



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.		Single	250	400	500
What can I enter? 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 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? 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 jury instead.		Campaign	450	720	900
1006 Art Direction for Mobile Marketing	Single	250	400	500	
	Campaign	450	720	900	
What can I enter? Mobile ads, apps and sites, SMS ads...					
1007 Art Direction for Direct	Single	250	400	500	
	Campaign	450	720	900	
Branded Film Content & Entertainment		£	€	\$	
1101 Branded Film Content & Entertainment - Fiction up to 5 mins					
What is it? Fiction branded films of up to 5 minutes.		Single	370	590	740
What can I enter? Viral films, interactive films, spots hosted on sites, short form content. Film content released online, on TV or at the cinema can be entered here, including VOD and streaming content.		Campaign	635	1015	1270
1102 Branded Film Content & Entertainment - Fiction 6-15 mins					
What is it? Fiction branded films of between 6 and 15 minutes.		Single	370	590	740
What can I enter? Viral films, interactive films, 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
1103 Branded Film Content & Entertainment - Fiction 16-30 mins					
What is it? Fiction branded films of between 16 and 30 minutes.		Single	370	590	740
What can I enter? Viral films, interactive films. 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
1104 Branded Film Content & Entertainment - Fiction over 30 Mins					
What is it? Fiction branded films of over 30 minutes.		Single	370	590	740
What can I enter? Viral films, interactive films. 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

Branded Film Content & Entertainment (continued)		£	€	\$
1105 Branded Film Content & Entertainment - Fiction Film				
What is it? Long form branded.				
What can I enter? Viral films, interactive films, long 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
1106 Branded Film Content & Entertainment - Non-Fiction up to 5 mins				
What is it? Non-fiction (unscripted, documentary, reality series) branded films of up to 5 minutes.				
	Single	370	590	740
What can I enter? 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
1107 Branded Film Content & Entertainment - Non-Fiction 6-15 mins				
What is it? Non-fiction (unscripted, documentary, reality series) branded films of between 6 and 15 minutes.				
	Single	370	590	740
What can I enter? Viral films, interactive films. 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
1108 Branded Content & Entertainment - Non-Fiction 16-30 mins				
What is it? Non-fiction (unscripted, documentary, reality series) branded films of between 16 and 30 minutes.				
	Single	370	590	740
What can I enter? Viral films, interactive films. 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
1109 Branded Film Content & Entertainment - Non-Fiction over 30 Mins				
What is it? Non-fiction (unscripted, documentary, reality series) branded films of over 30 minutes.				
	Single	370	590	740
What can I enter? Viral films, interactive films, long 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
1110 Branded Film Content & Entertainment - Non-Fiction Film				
What is it? Long form branded documentaries.				
What can I enter? Viral films, interactive films, long 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
1111 Branded Film Content & Entertainment - Tactical				
What is it? 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
What can I enter? Branded online films, branded documentaries, branded films and TV programmes...	Campaign	635	1015	1270
1112 Branded Film Content & Entertainment - Gaming*				
What can I enter? Branded film content based on a game and released online, on TV or in cinemas, including VOD and streaming content.				
	Single	370	590	740
	Campaign	635	1015	1270
1113 Branded Film Content & Entertainment - Sponsored*				
What is it? Any form of branded entertainment films sponsored by a brand, service, or company.				
	Single	370	590	740
	Campaign	635	1015	1270
1114 Branded Film Content & Entertainment - Live Experience*				
What is it? Live events that make use of branded elements to create an experience.				
	Single	370	590	740
What else do I need to know? This is for film content screened, captured, or shared during a live event.	Campaign	635	1015	1270

