



Category

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Quick references for craft, VR, 360 & AR entries

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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		£	€	\$
1001 Art Direction for Poster Advertising	Single	255	410	510
	Campaign	460	740	920
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1002 Art Direction for Enhanced Poster Advertising				
What is it? Art direction for posters on conventional outdoor sites that have been modified, added to, or adapted for the purpose of a specific ad. What can I enter? 3D billboards, specially powered posters, posters using unconventional materials...	Single	255	410	510
	Campaign	460	740	920
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1003 Art Direction for Digital Screens				
	Single	255	410	510
	Campaign	460	740	920
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1004 Art Direction for Press Advertising				
	Single	255	410	510
	Campaign	460	740	920
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1005 Art Direction for Digital Marketing				
What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games. What else do I need to know? This category is not for online branded films, enter these into the Film Advertising Crafts jury instead.	Single	255	410	510
	Campaign	460	740	920
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1006 Art Direction for Direct				
What is it? Direct mail, print, TV, cinema, mobile and online ads that elicit a direct response from users	Single	255	410	510
	Campaign	460	740	920
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Book Design		£	€	\$
1101 Trade Books				
What is it? Books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.	Single	105	170	210
	Series	170	275	340
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1102 Trade Covers				
What is it? Cover design for books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.	Single	105	170	210
	Series	170	275	340
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1103 Culture, Art & Design Books				
What is it? Books focusing on the arts, culture, design, fashion, lifestyle, and photography. What can I enter? Coffee table books, awards annuals, graphic design books, fashion books, cookbooks...	Single	105	170	210
	Series	170	275	340
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1104 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 books, awards annuals, graphic design books, fashion books, cookbooks...	Single	105	170	210
	Series	170	275	340
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1105 Children's & Young Adult Books				
What is it? Books for children and young adults.	Single	105	170	210
	Series	170	275	340
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1106 Children's & Young Adult Covers				
What is it? Cover design of books for children and young adults.	Single	105	170	210
	Series	170	275	340
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Book Design (continued)		£	€	\$
1107 Illustrated Books & Graphic Novels				
What is it? Books where illustration is a key component of the design.	Single	105	170	210
What can I enter? Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books.	Series	170	275	340
1108 Illustrated Books & Graphic Novels Covers				
What is it? The cover design for books where illustration is a key component of the design.	Single	105	170	210
What can I enter? Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books.	Series	170	275	340
1109 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
	Series	170	275	340
1110 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
	Series	170	275	340
1111 E-books & Digital Books				
What can I enter? Digital interactive books, apps, e-reader books, EPUBs...	Single	105	170	210
What else do I need to know? This category is not for digital magazines, enter these into the Magazine & Newspaper Design category instead.	Series	170	275	340
Branded Content & Entertainment		£	€	\$
1201 Fiction Film up to 5 mins				
What is it? Fiction branded films of up to 5 minutes.	Single	385	620	770
What can I enter? Viral films, interactive films, spots hosted on sites, short form content. Film content released online, on TV or in cinemas can be entered here, including VOD and streaming content.	Series	655	1050	1310
1202 Fiction Film 5-30 mins				
What is it? Fiction branded films of 5 to 30 minutes.	Single	385	620	770
What can I enter? Viral films, interactive films, short form content. Film content released online, on TV or in cinemas can be entered here, including VOD and streaming content.	Series	655	1050	1310
1203 Fiction Film over 30 mins				
What is it? Long form branded fiction films over 30 mins.	Single	385	620	770
What can I enter? Viral films, interactive films, long form content. Film content released online, on TV or in cinemas can be entered here, including VOD and streaming content.	Series	655	1050	1310
1204 Non-Fiction Film up to 5 mins				
What is it? Non-fiction (unscripted, documentary, reality series) branded films of up to 5 minutes.	Single	385	620	770
What can I enter? Viral films, interactive films, spots hosted on sites, short form content. Film content released online, on TV or in cinemas can be entered here, including VOD and streaming content.	Series	655	1050	1310
1205 Non-Fiction Film 5-30 mins				
What is it? Non-fiction (unscripted, documentary, reality series) branded films of 5 to 30 minutes.	Single	385	620	770
What can I enter? Viral films, interactive films. Film content released online, on TV or in cinemas can be entered here, including VOD and streaming content.	Series	655	1050	1310

