



D&AD Awards 2020

Entry Kit

Updated on 25.03.2020

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Why Enter?

What previous winners said about winning a Pencil...

98%

'It was good for my career.'

72%

'It led to a promotion.'

71%

'We won new business as a direct result.'

87%

'It helped us attract new talent.'

85%

'We had opportunities we might not have had.'

And most importantly... D&AD is a not-for-profit.

We put the money we make back into the industry we serve, mainly through D&AD New Blood – helping new talent prosper, promoting diversity, and working towards a fairer, more sustainable future for the industry. In 2019, we invested £6.5 million in charitable activities and provided 176,553 vocational learning opportunities to emerging creatives.

So, enter not just for a chance at the glory, but to contribute to our mission to make the creative world stronger, fairer and more open for everyone.

**“We enter D&AD
because we feel
it consists of a
community that
cares.”**

Stefan Sagmeister

Designer

D&AD

Pencil Levels

Shortlist

Work that demonstrates merit, worthy of recognition and a mention in the D&AD Annual. Awarded in all categories in the first instance.



SHORTLIST

Wood Pencil

The best of the year in advertising, design and craft, worthy of a place in the D&AD Annual.



Graphite Pencil

Stand-out work, beautifully executed with an original and inspiring idea at its core.



Yellow Pencil

The iconic D&AD Yellow Pencil, awarded only to outstanding work that achieves true creative excellence.



Black Pencil

The ultimate creative accolade, reserved for ground-breaking work. Only a handful of Black Pencils are awarded every year.



White Pencil

The ultimate Impact accolade, awarded to exceptional and game-changing projects that have resulted in significant and established behavioural, policy, commercial and/or societal change. Awarded to top winners in the Impact category instead of the Black Pencil.



Special Awards & Competitions

Companies of the Year

Pencil winners and shortlisted companies are allocated points for each win. The points are then cumulated to determine the 1st, 2nd and 3rd places in the following categories:

- Advertising Agency of the Year
- Design Studio of the Year
- Production Company of the Year
- Client of the Year

Winners will be announced at the D&AD Ceremony.

Collaborative

The Collaborative category recognises the long-lasting relationships between clients and their design, advertising and production companies – leading to the creation of amazing work over time.

President's Award

Every year, D&AD honours an industry hero, a legend whose contribution to the industry has been nothing but inspirational. The awardee is chosen by the D&AD President and will be announced at the D&AD Ceremony on 21 May 2020.

Next

Sometimes it can be hard to get heard over all the commotion in the creative industry. That's why D&AD Next gives new and un-heard voices the chance to get heard. It's a platform for the next generation to showcase their ideas, and to get their hands on a coveted D&AD Next Pencil. For more information, please visit [page 65](#).

Side Hustle

Side Hustle is the competition for passion projects that you can't contain. It's the competition for people with big ideas who were born to create. For those who dream of launching their enterprise loudly and proudly into the world. Our jury of investors, entrepreneurs and creative directors are waiting to meet you. For more information, please visit [page 68](#).

Make sure you never miss an update; subscribe for updates or become a member by visiting dandad.org.

Judging Criteria

When assessing the work, judges will consider the following questions:

For Advertising, Culture and Design categories

- > Is the idea inspiring?
- > Is it brilliantly executed?
- > Is it fit for purpose?

For Craft categories

- > Is it brilliantly crafted?
- > Does the use of craft elevate the idea?
- > Is the idea inspiring?
- > Is it fit for purpose?

For the Impact category

- > Is the idea positively influencing business and society?
- > Has it resulted in tangible change?
- > Is it innovative and inspiring?
- > Is it fit for purpose?

For the Future Impact category

- > Does the idea demonstrate potential to positively influence business and society?
- > Does it sufficiently demonstrate the potential to drive tangible change?
- > Does it sufficiently demonstrate that it can meet its intended scale?
- > Is it innovative and inspiring?

For Next categories

- > Does it show remarkable creative flair?
- > Does it demonstrate great potential?
- > Where applicable, is there outstanding use of craft and technique?

For Side Hustle Categories

Start-up

- > Does the idea use creative thinking to meet a genuine need?
- > Does it demonstrate appropriate proof of concept?
- > Does it show potential for growth?

Scale up

- > Does the idea use creative thinking to meet a genuine need?
- > Has it been validated within the marketplace?
- > Is the idea sustainable and on track to meet its intended scale?

What's New?

Categories

The D&AD Awards categories evolve every year to reflect industry developments. Look out for 'new' to identify new categories. Some changes are also highlighted below:

Creativity for Good & Impact

This year the D&AD Impact Awards programme will coincide with the D&AD Awards 2020. Impact will now replace the Creativity for Good category established in 2012. The core objective remains unchanged: to recognise creative ideas that drive positive change. This includes the Future Impact programme, for ideas that have the potential to drive positive impact. Entries submitted by NGOs are eligible for 50% off.

Design Transformation

Shifts in industry practices mean that design thinking is increasingly a key driver of business transformation and growth. This year, we have launched the Design Transformation category to award brilliant transformation projects, recognising operational, technology-led, experience and holistic business transformations.

Digital Design

A complete revamp of the Digital Design category means it now honours the brilliant work behind digital product, service and experience design outputs.

Product Design

Building on a decades-long legacy of recognising great product design, D&AD has further aligned itself with the sector by using industry categorisation to rename the Product Design categories.

Digital (Marketing)

Our Digital category has had major changes to reflect the ever-changing landscape of digital marketing, technology in advertising and digital innovation. New categories include Creative e-Commerce, Use of AI, In-game Advertising and Creative Use of Data.

Writing for Design and Advertising

Upon popular requests from advertising and design juries over the last two years, we have incorporated the writing categories within existing advertising and design categories. For example, the Graphic Design jury will now also award Writing for Graphic Design, the Film Advertising jury will award Writing for Film Advertising.

Prices

Freelancers and businesses with less than 10 employees now get 20% off entries. To get the discount contact awards@dandad.org.

Supporting Information & Submission Formats

We know it takes time to write submissions, so we've made the questions simpler and more fact-based. Judges love to know the facts, so keep your written information short and to the point!

We've also simplified the language for submission formats, making the requirements clearer and more flexible.

Before You Enter

*****This bit is important*****

1 Check that your work is eligible

See eligibility rules on [page 09](#).

2 Pick your categories

The S and M symbols next to each category title indicate if work can be entered as a Single or Multi-part entry (for example campaigns or series).

3 Prepare your entry

Submission Formats: The category pages (page 13 to 68) indicate what format to submit your work in. There's more detailed information and file specs for each format on [page 71](#).

Supporting Information: At the bottom of each category page is a list of the written information you'll be asked to submit online. Don't skip this, as it gives judges important information on your work, but keep it brief and focus on the facts. See detailed requirements and character limits on [page 75](#).

Translations: If your work was released in a language other than English, submit it in its original language, alongside a translation. For films, this means subtitles. For non-film work, simply type up your translation online.

4 Create your entry

Go to your online account on dandad.org to get started. On there you can save your entries as you go. There's also a 'walkthrough' film for an overview of the process and useful tips.

5 Review and submit

Before completing your entry, double check all written information and uploaded files. We will be unable to change entries after the deadline date. Once your entry is complete you can make payment by card or bank transfer to finalise your submission.

6 Post your physical material

If sending items by post, you will need to download and print labels to attach to your work and parcel. These will be available online after making payment.

Note on customs fees: It is essential that you track your item as it goes through customs and that you pay the correct custom charges to minimise the risk of your work being held at UK customs.

For advice on where to enter or if you have any questions about entering your work please [contact us](#).

Rules & Eligibility

*****This bit is important*****

Eligible Work

To be eligible, work must have been:

- > Commercially released between 1 January 2019 and 19 April 2020*
- > Produced in response to a genuine brief from a client or approved by a client
- > Made available to the public through legal mediums
- > Approved and paid for by the client

* Work entered in Digital Design/Incremental Design and Integrated/Established Campaigns must be commercially active within this eligibility window but could have been released anytime since 1 January 2017.

Ineligible Work

We do not accept:

- > Concept designs or works created only for the purpose of entering competitions
- > Work entered by another party into the same category
- > Work entered into the D&AD Awards in previous years
- > Prototypes that were not commercially released within the eligibility period*

* Prototypes are accepted in Product Design/Prototypes. For more information please refer to our Terms & Conditions.

Other qualifying cases

Work is also eligible in the cases below and given the following conditions:

If work was done pro bono for a charity:

- > The charity must have a contractual relationship with the entrant company
- > The charity must have approved the work to run
- > We might ask for confirmation from the media owner if the media/airtime was provided pro bono

If the entrant company is also the client for the work, which falls into one of these two categories:

- > Self-promotion – self-promotional work is eligible only if it was released commercially and made available to potential customers
- > In-house design and production – business owners can enter work that was produced in-house and made available commercially

If the work was released for the first time before 1 January 2019 it is eligible only under one of these two conditions:

- > The majority of the work (only applies to campaign entries) was launched between 1 January 2019 and 19 April 2020
- > The work was changed/updated then re-launched between 1 January 2019 and 19 April 2020, having undergone a significant creative development

Rules & Eligibility

*****This bit is important*****

Submission of entries

Work must be submitted:

- > As it was commercially released; only make alterations to the work if this is to meet the material requirements detailed in this guide
- > In its original language; for non-English work, provide a translation as instructed in this guide

Breaching the rules of entry

In the event that a jury queries the eligibility of an entry, we will ask you to provide further documentary evidence to demonstrate that the work is eligible. If D&AD establishes that an entrant has broken the awards rules, the offending entry will be immediately suspended from the Awards and referred to the D&AD Executive advisory group.

