



Art Direction	01	Outdoor Advertising	21
Book Design	03	Packaging Design	23
Branded Content & Entertainment	04	PR	23
Branding	04	Product Design	24
Crafts for Advertising	06	Press Advertising	25
Crafts for Design	07	Radio & Audio	25
Creativity for Good	09	Spatial & Experiential Design	26
Digital Design	10	Writing for Advertising	27
Digital Marketing	11	Writing for Design	30
Direct	12		
Film Advertising	14		
Film Advertising Crafts	16		
Graphic Design	17		
Integrated & Collaborative	19		
Magazine & Newspaper Design	19		
Media	20		
Music Videos	21		

Key dates**2016****14 December**

10% Discount Deadline

2017**15 February**

Entry Deadline

25–27 April

D&AD Festival

27 April

Awards Ceremony

Art Direction	Type of work	Single	Campaign	Supporting info
1001 Art Direction for Poster Advertising		Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none">• Brief (500c)• Scale & Location (500c)• Solution & Cultural Context (500c)• Insights (500c)
1002 Art Direction for Enhanced Poster Advertising		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	
1003 Art Direction for Digital Screens		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	
1004 Art Direction for Press Advertising	Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none">• Brief (500c)• Scale & Location (500c)• Solution & Cultural Context (500c)• Insights (500c)
	Inserts & Wraps	Post original work unmounted		
1005 Art Direction for Digital Marketing	Websites	Input a URL linking to the original execution	n/a	<ul style="list-style-type: none">• Brief (500c)• Navigational Instructions (500c)• Solution & Cultural Context (500c)• Insights (500c)
	Digital Adverts	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	
	Digital Tools & Utilities	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	
	Games	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project		
	Social Media	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	

Art Direction (continued)	Single		Campaign	Supporting info
1006 Art Direction for Direct	Direct Mail	Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Results (500c) • Insights (500c)
	Direct Poster Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none"> • Brief (500c) • Scale & Location (500c) • Solution & Cultural Context (500c) • Insights (500c)
	Direct Enhanced Poster	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	
	Direct Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	
	Direct Inserts & Wraps	Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Location & Distribution (500c) • Solution & Cultural Context (500c) • Insights (500c)
	Direct TV & Cinema Advertising	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Results (500c) • Insights (500c)
	Direct Digital	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Results (500c) • Viewing Instructions (500c) • Insights (500c)

Book Design	Type of work	Single	Series	Supporting info
1101 Trade Books 1102 Trade Covers 1103 Culture, Art & Design Books 1104 Culture, Art & Design Covers 1105 Children's & Young Adult Books 1106 Children's & Young Adult Covers 1107 Illustrated Books & Graphic Novels 1108 Illustrated Books & Graphic Novels Covers 1109 Specialist & Limited Edition Books 1110 Specialist & Limited Edition Covers		Post 1 copy of the printed publication	Post 1 copy of each printed publication in the series	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Print run (50c)
1111 E-books & Digital Books	Book Front Cover	Input a URL link to download or view the digital publication	For each part in the series, input a URL link to download or view the digital publication	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Platform (50c) • Voucher Code (50c)
	Entire Book			

Branded Content & Entertainment		Single	Series/Campaign	Supporting info
1201 Fiction Film up to 5 mins 1202 Fiction Film 5-30 mins 1203 Fiction Film over 30 mins		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Site/station (50c) • Insights (500c)
1204 Non-Fiction Film up to 5 mins 1205 Non-Fiction Film 5-30 mins 1206 Non-Fiction Film over 30 mins		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	
1207 Tactical		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	
1208 Gaming 1209 Sponsored 1210 Live Experience		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Insights (500c)
1211 User Generated		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	
1212 Audio		Upload 1 MP3 or WAV of the original execution	For each campaign part, upload 1 MP3 or WAV of the original execution	
1213 Live Broadcast 1214 Immersive		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	

Branding	Type of work	Single	Campaign	Supporting info
1301 Branding Schemes/ Small Organisation 1302 Branding Schemes/ Medium Organisation 1303 Branding Schemes/ Large Organisation		n/a	Post 1-6 A2 Presentation Boards or Post 1-6 A2 Presentation Boards with additional physical and/or digital executions	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Brand History (500c)