Branded Content & Entertainment (continued)		£	€	\$
1206 Non-Fiction Film over 30 mins				
What is it? Long form branded non-fiction films (unscripted, documentary, reality series) over 30 mins.	Single	385	620	770
What can I enter? Viral films, interactive films, long form content. Film content released online, on TV or in cinemas can be entered here, including VOD and streaming content.	Series	655	1050	1310
1207 Tactical				
What is it? Branded 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	385	620	770
What can I enter? Branded online films, branded documentaries, branded films, branded radio, audio and TV programmes...	Series	655	1050	1310
1208 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	385	620	770
	Series	655	1050	1310
1209 Sponsored				
What is it? Any form of branded entertainment films sponsored by a brand, service, or company.	Single	385	620	770
	Series	655	1050	1310
1210 Live Experience				
What is it? Live events that make use of branded elements to create an experience.	Single	385	620	770
What can I enter? Film content screened, captured, or shared during a live event not including presentation films.	Series	655	1050	1310
1211 User Generated				
What is it? Branded content that is generated by the user	Single	385	620	770
	Series	655	1050	1310
1212 Live Broadcast				
What is it? The branded live broadcast or streaming of an event via TV, online or another channel.	Single	385	620	770
	Series	655	1050	1310
1213 Immersive				
What is it? Virtual reality and or use of 360 to create an immersive, device led, branded experience.	Single	385	620	770
	Series	655	1050	1310
1214 Audio				
What is it? Branded audio content.	Single	385	620	770
What can I enter? Podcasts or audio streaming	Series	655	1050	1310
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	380	610	760
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	380	610	760
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	380	610	760

Branding (continued)		£	€	\$
1304 Brand Expression in Print				
What can I enter? Stationery, catalogues, brand handbooks, packaging...	Single / Campaign	215	345	430
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.				
1305 Brand Experience & Environments				
What is it? Branded experiences or environments (can be indoor or outdoor). Should be real world, not virtual.	Single / Campaign	215	345	430
What can I enter? Shops, events, stunts...				
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.	Campaign	380	610	760
What else do I need to know? This category is not for single ids, enter these into the Channel Branding & Identity category instead.				
1307 Channel Branding & Identity				
What is it? Entire channel identities or elements of them, e.g. stings or ids.	Single	215	345	430
What else do I need to know? This category is not for the branding of individual TV programmes, enter these into the Multi Platform TV Branding & Promotions category instead.	Campaign	380	610	760
1308 Brand Expression in Moving Image				
What is it? A moving image piece that communicates a brand.	Single	215	345	430
What can I enter? In-flight films, corporate presentations, branded animations, ids, TV programme junctions, virtual reality...	Campaign	380	610	760
What else do I need to know? This category is not for TV and cinema ads, enter these into the Film Advertising category instead.				
1309 Digital Brand Expression				
What is it? Work that communicates a brand through a digital platform.				
What can I enter? Websites, mobile apps, games...	Single / Campaign	215	345	430
What else do I need to know? This category is not for mobile or digital ads. Enter these into the Digital Marketing category instead.				
1310 Logos				
What can I enter? Single logos or families of logos. Could be static or in-motion.	Single	135	220	270
1311 Campaign Branding & Identity				
What is it? The branding and identity of a specific marketing or advertising campaign.	Campaign	380	610	760
Crafts for Advertising				
1401 Illustration for Advertising				
What is it? Ads where illustration brings the creative idea to life.	Single	255	410	510
What can I enter? Press and poster ads.	Campaign	465	745	930
What else do I need to know? This category is not for digital work, enter this into Animation & Illustration for Digital Marketing instead.				
1402 Photography for Advertising				
What is it? Ads where photography brings the creative idea to life.	Single	255	410	510
What can I enter? Press, poster and on screen ads.	Campaign	465	745	930
1403 Typography for Advertising				
What is it? Ads where typography brings the creative idea to life.	Single	255	410	510
What can I enter? Press, poster and on-screen ads.	Campaign	465	745	930

Crafts for Advertising (continued)		£	€	\$
1404 Animation & Illustration for Digital Marketing				
What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, apps, mobile ads...	Single	255	410	510
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	465	745	930
1405 Sound Design & Use of Music for Digital Marketing				
What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, apps, mobile ads, augmented reality...	Single	255	410	510
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	465	745	930
1406 Sound Design & Use of Music for Radio Advertising				
What is it? Radio ads where the music or sound design bring the creative idea to life.	Single	210	340	420
	Campaign	335	540	670
Crafts for Design		£	€	\$
1501 Illustration for Design				
What is it? Pieces of design where illustration brings the creative idea to life.	Single	115	185	230
What can I enter? Publications (in print or digital), packaging, environmental graphics, leaflets, posters...	Campaign	190	305	380
1502 Photography for Design				
What is it? Pieces of design where photography brings the creative idea to life.	Single	115	185	230
What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications...	Campaign	190	305	380
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 Typography for Design				
What is it? Pieces of design where typography brings the creative idea to life.	Single	115	185	230
What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications.	Campaign	190	305	380
1504 Typefaces				
What is it? The design of a font family.	Single	115	185	230
1505 Animation & Illustration for Websites & Digital Design				
What is it? Websites or pieces of digital design where animation or illustration bring the creative idea to life.	Single	115	185	230
What can I enter? Websites, digital publications, apps, digital installations...	Campaign	n/a	n/a	n/a
1506 Sound Design & Use of Music for Websites & Digital Design				
What is it? Websites or pieces of digital design where the music or sound design bring the creative idea to life.	Single	115	185	230
What can I enter? Websites, digital publications, apps, digital installations...	Campaign	n/a	n/a	n/a

