 Digitally Enhanced Illustration for Advertising*</b>					
What is it?	Ads where digital enhancement is used to bring the illustration of the creative idea to life.	Single	250	400	500
		Campaign	455	730	910
<b>1404 Digitally Enhanced Photography for Advertising*</b>					
What is it?	Ads where digital enhancement is used to bring the photography of the creative idea to life.	Single	250	400	500
		Campaign	455	730	910
<b>1405 Typography for Advertising</b>					
What is it?	Ads where typography brings the creative idea to life.	Single	250	400	500
What can I enter?	Press, poster and on screen ads.	Campaign	455	730	910
<b>1406 Animation &amp; Illustration for Digital Marketing</b>					
What can I enter?	Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games.	Single	250	400	500
What else do I need to know?	This category is not for online branded films, enter these into the Film Advertising Crafts category instead.	Campaign	455	730	910
<b>1407 Sound Design &amp; Use of Music for Digital Marketing</b>					
What is it?	Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games.	Single	250	400	500
What can I enter?	This category is not for online branded films, enter these into the Film Advertising Crafts category instead.	Campaign	455	730	910
<b>1408 Animation &amp; Illustration for Mobile Marketing</b>					
What can I enter?	Mobile ads, apps and sites, SMS ads...	Single	250	400	500
		Campaign	455	730	910
<b>1409 Sound Design &amp; Use of Music for Mobile Marketing</b>					
What can I enter?	Mobile ads, apps and sites, SMS ads...	Single	250	400	500
		Campaign	455	730	910
Crafts for Design		£	€	\$	
<b>1501 Illustration for Design</b>					
What is it?	Pieces of design where illustration brings the creative idea to life.	Single	110	175	220
What can I enter?	Publications (in print or digital), packaging, environmental graphics, leaflets, posters...	Campaign	185	295	370
<b>1502 Photography for Design</b>					
What is it?	Pieces of design where photography brings the creative idea to life.	Single	110	175	220
What can I enter?	Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications...	Campaign	185	295	370
What else do I need to know?	This category is not for self-promotional photography publications, but for publications where photography compliments the design.				
<b>1503 Digitally Enhanced Illustration for Design*</b>					
What is it?	Pieces of design where digital enhancement is used to bring the illustration element of the creative idea to life.	Single	110	175	220
		Campaign	185	295	370

Crafts for Design (continued)		£	€	\$
<b>1504 Digitally Enhanced Photography for Design *</b>	Single	110	175	220
What is it? Pieces of design where digital enhancement is used to bring the photography element of the creative idea to life.	Campaign	185	295	370
<b>1505 Typography for Design</b>	Single	110	175	220
What is it? Pieces of design where typography brings the creative idea to life. What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications..	Campaign	185	295	370
<b>1506 Typefaces</b>	Single	110	175	220
What is it? The design of a font family.				
<b>1507 Animation &amp; Illustration for Websites &amp; Digital Design</b>	Single	110	175	220
What is it? Websites or pieces of digital design where animation or illustration bring the creative idea to life.				
What can I enter? Websites, digital publications, apps, digital installations...				
<b>1508 Sound Design &amp; Use of Music for Websites &amp; Digital Design</b>	Single	110	175	220
What is it? Websites or pieces of digital design where the music or sound design bring the creative idea to life.				
What can I enter? Websites, digital publications, apps, digital installations...				
Digital Design		£	€	\$
<b>1601 Websites</b>	Single	260	415	520
What is it? Design of websites and microsites.				
<b>1602 Apps</b>	Single	260	415	520
What is it? Branded or promotional apps.				
What can I enter? Games, tools...				
<b>1603 Digital Design</b>	Single	260	415	520
What can I enter? Anything that doesn't fit into the other Digital Design categories.				
What else do I need to know? This category is not for apps, entire websites, or digital ads, enter these into the Apps or Websites categories, or the Digital Marketing jury instead.				
<b>1604 Digital Installations</b>	Single	260	415	520
What is it? Video installations or projections that create immersive environments. May or may not be interactive.				
<b>1605 Connected Products</b>	Single	260	415	520
What is it? Products designed to work together with a digital platform e.g. app or website.				
What else do I need to know? The product and connected elements can be entered separately into other categories, but can only be entered here if grouped together.				
<b>1606 User Experience Design (UX)</b>	Single	260	415	520
What is it? Design of the user experience for a site or other digital work.				
What can I enter? Websites, apps, installations...				
<b>1607 User Interface Design (UI)</b>	Single	260	415	520
What is it? Design of the user interface for a site or other digital work.				
What can I enter? Websites, apps, installations...				
<b>1608 Navigation Design</b>	Single	260	415	520
What is it? Design of the navigation for a website or other digital work.				