Branding (continued)		Single		Campaign	Supporting info
1304 Brand Expression in Print		Post original work unmounted			<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Brand History (500c)• Insights (500c)
1305 Brand Experience & Environments		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-4 A2 Presentation Boards			
1306 Multi Platform TV Branding & Promotions		n/a	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project		
1307 Channel Branding & Identity		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project		
1308 Brand Expression in Moving Image	Idents	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project			<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Brand History (500c)• Insights (500c)
	Moving Image	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or For work over 4 minutes upload a 3-minute edit of the campaign and the original executions as MPEGs or MOVs, plus a 30 second edit (MPEG or MOV) of the project			
1309 Digital Brand Expression		Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project			
1310 Logos	Static Logo	Post 1-2 A2 Presentation Boards	n/a		<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)
	In-motion Logo	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project			
	Both Static and In-motion Logo	Post 1-2 A2 Presentation Boards and upload an MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project			
1311 Campaign Branding & Identity		n/a	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Brand History (500c)• Insights (500c)	

Crafts for Advertising	Type of work	Single	Campaign	Supporting info
1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising	Poster Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Scale & Location (500c) • Insights (500c)
	Enhanced Posters	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	
	Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	
	Inserts & Wraps	Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Location & Distribution (500c) • Insights (500c)
	On Screen (does not apply to illustration)	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Platform (50c) • Viewing Instructions (500c) • Insights (500c)
1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing (continued over)	Websites	Input a URL linking to the original execution	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c) • Insights (500c)
	Digital Adverts	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) • Insights (500c)

Crafts for Advertising (continued)		Single	Campaign	Supporting info
1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing (continued)	Digital Tools & Utilities	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Viewing Instructions (500c)• Insights (500c)
	Games	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		
	Social Media	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	
1406 Sound Design & Use of Music for Radio Advertising		Upload 1 MP3 or WAV of the original execution	For each campaign part, upload 1 MP3 or WAV of the original execution	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Insights (500c)

Crafts for Design	Type of work	Single	Campaign	Supporting info
1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design (continued over)	Entire Book	Post 1 copy of the printed publication	Post 1 copy of each printed publication in the series	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Availability (50c)• Print run (50c)
	Book Front Cover			
	E-books	Input a URL link to download or view the digital publication	For each part in the series, input a URL link to download or view the digital publication	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Availability (50c)• Platform (50c)• Voucher Code (50c)
	Entire Magazines	Post 1 copy of the printed publication	Post 1 copy of each printed publication in the series	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Audience & Distribution (500c)
	Entire Newspapers			
	Magazine & Newspaper Front Covers			
	Magazine & Newspaper Sections	Post 1 copy of the printed publication clearly marking which pages judges should view		
	Magazine & Newspaper Supplements	Post 1 copy of the printed publication	Post 1 copy of each printed publication in the series	

Crafts for Design (continued)		Single	Campaign	Supporting info
1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design (continued)	Digital Magazine & Newspapers	Input a URL link to download or view the digital publication	For each part in the series, input a URL link to download or view the digital publication	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) • Voucher Code (50c)
	Print with Digital	Post original work unmounted and input a URL linking to the digital executions		
	Packaging Design	Post original packaging unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Production Run (50c)
	Printed Materials & Graphic Communications	Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
	Integrated Graphics	n/a	Post original work unmounted or Post original work unmounted with digital supporting material	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c)
	Poster Design	Post work mounted on 1 Board (any size)	Post work mounted on 1 Board (any size) per execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
	Point of Sale	Post 1-4 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Point of Sale Location (500c)
	Wayfinding & Environmental Graphics	Post 1-4 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
	On Screen (does not apply to illustration)	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Platform (50c)
1504 Typefaces		Post 1-4 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)

Crafts for Design (continued)		Single	Campaign	Supporting info
1505 Animation & Illustration for Websites & Digital Design 1506 Sound Design & Use of Music for Websites & Digital Design	Websites	Input a URL linking to the original execution	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)
	Apps	Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV and input a URL link to download the app, plus a 30 second edit (MPEG or MOV) of the project or Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Mobile Operating System (50c) • Voucher Code (50c)
	Digital Design	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)

Creativity for Good		Single/Campaign	Supporting info
1601 Advertising & Marketing Communications/Brand 1602 Advertising & Marketing Communications/Not for Profit 1603 Design/Brands 1604 Design/Not for Profit 1605 Service Innovations 1606 Service Design 1607 Product Design		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV with additional physical and/or digital supporting material, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Impact (500c)