Book Design		£	€	\$
1201 Trade Books				
What is it? 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
1202 Trade Covers				
What is it? 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
1203 Culture, Art & Design Books				
What is it? Books focusing on the arts, culture, design, fashion, lifestyle, and photography. What can I enter? Coffee table photography books, awards annuals, graphic design books, fashion books, cookbooks...	Single	105	170	210
	Campaign	170	270	340
1204 Culture, Art & Design Covers				
What is it? Cover design for books focusing on the arts, culture, design, fashion, lifestyle, and photography. What can I enter? Coffee table photography books, awards annuals, graphic design books, fashion books, cookbooks...	Single	105	170	210
	Campaign	170	270	340
1205 Children's & Young Adult Books				
What is it? Books for children and young adults specifically.	Single	105	170	210
	Campaign	170	270	340
1206 Children's & Young Adult Covers				
What is it? Covers design of books for children and young adults specifically.	Single	105	170	210
	Campaign	170	270	340
1207 Illustrated Books & Graphic Novels				
What is it? Books where illustration is a key component of the design. What can I enter? Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books.	Single	105	170	210
	Campaign	170	270	340
1208 Illustrated Books & Graphic Novels Covers				
What is it? The cover design for books where illustration is a key component of the design. What can I enter? Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books.	Single	105	170	210
	Campaign	170	270	340
1209 Specialist & Limited Edition Books				
What is it? Limited edition books (with a small print run or from small press publishers) or books on specialist topics (e.g. health, science, sports).	Single	105	170	210
	Campaign	170	270	340
1210 Specialist & Limited Edition Covers				
What is it? 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
1211 E-books & Digital Books				
What can I enter? Digital interactive books, apps, e-reader books, EPUBs... What else do I need to know? 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		£	€	\$
1301 Branding Schemes/Small Organisation				
What is it? 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
1302 Branding Schemes/Medium Organisation				
What is it? An entire brand identity for an organisation with 11-250 staff. Should express the brand through a number of platforms.	Campaign	370	590	740
1303 Branding Schemes/Large Organisation				
What is it? An entire brand identity for an organisation with over 250 staff. Should express the brand through a number of platforms.	Campaign	370	590	740
1304 Brand Expression in Print				
What can I enter? Stationery, catalogues, brand handbooks, packaging, trophies. What else do I need to know? This category is not for posters or press ads, enter these into the Outdoor Advertising or Press Advertising juries instead.	Single	210	335	420
1305 Brand Experience & Environments				
What is it? Branded experiences or environments (can be indoor or outdoor). Should be real world, not virtual. What can I enter? Shops, events, stunts.	Single	210	335	420
1306 Multi Platform TV Branding & Promotions				
What is it? Branding for a TV channel or programme that is integrated across various platforms, e.g. print, web, TV, etc. What else do I need to know? This category is not for single idents, enter these into the Channel Branding & Identity category instead.	Campaign	370	590	740
1307 Channel Branding & Identity				
What is it? Entire channel identities or elements of them, e.g. stings or idents. What else do I need to know? 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
1308 Brand Expression in Moving Image				
What is it? A piece of moving image work that communicates a brand or channel. What can I enter? In-flight films, corporate presentations, branded animations, idents, TV programme junctions... What else do I need to know? This category is not for TV and cinema ads, enter these into the TV & Cinema Advertising jury instead.	Single	210	335	420
1309 Digital Brand Expression				
What is it? Work that communicates a brand through a digital platform. What can I enter? Websites, mobile apps, games... What else do I need to know? 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		£	€	\$	
1401 Illustration for Advertising					
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
1402 Photography for Advertising					
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
1403 Digitally Enhanced Illustration for Advertising*					
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
1404 Digitally Enhanced Photography for Advertising*					
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
1405 Typography for Advertising					
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
1406 Animation & Illustration for Digital Marketing					
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
1407 Sound Design & Use of Music for Digital Marketing					
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
1408 Animation & Illustration for Mobile Marketing					
What can I enter?	Mobile ads, apps and sites, SMS ads...	Single	250	400	500
		Campaign	455	730	910
1409 Sound Design & Use of Music for Mobile Marketing					
What can I enter?	Mobile ads, apps and sites, SMS ads...	Single	250	400	500
		Campaign	455	730	910
Crafts for Design		£	€	\$	
1501 Illustration for Design					
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
1502 Photography for Design					
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.				
1503 Digitally Enhanced Illustration for Design*					
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)		£	€	\$
1504 Digitally Enhanced Photography for Design *	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
1505 Typography for Design	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
1506 Typefaces	Single	110	175	220
What is it? The design of a font family.				
1507 Animation & Illustration for Websites & Digital Design	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...				
1508 Sound Design & Use of Music for Websites & Digital Design	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		£	€	\$
1601 Websites	Single	260	415	520
What is it? Design of websites and microsites.				
1602 Apps	Single	260	415	520
What is it? Branded or promotional apps.				
What can I enter? Games, tools...				
1603 Digital Design	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.				
1604 Digital Installations	Single	260	415	520
What is it? Video installations or projections that create immersive environments. May or may not be interactive.				
1605 Connected Products	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.				
1606 User Experience Design (UX)	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...				
1607 User Interface Design (UI)	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...				
1608 Navigation Design	Single	260	415	520
What is it? The design of the navigation for a website or other digital work.				