Digital Design (continued)		£	€	\$	
<b>1609 Mobile &amp; Responsive Design</b>					
What is it?	Design of the navigation for a piece of mobile work.	Single	260	415	520
What can I enter?	Mobile sites, ads, apps and games.				
<b>1610 Mobile Interaction &amp; Experience</b>					
		Single	260	415	520
<b>1611 Game Design *</b>					
What is it?	Design of branded games and gaming platforms.	Single	260	415	520
<b>1612 Technological Innovation</b>					
What is it?	Design work that pushes the boundaries of what can be done in digital, using technology in a novel way.	Single	260	415	520
Digital Marketing		£	€	\$	
<b>1701 Integrated Digital Campaigns</b>					
What is it?	Integrated campaigns that run mainly on online media. Should include the use of a few different platforms, e.g. sites, banners, social media. Offline elements are accepted if they work with the digital parts.	Campaign	455	730	910
<b>1702 Websites</b>					
What is it?	Websites launched as part of a promotional campaign, not a brand's main site. Sometimes called microsites.	Single	270	430	540
<b>1703 Digital Adverts</b>					
What is it?	Display advertising in paid-for online spaces.	Single	270	430	540
What can I enter?	Banners, pop-ups, take overs...				
What else do I need to know?	This category is not for online branded films, enter these into the Online Branded Films category instead.	Campaign	455	730	910
<b>1704 Online Adverts *</b>					
What is it?	Short form online ads	Single	270	430	540
What else do I need to know?	Any long form online branded content should be entered in the Branded Content category.	Campaign	455	730	910
<b>1705 Digital Tools &amp; Utilities</b>					
What is it?	Branded digital tools or services that engage consumers and improve their experience.				
What can I enter?	Apps, screensavers, widgets...	Single	270	430	540
What else do I need to know?	This category is not for mobile or social media work, enter these into the Mobile Marketing jury or Use of Social Media category instead.				
<b>1706 Games</b>					
What is it?	Branded or promotional games. Can be downloaded or played online.	Single	270	430	540
What else do I need to know?	This category is not for mobile games, enter these into the Mobile Marketing categories instead.	Campaign	455	730	910
<b>1707 Use of Social Media</b>					
What is it?	Social media based advertising solutions.				
What can I enter?	Social media apps and ads, sponsored tweets, competitions, takeovers...	Single	270	430	540
What else do I need to know?	This category is not for mobile work, enter this into the Mobile Marketing categories instead.	Campaign	455	730	910
<b>1708 Social Video *</b>					
		Single	270	430	540
What is it?	Marketing campaigns or elements that use social video platforms including Snapchat, Vine, Instagram, Periscope, Meerkat...	Campaign	455	730	910



Digital Marketing (continued)		£	€	\$
<b>1709 Innovative Use of Technology</b>				
What is it? Digital marketing that pushes the boundaries of what can be done in digital, using technology in a novel way to promote a brand.	Single	270	430	540
	Campaign	455	730	910
<b>1710 Tactical Digital Marketing</b>				
What is it? Digital marketing that uses the popularity of a specific news story or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news.	Single	270	430	540
	Campaign	455	730	910
What can I enter? Banner ads, games, social media campaigns.				
Direct		£	€	\$
<b>1801 Direct Integrated Campaigns</b>				
What is it? Integrated campaigns led by direct marketing. Drive a specific 'call to action' or target a specific audience.	Campaign	455	730	910
<b>1802 Direct Response/Digital</b>				
What is it? Direct digital advertising. Drives a specific 'call to action' or targets a specific audience.	Single	255	410	510
	Campaign	455	730	910
What can I enter? Banners, campaign sites, social media campaigns, emails, apps, mobile ads...				
<b>1803 Direct Response/Radio Advertising</b>				
What is it? Direct radio ads. Drive a specific 'call to action' or target a specific audience.	Single	200	320	400
	Campaign	330	530	660
<b>1804 Direct Response/Film Advertising</b>				
What is it? Direct film ads. Drive a specific 'call to action' or target a specific audience.	Single	370	590	740
	Campaign	635	1015	1270
<b>1805 Direct Response/Ambient</b>				
What is it? Non-traditional, out-of-home direct marketing. Drives a specific 'call to action' or targets a specific audience.	Single	295	470	590
What can I enter? Stunts, special builds, street furniture, live events, pop-up shops...				
<b>1806 Direct Response/Press &amp; Poster</b>				
What is it? Direct press or poster ads. Drive a specific 'call to action' or target a specific audience.	Single	255	410	510
	Campaign	455	730	910
<b>1807 Direct Mail</b>				
What is it? Physical direct mail that drives a specific 'call to action' or targets a specific audience.	Single	255	410	510
	Campaign	455	730	910
What can I enter? Door drops and direct mail of very low volume (1-500 pieces), low volume (501-10,000 pieces), medium volume (10,001-100,000 pieces) and high volume (over 100,000 pieces).				
<b>1808 Direct Product &amp; Service *</b>				
What is it? A product or service that illicit a direct response from users.	Single	255	410	510
	Campaign	455	730	910
<b>1809 Direct Acquisition &amp; Retention *</b>				
What is it? Direct campaigns that initiate a targeted drive towards a business, company or product in order to establish a consumer relationship or encourage customer loyalty.	Single	255	410	510
	Campaign	455	730	910
<b>1810 Direct Innovation *</b>				
What is it? Campaigns or work that innovate the medium by eliciting a direct response in a new and innovative way	Single	255	410	510
What else do I need to know? Entries must demonstrate how the work has taken an existing method and innovated it.				

Film Advertising		£	€	\$
1901 TV Commercials 1-20 seconds	Single	370	590	740
1902 TV Commercials 21-40 seconds	Single	370	590	740
1903 TV Commercials 41-60 seconds	Single	370	590	740
1904 TV Commercials 61-120 seconds	Single	370	590	740
1905 TV Commercials 121-240 seconds	Single	370	590	740
1906 TV Commercials Over 240 seconds	Single	370	590	740
1907 Cinema Commercials 1-20 seconds	Single	370	590	740
1908 Cinema Commercials 21-40 seconds	Single	370	590	740
1909 Cinema Commercials 41-60 seconds	Single	370	590	740
1910 Cinema Commercials 61-120 Seconds	Single	370	590	740
1911 Cinema Commercials 121-240 seconds	Single	370	590	740
1912 Cinema Commercials Over 240 seconds	Single	370	590	740
1913 TV Commercial Campaigns	Campaign	635	1015	1270
1914 Cinema Commercial Campaigns	Campaign	635	1015	1270
1915 TV Programme Promotions	Single	370	590	740
	Campaign	635	1015	1270
1916 TV & Cinema Title Sequences				
What is it? Title sequences showing the credits at the beginning or end of a film or TV programme.	Single	200	320	400
1917 Film Sponsorship Credits	Single	370	590	740
	Campaign	635	1015	1270
1918 Tactical Film Advertising				
What is it? Film advertising that use the popularity of a specific news story or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news.	Single	370	590	740
What can I enter? TV commercials, cinema commercials, etc.	Campaign	635	1015	1270
What else do I need to know? This category is not for branded film content, enter this into the Branded Film Content & Entertainment category instead.				
1919 Public Service Commercials *	Single	370	590	740
What is it? Film advertising promoting public awareness, safety or services.	Campaign	635	1015	1270
1920 Interactive Film Advertising *	Single	370	590	740
What is it? Film advertising that prompts interaction from the viewer.	Campaign	635	1015	1270
1921 Use of Second Screens *				
What is it? Film advertising where tablets, mobile phones or other secondary devices are used in parallel.	Single	370	590	740
	Campaign	635	1015	1270