Creativity for Good		£	€	\$
1601 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 a global commercial brand.				
What can I enter? Both advertising or marcomms campaigns and individual executions.	Single / Campaign	175	280	350
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.				
1602 Advertising & Marketing Communications /Not for Profit				
What is it? Advertising and marcomms for charities or NGOs.				
What can I enter? Advertising or marcomms campaigns, individual executions and public service announcements.	Single / Campaign	175	280	350
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
1603 Design/Brands				
What is it? Design that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or a global commercial brand.				
What can I enter? Pieces of design, products, etc.	Single / Campaign	175	280	350
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
1604 Design/Not for Profit				
What is it? Design for charities or NGOs.				
What can I enter? Pieces of design, products, etc.	Single / Campaign	175	280	350
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.				
1605 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 a global commercial brand.				
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.	Single / Campaign	175	280	350
1606 Service Design				
What is it? Services that seek to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand.				
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.	Single / Campaign	175	280	350
1607 Product Design				
What is it? Products that seek to build brands or businesses by doing good. The client can be a neighbourhood brand or a global commercial brand.				
What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.	Single / Campaign	175	280	350

Digital Design		£	€	\$
1701 Websites				
What is it? The design of websites and microsites across mobile, tablet, desktop and other devices.	Single	260	420	520
1702 Digital Installations				
What is it? Video installations or projections that create immersive environments. May or may not be interactive.	Single	260	420	520
1703 Connected Products				
What is it? The internet of things: products designed to work together with a digital platform e.g. app or website.	Single	260	420	520
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 grouped together.				
1704 User Experience Design (UX)				
What is it? The design of the user experience for a site, mobile platform or other digital work.	Single	260	420	520
What can I enter? Websites, apps, installations...				
1705 User Interface Design (UI)				
What is it? The design of the user interface for a site, mobile platform or other digital work.	Single	260	420	520
What can I enter? Websites, apps, installations...				
1706 Navigation Design				
What is it? The design of the navigation for a website, mobile platform or other digital work.	Single	260	420	520
1707 Game Design				
What is it? The design of branded games and gaming platforms. Can include virtual and augmented reality.	Single	260	420	520
1708 Technological Innovation				
What is it? Design work that pushes the boundaries of what can be done in digital, using technology in a new way.	Single	260	420	520
1709 Beta Tech Innovation				
What is it? Innovations in technology, released in beta mode, that push the boundaries of what can be done in digital.	Single	260	420	520
1710 Service Design				
What is it? The design of an app or digital platform that offers a service to the user.	Single	260	420	520
1711 Beta Platforms				
What is it? Branded apps or digital platforms (elements of a site, mobile or desktop platform) that have been released in beta mode.	Single	260	420	520
1712 Platforms				
What is it? Branded apps or digital platforms (elements of a site, mobile or desktop platform)	Single	260	420	520
1713 Established Platforms				
What is it? An established platform older than three years that has numerous updates during its life span	Single	260	420	520
1714 Existing Platform/New Iteration				
What is it? A new iteration of an existing platform that changes or diversifies the usage of the platform for the user	Single	260	420	520

Digital Marketing		£	€	\$
1801 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, mobile. Offline elements are accepted if they work with the digital parts.	Campaign	470	755	940
1802 Websites				
What is it? Websites launched as part of a promotional campaign, not a brand's main site. Also called microsites. Includes responsive and mobile sites.	Single	280	450	560
1803 Digital Adverts				
What is it? Display advertising in paid-for online spaces.	Single	280	450	560
What can I enter? Banners, pop-ups, takeovers for multiple devices.	Campaign	470	755	940
What else do I need to know? This category is not for online branded films, enter these into Online Video Adverts instead.				
1804 Online Video Adverts				
What is it? Short form online film adverts.	Single	280	450	560
What else do I need to know? Long form online branded content should be entered in the Branded Content & Entertainment category.	Campaign	470	755	940
1805 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, mobile platforms...	Single	280	450	560
What else do I need to know? This category is not for social media work, enter this into Use of Social Media instead.				
1806 Branded Apps & Games				
What is it? Branded or promotional games. Can be downloaded or played online.	Single	280	450	560
What else do I need to know? This category can include mobile apps, platforms and games.	Campaign	470	755	940
1807 Use of Social Media				
What is it? Social media based advertising solutions.	Single	280	450	560
What can I enter? Social media apps and ads, sponsored tweets, competitions, takeovers. Includes mobile work.	Campaign	470	755	940
1808 Social Video				
What is it? Marketing campaigns or elements that use social video platforms including Snapchat, Vine, Instagram, Periscope, Meerkat...	Single	280	450	560
	Campaign	470	755	940
1809 Innovative Use of Technology				
What is it? Digital marketing that pushes the boundaries of what can be done in digital, using technology in a new way to promote a brand. Includes mobile work.	Single	280	450	560
	Campaign	470	755	940
1810 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	280	450	560
What can I enter? Banner ads, games, social media campaigns...	Campaign	470	755	940
1811 Innovative Use of Beta Technology				
What is it? Digital marketing, launched in beta mode, that pushes the boundaries of what can be done in digital, using technology in a new way. Includes mobile work.	Single	280	450	560
	Campaign	470	755	940