Digital Design	Type of work	Single	Supporting info
1701 Websites		Input a URL linking to the original execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Mobile Operating System (50c) • Voucher Code (50c)
1702 Digital Installations		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Location & Scale (500c) • Solution & Unique Features (500c) • Viewing Instructions (500c)
1703 Connected Products		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Navigational Instructions (500c) • Product Description (50c) • Solution & Unique Features (500c)
1704 User Experience Design (UX) 1705 User Interface Design (UI) 1706 Navigation Design	Mobile	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Mobile Operating System (50c) • Voucher Code (50c)
	Websites	Input a URL linking to the original execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)
	Digital Design	Input a URL linking to the original execution or Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV, plus a 30 second edit (MPEG or MOV) of the project	
1707 Game Design		Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)
1708 Technological Innovation 1709 Beta Tech Innovation 1710 Service Design 1711 Beta Platforms 1712 Platforms 1713 Established Platforms 1714 Existing Platform/ New Iteration		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	

Digital Marketing	Type of work	Single	Campaign	Supporting info
1801 Integrated Digital Campaigns		n/a	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Navigational Instructions (500c)• Platform (50c)• Insights (500c)
1802 Websites		Input a URL linking to the original execution	n/a	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Viewing Instructions (500c)
1803 Digital Adverts		Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Navigational Instructions (500c)• Insights (500c)
1804 Online Video Adverts		Input a URL of a holding page. The holding page should include the original executions or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Navigational Instructions (500c)• Site/station (50c)• Insights (500c)
1805 Digital Tools & Utilities		Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Viewing Instructions (500c)
1806 Branded Apps & Games		Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		
1807 Use of Social Media		Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Viewing Instructions (500c)• Insights (500c)

Digital Marketing (continued)		Single	Campaign	Supporting info
1808 Social Video		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Insights (500c)
1809 Innovative Use of Technology		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none">• Brief (500c)• Navigational Instructions (500c)• Solution & Unique Features (500c)
1810 Tactical Digital Marketing	Online Branded Films	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	For each part of the campaign, input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Navigational Instructions (500c)
	Digital Adverts			
	Games	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Viewing Instructions (500c)
	Social Media			
1811 Innovative Use of Beta Technology		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none">• Brief (500c)• Navigational Instructions (500c)• Solution & Unique Features (500c)

Direct	Type of work	Single	Campaign	Supporting info
1901 Direct Integrated Campaigns		n/a	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) • Results (500c) • Insights (500c)
1902 Direct Response/ Digital		Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) • Viewing Instructions (500c) • Insights (500c)
1903 Direct Response/ Radio Advertising		Upload 1 MP3 or WAV of the original execution	For each part of the campaign, upload 1 MP3 or WAV of the original execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Results (500c) • Insights (500c)
1904 Direct Response/ Film Advertising		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	
1905 Direct Response/Ambient		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	n/a	
1906 Direct Response/ Press & Poster	Direct Poster Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Results (500c) • Insights (500c)
	Direct Enhanced Poster	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	
	Direct Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	
	Direct Inserts & Wraps	Post original work unmounted	n/a	

Direct (continued)		Single	Campaign	Supporting info
1907 Direct Mail	Very Low Volume (1-500 pieces)	Post original work unmounted		<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Results (500c)• Insights (500c)
	Low Volume (501-10,000 pieces)			
	Medium Volume (10,001-100,000 pieces)			
	High Volume (over 100,000 pieces)			
1908 Direct Product & Service 1909 Direct Acquisition & Retention		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)
1910 Direct Innovation		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none">• Results (500c)• Insights (500c)

Film Advertising		Single	Campaign	Supporting info
2001 TV Commercials 1-20 seconds 2002 TV Commercials 21-40 seconds 2003 TV Commercials 41-60 seconds 2004 TV Commercials 61-120 seconds 2005 TV Commercials 121-240 seconds 2006 TV Commercials Over 240 seconds 2007 Cinema Commercials 1-20 seconds 2008 Cinema Commercials 21-40 seconds 2009 Cinema Commercials 41-60 seconds 2010 Cinema Commercials 61-120 Seconds 2011 Cinema Commercials 121-240 seconds 2012 Cinema Commercials Over 240 seconds		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
2013 TV Commercial Campaigns 2014 Cinema Commercial Campaigns		n/a	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
2015 TV Programme Promotions		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	