Film Advertising (continued)		£	€	\$	
1922 Other Screens					
What is it?	Film advertising that's shown on a screen other than TV, cinema or online.	Single	370	590	740
What can I enter?	Film ads shown on outdoor screens, at events, in presentations, on airplanes.	Campaign	635	1015	1270
1923 Film Advertising Innovation *					
What is it?	Film advertising that Innovates existing tools or new technologies or tools to push the boundaries of film advertising.	Single	370	590	740
Film Advertising Crafts					
2001 Animation for Film Advertising					
What is it?	Animation for film ads. Could be cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modelled, rigged and animated.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
What else do I need to know?	Ads with 3D elements (e.g. fire, particles, water) should be entered into the Special Effects category.				
2002 Cinematography for Film Advertising					
What is it?	Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
2003 Direction for Film Advertising					
What is it?	Work that brings an idea to life through the director's innovation and vision.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions.	Campaign	635	1015	1270
2004 Editing for Film Advertising					
What is it?	Work that brings an idea to life through the innovation and flair in the editing.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
2005 Production Design for Film Advertising					
What is it?	Production design (set design, location builds, etc.) that brings an idea to life.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
2006 Sound Design for Film Advertising					
What is it?	Sound design that is integral to the work and brings the idea to life.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
2007 Special Effects for Film Advertising					
What is it?	Special effects for film ads. Includes practical elements of the production design that take place in-camera, e.g. model-making and explosions. Also includes effects added after filming, e.g. digital effects, CGI and compositing.	Single	370	590	740
What can I enter?	Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270

Film Advertising Crafts (continued)		£	€	\$
<b>2008 Use of Music for Film Advertising</b>				
What is it? Work where the musical score brings the idea to life, and works perfectly with the picture.	Single	370	590	740
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
<b>2009 Casting for Film Advertising</b>				
What is it? Work that brings an idea to life through the pre-production process of casting.	Single	370	590	740
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions, TV & cinema title sequences.	Campaign	635	1015	1270
<b>Graphic Design</b>		£	€	\$
<b>2101 Integrated Graphics</b>				
What is it? Graphic design work with one concept applied across a range of formats. For example the poster, programme, and email invitation for an event.	Campaign	185	295	370
<b>2102 Moving Image (Graphic Design)</b>				
What is it? Graphic design for offline moving image work.	Single	110	175	220
What can I enter? Concert graphics, presentations, animated signage...	Campaign	185	295	370
<b>2103 Digital &amp; Mobile</b>				
What is it? Graphic design for websites, mobile and other digital platforms.	Single	110	175	220
What can I enter? Sites, mobile sites, apps, digital installations.				
<b>2104 Catalogues &amp; Brochures</b>				
What can I enter? Catalogues, brochures, manuals, instruction booklets, reference guides...	Single	110	175	220
	Campaign	185	295	370
<b>2105 Annual Reports</b>				
What can I enter? Both printed and digital annual reports.	Single	110	175	220
<b>2106 Calendars</b>				
What can I enter? Both printed and digital calendars.	Single	110	175	220
<b>2107 Leaflets</b>				
What can I enter? Leaflets, flyers.	Single	110	175	220
	Campaign	185	295	370
<b>2108 Direct Mail (Graphic Design)</b>				
	Single	110	175	220
	Campaign	185	295	370
<b>2109 Greeting Cards &amp; Invitations</b>				
	Single	110	175	220
	Campaign	185	295	370
<b>2110 CD, DVD &amp; Record Sleeves</b>				
	Single	110	175	220
	Campaign	185	295	370
<b>2111 Stamps</b>				
What can I enter? Postage stamps and related design.	Single	110	175	220
<b>2112 Stationery</b>				
	Single	110	175	220
<b>2113 Applied Print Graphics</b>				
What can I enter? Anything that doesn't fit into the other Graphic Design categories: tickets, menus, mugs, shopping bags, clothing, coins..	Single	110	175	220
	Campaign	185	295	370