Direct		£	€	\$
1901 Direct Integrated Campaigns				
What is it? Integrated campaigns led by direct marketing. Drive a specific call to action or target a specific audience.	Campaign	470	755	940
1902 Direct Response/Digital				
What is it? Direct digital advertising. Drives a specific call to action or targets a specific audience.	Single	265	425	530
What can I enter? Banners, campaign sites, social media campaigns, emails, apps, mobile ads...	Campaign	470	755	940
1903 Direct Response/Radio Advertising				
What is it? Direct radio ads. Drive a specific call to action or target a specific audience.	Single	210	340	420
	Campaign	340	545	680
1904 Direct Response/Film Advertising				
What is it? Direct film ads. Drive a specific call to action or target a specific audience.	Single	380	610	760
	Campaign	650	1040	1300
1905 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	305	490	610
What can I enter? Stunts, special builds, street furniture, live events, pop-up shops...				
1906 Direct Response/Press & Poster				
What is it? Direct press or poster ads. Drive a specific call to action or target a specific audience.	Single	265	425	530
	Campaign	470	755	940
1907 Direct Mail				
What is it? Physical direct mail that drives a specific call to action or targets a specific audience.	Single	265	425	530
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).	Campaign	470	755	940
1908 Direct Product & Service				
What is it? A product or service that elicits a direct response from users.	Single	265	425	530
	Campaign	470	755	940
1909 Direct Acquisition & Retention				
What is it? Direct campaigns that initiate a targeted drive towards a business, company, or product in order to establish a relationship with the consumer or encourage customer loyalty.	Single	265	425	530
	Campaign	470	755	940
1910 Direct Innovation				
What is it? Work that elicits a direct response in a new and innovative way.	Single	265	425	530
What else do I need to know? Entries must demonstrate how the work has taken an existing direct method or platform and innovated it.				

Film Advertising		£	€	\$
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	Single	380	610	760
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	Single	380	610	760
2011 Cinema Commercials 121-240 seconds	Single	380	610	760
2012 Cinema Commercials over 240 seconds	Single	380	610	760
2013 TV Commercial Campaigns	Campaign	650	1040	1300
2014 Cinema Commercial Campaigns	Campaign	650	1040	1300
2015 TV Programme Promotions	Single	380	610	760
	Campaign	650	1040	1300
2016 Film Sponsorship Credits	Single	380	610	760
	Campaign	650	1040	1300
2017 Tactical Film Advertising				
What is it? Film advertising 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	380	610	760
	Campaign	650	1040	1300
What can I enter? TV commercials, cinema commercials, etc.				
What else do I need to know? This category is not for branded film content, enter this into Branded Content & Entertainment instead.				
2018 Public Service Commercials	Single	380	610	760
What is it? Film advertising promoting public awareness, safety or services.	Campaign	650	1040	1300
2019 Interactive Film Advertising	Single	380	610	760
What is it? Film advertising that prompts interaction from the viewer.	Campaign	650	1040	1300
2020 Use of Second Screens	Single	380	610	760
What is it? Film advertising where tablets, mobile phones or other devices are used in parallel.	Campaign	650	1040	1300
2021 Other Screens				
What is it? Film advertising that's shown on a screen other than TV, cinema or online.	Single	380	610	760
What can I enter? Film ads shown on outdoor screens, at events, in presentations, on airplanes...	Campaign	650	1040	1300
2022 Film Advertising Innovation				
What is it? Film advertising that pushes the boundaries of the medium.	Campaign	650	1040	1300

Film Advertising Crafts		£	€	\$
2101 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. Can include both photo realistic and character animation.	Single	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
What else do I need to know? Ads with 3D elements (e.g. fire, particles, water) should be entered into the Special Effects category.				
2102 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	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
2103 Direction for Film Advertising				
What is it? Work that brings an idea to life through the director's vision.	Single	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions.	Campaign	650	1040	1300
2104 Editing for Film Advertising				
What is it? Work that brings an idea to life through the innovation and flair in the editing.	Single	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
2105 Production Design for Film Advertising				
What is it? Production design (set design, location builds, etc.) that brings an idea to life.	Single	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
2106 Sound Design for Film Advertising				
What is it? Sound design that is integral to the work and brings the idea to life.	Single	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
2107 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	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
2108 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	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300
2109 Casting for Film Advertising				
What is it? Work that brings an idea to life through the pre-production process of casting (including voice casting).	Single	380	610	760
What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits, idents, programme junctions, title sequences.	Campaign	650	1040	1300