The D&AD Executive advisory group has the right to:

- > Disqualify an entrant from the Awards
- > Bar an entrant from submitting entries in future years
- > Revoke or suspend an entrant's membership of D&AD

For full information on D&AD's policies see our Terms & Conditions.

Collaborative

The Collaborative Award recognises design, advertising and production agencies and studios for their long-lasting relationships with their clients.

Work submitted must comply with the rules outlined above. Additionally, entrants must:

- > Be a design, advertising, creative and/or production agency or studio
- > Have enjoyed an uninterrupted commercial relationship with a client for a period of at least three years before 19 April 2020
- > Have produced a minimum of two campaigns or projects for the client in each of those years, with at least two of the campaigns/projects submitted as part of the entry
- > Have the written consent of the client to submit the work and to name the client in their entry. D&AD reserves the right to request a copy of such written consent

Next

For everything you need to know about Next, including the rules and entry criteria, please go to [page 65](#).

Side Hustle

For everything you need to know about Side Hustle, including the rules and entry criteria, please go to [page 68](#).

Rules & Eligibility

*****This bit is important*****

Impact Entry Criteria

The Impact categories are for anyone using creative thinking to drive positive change; whether you're an innovator, brand, NGO, start-up, entrepreneur, agency or social enterprise.

Upon entering you will be asked to select your primary field of operation from the following: Community & Civic Engagement, Educational & Financial Empowerment, Environment & Sustainability, Equality & Diversity, Health & Wellness, Humanitarian Aid.

For both categories, your entry must:

- > Comply with all relevant laws and regulations
- > Have approval from all partners/stakeholders

We do not accept:

- > Works created only for the purpose of entering competitions
- > Work entered by another party into the same category

Impact

To be eligible for this category, your entry must evidence the impact achieved and have launched, been significantly changed or updated between 1 January 2018 and 19 March 2020. Prototypes and products in alpha/beta testing, or work that has not made an impact, should be entered into the Future Impact category (see below).

Future Impact

To be eligible for this category your entry must have proof of concept and evidence the potential for impact. Prototypes, ideas that are approaching or undergoing testing, projects seeking funding and products in production are all suitable. New product/service lines or campaign parts are also eligible under the same conditions. Work that is already making an impact should be entered into the Impact category (see above).

Please note - an extended entry deadline of 15 July 2020 applies to the Future Impact category. Entrants will be awarded in November 2020.

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Due to the current circumstances caused by COVID-19 we will now be judging all categories virtually, with the exception of Book Design, Graphic Design, Magazine & Newspaper Design and Packaging Design. For further information on our plans to protect the integrity of judging throughout this process, please read our full COVID-19 statement [here](#).

Advertising:

Art Direction

Overall design, visual direction and style for campaigns or elements of them, including work released online, on digital platforms, in print, on TV, etc.

Entry Prices

Single

super early bird
£270, €432, \$540

early bird
£300, €480, \$600


























standard
£360, €576, \$720

Multi

super early bird
£450, €720, \$900

early bird
£500, €800, \$1000

standard
£600, €960, \$1200

Subcategory		Submission Formats 
1001 	Art Direction for Integrated Digital Campaigns  Art direction for integrated campaigns that run primarily on digital platforms. This could include websites, display ads and social media, apps, data or creative technology. Offline parts are accepted if they work with the digital components.	Mandatory Presentation Film
1002 	Art Direction for Websites  Art direction for websites, landing pages and microsites. Includes a brand's main site and those launched as part of a promotional campaign. To enter submit a URL that will be live and accessible from the UK until June 2020.	Mandatory URL —  1 piece of work per entry  Max 10 pieces of work per entry
1003 	Art Direction for Display & Social Advertising   Art direction for display advertising, paid social and paid search. For example banners, pop-ups, sponsored posts, video ads, pre-rolls, takeovers, competitions and Google AdWords.	
1004 	Art Direction for Branded Apps & Games   Art direction for apps and mobile games that are branded or have a commercial component but are not the main business app of a product or service. Could be played online or downloaded.	
1005 	Art Direction for In-Game Advertising   Art direction for advertising within online, computer, video or mobile games. Includes in-game billboards, gamification components, product placements that are part of the game narrative, selective ads, incentivised ads and the use of ad gating.	
1006	Art Direction for Direct   Art direction for targeted pieces of marketing that are designed to elicit a direct response from users. Includes print advertising, mail, digital and film advertising.	Mandatory  Choose from one of the below: URL Film Digital Image/s (for print ads, mail and inserts & wraps) —  1 piece of work per entry  Max 10 pieces of work per entry
1007	Art Direction for Film Advertising   Includes advertising created for social, VOD, TV or cinema.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Where did the work run and how long for? **For relevant categories:** Instructions.

See [page 75](#) for more information.

Advertising:

Art Direction



Entry Prices

Single **S**

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

standard
£360, €576, \$720

Multi **M**

super early bird
£450, €720, \$900

early bird
£500, €800, \$1000

standard
£600, €960, \$1200

Subcategory

- 1008 **Art Direction for Outdoor Advertising **S****M****
Includes print and digital posters, special builds and digital sites.

- 1009 **Art Direction for Press Advertising **S****M****
Art direction for press ads, inserts and wraps.

Submission Formats **i**

- Mandatory** **UPDATED**
One of the below:
Digital Image/s (for poster ads)
Digital Presentation Images
(for special builds)
Films (for digital sites)
—
S 1 piece of work per entry
M Max 10 pieces of work per entry

- Mandatory** **UPDATED**
Digital Image/s
—
S 1 piece of work per entry
M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Where did the work run and how long for? **For relevant categories:** Instructions.
See [page 75](#) for more information.

Advertising:

Digital

Marketing communications that primarily make use of creative ideas, technology, data and digital platforms.

Entry Prices

Single

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

























standard
£360, €576, \$720

Multi

super early bird
£495, €792, \$990

early bird
£550, €880, \$1100

standard
£660, €1056, \$1320

Subcategory		Submission Formats 
1101	Integrated Digital Campaigns  Integrated campaigns that run primarily on digital platforms. This could include websites, display advertising and social media, apps, data or creative technology. Offline parts are accepted if they work with the digital components.	Mandatory Presentation Film Mandatory URL —  1 piece of work per entry  Max 10 pieces of work per entry
1102	Campaign Websites  Websites, landing pages, brochure and microsites launched as part of a promotional campaign, not a brand's main site. To enter submit a URL that will be live and accessible from the UK until June 2020.	
1103 	Display & Social Advertising   Display advertising, paid social and paid search. For example banners, pop-ups, sponsored posts, video ads, pre-rolls, takeovers, competitions and Google AdWords. Short form branded content should be entered into the Film Advertising category.	
1104	Branded Apps & Games   Apps and mobile games that are branded or have a commercial component but are not the main business app of a product or service. Could be played online or downloaded.	
1105 	In-Game Advertising   Advertising within computer, video, online or mobile games. Includes in-game billboards, gamification components, product placement that are part of the game narrative, selective ads, incentivised ads and the use of ad gating.	Mandatory One of the below: URL Film —  1 piece of work per entry  Max 10 pieces of work per entry
1106 	Use of Micro-Talent/Influencers   Campaigns that use micro-talent or micro-influencers – those with niche audiences or a lower count of followers – to increase engagement and target specific markets.	
1107	Use of Talent & Influencers   Campaigns that use popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	Mandatory One or both of the below: URL Film Optional Presentation Film —  1 piece of work per entry  Max 10 pieces of work per entry
1108	Use of Trends & Tactical Marketing   Marketing in the form of newsjacking. Combines creative ideas and a breaking news story or a trending topic to generate maximum coverage and social media engagement for a brand, leading to an immediate impact.	

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Instructions. **For relevant categories:** Where did the work run and for how long? If applicable, on which social media channel/s was the work released and for how long? See [page 75](#) for more information.

Advertising:

Digital



Entry Prices

Single **S**

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

standard
£360, €576, \$720

Multi **M**

super early bird
£495, €792, \$990

early bird
£550, €880, \$1100

standard
£660, €1056, \$1320

Subcategory		Submission Formats i
1109	Creative Use of Social Media S M Advertising that uses a social media platform's time delay, algorithm, censoring rules, functionality or formats. Standard social media advertising should be entered into the Display & Social Advertising category.	Mandatory Presentation Film Optional URL
1110	Creative Use of Technology S Marketing that uses technology or machine learning to push the boundaries of creativity. Includes deep tech and machine learning for targeting or engaging with audiences. You will need to show how the use of technology has directly contributed to commercial success.	
1111 NEW	Creative Use of AI S Digital marketing that uses AI to push the boundaries of creativity. Includes the use of AI in writing the creative brief, scripting and generating commercials, producing insight and engaging with audiences (e.g. chatbots, voice assistants). You will need to show how the use of AI has directly contributed to commercial success.	
1112 NEW	Creative Use of Data S Creative campaigns that use data to enhance the idea, amplify brand narrative, drive commercial success or improve customer experience, online or offline. This could include internal or external data; big data, real time data or competitive data.	
1113 NEW	Creative e-Commerce S Innovation in mobile e-commerce experiences, social components, personalised shopping experiences, chatbots or creative brand collaborations on bespoke product development to maximise sales.	
1114 NEW	Cohesive Use of Physical & Digital S Advertising that uses physical and digital component(s) in tandem to engage with a user and deliver a marketing message.	Mandatory Presentation Film Optional URL Physical Material
1115 NEW	Creative Use of Writing S M Copy written for digital advertising in order to effectively drive performance of the communication. Includes websites, banners, pop-ups, mobile ads, campaign sites, digital services, games, mobile sites, apps and social media. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	

S 1 piece of work per entry
M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Instructions. **For relevant categories:** Where did the work run and for how long? If applicable, on which social media channel/s was the work released and for how long? See [page 75](#) for more information.