Graphic Design (continued)		£	€	\$
<b>2114 Printed Games *</b>	Single	110	175	220
What can I enter? Cards, Board Games...	Campaign	185	295	370
<b>2115 Posters (Graphic Design)</b>	Single	110	175	220
What can I enter? Both single and double-sided posters.	Campaign	185	295	370
<b>2116 Logos</b>	Single	110	175	220
What is it? Single logos or families of logos. Could be static or in-motion.				
<b>2117 Point of Sale (Graphic Design)</b>				
What is it? Promotional material at the point of sale.	Single	110	175	220
What else do I need to know? This category is not for posters . enter these into the Posters (Graphic Design) category instead.				
<b>2118 Wayfinding &amp; Environmental Graphics</b>				
What is it? Signage, wayfinding and information graphics. Also graphic design that enhances a space (often large in scale).	Single	110	175	220
What can I enter? Environmental graphics for exhibitions, hospitals, offices, shops...				
<b>2119 Data Visualisation *</b>				
What is it? Any printed or digital work that brings data to life through data visualisation.	Single	110	175	220
What else do I need to know? The depiction of data should make the comprehension of the topic it is illustrating easier than other mediums.	Campaign	185	295	370
Integrated & Innovative Media		£	€	\$
<b>2201 Integrated - Small Business (under 50 employees)</b>				
What is it? Campaigns that promote a business, cause, individual, or brand, by deploying an idea or message across a variety of mediums, e.g. TV, print, online, mobile, ambient stunts, etc.	Campaign	595	950	1190
What else do I need to know? Campaigns should be for small businesses (up to 50 employees).				
<b>2202 Integrated - Medium Business (51-500 employees)</b>				
What is it? Campaigns that promote a business, cause, individual, or brand, by deploying an idea or message across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.	Campaign	595	950	1190
What else do I need to know? Campaigns should be for medium-sized businesses (51-500 employees).				
<b>2203 Integrated - Large Business (over 500 employees)</b>				
What is it? Campaigns that promote a business, cause, individual, or brand, by deploying an idea or message across a variety of mediums, e.g. TV, print, online, mobile, ambient stunts, etc.	Campaign	595	950	1190
What else do I need to know? Campaigns should be for large businesses (over 500 employees).				
<b>2204 Earned Media - Small Business (under 50 employees)</b>				
What is it? A campaign idea so engaging that consumers and press take it up and spread the word through PR, social media, editorial, etc. The campaign effectively uses these unpaid channels to create a buzz.	Campaign	595	950	1190
What else do I need to know? Campaigns should be for small businesses (up to 50 employees).				

Integrated & Innovative Media (continued)		£	€	\$
<b>2205 Earned Media - Medium Business (50-500 employees)</b>				
What is it? A campaign idea so engaging that consumers and press take it up and spread the word through PR, social media, editorial, etc. The campaign effectively uses these unpaid channels to create a buzz.	Campaign	595	950	1190
What else do I need to know? Campaigns should be for medium-sized businesses (51-500 employees).				
<b>2206 Earned Media - Large Business (over 500 employees)</b>				
What is it? A campaign idea so engaging that consumers and press take it up and spread the word through PR, social media, editorial, etc. The campaign effectively uses these unpaid channels to create a buzz.	Campaign	595	950	1190
What else do I need to know? Campaigns should be for large businesses (over 500 employees).				
<b>2207 Innovative Media</b>				
What is it? Campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.	Campaign	595	950	1190
Magazine & Newspaper Design		£	€	\$
<b>2301 Trade Magazines*</b>				
	Single	105	170	210
What is it? This category is specifically for business-to-business magazines or magazines related to a specific trade or sector.	Campaign	170	270	340
<b>2302 Consumer Magazines</b>				
What is it? This category is for magazines available at major outlets.	Single	105	170	210
What else do I need to know? Magazines by independent companies should be entered in independent publications.	Campaign	170	270	340
<b>2303 Independent Magazines</b>				
What can I enter? Independently-owned magazines.	Single	105	170	210
What else do I need to know? Includes magazines available at select shops or with a small circulation number.	Campaign	170	270	340
<b>2304 Entire Newspapers</b>				
	Single	105	170	210
	Campaign	170	270	340
<b>2305 Magazine Front Covers</b>				
	Single	105	170	210
	Campaign	170	270	340
<b>2306 Newspaper Front Covers</b>				
	Single	105	170	210
	Campaign	170	270	340
<b>2307 Magazine Sections</b>				
	Single	105	170	210
	Campaign	170	270	340
<b>2308 Newspaper Sections</b>				
	Single	105	170	210
	Campaign	170	270	340
<b>2309 Magazine Supplements</b>				
What is it? Separate publications inserted into a magazine as supplements of the main publication.	Single	105	170	210
	Campaign	170	270	340
<b>2310 Newspaper Supplements</b>				
What is it? Separate publications inserted into a newspaper as supplements of the main publication.	Single	105	170	210
	Campaign	170	270	340

Magazine & Newspaper Design (continued)		£	€	\$
<b>2311 Digital Magazines</b>	Single	105	170	210
What is it? Online, mobile, or e-reader magazines and newspapers that have no printed version.	Campaign	170	270	340
<b>2312 Digital Newspapers</b>	Single	105	170	210
What is it? Online, mobile or e-reader newspapers that have no printed version.	Campaign	170	270	340
<b>2313 Print with Digital - Magazines</b>	Single	105	170	210
What is it? Magazines with both digital and printed versions.	Campaign	170	270	340
<b>2314 Print with Digital - Newspapers</b>	Single	105	170	210
What is it? Newspapers with both digital and printed versions.	Campaign	170	270	340
<b>Media *</b> The media category focuses on the strategies used or offered by agencies and media owners. Campaigns will be awarded on the merit of their creative use of a specific medium or channel as a creative tool to achieve maximum efficiency, visibility, and impact for a client.				
<b>2401 Use of User Generated Content</b>				
What can I enter? Campaigns that use social video and social media content created by users and consumers themselves.	Campaign	285	455	570
<b>2402 Use of Print</b>				
What can I enter? Posters, leaflets, flyers, magazine and newspaper ads.	Campaign	285	455	570
<b>2403 Use of Audio Platforms</b>				
What can I enter? Media campaigns that use radio, podcasts, or similar audio (streaming or otherwise) as the creative medium of choice.	Campaign	285	455	570
<b>2404 Use of Screens</b>				
What is it? Campaigns that use TV, cinema, outdoor, exhibition screens...	Campaign	285	455	570
<b>2405 Use of Branded Content</b>				
What can I enter? Branded content that is released online, on TV, or at cinemas.	Campaign	285	455	570
<b>2406 Use of Outdoor</b>				
What is it? This category is for out-of-home digital and print advertising.	Campaign	285	455	570
<b>2407 Use of Ambient</b>				
What is it? Campaigns that use non-traditional, out-of-home tactics.	Campaign	285	455	570
What can I enter? Special builds, street furniture, live events, pop-up shops...				
<b>2408 Use of Events</b>				
What is it? Use of event to build brands and brand reputation.	Campaign	285	455	570
<b>2409 Use of Sponsorship</b>				
	Campaign	285	455	570
<b>2410 Use of Social Platforms</b>				
What is it? Media work led by Twitter, Facebook, Google+, Tumblr...	Campaign	285	455	570
<b>2411 Use of Mobile Devices</b>				
What is it? Campaigns that meet a business need through the specific use of mobile devices (iPad, mobile phone, smart watch...).	Campaign	285	455	570
<b>2412 Use of Technology</b>				
	Campaign	285	455	570