Graphic Design		£	€	\$
2201 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	190	305	380
2202 Moving Image (Graphic Design)				
What is it? Graphic design for offline moving image work.	Single	115	185	230
What can I enter? Concert graphics, presentations, animated signage...	Campaign	190	305	380
2203 Digital & Mobile				
What is it? Graphic design for websites, mobile and other digital platforms. What can I enter? Websites, mobile sites, apps, digital installations...	Single	115	185	230
2204 Catalogues & Brochures				
What can I enter? Catalogues, brochures, manuals, instruction booklets, reference guides...	Single	115	185	230
	Campaign	190	305	380
2205 Annual Reports				
What can I enter? Both printed and digital annual reports.	Single	115	185	230
2206 Calendars				
What can I enter? Both printed and digital calendars.	Single	115	185	230
2207 Leaflets				
What can I enter? Leaflets, flyers.	Single	115	185	230
	Range	190	305	380
2208 Direct Mail				
	Single	115	185	230
	Range	190	305	380
2209 Greeting Cards & Invitations				
	Single	115	185	230
	Range	190	305	380
2210 CD, DVD & Record Sleeves				
	Single	115	185	230
	Range	190	305	380
2211 Stamps				
What can I enter? Postage stamps and related design.	Individual / Set	115	185	230
2212 Stationery				
	Item / Range	115	185	230
2213 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	115	185	230
	Range	190	305	380
2214 Printed Games				
What can I enter? Playing cards, board games...	Single	115	185	230
	Range	190	305	380
2215 Posters				
What can I enter? Both single and double-sided posters.	Single	115	185	230
	Campaign	190	305	380
2216 Point of Sale				
What is it? Promotional material at the point of sale. What else do I need to know? This category is not for posters. Enter these into the Posters (Graphic Design) category instead.	Single	115	185	230

Graphic Design (continued)		£	€	\$
2217				
Wayfinding & Environmental Graphics				
What is it? Signage, wayfinding and information graphics. Also graphic design that enhances a space. Usually large in scale.	Single	115	185	230
What can I enter? Environmental graphics for exhibitions, hospitals, offices, shops...				
2218 Data Visualisation				
What is it? Printed or digital work that brings data to life through data visualisation.	Single	115	185	230
What else do I need to know? The depiction of data should make the comprehension of its topic clearer or easier than other mediums.	Campaign	190	305	380
Integrated & Collaborative				
2301 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...	Campaign	615	985	1230
What else do I need to know? Campaigns should be for small businesses (up to 50 employees).				
2302 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...	Campaign	615	985	1230
What else do I need to know? Campaigns should be for medium-sized businesses (50-500 employees).				
2303 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...	Campaign	615	985	1230
What else do I need to know? Campaigns should be for large businesses (over 500 employees).				
2304 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	615	985	1230
What else do I need to know? Campaigns should be for small businesses (up to 50 employees).				
2305 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	615	985	1230
What else do I need to know? Campaigns should be for medium-sized businesses (50-500 employees).				
2306 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	615	985	1230
What else do I need to know? Campaigns should be for large businesses (over 500 employees).				
2307 Innovative Media				
What is it? Campaigns that push the boundaries of the use of media channels, using them in a new way to promote a brand.	Campaign	615	985	1230
What else do I need to know? Work can be entered here even if it's not a fully integrated campaign.				

Integrated & Collaborative (continued)		£	€	\$
2308 Integrated/Established Campaigns				
What is it? Established campaigns, where the same concept has run over three years or more, with a central idea connecting across a variety of media, e.g. TV, print, online, mobile, ambient stunts...	Campaign	615	985	1230
2309 Collaborative				
What is it? The creative output achieved through a collaboration between a client and agency.				
What else do I need to know? This could be across multiple brands for the same client. The agency and client must have worked together for three continuous years or more.	Campaign	615	985	1230
Magazine & Newspaper Design		£	€	\$
2401 Trade Magazines				
What is it? Business-to-business magazines or magazines related to a specific trade or sector.	Single	105	170	210
	Series	170	275	340
2402 Consumer Magazines				
What is it? Consumer magazines available at major outlets.	Single	105	170	210
What else do I need to know? Magazines by independent publishers should be entered in Independent Magazines.	Series	170	275	340
2403 Independent Magazines				
What can I enter? Independently-owned magazines covering any topic, including magazines available at select shops or with a small circulation number.	Single	105	170	210
	Series	170	275	340
2404 Entire Newspapers				
	Single	105	170	210
	Series	170	275	340
2405 Magazine Front Covers				
	Single	105	170	210
	Series	170	275	340
2406 Newspaper Front Covers				
	Single	105	170	210
	Series	170	275	340
2407 Magazine Sections				
	Single	105	170	210
	Series	170	275	340
2408 Newspaper Sections				
	Single	105	170	210
	Series	170	275	340
2409 Magazine Supplements				
What is it? Separate publications inserted into a magazine as supplements of the main publication.	Single	105	170	210
	Series	170	275	340
2410 Newspaper Supplements				
What is it? Separate publications inserted into a newspaper as supplements of the main publication.	Single	105	170	210
	Series	170	275	340
2411 Digital Magazines				
What is it? Online, mobile, or e-reader magazines and newspapers that have no printed version.	Single	105	170	210
	Series	170	275	340
2412 Digital Newspapers				
What is it? Online, mobile or e-reader newspapers that have no printed version.	Single	105	170	210
	Series	170	275	340