Digital Design (continued)		£	€	\$	
1609 Mobile & Responsive Design					
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.				
1610 Mobile Interaction & Experience					
		Single	260	415	520
1611 Game Design *					
What is it?	The design of branded games and gaming platforms.	Single	260	415	520
1612 Technological Innovation					
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		£	€	\$	
1701 Integrated Digital Campaigns					
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
1702 Websites					
What is it?	Websites launched as part of a promotional campaign, not a brand's main site. Sometimes called microsites.	Single	270	430	540
1703 Digital Adverts					
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
1704 Online Adverts *					
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
1705 Digital Tools & Utilities					
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.				
1706 Games					
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
1707 Use of Social Media					
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
1708 Social Video *					
What is it?	Marketing campaigns or elements that use social video platforms including Snapchat, Vine, Instagram, Periscope, Meerkat...	Single	270	430	540
		Campaign	455	730	910

Digital Marketing (continued)		£	€	\$
1709 Innovative Use of Technology				
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
1710 Tactical Digital Marketing				
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		£	€	\$
1801 Direct Integrated Campaigns				
What is it? Integrated campaigns led by direct marketing. Drive a specific 'call to action' or target a specific audience.	Campaign	455	730	910
1802 Direct Response/Digital				
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...				
1803 Direct Response/Radio Advertising				
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
1804 Direct Response/Film Advertising				
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
1805 Direct Response/Ambient				
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...				
1806 Direct Response/Press & Poster				
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
1807 Direct Mail				
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).				
1808 Direct Product & Service *				
What is it? A product or service that elicits a direct response from users.	Single	255	410	510
	Campaign	455	730	910
1809 Direct Acquisition & Retention *				
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
1810 Direct Innovation *				
What is it? Work that innovates 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)		£	€	\$
2008 Use of Music for Film Advertising				
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
2009 Casting for Film Advertising				
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
Graphic Design		£	€	\$
2101 Integrated Graphics				
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
2102 Moving Image (Graphic Design)				
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
2103 Digital & Mobile				
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.				
2104 Catalogues & Brochures				
What can I enter? Catalogues, brochures, manuals, instruction booklets, reference guides...	Single	110	175	220
	Campaign	185	295	370
2105 Annual Reports				
What can I enter? Both printed and digital annual reports.	Single	110	175	220
2106 Calendars				
What can I enter? Both printed and digital calendars.	Single	110	175	220
2107 Leaflets				
What can I enter? Leaflets, flyers.	Single	110	175	220
	Campaign	185	295	370
2108 Direct Mail (Graphic Design)				
	Single	110	175	220
	Campaign	185	295	370
2109 Greeting Cards & Invitations				
	Single	110	175	220
	Campaign	185	295	370
2110 CD, DVD & Record Sleeves				
	Single	110	175	220
	Campaign	185	295	370
2111 Stamps				
What can I enter? Postage stamps and related design.	Single	110	175	220
2112 Stationery				
	Single	110	175	220
2113 Applied Print Graphics				
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)		£	€	\$
2114 Printed Games *	Single	110	175	220
What can I enter? Cards, board games...	Campaign	185	295	370
2115 Posters (Graphic Design)	Single	110	175	220
What can I enter? Both single and double-sided posters.	Campaign	185	295	370
2116 Logos	Single	110	175	220
What is it? Single logos or families of logos. Could be static or in-motion.				
2117 Point of Sale (Graphic Design)				
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.				
2118 Wayfinding & Environmental Graphics				
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...				
2119 Data Visualisation *				
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 clearer or easier than other mediums.	Campaign	185	295	370
Integrated & Innovative Media		£	€	\$
2201 Integrated - Small Business (under 50 employees)				
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
What else do I need to know? Campaigns should be for small businesses (up to 50 employees).				
2202 Integrated - Medium Business (50-500 employees)				
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
What else do I need to know? What else do I need to know? Campaigns should be for medium-sized businesses (50-500 employees).				
2203 Integrated - Large Business (over 500 employees)				
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
What else do I need to know? Campaigns should be for large businesses (over 500 employees).				
2204 Earned Media - Small Business (under 50 employees)				
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)		£	€	\$
2205 Earned Media - Medium Business (50-500 employees)				
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 (50-500 employees).				
2206 Earned Media - Large Business (over 500 employees)				
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).				
2207 Innovative Media				
What is it? Campaigns that push the boundaries of the use of media channels, using them in a novel way to promote a brand.	Campaign	595	950	1190
What else do I need to know? Work can be entered here even if it's not a fully integrated campaign.				
Magazine & Newspaper Design		£	€	\$
2301 Trade Magazines *				
What is it? This category is specifically for business-to-business magazines or magazines related to a specific trade or sector.	Single	105	170	210
	Campaign	170	270	340
2302 Consumer Magazines				
What is it? This category is for consumer 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 Magazines.	Campaign	170	270	340
2303 Independent Magazines				
What can I enter? Independently-owned magazines covering any topic.	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
2304 Entire Newspapers				
	Single	105	170	210
	Campaign	170	270	340
2305 Magazine Front Covers				
	Single	105	170	210
	Campaign	170	270	340
2306 Newspaper Front Covers				
	Single	105	170	210
	Campaign	170	270	340
2307 Magazine Sections				
	Single	105	170	210
	Campaign	170	270	340
2308 Newspaper Sections				
	Single	105	170	210
	Campaign	170	270	340
2309 Magazine Supplements				
What is it? Separate publications inserted into a magazine as supplements of the main publication.	Single	105	170	210
	Campaign	170	270	340