Film Advertising (continued)	Single	Campaign	Supporting info
2016 Film Sponsorship Credits 2017 Tactical Film Advertising 2018 Public Service Commercials	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
2019 Interactive Film Advertising	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	For each part of the campaign, input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Navigational Instructions (500c) • Insights (500c)
2020 Use of Second Screens	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
2021 Other Screens	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or For work over 4 minutes upload a 3-minute edit of the work and the original execution as an MPEG or MOV, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or For work over 4 minutes upload a 3-minute edit of the campaign and the original executions as MPEGs or MOVs, plus a 30 second edit (MPEG or MOV) of the project	
2022 Film Advertising Innovation	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	n/a	

Film Advertising Crafts	Type of work	Single	Campaign	Supporting info
2101 Animation for Film Advertising 2102 Cinematography for Film Advertising 2103 Direction for Film Advertising 2104 Editing for Film Advertising 2105 Production Design for Film Advertising 2106 Sound Design for Film Advertising 2107 Special Effects for Film Advertising 2108 Use of Music for Film Advertising 2109 Casting for Film Advertising	TV & Cinema Commercials	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c)
	TV Programme Promotions			
	TV & Cinema Sponsorship Credits	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c)
	Online Branded Films	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or Input a URL linking to the original execution	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or For each part of the campaign, input a URL linking to the original execution	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Navigational Instructions (500c) • Site/station (50c)
	Long Form Branded Content for Film Advertising	Upload a 3-minute edit of the work and the original execution as an MPEG or MOV, plus a 30 second edit (MPEG or MOV) of the project	Upload a 3-minute edit of the campaign and the original executions as MPEGs or MOVs, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c)
	TV & Cinema Title Sequences	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)

Graphic Design	Type of work	Single	Campaign	Supporting info
2201 Integrated Graphics		n/a	Post original work unmounted or Post original work unmounted with digital supporting material	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c)
2202 Moving Image		Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Platform (50c)
2203 Digital & Mobile	Websites	Input a URL linking to the original execution	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)
	Mobile Websites	Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the mobile execution, plus a 30 second edit (MPEG or MOV) of the project or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Mobile Operating System (50c)
	Apps	Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV and input a URL link to download the app, plus a 30 second edit (MPEG or MOV) of the project or Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c) • Voucher Code (50c)
	Digital Design	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)
2204 Catalogues & Brochures		Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)

Graphic Design (continued)		Single	Campaign	Supporting info
2205 Annual Reports 2206 Calendars	Printed	Post original work unmounted	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
	Digital	Input a URL linking to the original execution	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Viewing Instructions (500c)
	Print with Digital	Post original work unmounted and input a URL linking to the digital execution	n/a	
2207 Leaflets 2208 Direct Mail 2209 Greeting Cards & Invitations 2210 CD, DVD & Record Sleeves 2211 Stamps 2212 Stationery 2213 Applied Print Graphics 2214 Printed Games		Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
2215 Posters		Post work mounted on 1 Board (any size)	Post work mounted on 1 Board (any size) per execution	
2216 Point of Sale		Post 1-4 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Point of Sale Location (500c)
2217 Wayfinding & Environmental Graphics		Post 1-4 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
2218 Data Visualisation		Post original work unmounted or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	Post original work unmounted or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project	

Integrated & Collaborative	Campaign	Supporting info
2301 Integrated/Small Business (under 50 employees) 2302 Integrated/Medium Business (51-500 employees) 2303 Integrated/Large Business (over 500 employees) 2304 Earned Media/Small Business (under 50 employees) 2305 Earned Media/Medium Business (50-500 employees) 2306 Earned Media/Large Business (over 500 employees) 2307 Innovative Media 2308 Integrated/Established Campaigns 2309 Collaborative	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Results (500c) • Insights (500c)

Magazine & Newspaper Design	Single	Campaign	Supporting info
2401 Trade Magazines 2402 Consumer Magazines 2403 Independent Magazines 2404 Entire Newspapers 2405 Magazine Front Covers 2406 Newspaper Front Covers	Post 1 copy of the printed publication	Post 1 copy of each printed publication in the series	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Audience & Distribution (500c)
2407 Magazine Sections 2408 Newspaper Sections	Post 1 copy of the printed publication clearly marking which pages judges should view		
2409 Magazine Supplements 2410 Newspaper Supplements	Post 1 copy of the printed publication	Post 1 copy of each printed publication in the series	
2411 Digital Magazines 2412 Digital Newspapers	Input a URL link to download or view the digital publication	For each part in the series, input a URL link to download or view the digital publication	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Audience & Distribution (500c)• Voucher Code (50c)
2413 Print with Digital/Magazines 2414 Print with Digital/Newspapers	Post original work unmounted and input a URL linking to the digital executions		