Magazine & Newspaper Design (continued)		£	€	\$
2413 Print with Digital/Magazines	Single	105	170	210
What is it? Magazines with both digital and printed versions.	Series	170	275	340
2414 Print with Digital/Newspapers	Single	105	170	210
What is it? Newspapers with both digital and printed versions.	Series	170	275	340
Media		£	€	\$
2501 Use of Direct Media				
What can I enter? Mail, email, telephone marketing, or media that allows direct communication with the customer.	Campaign	355	570	710
2502 Use of Publications				
What can I enter? Advertising, advertorials, sponsorship within news brands and magazines, in print and/or online.	Campaign	355	570	710
2503 Use of Radio & Audio				
What can I enter? Advertising, sponsorship and promotions on radio or audio services, whether broadcast, online or on-demand.	Campaign	355	570	710
2504 Use of TV & Cinema				
What is it? Advertising, advertorials, promotions, sponsorship, product placement on recognised TV (channels, programmes, broadcast, VOD) and in cinema.	Campaign	355	570	710
2505 Use of Branded Content				
What is it? Editorial content designed around and for a brand e.g. customer magazines, TV and radio programmes, online videos, games, branded websites.	Campaign	355	570	710
2506 Use of Outdoor				
What is it? Advertising within out-of-home formats, including digital out-of-home and special builds.	Campaign	355	570	710
2507 Use of Online Advertising				
What is it? Paid for advertising, advertorials, and sponsorship within third party owned web/mobile platforms (including banners, pop-ups, video and display adverts in social media).	Campaign	355	570	710
2508 Use of Events				
What is it? Media ideas relating to real-life events or occasions including exhibitions, sports tournaments, arts performances or concerts, either pre-existing or specially created.	Campaign	355	570	710
2509 Use of Retail Media				
What is it? In-store marketing, pop-up shops, online retail sites, online search.	Campaign	355	570	710
2510 Use of Social				
What is it? Media ideas that exploit the social and community aspects of social media networks including user-generated content.	Campaign	355	570	710
2511 Use of Mobile				
What is it? Media ideas that exploit the use of mobile (including augmented reality, location-specific technology, apps, etc.)	Campaign	355	570	710
2512 Use of Interaction				
What is it? Media ideas that encourage and enable the user to interact or respond to the brand's other activities (including dual screening apps, audio or visual recognition, apps, interactive kiosks, virtual reality).	Campaign	355	570	710

Media (continued)		£	€	\$
2513 Use of PR				
What is it? Media activity that depends upon mediated journalistic exposure.	Campaign	355	570	710
2514 Use of Integrated Media				
What is it? Creative media ideas that work across several media properties and formats with a central unifying concept.	Campaign	355	570	710
2515 Use of Collaboration				
What is it? The creative use of sponsor placement where the collaboration between sponsor and project is key.	Campaign	355	570	710
2516 Use of Talent				
What is it? Any media activity that uses talent to communicate the idea.	Campaign	355	570	710
Music Videos		£	€	\$
2601 Music Videos				
What else do I need to know? This category is strictly for music videos promoting a band or artist.	Single	85	140	170
2602 Interactive Music Videos				
What is it? Music videos that prompt interaction from the viewer.				
What can I enter? Interactive sites for computers or mobiles.	Single	85	140	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				
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	140	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	140	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	140	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	140	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	140	170
What else do I need to know? This category is strictly for music videos promoting a band or artist.				

Music Videos (continued)		£	€	\$
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	140	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	140	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 experienced in the real world, not online. Must stand alone to communicate the idea.				
What can I enter? Stunts, special builds, street furniture, live events, pop-up shops, temporary installations...	Single	295	475	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				
What is it? Posters that have been specifically designed for use on a digital screen.	Single	255	410	510
2704 Poster Advertising/Interactive Sites				
What is it? Posters that prompt interaction from the viewer. This could be through live updates, physical interaction, or interaction via social media.	Single	255	410	510
2705 Poster Advertising/Existing Sites				
What is it? Posters on conventional outdoor poster sites, e.g. billboards or ad shells.	Single	255	410	510
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				
What is it? A campaign of posters. These can be of the same or different formats.	Campaign	455	730	910