Advertising:

Direct

Direct marketing designed to elicit a direct response and/or target a specific audience. Could be on all types of platform for example online, radio, ambient, etc.

Entry Prices

Single

super early bird
£270, €432, \$540

early bird
£300, €480, \$600




















standard
£360, €576, \$720

Multi

super early bird
£495, €792, \$990

early bird
£550, €880, \$1100

standard
£660, €1056, \$1320

Subcategory		Submission Formats 
1201	Direct Integrated Campaigns  Fully integrated direct marketing campaigns that are executed across multiple platforms e.g. online, in print, TV and radio.	Mandatory Presentation Film
1202	Direct Mail  Physical mail that targets a specific audience and/or seeks a response from the recipient. Includes door drops, letters, postcards and mail packs. You will be asked to select the volume when submitting your work, from very low volume (up to 500 pieces), low volume (501-10,000 pieces), medium volume (10,001-100,000 pieces) and high volume (100,001+ pieces).	Mandatory  Digital Image/s —  1 piece of work per entry  Max 10 pieces of work per entry
1203	Direct Response/Digital  Direct digital communication including banners, campaign sites, social media campaigns, emails, apps and mobile ads.	Mandatory URL —  1 piece of work per entry  Max 10 pieces of work per entry
1204	Direct Response/Radio & Audio  Radio ads and audio marketing that drive a specific call to action and/or target a specific audience.	Mandatory Audio —  1 piece of work per entry  Max 10 pieces of work per entry
1205	Direct Response/Press & Poster  Print ads, including press inserts and wraps, specifically designed to elicit a direct response from the target audience.	Mandatory  One of the below: Digital Image/s (for print ads and inserts & wraps) Digital Presentation Images (for special builds) Film (for digital sites) —  1 piece of work per entry  Max 10 pieces of work per entry
1206	Direct Response/Film  Social, VOD, TV or cinema ads that drive a specific call to action and/or target a specific audience.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions, Where did the work run and how long for?
 See [page 75](#) for more information.

Advertising:

Direct



Entry Prices

Single **S**

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

standard
£360, €576, \$720

Multi **M**

super early bird
£495, €792, \$990

early bird
£550, €880, \$1100

standard
£660, €1056, \$1320

Subcategory		Submission Formats i
1207	Direct Response/Ambient M Non-traditional, out-of-home direct marketing. May include stunts, special builds, street furniture, live events and pop-up shops.	Mandatory Presentation Film
1208	Direct Product & Service M Products and services targeting specific audiences and eliciting a direct response.	
1209	Direct Acquisition & Retention M 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.	
1210	Direct Innovation M Work eliciting a direct response in a new and innovative way. Entries must demonstrate how the work has taken an existing direct method or platform and innovated it.	
1211	Writing for Direct SM Writing for marketing communications in the form of direct mail, print, inserts and wraps, radio, audio, VOD, TV, cinema, mobile and social that elicits a direct response from the user. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	Mandatory UPDATED Choose from one of the below: URL Film + PDF of Script Audio + PDF of Script Digital Image/s (for print ads, mail and inserts & wraps) <hr/> S 1 piece of work per entry M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions, Where did the work run and how long for?

See [page 75](#) for more information.

Advertising:

Experiential

Work that brings about interaction between brands and consumers through experience-led activations. May be digital, physical or a combination of both. For example, stunts, pop-up shops, installations, technology-led experiences and responsive environments, live stream events, interactive brand videos, online retail.

Entry Prices

Single ⓘ

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Subcategory		Submission Formats ⓘ
1301	Community Experience ⓘ Branded activations or ideas taking place within communities, or bringing them together, to optimise a shared experience.	Mandatory Presentation Film
1302	Branded Entertainment Experience ⓘ Branded entertainment experiences, for example live shows, events, concerts and festivals.	
1303	Public Environments ⓘ Branded environments or experiences in public spaces.	
1304	Expos, Conventions & Trade Shows ⓘ Brand activations and stands at expos, conventions and trade shows.	
1305	Out-of-Home ⓘ Out-of-home experiences and activations, for example guerrilla marketing, stunts and ambient.	
1306	Retail ⓘ Retail experiences that enhance a purchasing process. Includes in-store activations, pop-up shops and street vendor experiences.	
1307	Gamification ⓘ NEW Where a brand message is brought to life through engagement in a game or competition. May include digital games and apps or physical activities. In-game adverts and branding should be entered into the Direct category.	
1308	Use of Technology ⓘ Branded environments where the core element is heightened by the use of technology such as 360 video, voice activation, immersion or multi-platform. May include projection mapping or user-activated experiences. For AR and VR see the Use of Realities category.	
1309	Use of Realities ⓘ NEW Work where augmented, virtual or mixed realities play a key role in conveying the brand message.	

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Where did the work run and how long for? See [page 75](#) for more information.

Advertising:

Film Advertising

Film adverts for TV, VOD, cinema and social media, including interactive and viral films.

Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800


































standard
£480, €768, \$960

Multi

super early bird
£630, €1008, \$1260

early bird
£700, €1120, \$1400

standard
£840, €1344, \$1680

Subcategory		Submission Formats 
1401	Social Commercial Campaigns   Commercial film campaigns designed for social media platforms.	Mandatory Film <hr/>  1 piece of work per entry  Max 10 pieces of work per entry
1402	Social Commercials 1-10 seconds  	
1403	Social Commercials 11-20 seconds  	
1404	Social Commercials 21-30 seconds  	
1405	Social Commercials over 30 seconds  	
1406	VOD Commercial Campaigns   Commercial film campaigns designed for video-on-demand.	
1407	VOD Commercials 1-10 seconds  	
1408	VOD Commercials 11-20 seconds  	
1409	VOD Commercials 21-30 seconds  	
1410	VOD Commercials over 30 seconds  	
1411	TV Commercial Campaigns  Commercial film campaigns designed for TV.	
1412	TV Commercials 1-20 seconds 	
1413	TV Commercials 21-40 seconds 	
1414	TV Commercials 41-60 seconds 	
1415	TV Commercials 61-120 seconds 	
1416	TV Commercials over 120 seconds 	
1417	Cinema Commercial Campaigns  Commercial film campaigns designed for cinema.	
1418	Cinema Commercials 1-20 seconds 	
1419	Cinema Commercials 21-40 seconds 	
1420	Cinema Commercials 41-60 seconds 	

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions, Where did the work run and how long for? If applicable, on which social media channel/s was the work released and for how long? **For category 1425:** Number of views and evidence of discussion in popular culture. See [page 75](#) for more information.

Advertising:

Film Advertising



Entry Prices

Single **S**

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Multi **M**

super early bird
£630, €1008, \$1260

early bird
£700, €1120, \$1400

standard
£840, €1344, \$1680

Subcategory		Submission Formats i
1421	Cinema Commercials 61-120 seconds S	Mandatory Film — S 1 piece of work per entry M Max 10 pieces of work per entry
1422	Cinema Commercials over 120 seconds S	
1423	Other Screens S M Film advertising primarily designed to be shown on non-traditional screens, for example outdoor screens, at events, in presentations, on aeroplanes.	
1424	Programme Promotions S M Film promotion for a TV programme or series. Includes advertising created for Social, VOD, TV or cinema.	
1425	Viral Films S M NEW Film advertising that has become popular virally through online sharing.	
1426	Tactical Film Advertising S M Film advertising that uses the popularity of a specific news story or event to generate maximum coverage for the brand.	Mandatory Film + PDF of Script — S 1 piece of work per entry M Max 10 pieces of work per entry
1427	Writing for Film Advertising S M Scripts for, and visible copy within, TV, VOD, social and cinema ads, long form film content, online branded films, programme promotions and sponsorship. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	
1428	Interactive Film Advertising S M Film advertising that prompts interaction from the viewer. This may include the use of a second screen where devices are used in parallel.	
1429	Innovative Film Advertising S M Film advertising that pushes the boundaries of the medium by implementing new ideas, methods of storytelling or technology.	Mandatory Film Optional Presentation Film — S 1 piece of work per entry M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions, Where did the work run and how long for? If applicable, on which social media channel/s was the work released and for how long? **For category 1425:** Number of views and evidence of discussion in popular culture. See [page 75](#) for more information.

Advertising:

Integrated

Campaigns where a central idea is successfully executed across a variety of media, e.g. TV, print, online, mobile, ambient.

