Media	Campaign	Supporting info
2501 Use of Direct Media 2502 Use of Publications 2503 Use of Radio & Audio 2504 Use of TV & Cinema 2505 Use of Branded Content 2506 Use of Outdoor 2507 Use of Online Advertising 2508 Use of Events 2509 Use of Retail Media 2510 Use of Social 2511 Use of Mobile 2512 Use of Interaction 2513 Use of PR 2514 Use of Integrated Media 2515 Use of Collaboration 2516 Use of Talent	<p>Provide original execution (moving image, still images, audio or url) and additional digital supporting material, plus a 30 second edit (MPEG or MOV) of the project</p>	<ul style="list-style-type: none"> • Brief (3,000c) • Insights (3,000c) • Solution/Strategy (3,000c) • Execution (3,000c) • Outcome/Results (Media) (3,000c)

Music Videos	Single	Campaign	Supporting info
2601 Music Videos	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)
2602 Interactive Music Videos	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project or Input a URL linking to the original execution	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c)
2603 Animation for Music Videos 2604 Cinematography for Music Videos 2605 Editing for Music Videos 2606 Special Effects for Music Videos 2607 Direction for Music Videos 2608 Production Design for Music Videos 2609 Choreography for Music Videos	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)

Outdoor Advertising	Type of work	Single	Campaign	Supporting info
2701 Ambient		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Insights (500c)
2702 Poster Advertising/ Enhanced Posters 2703 Poster Advertising/ Digital Screens 2704 Poster Advertising/ Interactive Sites		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Scale & Location (500c) • Insights (500c)
2705 Poster Advertising/ Existing Sites 2706 Poster Advertising/ Free Format		Post work mounted on 1 A2 board	n/a	

Outdoor Advertising (continued)		Single	Campaign	Supporting info
2707 Outdoor Advertising/ Tactical	Ambient	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Insights (500c)
	Enhanced Posters	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Scale & Location (500c)
	Free Format	Post work mounted on 1 A2 board	n/a	
	Existing Sites	Post work mounted on 1 A2 board	n/a	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Scale & Location (500c) • Insights (500c)
2708 Poster Advertising Campaigns	Free Format	n/a	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Scale & Location (500c)
	Existing Sites	n/a		
	Enhanced Posters	n/a	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Scale & Location (500c) • Insights (500c)

Packaging Design	Single/Range	Supporting info
2801 Luxury Packaging Design 2802 Consumer Packaging Design 2803 Inclusive Packaging Design 2804 Structural Packaging Design 2805 Innovative Packaging Design 2806 Sustainable Packaging Design	Post original packaging unmounted	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Production Run (50c)

PR	Campaign	Supporting info
2901 Creative Use of Media 2902 Creative B2B Campaign 2903 Creative B2C Campaign 2904 In-Market Campaign 2905 Multi-Market Campaign 2906 Use of Events 2907 Use of Digital & Social Media 2908 Use of Media Relations 2909 Public Affairs Campaign 2910 Integrated Campaign 2911 Reactive Response 2912 Product Launch 2913 Crisis Management 2914 Social Responsibility	Provide original execution (moving image, still images, audio or url) and additional digital supporting material, plus a 30 second edit (MPEG or MOV) of the project or Provide written submission only	<ul style="list-style-type: none"> • Brief (3,000c) • Insights (3,000c) • Solution/Strategy (3,000c) • Outcome/Results (PR) (3,000c)

Product Design	Single	Supporting info
3001 Consumer Product Design 3002 Industrial Product Design 3003 3D Printed Products 3004 Inclusive Product Design 3005 Wearable Technology 3006 Interactive Design for Products	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload 1-5 images as JPEGs	<ul style="list-style-type: none"> • Brief (500c) • Benefits (500c) • Cost per Unit to Produce (50c) • Product Description (50c) • Retail Price (50c) • Unique Features (500c)
3007 Innovative Product Design	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload 1-5 images as JPEGs	<ul style="list-style-type: none"> • Brief (500c) • Benefits (500c) • Cost per Unit to Produce (50c) • Product Description (50c) • Product Interaction (500c) • Retail Price (50c) • Unique Features (500c)
3008 Sustainable Product Design	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload 1-5 images as JPEGs	<ul style="list-style-type: none"> • Brief (500c) • Benefits (500c) • Cost per Unit to Produce (50c) • Product Description (50c) • Retail Price (50c) • Unique Features (500c)
3009 Prototypes	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project and post original work or Upload 1-5 images as JPEGs and post original work	<ul style="list-style-type: none"> • Brief (500c) • Benefits (500c) • Cost per Unit to Produce (50c) • Product Interaction (500c) • Retail Price (50c) • Unique Features (500c)