Magazine & Newspaper Design (continued)		£	€	\$
2310 Newspaper Supplements	Single	105	170	210
What is it? Separate publications inserted into a newspaper as supplements of the main publication.	Campaign	170	270	340
2311 Digital Magazines	Single	105	170	210
What is it? Online, mobile, or e-reader magazines and newspapers that have no printed version.	Campaign	170	270	340
2312 Digital Newspapers	Single	105	170	210
What is it? Online, mobile or e-reader newspapers that have no printed version.	Campaign	170	270	340
2313 Print with Digital - Magazines	Single	105	170	210
What is it? Magazines with both digital and printed versions.	Campaign	170	270	340
2314 Print with Digital - Newspapers	Single	105	170	210
What is it? Newspapers with both digital and printed versions.	Campaign	170	270	340
Media * The media category recognises the strategies and ideas devised by agencies and/or media owners to use a specific medium or media property as a creative tool. Judges will be looking for innovative and creative 'media first' ideas, which have shaped the creative execution and achieved success. Entries will be accepted from agencies, media owners or brands and collaborations should credit all parties.				
2401 Use of Direct Media				
What can I enter? Direct mail, email, telephone marketing, any disintermediated printed matter e.g doordrops.	Campaign	285	455	570
2402 Use of Publications				
What can I enter? Advertising, advertorials, sponsorship within newsbrands and magazines, in print and/or online.	Campaign	285	455	570
2403 Use of Radio & Audio				
What can I enter? Advertising, sponsorship and promotions for recognised radio or audio services, whether broadcast, online or on-demand.	Campaign	285	455	570
2404 Use of TV and Cinema				
What is it? Advertising, advertorials, promotions, sponsorship, product placement for recognised TV (channels, programmes, broadcast, VOD) and in cinema.	Campaign	285	455	570
2405 Use of Branded Content				
What can I enter? Any editorial creation designed around and for the brand e.g. customer magazines, TV & radio programmes, online video or games, branded websites.	Campaign	285	455	570
2406 Use of Outdoor				
What is it? Advertising within all out-of-home formats, including digital out-of-home and special builds.	Campaign	285	455	570
2407 Use of Online Display				
What is it? Paid for advertising, advertorials, and sponsorship within third party owned web/mobile properties (including banners, pop-ups, video including display adverts in social media).	Campaign	285	455	570
2408 Use of Events				
What is it? Any media idea relating to real-life events or occasions including exhibitions, sports tournaments, arts performances or concerts either pre-existing or specially created.	Campaign	285	455	570