Entry Prices

Multi

super early bird
£540, €864, \$1080

early bird
£600, €960, \$1200

standard
£720, €1152, \$1440

Subcategory		Submission Formats 
1501	Integrated/Small Business (under 50 employees)  Fully integrated campaigns that were successfully executed across multiple platforms e.g. online, on TV, radio, out-of-home, etc.	Mandatory Presentation Film
1502	Integrated/Medium Business (50-500 employees) 	
1503	Integrated/Large Business (over 500 employees) 	
1504	Earned Media/Small Business (under 50 employees)  Campaigns where publicity is gained organically, not through paid or owned media channels. Includes messaging spread via word-of-mouth, social media, editorial, etc., effectively using third parties to create a buzz.	
1505	Earned Media/Medium Business (50-500 employees) 	
1506	Earned Media/Large Business (over 500 employees) 	
1507 	Omnichannel/Small Business (under 50 employees)  Fully integrated campaigns where the activations across all channels are joined up to create a seamless customer experience, whichever channel they engage with. The customer journey is central to the strategy.	
1508 	Omnichannel/Medium Business (50-500 employees) 	
1509 	Omnichannel/Large Business (over 500 employees) 	
1510	Established Campaigns  Established campaigns, where the same concept has run over three years or more, with a central idea executed across a variety of media. The eligibility period for work entered into this subcategory is 1 January 2017 to 19 March 2020.	
1511 	Writing for Integrated  Copy written for campaigns where a central idea connects across a variety of media. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Where did the work run and how long for? See [page 75](#) for more information.

Advertising:

Media

Strategies and ideas that use a specific medium or media property as a creative tool. Judges will be looking for innovative and creative ‘media first’ ideas – those which prioritise the effective use of channels to communicate the brand message.













Entry Prices

Multi

super early bird
£405, €648, \$810

early bird
£450, €720, \$900

standard
£540, €864, \$1080

Subcategory		Submission Formats 
1601	Use of Integrated  Creative media ideas that are successfully executed across multiple media platforms e.g. social, press, TV and radio.	Mandatory Written Copy Optional Presentation Film
1602	Use of Digital  Campaigns hosted on third party owned web or mobile platforms. Includes paid-for, owned and earned media ideas that exploit the social and community aspects of digital networks including user-generated content. Also includes work designed for VOD and social.	
1603	Use of Mobile  Media ideas that use mobile technology. Includes augmented reality, location-specific technology, apps, etc.	
1604	Use of Direct  Use of mail, email, telephone marketing, or media that allows direct communication with the customer.	
1605	Use of Press & Outdoor  Press ads (advertorials, ads in magazines and newspapers) and out-of-home ads (on existing, free format, and interactive poster sites).	
1606	Use of Radio & Audio  Advertising, sponsorship and promotions on radio or audio services, whether broadcast, online or on-demand. Includes podcasts.	
1607	Use of Film  Advertising, advertorials, promotions, sponsorships and product placements on recognised TV and cinema channels. VOD should be entered into the Use of Digital category.	
1608	Use of Entertainment  Entertaining content that's sought and shared by the user. The media channel(s) used should be central to the campaign and a key driver of its success. May include commercials, games, websites, experiences, press, posters, music.	
1609	Use of Events & Stunts  Media ideas relating to real-life events or stunts. Including exhibitions, product launches, sports tournaments, art performances and concerts, either pre-existing or specially created.	
1610	Use of Retail  Campaigns centred around in-store marketing, pop-up shops, online retail sites and processes.	
1611	Use of Interaction  Media ideas that encourage and enable the user to interact or respond to a brand's other activities. Includes dual screening apps, audio or visual recognition, interactive kiosks, virtual reality.	

You will be asked to provide the following information online:

Background, Solution and Execution, Results. See [page 75](#) for more information.

Advertising:

Media



Entry Prices

Multi

super early bird
£405, €648, \$810

early bird
£450, €720, \$900

standard
£540, €864, \$1080

Subcategory		Submission Formats
1612	Use of Collaboration The creative use of sponsor placement, where the collaboration between sponsor and project is key to the campaign's success.	Mandatory Written Copy Optional Presentation Film
1613 NEW	Use of Micro-Talent/Influencers Media activity that uses micro-talent or micro-influencers – those with niche audiences or a lower count of followers – to increase engagement and target specific markets.	
1614	Use of Talent & Influencers Media activity that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	

You will be asked to provide the following information online:

Background, Solution and Execution, Results. See [page 75](#) for more information.

Advertising:

PR

Strategies and ideas that use PR methods as creative tools. Judges will be looking for innovative and creative 'PR first' ideas – those which prioritise the effective use of PR strategy to communicate the brand message.














Entry Prices

Multi

super early bird
£405, €648, \$810

early bird
£450, €720, \$900

standard
£540, €864, \$1080

Subcategory		Submission Formats 
1701	Integrated Campaign  Integrated PR campaigns that are executed across a variety of media e.g. TV, print, online, mobile, ambient stunts.	Mandatory Written Copy Optional Presentation Film
1702	Creative B2B Campaign  Campaigns that focus on the promotion of services and products from one business to another.	
1703	Creative B2C Campaign  Campaigns that focus on the promotion of services and products among consumers.	
1704	In-Market Campaign  Campaigns targeting one specific linguistic or geographical market.	
1705	Multi-Market Campaign  Campaigns targeting several linguistic or geographical markets.	
1706	Use of Digital & Social Media  Campaigns that use social and digital media platforms to communicate the brand message.	
1707	Use of Micro-Talent/Influencers  NEW PR activity that uses micro-talent or micro-influencers – those with niche audiences or a lower count of followers – to increase engagement and target specific markets.	
1708	Use of Talent & Influencers  PR activity that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	
1709	Use of Events & Stunts  The use of an event or stunt to create buzz and build a brand. Includes flash mobs, guerilla marketing, etc.	
1710	Use of Media Relations  The use of relationships with journalists and media outlets to circulate a message, as opposed to communicating directly with the public.	
1711	Reactive Response  Campaigns that use the popularity of a specific news story, viral video or event to generate maximum positive coverage for the brand. May also include campaigns generated in response to brand issues or crisis PR.	
1712	Product Launch  PR campaigns designed to successfully launch or relaunch a product.	

You will be asked to provide the following information online:

For all categories: Background, Solution and Execution, Results. **For category 1715:** Budget. See [page 75](#) for more information.

Advertising:

PR



Entry Prices

Multi

super early bird
£405, €648, \$810

early bird
£450, €720, \$900

standard
£540, €864, \$1080

Subcategory		Submission Formats
1713	Public Affairs Campaign Campaigns that change or inform public policy, agenda and legislation.	Mandatory Written Copy Optional Presentation Film
1714	Established Campaigns NEW Long-life PR campaigns, where the same concept has run over three years or more, that consistently drive awareness or revenue for a brand. The eligibility period for work entered into this subcategory is 1 January 2017 to 19 March 2020.	
1715	Low Budget Campaigns PR campaigns executed with a budget no higher than £25,000 or the relevant market equivalent.	

You will be asked to provide the following information online:

For all categories: *Background, Solution and Execution, Results.* **For category 1715:** *Budget.* See [page 75](#) for more information.

Advertising:

Press & Outdoor

Press and poster advertising, including work released on digital and interactive poster sites.

Entry Prices

Single

super early bird
£270, €432, \$540

early bird
£300, €480, \$600



























standard
£360, €576, \$720

Multi

super early bird
£450, €720, \$900

early bird
£500, €800, \$1000

standard
£600, €960, \$1200

Subcategory		Submission Formats 
1801	Single Press Adverts  Single press adverts.	Mandatory  Digital Image/s
1802	Tactical Press Advertising   Rapid response press advertising that uses the buzz around a news story or event to generate maximum coverage for the brand. Includes newsjacking, real-time and situation specific adverts.	Optional Digital Image/s in situ —  1 piece of work per entry  Max 10 pieces of work per entry
1803	Press Advertising Insert & Wraps   Entire publication wraps, or leaflets inserted into a publication.	Mandatory  Digital Image/s —  1 piece of work per entry  Max 10 pieces of work per entry
1804	Press Advertising Campaigns  Entire press advertising campaigns.	Mandatory  Digital Image/s Optional Digital Image/s in situ —  Max 10 pieces of work per entry
1805	Existing Sites Poster Advertising  Single posters found on conventional outdoor poster sites. Includes digital sites e.g. digital billboards, adshells, or posters.	Mandatory  One of the below: Digital Image/s Film (for digital sites)
1806	Free Format Poster Advertising  Single posters found on unconventional poster sites, or posters that make use of unconventional materials for example vehicles, buildings, point of sale posters.	Optional Digital Image/s in situ —  1 piece of work per entry
1807	Interactive Sites Poster Advertising   Posters that prompt interaction from the viewer, for example through live updates, physical interaction, or engagement on social media.	Mandatory  One or both of the below: Digital Image/s Film (for digital sites)
1808	Tactical Poster Advertising   Rapid response poster advertising that uses the buzz around a news story or event to generate maximum coverage for the brand. Includes newsjacking, real-time and situation specific adverts.	Optional Digital Image/s in situ —  1 piece of work per entry  Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Where did the work run and for how long? See [page 75](#) for more information.

Advertising:

Press & Outdoor



Entry Prices

Single **S**

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

standard
£360, €576, \$720

Multi **M**

super early bird
£450, €720, \$900

early bird
£500, €800, \$1000

standard
£600, €960, \$1200

Subcategory

1809 **Poster Advertising Campaigns** **M**

Poster advertising campaigns that make use of free format or existing sites. May also include digital sites (for example digital billboards, adshells and posters) or unconventional sites (for example vehicles, buildings, points of sale).

1810 **Writing for Press & Outdoor Advertising** **S M**

Writing for press and outdoor advertising, including posters, billboards, adshells, magazines, inserts and wraps. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.

