



D&AD Student Awards 2013

Write a radio campaign that sells the power of radio as an attractive advertising medium. Show how well radio adverts can provoke an emotional reaction in their audience, whilst having significant impact as part of a campaign.

Copywriting Brief

Brief set by: RAB



Deadline

Entries for this brief must be submitted by Wednesday 20 March 2013.

#studentawards

Background

The Radio Advertising Bureau (RAB) is the marketing arm of the Radio Centre (the trade body for radio). It's their role to get advertisers and marketers to see the unique and positive potential of this much-loved medium – making it a must-have for any successful campaign.

Creative Challenge

Radio has been proven to provide a significant emotional reaction to listeners, and research has shown that listening to the radio increases your levels of happiness more than any other medium. Current research on advertising effectiveness proves that adverts that provoke an emotional reaction are the most effective.

Utilising the personal relationship with radio that many Brand and Marketing Managers also have, convince them of the potential and success for their brand by putting more creativity into radio advertising. It's often seen as fast and cheap, and many don't see the unique and emotional connection formed with the platform.

Considerations

- How can radio advertising be listened to in a new way? Get advertisers excited about the potential of the medium. Don't just consider classic radio advertising spots. How else can you engage the listener?
- Britain Loves Radio is the RAB's strapline for this campaign.

Target Audience

Brand and Marketing Managers – people who look after brands, plan media spend and decide how, and where, a brand will be seen and heard. They'll be creatively engaged and regular radio listeners.

Mandatorys

Write a script, or scripts, that work as part of a campaign. They can be of any length. You are not bound by 10', 30', or 60' time lengths as radio is an exceptionally flexible medium. Include as much detail as you like about how you would execute / make these scripts.

Deliverables

Upload each script as a PDF.

For full format specs and guidance, see 'Formatting Your Entries' on the next page. Work in formats other than those outlined will not be accepted.



D&AD Student Awards 2013 Formatting Your Entries

All entries must be submitted digitally via our entry site. The deadline is **Wednesday 20 March 2013**. The entry site will be open from **Monday 18 February**. Certain briefs also allow you to send physical supporting material – this needs to reach us by **Wednesday 27 March**.

Things you must do:

Stick to the formats and specs listed below, or your work won't be accepted.

Provide a title for your entry. This should be unique to your response, not simply the name of the brief. This can be supplied online.

Make sure that your main deliverable(s) clearly, and effectively, present your idea and execution. Judges will view these first, and then look at any supporting material if they wish.

Things not to do:

Don't include your name, or the names of your teammates, tutors or college anywhere in your entered work, or in file names. This is to ensure that work is judged anonymously and fairly. If names or credits are visible, or audible, in any deliverables we may ask you to resubmit them, or we may remove them from the work ourselves. The exception is the **Make Your Mark** brief.

Don't submit video, image or audio deliverables via email, on data discs, contained in zip files, or hosted on websites. These must be uploaded through the entry site.

URL deliverables are only accepted where the website itself is part of the entry.

Zip files are only accepted for interactive work, HTML, websites, widgets or apps.

PDFs are only accepted for the Copywriting Brief.

Accepted Formats

Videos

- Presentation films (max. 2 minutes); executions of moving image work, TV ads, etc
- Formats accepted: MPEG2 / MPEG4 and MOV
- Maximum file size: 500mb

MPEG2 / MPEG4 and MOV

Region / Format	Aspect Ratio	Resolution	Frame Rate	Bitrate	File Format	Codec
HD 1080p / 1080i	16-9	1920 x 1080	25-30 fps	15-25 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
PAL	4-3	720 x 576	25 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
PAL	16-9	1024 x 576	25 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
NTSC	4-3	720 x 480	30 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
NTSC	16-9	1024 x 480	30 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2

Your media must come from an uncompressed format (eg Beta, MiniDV or DVCam).

Do not add a clock or slate at the start of your film.

Your file must be multiplexed with audio and video in one single file.



D&AD Student Awards 2013 Formatting Your Entries

Images

Image format: JPEG (PNG, GIF, and PDF files will not be accepted)

- Image resolution: At least 300dpi
- Colour mode: RGB
- Minimum image size: 15cm on the longest axis
- Maximum file size: 4mb
- Image orientation: Images will be viewed on screen so landscape is preferred. However, portrait is fine too, if that's more appropriate.
- Text in images: Keep any explanatory text in images to a minimum – supporting information should be entered online.
- If you are including text, use a clear font (eg Arial) at a decent size (at least 12pt). As a rule of thumb, it should be easy to read if the image is viewed full-screen on an average laptop.

Interactive work

HTML, websites, widgets, apps, etc.

Interactive work must be Chrome compatible.

If the work is available online, submit as a URL.

If you are not able to host the work online, submit a ZIP folder containing all the necessary files:

- When you complete the online entry form, you'll get an entry number.
- Use this as the name for the zip folder itself, and at the start of file names for the root folder, index file, and Flash or Shockwave files.
- Submit websites in their entirety, as Chrome compatible HTML projects.
- Submit Flash and Shockwave projects embedded in HTML.

Audio files

Executions of radio ads, etc.

- File format: MP3, Sample size: 16-bit, Sample rate: 44100khz, Maximum file size: 10mb
- File extension must read .mp3
- Do not include audio introductions or presentations

Physical work

Prototypes, mock-ups, 3D models.

- Physical work is only accepted as supporting material, and only if specified by the brief.
- All entries will initially be judged online to produce a long-list for the main judging event. Judges will only see physical work if the entry makes the long-list based on its main digital deliverable.
- Download labels for physical work from the entry site. Fill them in and attach a completed entry label to the back or base of each object. Package together and attach a completed postage label to the package.

Scripts (PDF)

For radio ads.

- If you have more than one script, upload each one as a separate PDF. Do not combine them all into one document.
- Use a clear font (eg Arial) and 12pt text.

For more information, visit www.dandad.org/studentawards

Or if you have any questions, email us at studentawards@dandad.org