Media (continued)		£	€	\$
2409 UUse of Retail Media	Campaign	285	455	570
What is it? In-store marketing, online retail sites, pop-up shops, online search.				
2410 Use of Social	Campaign	285	455	570
What is it? Any media idea that exploits the social and community aspects of social media networks including user-generated content.				
2411 Use of Mobile	Campaign	285	455	570
What is it? Any media idea that exploits the use of mobile and location-specific technology.				
2412 Use of Interaction	Campaign	285	455	570
What is it? Any media idea that encourages and enables the user to interact or respond to the brand's other activity (including dual screening apps, audio or visual recognition, apps, interactive kiosks).				
2413 Use of PR	Campaign	285	455	570
What is it? What can I enter? Any media activity that depends upon mediated journalistic exposure.				
2414 Use of Integrated Media	Campaign	285	455	570
What is it? A creative media idea that works across several media properties and formats with a central unifying concept.				
2415 Use of Data	Campaign	285	455	570
What is it? Any activity in any medium that has been inspired by the insight delivered by the analysis of personal data.				
Mobile Marketing		£	€	\$
2501 Integrated Mobile Campaigns	Campaign	455	730	910
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.				
2502 Mobile Adverts	Single	260	415	520
What is it? A single ad, or a campaign of ads designed for mobile platforms.				
What can I enter? Mobile site banners, SMS ads, iAds, mobile takeover ads.		Campaign	455	730
2503 Mobile Apps	Single	260	415	520
What is it? Apps designed for mobile platforms. What can I enter? Games, tools, etc.				
2504 Mobile Websites	Single	260	415	520
What is it? Websites optimised for mobile platforms.				
2505 Mobile Games *	Single	260	415	520
What is it? Branded games that are optimised for mobile platforms.				
2506 Use of Social Media on Mobile *	Single	260	415	520
What is it? Social media campaigns optimised for mobile platforms.		Campaign	455	910
2507 Innovative Use of Mobile Technology	Single	260	415	520
What is it? Work that pushes the boundaries of what can be done with mobile technology, using it in a novel way.				
What can I enter? Work that uses GPS, networked games, augmented mobile experiences.				

Music Videos		£	€	\$
2601 Music Videos				
What is it? Music videos, including interactive videos.	Single	85	135	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2602 Interactive Music Videos				
What is it? Music videos that prompt interaction from the viewer.	Single	85	135	170
What can I enter? Interactive sites for computers or mobiles.				
2603 Animation for Music Videos				
What is it? 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
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2604 Cinematography for Music Videos				
What is it? 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
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2605 Editing for Music Videos				
What is it? Music videos where the idea is brought to life through the innovation and flair in the editing.	Single	85	135	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2606 Special Effects for Music Videos				
What is it? 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
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2607 Direction for Music Videos				
What is it? Music videos where the idea is brought to life through the director's innovation and vision.	Single	85	135	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2608 Production Design for Music Videos				
What is it? Music videos where the idea is brought to life through the production design (set design, location builds, etc.)	Single	85	135	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
2609 Choreography for Music Videos *				
What is it? Music videos where the idea is brought to life through the quality, composition and style of the choreography.	Single	85	135	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				

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

Packaging Design (continued)		£	€	\$
2805 Innovative Packaging Design	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
2806 Sustainable Packaging Design	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
PR* The PR category recognises the strategies and ideas devised by agencies to use a specific PR methods as a creative tool. Judges will be looking for innovative and creative 'PR first' ideas that have shaped the creative execution and achieved success. Entries will be accepted from agencies or brands and collaborations should credit all parties.				
2901 Creative Use of Media				
What is it? PR campaigns that effectively use media in a creative way.	Campaign	285	455	570
What else do I need to know?				
2902 Creative B2B Campaign - Low Budget - Under 60k				
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.				
2903 Creative B2B Campaign - High Budget - Over 60k				
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.				
2904 Creative B2C Campaign - Low Budget - Under 60k				
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.				
2905 Creative B2C Campaign - High Budget - Over 60k				
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.				
2906 Best In-Market Campaign				
What is it? Campaigns targeted at one specific linguistic or geographical market.	Campaign	285	455	570
2907 Best Multi-Market Campaign				
What is it? Campaigns targeted at several specific linguistic or geographical markets.	Campaign	285	455	570
2908 Use of Events				
What is it? Use of event to build the reputation of the brand.	Campaign	285	455	570
2909 Use of Digital & Social Media				
What is it? Campaigns, policies, or initiatives that use social media and similar digital media to communicate their message.	Campaign	285	455	570
2910 Use of Media Relations				
	Campaign	285	455	570
2911 Use of Data				
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