Packaging Design		£	€	\$
2801 Luxury Packaging Design	Single	115	185	230
What is it? Packaging for high end brands or limited edition items.	Range	190	305	380
2802 Consumer Packaging Design	Single	115	185	230
What can be entered? Packaging design for FMCGs, consumer electronics and other products available in mainstream retail spaces.	Range	190	305	380
2803 Inclusive Packaging Design	Single	115	185	230
What is it? Packaging designed to meet the needs and abilities of a broad, non restrictive range of users.	Range	190	305	380
What else do I need to know? This is also known as universal design.				
2804 Structural Packaging Design	Single	115	185	230
What is it? The design of the shape and form of a piece of packaging, with a focus on functionality.	Range	190	305	380
2805 Innovative Packaging Design	Single	115	185	230
What is it? The use of new technologies and materials to create an innovative piece of packaging.	Range	190	305	380
2806 Sustainable Packaging Design	Single	115	185	230
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.	Range	190	305	380
PR		£	€	\$
2901 Creative Use of Media	Campaign	355	570	710
What is it? PR campaigns that effectively use media in a creative way.				
2902 Creative B2B Campaign	Campaign	355	570	710
2903 Creative B2C Campaign	Campaign	355	570	710
2904 In-Market Campaign	Campaign	355	570	710
What is it? Campaigns targeting one specific linguistic or geographical market.				
2905 Multi-Market Campaign	Campaign	355	570	710
What is it? Campaigns targeting several linguistic or geographical markets.				
2906 Use of Events	Campaign	355	570	710
What is it? The use of an event to build a brand's reputation.				
2907 Use of Digital & Social Media	Campaign	355	570	710
What is it? Campaigns that use social media and similar digital media to communicate their message.				
2908 Use of Media Relations	Campaign	355	570	710
What is it? The use of relationships with journalists and media practitioners to circulate a message or idea.				
2909 Public Affairs Campaign	Campaign	355	570	710
What is it? Campaigns that change or inform public policy and agenda.				

PR (continued)		£	€	\$
2910 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	355	570	710
2911 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	355	570	710
2912 Product Launch				
What is it? PR campaigns that successfully launch or relaunch a product.	Campaign	355	570	710
2913 Crisis Management				
What is it? Campaigns that demonstrate effective management of an issue or crisis.	Campaign	355	570	710
2914 Social Responsibility				
What is it? Campaigns or initiatives aimed at raising the profile of a social responsibility concern.	Campaign	355	570	710
Product Design		£	€	\$
3001 Consumer Product Design	Item / Range	190	305	380
3002 Industrial Product Design	Item / Range	190	305	380
3003 3D Printed Products	Item / Range	190	305	380
What is it? Products that have been manufactured using 3D printing technology.				
3004 Inclusive Product Design	Item / Range	190	305	380
What is it? Products designed to appeal to a broad, non restrictive audience. Those products should be universally usable, accessible, and affordable. This is also known as universal product design.				
3005 Wearable Technology	Item / Range	190	305	380
What is it? Products using technology that is worn on a person. What can I enter? Pedometers, virtual reality sets, watches, glasses...				
3006 Interactive Design for Products	Item / Range	190	305	380
What is it? The design of an interface that allows interaction between product and user. Both the interface and product/infrastructure will be judged as a whole. What else do I need to know? This category is not for stand-alone software.				
3007 Innovative Product Design	Item / Range	190	305	380
What is it? The use of new technologies and materials to create an innovative product.				
3008 Sustainable Product Design	Item / Range	190	305	380
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.				
3009 Prototypes	Item / Range	190	305	380
What is it? Product prototypes that are commercially viable, practical and can be brought to market within 6 months.				

Press Advertising		£	€	\$
3101 Press Advertising (Local)	Single	255	410	510
What can I enter? Press advertising that has appeared in local press.				
3102 Press Advertising (National)	Single	255	410	510
What can I enter? Press advertising that has appeared in national press.				
3103 Press Advertising (International)	Single	255	410	510
What can I enter? Press advertising that has appeared in international press.				
3104 Press Advertising Campaigns (Local)	Campaign	455	730	910
What can I enter? Press advertising campaigns that have appeared in local press.				
3105 Press Advertising Campaigns (National)	Campaign	455	730	910
What can I enter? Press advertising campaigns that have appeared in national press.				
3106 Press Advertising Campaigns (International)	Campaign	455	730	910
What can I enter? Press advertising campaigns that have appeared in international press.				
3107 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
3108 Trade Press Advertising	Single	255	410	510
What is it? Press advertising that is placed in a trade publication.	Campaign	455	730	910
3109 Public Service Press Advertising	Single	255	410	510
What is it? Press ads intended to raise awareness or inform the general public about a public concern.	Campaign	455	730	910
3110 Inserts & Wraps for Press Advertising	Single	255	410	510
What can I enter? Wraps of an entire publication and leaflets inserted into a publication.	Campaign	455	730	910
Radio & Audio		£	€	\$
3201 Radio Advertising 0-30 seconds	Single	205	330	410
3202 Radio Advertising over 30 seconds	Single	205	330	410
3203 Tactical Radio Advertising	Single	205	330	410
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	335	540	670
3204 Radio Advertising Campaigns	Campaign	335	540	670
3205 Innovative Use of Radio & Audio	Single	205	330	410
What is it? Work that pushes the boundaries of the radio medium, using it in a new way to promote a brand.	Campaign	335	540	670