Press Advertising	Single	Campaign	Supporting info
3101 Press Advertising (Local) 3102 Press Advertising (National 3103 Press Advertising (International))	Post work mounted on 1 A2 board	n/a	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Location & Distribution (500c)
3104 Press Advertising Campaigns (Local) 3105 Press Campaigns (National 3106 Press Campaigns (International))	n/a	Post work mounted on 1 A2 board per execution	
3107 Tactical Press Advertising 3108 Trade Press Advertising 3109 Public Service Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	
3110 Inserts & Wraps for Press Advertising	Post original work unmounted		

Radio & Audio	Single	Campaign	Supporting info
3201 Radio Advertising 0-30 seconds 3202 Radio Advertising over 30 seconds	Upload 1 MP3 or WAV of the original execution	n/a	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Audience (50c)• Insights (500c)
3203 Tactical Radio Advertising	Upload 1 MP3 or WAV of the original execution	For each part of the campaign, upload 1 MP3 or WAV of the original execution	
3204 Radio Advertising Campaigns	n/a		
3205 Innovative Use of Radio & Audio	Upload 1 MP3 or WAV of the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV with additional physical and/or digital supporting material, plus a 30 second edit (MPEG or MOV) of the project	For each part of the campaign, upload 1 MP3 or WAV of the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV with additional physical and/or digital supporting material, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Insights (500c)
3206 Use of Branded Audio Content	Upload 1 MP3 or WAV of the original execution	For each part of the campaign, upload 1 MP3 or WAV of the original execution	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Audience (50c)• Insights (500c)

Spatial & Experiential Design	Single	Supporting info
3301 Exhibition Design	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload 1-10 images as JPEGs	<ul style="list-style-type: none"> • Brief (500c) • Exhibition Type & Location (500c) • Solution & Unique Features (500c)
3302 Installation Design 3303 Hospitality & Workplace Interiors 3304 Retail Design 3305 Set & Stage Design 3306 Trade Show & Exposition Design 3307 Design for Public Spaces 3308 Experiential Design	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload 1-10 images as JPEGs	<ul style="list-style-type: none"> • Brief (500c) • Location & Scale (500c) • Solution & Unique Features (500c)

Writing for Advertising	Type of work	Single	Campaign	Supporting info
3401 Writing for Film Advertising	TV Commercial	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
	Cinema Commercial			
	TV Programme Promotions	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Insights (500c)
	TV & Cinema Title Sequences	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Insights (500c)
	Film Sponsorship Credits	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
	Tactical Film Advertising	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience
	Public Service Commercials	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Audience (50c) • Insights (500c)
	Interactive Film Advertising	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	For each part of the campaign, input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	

Writing for Advertising (continued)		Single	Campaign	Supporting info
3402 Writing for Digital Marketing	Online Branded Films	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Solution & Cultural Context (500c) • Insights (500c)
	Websites	n/a	Input a URL linking to the original execution	<ul style="list-style-type: none"> • Brief (500c) • Viewing Instructions (500c) • Solution (500c)
	Digital Adverts	Input a URL linking to the original execution or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or If the work is no longer live, upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Navigational Instructions (500c) • Solution (500c) • Insights (500c)
	Digital Tools & Utilities	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	n/a	<ul style="list-style-type: none"> • Brief (500c) • Viewing Instructions (500c) • Solution (500c)
	Games	Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		
3403 Writing for Social Media		Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital executions, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none"> • Brief (500c) • Viewing Instructions (500c) • Solution (500c)
3404 Writing for Press Advertising	Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none"> • Brief (500c) • Location & Scale (500c) • Solution (500c) • Insights (500c)
	Inserts & Wraps	Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Location & Distribution (500c) • Solution (500c)
3405 Writing for Poster Advertising	Poster Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	<ul style="list-style-type: none"> • Brief (500c) • Location & Scale (500c) • Solution (500c) • Insights (500c)
	Enhanced Posters	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	