Media (continued)		£	€	\$
<b>2413 Use of Digital Content</b>				
What is it? Campaigns that use different types of digital media space to deliver a solution. Eg.: Banners, online ads, widgets, pop ups, social content, etc).	Campaign	285	455	570
<b>2414 Use of Integrated Media</b>				
What is it? Campaigns that meet a business need through the integrated use of different mediums.	Campaign	285	455	570
<b>2415 Use of Data</b>				
	Campaign	285	455	570
<b>2416 Use of PR</b>				
What is it? Work and/or services that meet(s) a business need through the integrated use of PR.	Campaign	285	455	570
<b>2417 Use of Product &amp; Service</b>				
What is it? Best media campaign for products and services. E.g.: FMCG, durable goods, financial products, cars...	Campaign	285	455	570
<b>2418 Use of Programmatic</b>				
What is it? Media campaigns that use technology to automate buying, placement and optimisation.	Campaign	285	455	570
<b>Mobile Marketing</b>				
<b>2501 Integrated Mobile Campaigns</b>				
What is it? Integrated campaigns driven by a core mobile element. Must include the use of a few different platforms, e.g. sites, banners, social media. Offline elements are accepted if they work with the mobile part of the campaign.	Campaign	455	730	910
<b>2502 Mobile Adverts</b>				
What is it? A single ad, or a campaign of ads designed for mobile platforms.	Single	260	415	520
What can I enter? Mobile site banners, SMS ads, iAds, mobile takeover ads.	Campaign	455	730	910
<b>2503 Mobile Apps</b>				
What is it? Apps designed for mobile platforms. What can I enter? Games, tools, etc.	Single	260	415	520
<b>2504 Mobile Websites</b>				
What is it? Websites optimised for mobile platform.	Single	260	415	520
<b>2505 Mobile Games *</b>				
What is it? Branded games that are optimised for mobile platforms.	Single	260	415	520
<b>2506 Use of Social Media on Mobile *</b>				
What is it? Social media campaigns optimised for mobile platforms.	Single	260	415	520
	Campaign	455	730	910
<b>2507 Innovative Use of Mobile Technology</b>				
What is it? Work that pushes the boundaries of what can be done with mobile technology, using it in a novel way.	Single	260	415	520
What can I enter? Work that uses GPS, networked games, augmented mobile experiences.				



Music Videos		£	€	\$
<b>2601 Music Videos</b>				
<b>What is it?</b> Music videos, including interactive videos.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2602 Interactive Music Videos</b>				
<b>What is it?</b> Music videos that prompt interaction from the viewer.	Single	85	135	170
<b>What can I enter?</b> Interactive sites for computers or mobiles.				
<b>2603 Animation for Music Videos</b>				
<b>What is it?</b> Animation for music videos. Could be cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modelled, rigged and animated. Videos with 3D elements (e.g. fire, particles, water) should be entered into the Special Effects category.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2604 Cinematography for Music Videos</b>				
<b>What is it?</b> Music videos where the idea is brought to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2605 Editing for Music Videos</b>				
<b>What is it?</b> Music videos where the idea is brought to life through the innovation and flair in the editing.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2606 Special Effects for Music Videos</b>				
<b>What is it?</b> Special effects for music videos. Includes practical elements of the production design that take place in-camera, e.g. model-making and explosions. Also includes effects added after filming, e.g. digital effects, CGI and compositing.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2607 Direction for Music Videos</b>				
<b>What is it?</b> Music videos where the idea is brought to life through the director's innovation and vision.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2608 Production Design for Music Videos</b>				
<b>What is it?</b> Music videos where the idea is brought to life through the production design (set design, location builds, etc.)	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				
<b>2609 Choreography for Music Videos *</b>				
<b>What is it?</b> Music videos where the idea is brought to life through the quality, composition and style of the choreography.	Single	85	135	170
<b>What else do I need to know?</b> This category is strictly for music videos promoting a band or artist.				