PR (continued)		£	€	\$
2912 Use of Budget				
What is it? Campaigns that make the most effective use of the allocated budget.	Campaign	285	455	570
2913 Best Public Affairs Campaign	Campaign	285	455	570
2914 Best Integrated Campaign				
What is it? 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
2915 Best Reactive Response				
What is it? 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
2916 Best Product Launch				
What is it? PR campaigns that successfully launch or relaunch a specific product.	Campaign	285	455	570
2917 Crisis Management				
What is it? Campaigns with the most effective management of an issue or crisis.	Campaign	285	455	570
2918 Social Responsibility				
What is it? Campaigns or initiatives aimed at raising the profile of a social responsibility concern.	Campaign	285	455	570
Product Design		£	€	\$
3001 Consumer Product Design	Single	190	305	380
3002 Furniture & Lighting Design	Single	190	305	380
3003 Industrial Product Design	Single	190	305	380
3004 3D Printed Products *				
What is it? Products that have been manufactured using 3D printing technology.	Single	190	305	380
3005 Inclusive Product Design *				
What is it? Products designed to appeal to a broad, non restrictive audience. Those products should be universally usable, accessible, and affordable.	Single	190	305	380
What else do I need to know? This is also known as universal product design.				
3006 Wearable Technology *				
What is it? Products that use technology that is worn on a person.	Single	190	305	380
What can I enter? Pedometers, virtual reality sets, watches, glasses...				
3007 Interactive Design for Products				
What is it? Design of an interface that allows interaction between product and user. Both the interface and product/infrastructure will be judged as a whole.	Single	190	305	380
What else do I need to know? This category is not for stand-alone software.				
3008 Innovative Product Design				
What is it? The use of new technologies and materials to create an innovative product.	Single	190	305	380

3009 Sustainable Product Design				
What is it? 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				
3101 Press Advertising	Single	255	410	510
3102 Press Advertising Campaigns	Campaign	455	730	910
3103 Tactical Press Advertising	Single	255	410	510
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.	Campaign	455	730	910
3104 Trade Press Advertising *	Single	255	410	510
What is it? Press advertising that is placed in a trade publication.	Campaign	455	730	910
3105 Public Service Press Advertising *	Single	255	410	510
What is it? Press advertisements intended to raise awareness or inform the general public about a public concern.	Campaign	455	730	910
3106 Inserts & Wraps for Press Advertising	Single	255	410	510
What can I enter? Wraps of an entire publication, leaflets inserted in a publication...	Campaign	455	730	910
Radio Advertising				
3201 Radio Advertising 0-30 seconds	Single	200	320	400
3202 Radio Advertising over 30 seconds	Single	200	320	400
3203 Tactical Radio Advertising	Single	200	320	400
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.	Campaign	325	520	650
3204 Radio Advertising Campaigns	Campaign	325	520	650
3205 Sound Design & Use of Music for Radio Advertising	Single	200	320	400
	Campaign	325	520	650
3206 Innovative Use of Radio	Single	200	320	400
What is it? Work that pushes the boundaries of the radio medium, using it in a novel way to promote a brand.	Campaign	325	520	650
3207 Use of Branded Audio Content *	Single	200	320	400
What is it? Original audio content created to promote a brand, product, service, or business.	Campaign	325	520	650
What can I enter? Podcasts and streaming or programmes.				
Spatial & Experiential Design				

Spatial & Experiential Design (continued)		£	€	\$
3301 Exhibition Design				
What is it? Design of permanent or temporary exhibitions.	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.				
3302 Installation Design				
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.	Single	190	305	380
What else do I need to know? This category is not for ambient advertising or work that is purely web-based.				
3303 Hospitality Design *				
What is it? Design for hospitality spaces, including bars, cafés, hotels, leisure centers, nightclubs, pubs, restaurants, serviced apartments...	Single	190	305	380
3304 Retail Design *				
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.				
3305 Set Design *				
What is it? Design of sets used for theatre, film and tv or set design to support launch events, corporate or commercial events...	Single	190	305	380
3306 Trade Show & Exposition Design *				
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.				
3307 Design for Public Spaces				
What is it? Design of brand related interventions in public community spaces. (Neither exhibitions nor installations.)	Single	190	305	380
What can I enter? Street furniture, bus stops, public toilets, parks, libraries, leisure centres...				
What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.				
3308 Experiential Design *				
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
Creativity for Good (White Pencil)		£	€	\$
3401 Advertising & Marketing Communications - Brand				
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.				