1811 **Writing for Branded Editorial** **S M**

Long form copy created for promotional purposes, including branded articles, brochures and blog posts. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.

1812 **Print Innovation** **S M**

NEW

Use of new technologies, materials or techniques to produce innovative print advertising.

Submission Formats **I**

Mandatory

UPDATED

One or both of the below:

Digital Image/s

Film (for digital sites)

Optional

Digital Image/s in situ

—

M Max 10 pieces of work per entry

Mandatory

UPDATED

One or both of the below:

Digital Image/s (for print ads

and inserts & wraps)

Film (for digital sites)

—

S 1 piece of work per entry

M Max 10 pieces of work per entry

Mandatory

UPDATED

One or both of the below:

Digital Image/s

URL (for digital elements)

—

S 1 piece of work per entry

M Max 10 pieces of work per entry

Mandatory

UPDATED

Digital Presentation Images

Optional

Presentation Film

—

S 1-5 images

M 2-10 images

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Where did the work run and for how long? See [page 75](#) for more information.

Advertising:

Radio & Audio

Adverts and brand communications that use radio broadcasts, podcasts and other audio channels.

Entry Prices

Single **S**

super early bird
£198, €317, \$396

early bird
£220, €352, \$440

standard
£264, €422, \$528

Multi **M**

super early bird
£324, €518, \$648

early bird
£360, €576, \$720

standard
£432, €691, \$864

Subcategory		Submission Formats i
1901	Radio Adverts 0-30 seconds S Single radio adverts less than 30 seconds long.	Mandatory Audio — S 1 piece of work per entry
1902	Radio Adverts over 30 seconds S Single radio adverts over 30 seconds long.	Mandatory One of the below: Audio Audio + 3 min edit (for ads over 4 mins) — S 1 piece of work per entry
1903	Radio Advertising Campaigns M Radio advertising campaigns.	Mandatory One of the below: Audio Audio + 3 min edit (for ads over 4 mins) — M Max 10 pieces of work per entry
1904	Tactical Radio & Audio Advertising SM Rapid response advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Includes newsjacking, real-time and situation specific adverts.	Mandatory One of the below: Audio Audio + 3 min edit (for ads over 4 mins) — S 1 piece of work per entry M Max 10 pieces of work per entry
1905	Use of Branded Audio SM Audio content that's sought and shared by the public, and where the brand, product, service or business is an integral feature of the story or experience.	
1906 NEW	Use of Podcasts SM Advertising that integrates a brand into a podcast episode or series, either through casting, positioning or performance. May include paid-for, earned or own media. Scripting for podcasts should be entered into the Writing for Podcasts category.	

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Where did the work run and for how long? **For relevant categories:** Instructions.
See [page 75](#) for more information.

Key Information:

Sonic Branding should be entered into the Branding category (see [page 34](#)).

Advertising:

Radio & Audio



Entry Prices

Single

super early bird
£198, €317, \$396

early bird
£220, €352, \$440

standard
£264, €422, \$528

Multi

super early bird
£324, €518, \$648

early bird
£360, €576, \$720

standard
£432, €691, \$864

Subcategory

1907 **Creative Use of Technology**

Work that uses technology in a creative way to audibly bring a brand message to life. Includes the use of voice activation, virtual assistants, fm transmitters, apps, data and binaural recording.

1908 **Writing for Podcasts**

NEW

Writing or script for a podcast episode. Could be for entire episodes or sections of them. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.

1909 **Writing for Radio & Audio**

Copy for radio adverts and audio content, including streaming. Scripting for podcasts should be entered into the Writing for Podcasts category. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.

Submission Formats

Mandatory

One of the below:

Audio

Audio + 3 min edit (for ads over 4 mins)

Optional

Presentation Film

—

1 piece of work per entry

Max 10 pieces of work per entry

Mandatory

One of the below:

Audio + PDF of script

Audio + 3 min edit (for ads over 4 mins) + PDF of script

—

1 piece of work per entry

Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Where did the work run and for how long? **For relevant categories:** Instructions.

See [page 75](#) for more information.

Key Information:

Sonic Branding should be entered into the Branding category (see [page 34](#)).

Design:

Book Design

Design of books and covers. Includes printed, digital and ebooks as well as connected books that work alongside an app.

Entry Prices

Single **S**

super early bird
£99, €158, \$198

early bird
£110, €176, \$220

standard
£132, €211, \$264

Multi **M**

super early bird
£171, €274, \$342

early bird
£190, €304, \$380

standard
£228, €365, \$456

Subcategory		Submission Formats i
2001	Children's Picture Books S M NEW Books for children, including but not limited to: pop up books, lift the flap books, fiction and non-fiction.	Mandatory UPDATED Physical Material OR Digital Image/s (if unable to provide physical material) URL (for digital elements) — S 1 piece of work per entry M Max 10 pieces of work per entry
2002	Children's Picture Book Covers S M NEW Cover design for books for children, including but not limited to: pop up books, lift the flap books, fiction and non-fiction.	
2003	Fiction Books S M Books for young adults and adults.	
2004	Fiction Covers S M Cover design for books for young adults and adults.	
2005	Trade Books S M Books from trade publishers, available through the traditional retail channels. General fiction and non-fiction.	
2006	Trade Covers S M Cover design for books from trade publishers.	
2007	Culture, Art & Design Books S M Books focusing on arts, culture, design, fashion, lifestyle and photography. For example coffee table books, annuals, design, fashion and cook books.	
2008	Culture, Art & Design Covers S M Cover design for books focusing on arts, culture, design, fashion, lifestyle and photography. For example coffee table books, annuals, design, fashion and cook books.	
2009	Specialist Books S M Books on specialist topics such as health, science and sport.	
2010	Specialist Covers S M Cover design for books on specialist topics such as health, science and sport.	
2011	Illustrated Books & Graphic Novels S M Books where illustration is a key component of the design, for example graphic novels, comic books, colouring books, learning manuals and travel guides.	
2012	Illustrated Books & Graphic Novel Covers S M Cover design for books where illustration is a key component of the design, for example graphic novels, comic books, colouring books, learning manuals and travel guides.	

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context, Instructions, Print run, Distribution location. **For relevant categories:** Cost per unit to produce, Retail price. See [page 75](#) for more information.

Design:

Book Design



Entry Prices

Single **S**

super early bird
£99, €158, \$198

early bird
£110, €176, \$220

standard
£132, €211, \$264

Multi **M**

super early bird
£171, €274, \$342

early bird
£190, €304, \$380

standard
£228, €365, \$456

Subcategory

2013 **Limited Edition & Fine Binding Books **S** **M****
Books made with a high level of craftsmanship and/or high quality materials. Also limited edition books with a small print run, typically under 1,000 copies.

2014 **Limited Edition & Fine Binding Covers **S** **M****
Cover design for books made with a high level of craftsmanship and/or high quality materials. Also limited edition books with a small print run, typically under 1,000 copies.

Submission Formats **i**

Mandatory **UPDATED**
Physical Material OR Digital Image/s
(if unable to provide physical material)
URL (for digital elements)
—
S 1 piece of work per entry
M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context, Instructions, Print run, Distribution location. **For relevant categories:** Cost per unit to produce, Retail price. See [page 75](#) for more information.

Design:

Branding

Design of individual brand elements and entire branding schemes, for example a brand refresh, naming, tone of voice, sonic branding, brand activations and branding for TV channels.

Entry Prices

Single

super early bird
£198, €317, \$396

early bird
£220, €352, \$440























standard
£264, €422, \$528

Multi

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Subcategory		Submission Formats 
2101	New Branding Schemes  An entire branding identity for a new organisation, product or service. The work should express the brand through multiple platforms. Includes identities for organisations of all sizes, from under 10 to over 250 employees. The presentation boards should not repeat images of material provided in other formats.	Mandatory  Digital Presentation Images (1-10) Optional One or more of the following: Presentation Film URL Film Audio
2102	Brand Refresh  Rebrand or refresh of an existing brand, organisation, product or service. The work should express the brand through multiple platforms. Includes identities for organisations of all sizes, from under 10 to over 250 employees. The presentation boards should not repeat images of material provided in other formats.	
2103	Campaign Branding & Identity  Branding and identity of a specific marketing or advertising campaign.	
2104	Logos  Single logos or families of logos. Could be static, in-motion, or both.	Mandatory  One or both of the below: Film Digital Image/s —  1 piece of work per entry  Max 10 pieces of work per entry
2105	Campaign Logos  Single logos or families of logos created for a specific advertising or marketing campaign. Could be static, in-motion, or both.	
2106	Brand Expression in Print   Branded printed communications. For example stationery, catalogues, brand handbooks and packaging. This category is not for posters or press ads, enter these into the Press & Outdoor category instead.	Mandatory  Digital Image/s —  1 piece of work per entry  Max 10 pieces of work per entry
2107	Brand Expression in Moving Image   Branded moving image work. For example inflight films, corporate presentations, idents and TV programme junctions. This category is not for TV and cinema ads, enter these into the Film Advertising category instead.	
2108	Channel Branding & Identity   Entire channel identities or elements of them, e.g. stings or idents. This category is not for the branding of individual TV programmes, enter these into the Multiplatform TV Branding & Promotions category instead.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry
2109	Multiplatform TV Branding & Promotions  Branding for a TV channel or programme integrated across various platforms, e.g. print, web, TV. This category is not for single idents, enter these into the Channel Branding & Identity category instead.	