Writing for Advertising (continued)		Single	Campaign	Supporting info
3406 Writing for Radio & Audio		Upload 1 MP3 or WAV of the original execution	For each part of the campaign, upload 1 MP3 or WAV of the original execution	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Audience (50c)• Insights (500c)
3407 Writing for Branded Editorial		Post original work unmounted or Input a URL linking to the original execution	Post original work unmounted or For each part of the campaign, input a URL linking to the original execution	<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Insights (500c)
3408 Writing for Direct	Direct Mail	Post original work unmounted		<ul style="list-style-type: none">• Brief (500c)• Solution & Cultural Context (500c)• Results (500c)
	Direct Poster Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	
	Direct Enhanced Poster	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-6 A2 Presentation Boards	
	Direct Press Advertising	Post work mounted on 1 A2 board	Post work mounted on 1 A2 board per execution	
	Direct Inserts & Wraps	Post original work unmounted		
	Direct Radio	Upload 1 MP3 or WAV of the original execution	For each part of the campaign, upload 1 MP3 or WAV of the original execution	
	Direct TV & Cinema Advertising	Upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	For each campaign part, upload 1 MPEG or MOV of the original execution, plus a 30 second edit (MPEG or MOV) of the project	
	Direct Digital	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	Input a URL of a holding page. The holding page should include the original executions or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	

Writing for Design	Type of work	Single	Campaign	Supporting info
3501 Writing for Integrated Graphics		n/a	Post original work unmounted or Post original work unmounted with digital supporting material	<ul style="list-style-type: none"> • Brief (500c) • Navigational Instructions (500c) • Solution (500c)
3502 Writing for Packaging Design		Post original packaging unmounted		<ul style="list-style-type: none"> • Brief (500c) • Production Run (50c) • Solution (500c)
3503 Writing for Point of Sale		Post 1-2 A2 Presentation Boards	Post 1-4 A2 Presentation Boards	<ul style="list-style-type: none"> • Brief (500c) • Point of Sale Location (500c) • Solution (500c)
3504 Writing for Poster Design		Post work mounted on 1 Board (any size)	Post work mounted on 1 Board (any size) per execution	<ul style="list-style-type: none"> • Brief (500c) • Solution (500c) • Insights (500c)
3505 Writing for Printed Materials & Graphic Communications		Post original work unmounted		<ul style="list-style-type: none"> • Brief (500c) • Solution (500c)
3506 Writing for Wayfinding & Environmental Graphics		Post 1-2 A2 Presentation Board	Post 1-4 A2 Presentation Boards	
3507 Writing for Branding Schemes	Small Business (under 50 employees)	n/a	Post 1-6 A2 Presentation Boards or Post 1-6 A2 Presentation Boards with additional physical and/or digital executions	<ul style="list-style-type: none"> • Brief (500c) • Brand History (500c) • Solution (500c)
	Medium Business (51-500 employees)			
	Large Business (over 500 employees)			
3508 Writing for Brand Experiences & Environments		Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards	Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-4 A2 Presentation Boards	
3509 Writing for TV & Channel Branding		Upload 1 MPEG or MOV of the original execution		<ul style="list-style-type: none"> • Brief (500c) • Solution (500c)
3510 Writing for Websites		Input a URL linking to the original execution	n/a	<ul style="list-style-type: none"> • Brief (500c) • Viewing Instructions (500c) • Solution (500c)

Writing for Design (continued)		Single	Campaign	Supporting info
3511 Writing for Digital Platforms	Apps	Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV and input a URL link to download the app, plus a 30 second edit (MPEG or MOV) of the project or Upload a step-by-step Walkthrough Film (max. 2 mins) as an MPEG or MOV, plus a 30 second edit (MPEG or MOV) of the project		<ul style="list-style-type: none"> • Brief (500c) • Mobile Operating System (50c) • Voucher Code (50c) • Solution (500c)
	Digital Design	Input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	For each part of the campaign, input a URL linking to the original execution or Upload a Presentation Film (max. 2 mins) as an MPEG or MOV and input a URL linking to the digital execution, plus a 30 second edit (MPEG or MOV) of the project	<ul style="list-style-type: none"> • Brief (500c) • Viewing Instructions (500c) • Solution (500c)
3512 Verbal Identity		Provide additional physical and/or digital supporting material		<ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c)