Creativity for Good (White Pencil) (continued)		£	€	\$
3402 Advertising & Marketing Communications - Not for Profit				
What is it? Advertising and marcomms for charities or NGO's. 'We do well by doing good' Lord Leverhulme.				
What can I enter? Advertising or marcoms campaigns, individual executions and public service announcements.	Single	165	265	330
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
3403 Design - Brands				
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.				
What can I enter? Pieces of design, products...	Single	165	265	330
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
3404 Design - Not for Profit				
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.				
3405 Service Innovations				
What is it? Innovative services or products that seek to build brands and businesses by doing good. Those will use existing frameworks and adapt them in a groundbreaking way. The client can be a neighbourhood brand or global commercial brand. 'We do well by doing good' Lord Leverhulme.				
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.	Single	165	265	330
Writing for Advertising		£	€	\$
3501 Writing for Film Advertising				
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
3502 Writing for Digital Marketing				
What can I enter? Banner ads, campaign sites, games...	Single	250	400	500
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	455	730	910
3503 Writing for Social Media				
What is it? Short or long copy designed for social media channels.	Single	250	400	500
What can I enter? Branded or marketing copy used on public social media sites.	Campaign	455	730	910
3504 Writing for Mobile Marketing				
What can I enter? Mobile ads, apps and sites, iAds.	Single	250	400	500
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	455	730	910
3505 Writing for Press Advertising				
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
3506 Writing for Poster Advertising				
	Single	250	400	500
	Campaign	455	730	910

3507 Writing for Radio Advertising	Single	200	320	400
	Campaign	325	520	650
3508 Writing for Branded Editorial *				
What is it? Print or digital long form branded writing created for promotional purposes.	Single	250	400	500
What can I enter? Blog posts, articles, listicles...	Campaign	455	730	910
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.				
3509 Writing for Direct				
What can I enter? Direct mail; print, radio, TV, cinema, mobile and online ads with a call-to-action.	Single	250	400	500
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	455	730	910
Writing for Design		£	€	\$
3601 Writing for Integrated Graphics				
What is it? Writing for graphic design work with one concept applied across a range of formats. E.g. a poster, programme, and email invitation for an event.	Campaign	190	305	380
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.				
3602 Writing for Packaging Design				
What is it? Writing on a piece or a range of packaging that helps to bring the creative idea to life.	Single	110	175	220
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	190	305	380
3603 Writing for Point of Sale				
What is it? Writing for promotional materials at the point of sale.	Single	110	175	220
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. This category is not for posters – enter these into the Writing for Poster Design sub-category instead.	Campaign	190	305	380
3604 Writing for Poster Design				
What is it? Long or short copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single	110	175	220
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	190	305	380
3605 Writing for Printed Materials & Graphic Communications				
What is it? Long or short copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single	110	175	220
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	190	305	380
3606 Writing for Wayfinding & Environmental Graphics				
What is it? 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
What can I enter? Environmental graphics for exhibitions, hospitals, offices, shops...	Campaign	190	305	380
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.				

Writing for Design (continued)		£	€	\$
3607 Writing for Branding Schemes				
What is it? Long or short form writing for the brand identity for an organisation.	Campaign	190	305	380
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.				
3608 Writing for Brand Expression				
What is it? Writing on Stationery, catalogues, brand handbooks, packaging, trophies...	Single	110	175	220
What else do I need to know? This category is not for posters or press ads – enter these into the Outdoor Advertising or Press Advertising juries instead.	Campaign	190	305	380
3609 Writing for Brand Experience & Environments				
What is it? Writing for brand experiences and environments.	Single	110	175	220
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	190	305	380
3610 Writing for Multi Platform TV & Programme Branding				
What is it? Writing for TV programmes, including titles, subtitles, credits, etc.	Campaign	190	305	380
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.				
3611 Writing for Channel Branding & Identity				
What is it? Writing for channel identities or elements of them, e.g. stings or idents.	Single	110	175	220
What else do I need to know? 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
3612 Writing for Websites				
What is it? 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
What can I enter? Websites, apps, digital installations...				
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.				
3613 Writing for Apps & Digital Design				
What is it? Writing for apps, digital products, etc.	Single	110	175	220
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	190	305	380
3614 Verbal Identity*				
What is it? 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.	Single	110	175	220
	Campaign	190	305	380