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Design:

Branding



Entry Prices

Single

super early bird
£198, €317, \$396

early bird
£220, €352, \$440

















standard
£264, €422, \$528

Multi

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Subcategory		Submission Formats 
2110	Digital Brand Expression   Branding that lives on digital platforms. For example websites, apps, games. This category is not for mobile or digital ads, enter these into the Digital category instead.	Mandatory URL Optional Presentation Film —  1 piece of work per entry  Max 10 pieces of work per entry
2111	Sonic Branding   Sonic branding that appears across various customer touchpoints to tell a brand's story. Includes sonic logos, sounds or jingles created specifically for brands.	Mandatory Audio Optional Presentation Film —  1 piece of work per entry  Max 10 pieces of work per entry
2112 	Brand Activation   Experiences and activations that encourage customers to engage with brands, for example pop up events and installations.	Mandatory Presentation Film
2113	Naming  The name of a company or product, whether it's new or part of the refresh of an existing brand. Judges will consider how the naming is perceived by the target audience.	Mandatory  One or more of the below: Digital Image/s URL Film
2114	Tone of Voice  The personality of the brand or company expressed through written and spoken word. Work can be both print and digital. Can be for a new brand or part of the refresh of an existing brand.	Mandatory  One or more of the below: Digital Image/s URL Film + PDF of Tone of Voice Guidelines



You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Design:

Design Transformation

Design thinking that drives business change, leading to the transformation of existing products and services, or the creation of new ones. Entries should have approached design transformation holistically across the business, including how brands operate and how they manage customer engagement. Can be digital, physical or a combination of both environments. Judges will consider the change achieved through design transformation, such as growth for the business, and impact on customers, staff or suppliers.

Entry Prices

Single 🏆

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Subcategory		Submission Formats ⓘ
2201 NEW	Digital Transformation 🏆 Design thinking where digital and technology are at the core of the solution that drives business transformation. Includes the use of new or existing technology as well as digital products and services.	Mandatory Presentation Film Optional URL PDF
2202 NEW	Customer Experience Transformation 🏆 Design thinking that has led to the transformation of the customer experience, improving the customer journey to drive business transformation, including touchpoints in the physical environment. Influence over the digital and physical touchpoints must be demonstrated in the entry submission.	
2203 NEW	Operational Transformation 🏆 Design thinking that uses operational transformation to drive business transformation. For example optimisation of internal processes, staff communications and solutions for operational efficiencies.	
2204 NEW	Holistic Design Transformation 🏆 Design thinking that has led to a holistic business transformation. Includes transformations of physical and digital environments or a combination of both. Submissions here must demonstrate how the transformation has driven change across the business, staff and customers.	

You will be asked to provide the following information online:

Brief, Design Solution, Cultural Context, Results, Instructions. See [page 75](#) for more information.

Design:

Digital Design

Technology-based design, service design, and the design of digital products, for example websites, apps, connected products, games and digital experiences.

Entry Prices

Single €

super early bird
£243, €389, \$486

early bird
£270, €432, \$540

standard
£324, €518, \$648

Subcategory		Submission Formats ⓘ
2301 NEW	Digital Products € The overall execution of a digital product, or elements of it, including the UI, UX, navigation, responsiveness, layout and visual design. Digital products include but are not limited to websites, apps and platforms.	Mandatory URL Optional Presentation Film
2302	Connected Experiences € Design to be delivered across connected touchpoints, beyond web and mobile. Includes home devices, wearable technology and sensors. The judges will be looking at overall execution, how well the device is improving efficiency for the user and where appropriate the UI, UX, navigation, responsiveness, layout and visual design.	
2303	Immersive Experiences € Multi-sensory digital experiences that create immersive environments. May or may not be interactive. Includes AR, VR, installations and projections. The judges will be looking at overall execution and where appropriate the UI, UX, navigation, responsiveness, layout and visual design.	
2304	Game Design € Recognises design and gameplay experiences that are successful across all creative and technical fields; creating user-friendly, innovative and fluid gameplay. All genres of game accepted. Includes virtual, immersive, AR, website and mobile.	Mandatory URL Optional Physical Material
2305	Incremental Design € A pre-existing platform, website or app that has undergone continual software updates. Must evidence the incremental change over time and show examples of new functionalities. The judges will be looking at overall execution and where appropriate the UI, UX, navigation, responsiveness, layout and visual design.	Mandatory URL Optional Presentation Film
2306 NEW	Service Digitisation € Service design which takes an analogue service and brings it to life in digital. For new or existing services. Can include non-digital touchpoints which entrants must be able to evidence.	
2307 NEW	New Service Design & Activation € The design, launch and scaling of a new digital service. Can include non-digital touchpoints which entrants must be able to evidence.	
2308 NEW	Service Design Relaunch € Existing service design that has been relaunched or refreshed. Can include non-digital touchpoints which entrants must be able to evidence.	

You will be asked to provide the following information online:

Brief, Design Solution, Cultural Context, Instructions. See [page 75](#) for more information.

Design:

Digital Design



Entry Prices

Single ⓘ

super early bird
£243, €389, \$486

early bird
£270, €432, \$540

standard
£324, €518, \$648

Subcategory		Submission Formats ⓘ
2309	New Use of Technology ⓘ Use of technology to improve a digital product, service or the user experience, or to inform design that pushes the boundaries of digital. Includes but not limited to virtual, immersive, AR and device-led content.	Mandatory URL Optional Presentation Film
2310 NEW	Creative Use of Data ⓘ Use of data to inform the design thinking or improve the user experience.	
2311	Writing for Digital Design ⓘ Copy for any digital product or platform that is integral to the design and has improved the user journey or experience. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	Mandatory URL

You will be asked to provide the following information online:

Brief, Design Solution, Cultural Context, Instructions. See [page 75](#) for more information.

Design:

Graphic Design

Commercial visual design for all platforms, for example posters, stationery, record sleeves, signage, websites, apps, digital platforms, data visualisation.

Entry Prices

Single **S**

super early bird
£108, €173, \$216

early bird
£120, €192, \$240

standard
£144, €230, \$288

Multi **M**

super early bird
£180, €288, \$360

early bird
£200, €320, \$400

standard
£240, €384, \$480

Subcategory

- 2401 **Integrated Graphics **M****
Where a single graphic design concept is applied across multiple formats. Judges will be looking at the effective visual communication across all formats.

- 2402 **Posters **S** **M****
Graphics-led posters, both printed and digital. Can be single or double-sided.

- 2403 **Point of Sale **S** **M****
Promotional material at the point of sale. This category is not for posters. Enter these into the Graphic Design/Posters category instead.

- 2404 **Signage & Environmental Graphics **M****
Signage, wayfinding and information graphics. Also includes graphic design that enhances a space, usually large in scale such as environmental graphics for exhibitions, hospitals, offices, shops.

- 2405 **Stationery **S****
Design for stationery. Can include greeting cards, invitations, stamps and calendars.

Submission Formats **f**

Mandatory **UPDATED**

Submit work in the format it was commercially released. Choose from two or more of the below:

Mounted Poster/s (up to A1)
Unmounted Poster/s (larger than A1 or double sided)
Physical Material
Digital Image/s (if unable to provide physical material)
URL
Film

Optional

A2 Presentation Boards (1-4)

Mandatory **UPDATED**

One of the below:

Mounted Poster/s (up to A1)
Unmounted Poster/s (larger than A1 or double sided)
Digital Image/s (if unable to provide physical material)
Film (for digital sites)

S 1 piece of work per entry
M Max 10 pieces of work per entry
(contact us if you have more than 10 posters)

Mandatory **UPDATED**

One of the below:

A2 Presentation Boards
Digital Presentation Images

S 1-2 boards or 1-5 images
M 2-6 Boards or 2-10 images

Mandatory **UPDATED**

One of the below:

Physical Material
Digital Image/s (if unable to provide physical material)

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Design:

Graphic Design



Entry Prices

Single **S**

super early bird
£108, €173, \$216

early bird
£120, €192, \$240

standard
£144, €230, \$288

Multi **M**

super early bird
£180, €288, \$360

early bird
£200, €320, \$400

standard
£240, €384, \$480

Subcategory		Submission Formats f
2406	Catalogues & Brochures S M Design for catalogues, brochures, manuals, instruction booklets and reference guides.	Mandatory UPDATED One of the below: Physical Material Digital Image/s (if unable to provide physical material)
2407	Direct Mail S M	
2408	Record Sleeves & Album Covers S M	
2409	Applied Print Graphics S M Graphic design for items that don't fit within other graphic design categories such as tickets, menus, mugs, shopping bags, clothing, coins.	
2410	Printed Games S M For example playing cards, board games.	
2411	Moving Image S M Graphic design for offline moving image work. For example stage graphics, presentations and animated signage. Not for work only ever aired as a TV or cinema ad.	Mandatory Film — S 1 piece of work per entry M Max 10 pieces of work per entry
2412	Digital Platforms & Websites S Graphic design for digital platforms and websites. The graphic elements will be judged (not the UX or UI design). To enter submit a URL that will be live and accessible from the UK until June 2020.	Mandatory URL — S 1 piece of work per entry
2413	Apps S NEW Graphic design for apps. The graphic elements will be judged (not the UX or UI design). To enter submit a URL that will be live and accessible from the UK until June 2020.	
2414	Data Visualisation S M Printed or digital work that brings data to life through data visualisation. The depiction of data should make the comprehension of its topic clearer or easier than other mediums.	Mandatory UPDATED Physical Material OR Digital Images (if unable to provide physical material) URL (for digital elements) — S 1 piece of work per entry M Max 10 pieces of work per entry
2415	Annual Reports S	



You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Design:

Graphic Design



Entry Prices

Single **S**

super early bird
£108, €173, \$216

early bird
£120, €192, \$240

standard
£144, €230, \$288

Multi **M**

super early bird
£180, €288, \$360

early bird
£200, €320, \$400

standard
£240, €384, \$480

Subcategory

2416

Self Promotion **S M**

Graphic design work that was created by the entrant to promote and publicise their services.