Outdoor Advertising		£	€	\$
<b>2701 Ambient</b>				
<b>What is it?</b> Non-traditional, out-of-home marketing. Must stand alone to communicate the idea. Experienced in the real world, not online.				
<b>What can I enter?</b> Stunts, special builds, street furniture, live events, pop-up shops, temporary installations...	Single	295	470	590
<b>What else do I need to know?</b> This category is for stand-alone ambient work. Campaigns with ambient elements should be entered into the Integrated category instead. If you enter a piece of work here, don't also enter it into another Outdoor Advertising category.				
<b>2702 Poster Advertising/Enhanced Posters</b>				
<b>What is it?</b> Posters on conventional poster sites that have been modified, added to, or adapted for the purpose of a specific ad.	Single	255	410	510
<b>What can I enter?</b> Moving image and digital posters, 3D billboards, specially powered posters, posters using unconventional materials...				
<b>2703 Poster Advertising/Digital Screens</b> *	Single	255	410	510
<b>2704 Poster Advertising/Interactive Sites</b> *				
<b>What is it?</b> Posters that prompt interaction from the viewer	Single	255	410	510
<b>What can I enter?</b> Physically interactive, Use of Live Updates, Interacting via social media.				
<b>2705 Poster Advertising/Existing Sites</b>	Single	255	410	510
<b>What is it?</b> Posters on conventional outdoor poster sites, e.g. billboards or ad shells.				
<b>2706 Poster Advertising/Free Format</b>				
<b>What is it?</b> Standard posters that aren't on an outdoor poster site, usually smaller in scale.	Single	255	410	510
<b>What can I enter?</b> Indoor posters, point of sale posters...				
<b>2707 Outdoor Advertising/Tactical</b>				
<b>What is it?</b> Rapid response outdoor advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.	Single	255	410	510
<b>What can I enter?</b> Ambient advertising and posters				
<b>2708 Poster Advertising Campaigns</b>	Campaign	455	730	910
<b>What is it?</b> A campaign of posters. These can be of the same or different formats.				
Packaging Design		£	€	\$
<b>2801 Luxury Packaging Design</b> *	Single	110	175	220
<b>What is it?</b> Packaging for high end brands or limited edition items.	Campaign	185	295	370
<b>2802 Consumer Packaging Design</b>	Single	110	175	220
<b>What can be entered?</b> Packaging designs for FMCG, consumer electronics and other products available in mainstream retail spaces.	Campaign	185	295	370
<b>2803 Inclusive Packaging Design</b> *	Single	110	175	220
<b>What is it?</b> Packaging designed to appeal to a broad, non restrictive audience.	Campaign	185	295	370
<b>What else do I need to know?</b> This is also known as universal product design.				
<b>2804 Structural Packaging Design</b>	Single	110	175	220
<b>What is it?</b> The design of the shape and form of a piece of packaging, with a focus on functionality.	Campaign	185	295	370

Packaging Design (continued)		£	€	\$
<b>2805 Innovative Packaging Design</b>	Single	110	175	220
What is it? The use of new technologies and materials to create an innovative piece of packaging.	Campaign	185	295	370
<b>2806 Sustainable Packaging Design</b>	Single	110	175	220
What is it? Eco-friendly packaging design that meets many of the requirements for a sustainable piece of packaging, e.g. packaging that is functional, cost effective, logistically and energy efficient, uses renewable resources, is recyclable, etc.	Campaign	185	295	370
<b>PR *</b> This category rewards PR as an agent in the delivery of creative solutions for brands, products, and businesses. Judges will reward creative communications and campaigns and their innovative use of media.				
<b>2901 Creative Use of Media</b>				
What is it? PR campaigns that effectively use media in a creative way.	Campaign	285	455	570
What else do I need to know? Campaigns have cost under £60k.				
<b>2902 Creative B2B Campaign - Low Budget - Under 60k</b>				
What is it? Low budget business to business campaigns.	Campaign	285	455	570
What else do I need to know? Campaigns must be under £60k.				
<b>2903 Creative B2B Campaign - High Budget - Over 60k</b>				
What is it? High budget business to business campaigns.	Campaign	285	455	570
What else do I need to know? Campaigns must be over £60k.				
<b>2904 Creative B2C Campaign - Low Budget - Under 60k</b>				
What is it? Low budget business to consumer campaigns.	Campaign	285	455	570
What else do I need to know? Campaigns must be under £60k.				
<b>2905 Creative B2C Campaign - High Budget - Over 60k</b>				
What is it? High budget business to consumer campaigns.	Campaign	285	455	570
What else do I need to know? Campaigns must be over £60k.				
<b>2906 Best In-Market Campaign</b>				
What is it? Campaigns targeted at one specific linguistic or geographical market.	Campaign	285	455	570
<b>2907 Best Multi-Market Campaign</b>				
What is it? Campaigns targeted at several specific linguistic or geographical markets.	Campaign	285	455	570
<b>2908 Use of Events</b>				
What is it? Use of event to build the reputation of the brand.	Campaign	285	455	570
<b>2909 Use of Digital &amp; Social Media</b>				
What is it? Campaigns, policies, or initiatives that use social media and similar digital media to communicate their message.	Campaign	285	455	570
<b>2910 Use of Media Relations</b>				
	Campaign	285	455	570
<b>2911 Use of Data</b>				
What is it? Work and/or services that meet(s) a business need through the integrated use of data and analytics.	Campaign	285	455	570
<b>2912 Use of Budget</b>				
What is it? Campaigns that make the most effective use of the allocated budget.				
What else do I need to know? Judges will be looking for the best effective use of budget.	Campaign	285	455	570