Radio & Audio (continued)		£	€	\$
3206 Use of Branded Audio Content				
What is it? Audio content created to promote a brand, product, service, or business.	Single	205	330	410
What can I enter? Podcasts and streaming or programmes.	Campaign	335	540	670
Spatial & Experiential Design		£	€	\$
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 standalone 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. Each piece of work can be entered into only one of the Spatial Design categories.				
3303 Hospitality & Workplace Interiors				
What is it? Design for hospitality spaces and workplace interiors.				
What can I enter? Hotels, leisure centres, nightclubs, pubs, restaurants, serviced apartments, offices...	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.				
3304 Retail Design				
What is it? Design of retail spaces, including pop-up and permanent shops.				
What else do I need to know? Standalone retail installations or experiences should be entered in Installation Design. Each piece of work can be entered into only one of the Spatial Design categories.	Single	190	305	380
3305 Set & Stage Design				
What is it? Design of sets used for theatre, film or TV, and set design to support corporate or commercial events.	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.				
3306 Trade Show & Exposition Design				
What is it? Design of trade stands and exposition.				
What else do I need to know? This category is for commercial or trade events, please do not enter exhibition design. Each piece of work can be entered into only one of the Spatial Design categories.	Single	190	305	380
3307 Design for Public Spaces				
What is it? Design of brand-related interventions in public community spaces. (Neither exhibitions nor installations.)				
What can I enter? Street furniture, bus stops, public toilets, parks, libraries, leisure centres...	Single	190	305	380
What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.				
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

Writing for Advertising		£	€	\$
3401 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 film content, online branded films, programme promotions and sponsorship.	Single	380	610	760
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	650	1040	1300
3402 Writing for Digital Marketing				
What can I enter? Banner ads, mobile ads, campaign sites, games, mobile sites, apps...	Single	255	410	510
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	465	745	930
3403 Writing for Social Media				
What is it? Short or long copy designed for social media channels.	Single	255	410	510
What can I enter? Branded or marketing copy used on public social media sites.	Campaign	465	745	930
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.				
3404 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	255	410	510
	Campaign	465	745	930
3405 Writing for Poster 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	255	410	510
	Campaign	465	745	930
3406 Writing for Radio & Audio				
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	205	410	510
	Campaign	335	745	930
3407 Writing for Branded Editorial				
What is it? Print or digital long form branded writing created for promotional purposes.				
What can I enter? Blog posts, articles, listicles...	Single	255	410	510
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 is for media sites, sponsored personal sites, or brand-owned websites. Copy written for major social networks should be entered into Writing for Social Media.	Campaign	465	745	930
3408 Writing for Direct				
What can I enter? Direct mail, print, radio, TV, cinema, mobile and online ads that elicit a direct response from the user.	Single	255	410	510
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	465	745	930
Writing for Design		£	€	\$
3501 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.				
3502 Writing for Packaging Design				
What is it? Writing on a piece or range of packaging that helps to bring the creative idea to life.	Single	110	180	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

Writing for Design (continued)		£	€	\$
3503 Writing for Point of Sale				
What is it? Writing for promotional materials at the point of sale.	Single	110	180	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 Writing for Poster Design instead.	Campaign	190	305	380
3504 Writing for Poster Design				
What is it? Long or short copy that is integral to the design of a poster and helps bring the creative idea to life.	Single	110	180	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
3505 Writing for Printed Materials & Graphic Communications				
What is it? Long or short copy that is integral to a piece of design, and helps bring the creative idea to life.	Single	110	180	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
3506 Writing for Wayfinding & Environmental Graphics				
What is it? Long or short copy for signage, wayfinding and information graphics and graphic design that enhances a space.	Single	110	180	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.				
3507 Writing for Branding Schemes				
What is it? Long or short form writing for the entire brand identity.	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.				
3508 Writing for Brand Experiences & Environments				
What is it? Long or short form writing for brand experiences or environments.	Single	110	180	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
3509 Writing for TV & Channel Branding				
What is it? Long or short form writing for TV and channel branding.	Single	110	180	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
3510 Writing for Websites				
What is it? Copy that is integral to the design of a website and helps bring the creative idea to life.	Single	110	180	220
What can I enter? Websites				
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.				
3511 Writing for Digital Platforms				
What is it? Copy that is integral to the design of a digital platform or app.	Single	110	180	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
3512 Verbal Identity				
What is it? The way in which a company or product is named or described including the brand's tone of voice and taglines. Can include writing on both digital and printed materials...The judges should also consider how the name of the brand is conceived for its target audience(s).	Single	110	180	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