Submission Formats **i**

Mandatory

UPDATED

Submit work in the format it was commercially released.

Choose from one or more of the below:

Mounted Poster/s (up to A1)

Unmounted Poster/s (larger than A1 or double sided)

Physical Material

Digital Image/s

URL

Film

—

S 1 piece of work per entry

M Max 10 pieces of work per entry

2417

Writing for Graphic Design **S M**

Writing on a piece of graphic design that helps bring the creative idea to life. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.

Mandatory

UPDATED

Submit work in the format it was commercially released.

Choose from one or more of the below:

Mounted Poster/s (up to A1)

Unmounted Poster/s (larger than A1 or double sided)

Physical Material

Poster/s Mounted

Digital Image/s

Film

URL

—

S 1 piece of work per entry

M Max 10 pieces of work per entry

For point of sale, signage and environmental graphics:

A2 Presentation Boards (1-6)

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Design:

Magazine & Newspaper Design

Design of magazines and newspapers, or elements of them. For both digital and printed publications.

Entry Prices

Single **S**

super early bird
£32, €50, \$63

early bird
£35, €56, \$70

standard
£42, €67, \$84

Multi **M**

super early bird
£68, €108, \$135

early bird
£75, €120, \$150

standard
£90, €144, \$180

Subcategory		Submission Formats i
2501	Trade Magazines S M Business-to-business magazines or magazines related to a specific trade or sector.	Mandatory UPDATED Physical Material OR Digital Images (if unable to provide physical material) URL (for digital elements) — S 1 piece of work per entry M Max 12 pieces of work per entry
2502	Consumer Magazines S M Consumer magazines available at major outlets. Magazines by independent publishers should be entered into the Independent Magazines category.	
2503	Independent Magazines S M Independently-owned magazines, including magazines available at select shops or with a small circulation number.	
2504	Magazine Front Covers S M	
2505	Magazine Spreads & Sections S M An entire section or magazine spread. Spreads should be made up of adjacent pages that work together as a unit.	
2506	Entire Newspapers S M	
2507	Newspaper Front Covers S M	
2508	Newspaper Spreads & Sections S M An entire section or newspaper spread. Spreads should be made up of adjacent pages that work together as a unit.	
2509	Magazine Supplements S M	
2510	Newspaper Supplements S M	

You will be asked to provide the following information online:

Brief, Design Solution, Cultural Context, Instructions, Print run, Distribution location, How often is the work published? See [page 75](#) for more information.

Key Information:

This category is not for press adverts, please enter these into the Press & Outdoor category.

Design:

Packaging Design

Innovative design for any kind of packaging, from structural, to luxury to sustainable and beyond. For any type of product, from specialised to mainstream.

Entry Prices

Single **S**

super early bird
£108, €173, \$216

early bird
£120, €192, \$240

standard
£144, €230, \$288

Multi **M**

super early bird
£180, €288, \$360

early bird
£200, €320, \$400

standard
£240, €384, \$480

Subcategory		Submission Formats i
2601	Luxury S M Packaging for high-end brands or luxury items.	Mandatory UPDATED One of the below: Physical Material Digital Image/s (if unable to provide physical material) Optional Digital Image/s of packaging in situ — S 1 piece of work per entry M Max 10 pieces of work per entry
2602	Limited Edition S M NEW Packaging for limited edition runs of a product or packaging. The packaging must have been commercially sold, if not it should be entered into the Promotional category.	
2603	Consumer S M Packaging design for FMCGs, consumer electronics and other products available in mainstream retail spaces.	
2604	Rebrand S M NEW Rebrand of an existing product or range of products.	
2605	Inclusive S M Packaging design that is accessible to a range of users, regardless of ability, age, gender or other demographic. For example it may use bold easy to read graphics, a system of hinges to open or only require one hand to open.	
2606	Structural S M The form and shape of a piece of packaging with a focus on functionality.	
2607	Sustainable S M Packaging with sustainability at its heart. For example, each component of the packaging is sustainably made, or it's recyclable, reusable, remanufactured or refurbished, or the product has longevity which reduces the amount of waste that would otherwise be generated.	
2608	Promotional S M Packaging that was distributed as part of a promotional event, stunt or marketing campaign. Usually with a limited production run, not commercially available, with no barcode or sales identifier.	
2609	Writing for Packaging Design S M Writing on a piece or range of packaging that helps to bring the creative idea to life. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context, Instructions, Size of the production run, Cost per unit to produce, How the work was displayed.

For relevant categories: Retail price of product. See [page 75](#) for more information.

Key Information:

With the exception of the Promotional category, all work entered must have been commercially sold with a barcode or sales identifier.

Design:

Product Design

The design of physical commercial products, from homeware to transport to health and more. Judges will be looking for innovative product design.

Entry Prices

Single

super early bird
£180, €288, \$360

early bird
£200, €320, \$400


















standard
£240, €384, \$480

Multi

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

standard
£360, €576, \$720

Subcategory		Submission Formats 
2701 NEW	Homeware   For example furniture, seating, lighting, utensils, tech-enabled connected products and decorative objects for domestic use.	Mandatory One of the below: Digital Image/s Presentation Film
2702	Everyday Consumer Products   For example toothbrushes, hairdryers, pens, alarm clocks.	
2703 NEW	Leisure & Sports   For example sports equipment, camping equipment, pet products, connected products used for measuring health.	
2704	Consumer & Wearable Technology   Consumer technology includes (but is not limited to) TV and home entertainment, cameras, phones, computers and gaming consoles, device and accessories. Wearable technology includes (but is not limited to) headphones, watches, eyeglasses, pedometers, virtual reality sets and connected products.	
2705 NEW	Assisted Living & Health   Includes products and technology that help improve life at a personal level for the elderly and people with disabilities. Also includes personal health products such as smart thermometers, medicine dosing systems and rehabilitation tools.	
2706 NEW	Workplace, Retail & Industrial   Products designed for a professional setting, for example a factory, hospital or office. Includes health and medical equipment, furniture, seating, lighting, fittings, writing instruments and any other product created for use within the workplace.	
2707 NEW	Public Space & Transport   Furniture and products created for public settings for example hotels, parks, playgrounds, shops and restaurants. Includes street lighting, accessories and products for buses, cars, aviation, trains and boats.	
2708	Sustainable   A product with sustainability at its heart. For example, each component of the product is sustainably made, or it's recyclable, reusable, remanufactured or refurbished, or the product has longevity which reduces the amount of waste that would otherwise be generated, for example reusable coffee cups.	

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context, Instructions, Size of production run, Cost per unit to produce.

For relevant categories: Retail price. See [page 75](#) for more information.

Key Information:

All products entered must have been commercially sold, except for the Prototypes and Promotional categories. The Multi option is for more than one item (e.g. same product in different colours or sizes).

Design:

Product Design



Entry Prices

Single **S**

super early bird
£180, €288, \$360

early bird
£200, €320, \$400

standard
£240, €384, \$480

Multi **M**

super early bird
£270, €432, \$540

early bird
£300, €480, \$600

standard
£360, €576, \$720

Subcategory		Submission Formats i
2709	Prototypes S M Product prototypes that are commercially viable, practical and can be brought to market within six months. Products entered here can only be awarded up to the Wood Pencil level and cannot be submitted into other Product Design categories.	Mandatory One of the below: Digital Image/s Presentation Film
2710	Inclusive S M Products that are accessible to a range of users, regardless of ability, age, gender or other demographic. For example the product may have easy to use functions or only require one hand to use.	
2711	Promotional S M NEW Products that have been distributed as part of a promotional event, stunt or marketing campaign. Usually with a limited production run, and not sold or available commercially.	

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context, Instructions, Size of production run, Cost per unit to produce.

For relevant categories: Retail price. See [page 75](#) for more information.

Key Information:

All products entered must have been commercially sold, except for the Prototypes and Promotional categories. The Multi option is for more than one item (e.g. same product in different colours or sizes).

Design:

Spatial Design

Design of permanent and temporary environments or installations. Includes places, services and events that enhance the consumer experience.

Entry Prices

Single ⓘ

super early bird
£180, €288, \$360

early bird
£200, €320, \$400

standard
£240, €384, \$480

Subcategory		Submission Formats ⓘ
2801	Exhibition Design ⓘ Design of permanent or temporary exhibitions.	Mandatory One of the below: Images (1-10) Presentation Film
2802	Installation Design ⓘ Temporary or permanent installations for commercial clients. May or may not be interactive. Could be standalone or part of a wider exhibition. Could also be a fully immersive environment. This category is not for ambient advertising or work that is purely web-based.	
2803	Hospitality Design ⓘ Includes, but is not limited to, hotels, nightclubs, bars, restaurants.	
2804	Workplace Design ⓘ NEW Offices and places of work.	
2805	Retail Design ⓘ Design of retail spaces, including pop-up and permanent shops, visual merchandising and window displays. Standalone retail installations should be entered into the Installation Design category.	
2806	Set & Stage Design ⓘ Design of sets used for theatre, film or TV, and set design to support corporate or commercial events.	
2807	Expo & Trade Show Design ⓘ Design of trade stands and expositions. Exhibition design should not be entered here.	
2808	Design for Public Spaces ⓘ Includes, but is not limited to, libraries, leisure centres, museums, hospitals, places of worship, parks, public toilets, government buildings.	
2809	Low Budget ⓘ Spatial design created with a budget no higher than £100,000 or the relevant market equivalent. Includes but not limited to the design of exhibitions, pop-ups, installations, sets, stages, expos, trade shows, as well as hospitality, workplace, retail, and public spaces.	