PR (continued)		£	€	\$
<b>2913 Best Public Affairs Campaign</b>	Campaign	285	455	570
<b>2914 Best Integrated Campaign</b> <b>What is it?</b> PR campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.	Campaign	285	455	570
<b>2915 Best Reactive Response</b> <b>What is it?</b> Campaigns that use the popularity of a specific news story, viral video, or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news.	Campaign	285	455	570
<b>2916 Best Product Launch</b> <b>What is it?</b> PR campaigns that successfully launch or relaunch a specific product.	Campaign	285	455	570
<b>2917 Crisis Management</b> <b>What is it?</b> Campaigns with the most effective management of an issue or crisis.	Campaign	285	455	570
<b>2918 Social Responsibility</b> <b>What is it?</b> Campaigns or initiatives aimed at raising the profile of a social responsibility concern.	Campaign	285	455	570
<b>Product Design</b>		£	€	\$
<b>3001 Consumer Product Design</b>	Single	190	305	380
<b>3002 Furniture &amp; Lighting Design</b>	Single	190	305	380
<b>3003 Industrial Product Design</b>	Single	190	305	380
<b>3004 3D Printed Products *</b> <b>What is it?</b> Products that have been manufactured using 3D printing technology.	Single	190	305	380
<b>3005 Inclusive Product Design *</b> <b>What is it?</b> Products designed to appeal to a broad, non restrictive audience. Those products should be universally usable, accessible, and affordable. <b>What else do I need to know?</b> This is also known as universal product design.	Single	190	305	380
<b>3006 Wearable Technology *</b> <b>What is it?</b> Products that use technology that is worn on a person. <b>What can I enter?</b> Podometres, virtual reality sets, watches, glasses...	Single	190	305	380
<b>3007 Interactive Design for Products</b> <b>What is it?</b> Design of an interface that allows interaction between product and user. Both the interface and product/infrastructure will be judged as a whole. <b>What else do I need to know?</b> This category is not for stand-alone software.	Single	190	305	380
<b>3008 Innovative Product Design</b> <b>What is it?</b> The use of new technologies and materials to create an innovative product.	Single	190	305	380
<b>3009 Sustainable Product Design</b> <b>What is it?</b> Eco-friendly product design with a final product that meets many of the sustainability requirements, e.g., it's functional, cost effective, logistically and energy efficient, uses renewable resources, is recyclable etc.	Single	190	305	380

Press Advertising		£	€	\$
<b>3101 Press Advertising</b>	Single	255	410	510
<b>3102 Press Advertising Campaigns</b>	Campaign	455	730	910
<b>3103 Tactical Press Advertising</b> What is it? Rapid response press advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.	Single	255	410	510
	Campaign	455	730	910
<b>3104 Trade Press Advertising*</b> What is it? Press advertising that is placed in a trade publication.	Single	255	410	510
	Campaign	455	730	910
<b>3105 Public Service Press Advertising*</b> What is it? Press advertisements intended to raise awareness or inform the general public about a public concern.	Single	255	410	510
	Campaign	455	730	910
<b>3106 Inserts &amp; Wraps for Press Advertising</b> What can I enter? Wraps of an entire publication, leaflets inserted in a publication...	Single	255	410	510
	Campaign	455	730	910
Radio Advertising		£	€	\$
<b>3201 Radio Advertising 0-30 seconds</b>	Single	200	320	400
<b>3202 Radio Advertising over 30 seconds</b>	Single	200	320	400
<b>3203 Tactical Radio Advertising</b> What is it? Rapid response radio advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.	Single	200	320	400
	Campaign	325	520	650
<b>3204 Radio Advertising Campaigns</b>	Campaign	325	520	650
<b>3205 Sound Design &amp; Use of Music for Radio Advertising</b>	Single	200	320	400
	Campaign	325	520	650
<b>3206 Innovative Use of Radio</b> What is it? Work that pushes the boundaries of the radio medium, using it in a novel way to promote a brand.	Single	200	320	400
	Campaign	325	520	650
<b>3207 Use of Branded Audio Content*</b> What is it? Original audio content created to promote a brand. What can I enter? Podcasts and streaming or programmes.	Single	200	320	400
	Campaign	325	520	650
Spatial & Experiential Design		£	€	\$
<b>3301 Exhibition Design</b> What is it? Design of permanent or temporary exhibitions. What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.	Single	190	305	380
<b>3302 Installation Design</b> What is it? Temporary or permanent installations. Must create an experience around the brand or organisation. May or may not be interactive. Could be stand-alone or part of an exhibition. Could also be a fully immersive environment. What else do I need to know? This category is not for ambient advertising or work that is purely web-based.	Single	190	305	380

Spatial & Experiential Design (continued)		£	€	\$
<b>3303 Hospitality Design *</b>				
What is it? Design for hospitality spaces, including bars, cafés, hotels, leisure centers, nightclubs, pubs, restaurants, serviced apartments...	Single	190	305	380
<b>3304 Retail Design *</b>				
What is it? Design of retail spaces including pop up shops and permanent spaces.	Single	190	305	380
What else do I need to know? Standalone retail installations or experiences should be entered in installation design.				
<b>3305 Set Design *</b>				
What is it? Design of sets used for theatre, film and tv, set design to support launch events...	Single	190	305	380
<b>3306 Trade Show &amp; Exposition Design *</b>				
What is it? Design of trade stands and exposition.	Single	190	305	380
What else do I need to know? This sub-category is for commercial or trade events, please do not enter any exhibition design.				
<b>3307 Design for Public Spaces</b>				
What is it? Design of brand related interventions in public community spaces. (Neither exhibitions nor installations.)				
What can I enter? Street furniture, bus stops, public toilets, parks, libraries, leisure centres...	Single	190	305	380
What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.				
<b>3308 Experiential Design *</b>				
What is it? Design of products, processes, services, events, and environments with a focus on the positive brand perception created by the quality of the consumer experience.	Single	190	305	380
<b>Creativity for Good (White Pencil)</b>		£	€	\$
<b>3401 Advertising &amp; Marketing Communications - Brand</b>				
What is it? Advertising that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand. 'We do well by doing good' Lord Leverhulme.	Single	165	265	330
What can I enter? Both advertising or marcoms campaigns and individual executions.				
What else do I need to know? Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.				
<b>3402 Advertising &amp; Marketing Communications - Not for Profit</b>				
What is it? Advertising and marcoms for charities or NGO's. 'We do well by doing good' Lord Leverhulme.	Single	165	265	330
What can I enter? Advertising or marcoms campaigns, individual executions and public service announcements.				
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
<b>3403 Design - Brands</b>				
What is it? Design that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand. 'We do well by doing good' Lord Leverhulme.	Single	165	265	330
What can I enter? Pieces of design, products...				
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				

Creativity for Good (White Pencil) (continued)		£	€	\$
<b>3404 Design - Not for Profit</b>				
What is it? Design for charities or NGOs. 'We do well by doing good' Lord Leverhulme.				
What can I enter? Pieces of design, products, etc.	Single	165	265	330
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
<b>3405 Service Innovations</b>				
What is it? Innovative service products that seek to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand.				
'We do well by doing good' Lord Leverhulme.	Single	165	265	330
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
<b>Writing for Advertising</b>				
<b>3501 Writing for Film Advertising</b>				
What is it? Scripts for and visible copy within TV or cinema ads.				
What can I enter? TV and cinema ads, long form content (over 4 minutes), online branded films, programme promotions and sponsorship credits.	Single	370	590	740
What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	635	1015	1270
<b>3502 Writing for Digital Marketing</b>				
What can I enter? Banner ads, campaign sites, games...				
What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Single	250	400	500
	Campaign	455	730	910
<b>3503 Writing for Social Media</b>				
What is it? Short or long copy designed for social media channels.				
What can I enter? Branded or marketing copy used on public social media sites.	Single	250	400	500
	Campaign	455	730	910
<b>3504 Writing for Mobile Marketing</b>				
What can I enter? Mobile ads, apps and sites, iAds.				
What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Single	250	400	500
	Campaign	455	730	910
<b>3505 Writing for Press Advertising</b>				
What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.				
	Single	250	400	500
	Campaign	455	730	910
<b>3506 Writing for Poster Advertising</b>				
	Single	250	400	500
	Campaign	455	730	910
<b>3507 Writing for Radio Advertising</b>				
	Single	200	320	400
	Campaign	325	520	650
<b>3508 Writing for Branded Editorial *</b>				
What is it? Print or digital long form branded writing created for promotional purposes.				
What can I enter? Blog posts, articles, listicles...	Single	250	400	500
What else do I need to know? This is for media sites, sponsored personal sites, or brand-owned websites. Copy written for major social networks should be entered into Writing for Social Media.	Campaign	455	730	910
<b>3509 Writing for Direct</b>				
What can I enter? Direct mail; print, radio, TV, cinema, mobile and online ads...				
What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Single	250	400	500
	Campaign	455	730	910



Writing for Design		£	€	\$
<b>3601 Writing for Integrated Graphics</b>				
<b>What is it?</b> Writing for graphic design work with one concept applied across a range of formats. For example the poster, programme, and email invitation for an event.	Campaign	190	305	380
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.				
<b>3602 Writing for Packaging Design</b>				
<b>What is it?</b> Long or short packaging design copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single	110	175	220
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	190	305	380
<b>3603 Writing for Point of Sale</b>				
<b>What is it?</b> Writing for promotional materials at the point of sale.	Single	110	175	220
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations. This category is not for posters, enter these into the Posters (Graphic Design) category instead.	Campaign	190	305	380
<b>3604 Writing for Poster Design</b>				
<b>What is it?</b> Long or short copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single	110	175	220
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	190	305	380
<b>3605 Writing for Printed Materials &amp; Graphic Communications</b>				
<b>What is it?</b> Long or short copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single	110	175	220
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	190	305	380
<b>3606 Writing for Wayfinding &amp; Environmental Graphics</b>				
<b>What is it?</b> Long or short form writing for signage, wayfinding and information graphics and graphic design that enhances a space (often large in scale).	Single	110	175	220
<b>What can I enter?</b> Environmental graphics for exhibitions, hospitals, offices, shops...	Campaign	190	305	380
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.				
<b>3607 Writing for Branding Schemes</b>				
<b>What is it?</b> Long or short form writing for the brand identity for an organisation.	Campaign	190	305	380
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.				
<b>3608 Writing for Brand Expression</b>				
<b>What is it?</b> Writing on Stationery, catalogues, brand handbooks, packaging, trophies...	Single	110	175	220
<b>What else do I need to know?</b> This category is not for posters or press ads – enter these into the Outdoor Advertising or Press Advertising juries instead.	Campaign	190	305	380
<b>3609 Writing for Brand Experience &amp; Environments</b>				
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Single	110	175	220
	Campaign	190	305	380
<b>3610 Writing for Multi Platform TV &amp; Programme Branding</b>				
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	190	305	380



Writing for Design (continued)		£	€	\$
<b>3611 Writing for Channel Branding &amp; Identity</b>				
<b>What is it?</b> Writing for channel identities or elements of them, e.g. stings or idents.	Single	110	175	220
<b>What else do I need to know?</b> This category is not for the branding of individual TV programmes, enter these into the Brand Expression in Moving Image category instead. This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	190	305	380
<b>3612 Writing for Websites</b>				
<b>What is it?</b> Copy that is integral to the design of a website or piece of digital work, and helps bringing the creative idea to life.	Single	110	175	220
<b>What can I enter?</b> Websites, apps, digital installations...				
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.				
<b>3613 Writing for Apps &amp; Digital Design</b>				
	Single	110	175	220
<b>What else do I need to know?</b> This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.	Campaign	190	305	380
<b>3614 Verbal Identity*</b>				
	Single	110	175	220
<b>What is it?</b> The way in which a company or product is named. In particular, how the name is conceived for its target audience(s) and if it is trademark registrable.	Campaign	190	305	380