You will be asked to provide the following information online:

For all categories: Brief, Design Solution, Cultural Context. **For category 2809:** Budget. See [page 75](#) for more information.

Key Information:

Each piece of work can only be entered into one of the Spatial Design Categories.

Craft:

Animation

Recognises exceptionally crafted animation, for commercial design, gaming and advertising projects, where the craft brings a creative idea to life.

Entry Prices

Single **S**

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Multi **M**

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory		Submission Formats i
3001	2D Animation S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	Mandatory One of the below: URL Film Film + 3 min edit (for films over 4 mins) — S 1 piece of work per entry M Max 10 pieces of work per entry
3002	Stylised 2D/3D Animation S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	
3003	Stop Frame Animation S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	
3004	Motion Graphics S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	
3005	Character Animation S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	
3006	Visual Effects Animation S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	
3007	Mixed Media Animation S M Includes banners, pop-ups, digital tools, games, social media adverts, websites, apps, long form branded content, online branded films, TV and cinema commercials, TV programme promotions and title sequences.	

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Where did the work run and how long for? See [page 75](#) for more information.

Craft:

Casting

Recognises exceptional casting, for commercial design and advertising projects, where the craft brings a creative idea to life. Includes casting for print, film and audio work.

Entry Prices

Single **S**

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Multi **M**

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory		Submission Formats i
3101	Film Advertising S M Casting for all moving image advertising including online branded films, TV and cinema commercials, title sequences and TV programme promotions.	Mandatory One of the below: Film Film + 3 min edit (for films over 4 mins) — S 1 piece of work per entry M Max 10 pieces of work per entry
3102	Use of Street Casting S M Casting that uses non-professional actors, typically found on the street. Includes online branded films, TV and cinema commercials, title sequences and TV programme promotions.	
3103	Voice Performance S M Where the use of voice performance is integral to the success of a piece. Includes continuity announcers and the narration of adverts for radio commercials, online branded films, TV and cinema commercials, programme promotions and title sequences.	Mandatory One of the below: Audio Audio + 3 min edit (for audio over 4 mins) Film Film + 3 min edit (for films over 4 mins) — S 1 piece of work per entry M Max 10 pieces of work per entry
3104	Casting for Print S M Casting for printed work, including print adverts, books, posters and packaging.	Mandatory Digital Image/s — S 1 piece of work per entry M Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context. See [page 75](#) for more information.

Craft:

Cinematography

Recognises exceptional cinematography, for commercial design and advertising projects, where the craft brings a creative idea to life.

Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960







Multi

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory

3201	Film Advertising   Cinematography for all moving image advertising including online branded films, TV and cinema commercials, title sequences and TV programme promotions.
3202	Entertainment   Cinematography for branded content, whether fiction or non-fiction, of any duration.
3203	On-Air Branding   Includes TV programme promotions, film promotions, TV and cinema title sequences, idents and stings.


Submission Formats

Mandatory

One of the below:

Film

Film + 3 min edit (for films over 4 mins)

 1 piece of work per entry

 Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Use of Cinematography, Where did the work run and how long for? See [page 75](#) for more information.

Craft:

Direction

Recognises exceptional direction, for commercial design and advertising projects, where the craft brings a creative idea to life.

Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960









Multi

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory

3301	Film Advertising   Direction for all moving image advertising including online branded films, TV and cinema commercials, title sequences and TV programme promotions.
3302	Entertainment – Fiction   Direction for fiction work of any duration where a brand is an integral feature of the story. Includes film content released online, on TV or in cinemas, including VOD and streaming content.
3303	Entertainment – Non Fiction   Direction for non-fiction work of any duration (unscripted, documentary, reality series) where a brand is an integral feature of the story. Includes viral films, interactive films, and film content released online, on TV or in cinemas, including VOD and streaming content.
3304	On-Air Branding   Includes TV programme promotions, film promotions, TV and cinema title sequences, idents and stings.


Submission Formats

Mandatory

One of the below:

Film

Film + 3 min edit (for films over 4 mins)

 1 piece of work per entry

 Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Where did the work run and how long for? See [page 75](#) for more information.

Craft:

Editing

Recognises exceptional editing, for commercial design and advertising projects, where the craft brings a creative idea to life.

Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960







Multi

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory

3401	Film Advertising   Editing for all moving image advertising including online branded films, TV and cinema commercials, title sequences and TV programme promotions.
3402	Entertainment   Editing for branded content, whether fiction or non-fiction, of any duration.
3403	On-Air Branding   Includes TV programme promotions, film promotions, TV and cinema title sequences, idents and stings.


Submission Formats

Mandatory

One of the below:

Film

Film + 3 min edit (for films over 4 mins)

 1 piece of work per entry

 Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Use of Editing, Where did the work run and for how long? See [page 75](#) for more information.

Craft:

Illustration

Recognises exceptionally crafted illustration, for commercial design and advertising projects, where the craft brings a creative idea to life. Includes digital, film, print and environmental work.

Entry Prices

Single **S**

super early bird
£77, €122, \$153

early bird
£85, €136, \$170

standard
£102, €163, \$204

Multi **M**

super early bird
£153, €245, \$306

early bird
£170, €272, \$340

standard
£204, €326, \$408

Subcategory		Submission Formats f
3501	Posters S M Illustration-led posters, both printed and digital. Can be single or double-sided.	Mandatory UPDATED One of the below: Digital Images/s Film (for digital sites) — S 1 piece of work per entry M Max 10 pieces of work per entry
3502 NEW	Press Advertising S M Illustration-led press adverts.	Mandatory UPDATED Digital Image/s — S 1 piece of work per entry M Max 10 pieces of work per entry
3503 NEW	Inserts & Wraps S M Illustration-led publication wraps, or leaflets inserted into a publication.	Mandatory UPDATED Digital Image/s — S 1 piece of work per entry M Max 10 pieces of work per entry
3504	Packaging S M Illustration to be shown on packaging.	Mandatory UPDATED Digital Image/s — S 1 piece of work per entry M Max 10 pieces of work per entry
3505	Printed Materials S M Illustration for any other print work, including stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps and games.	
3506 NEW	Entire Book S M Illustration for entire books, can include e-books, children's books, graphic novels, fiction and non-fiction.	
3507 NEW	Book Front Cover S M Illustration for book covers, can include e-books, children's books, graphic novels, fiction and non-fiction.	Mandatory UPDATED One or both of the below: Digital Image/s URL (for digital elements) — S 1 piece of work per entry M Max 10 pieces of work per entry
3508 NEW	Entire Magazines & Newspapers S M Illustration for entire magazines and newspapers.	
3509 NEW	Magazine & Newspaper Front Covers S M Illustration-led magazine and newspaper covers.	
3510 NEW	Magazine & Newspaper Sections & Supplements S M Illustration for sections, spreads, and supplements of magazines and newspapers.	

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Use of Editing. **For relevant categories:** Instructions. See [page 75](#) for more information.

Craft:

Illustration



Entry Prices

Single **S**

super early bird
£77, €122, \$153

early bird
£85, €136, \$170

standard
£102, €163, \$204

Multi **M**

super early bird
£153, €245, \$306

early bird
£170, €272, \$340

standard
£204, €326, \$408

Subcategory		Submission Formats i
3511	Environmental SM Illustration created to be shown in a specific space. Includes signage, environmental graphics, installations, street art and interactive sites.	Mandatory UPDATED One of the below: Digital Presentation Image/s Film (for digital sites) — S 1-5 images M 2-10 images
3512	Integrated M Projects where a central illustration idea is used over a variety of media e.g. magazines, online and packaging.	Mandatory UPDATED One or more of the below: Digital Image/s URL Film
3513	Digital SM Illustration created to be viewed on digital platforms, including websites, apps, games and social media.	Mandatory URL — S 1 piece of work per entry M Max 10 pieces of work per entry
3514	Moving Image SM Illustration for offline moving image work – for example stage graphics and presentations.	Mandatory Film — S 1 piece of work per entry M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context, Use of Editing. **For relevant categories:** Instructions. See [page 75](#) for more information.

Craft:

Photography

Recognises exceptionally crafted photography, for commercial design and advertising projects, where the craft brings a creative idea to life. Includes digital, print and environmental work.

Entry Prices

Single **S**

super early bird
£153, €245, \$306

early bird
£170, €272, \$340

standard
£204, €326, \$408

Multi **M**

super early bird
£306, €490, \$612

early bird
£340, €544, \$680

standard
£408, €653, \$816

Subcategory

3601	Portraits S M	Work where portrait photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media.
3602	Documentary S M	Work where documentary photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. Can include street photography, reportage and photojournalism.
3603	Still Life & Studio S M	Work where still life and studio photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. Can include photography of inanimate objects created in a studio environment, cars and large studio sets.
3604	Architecture & Structure S M	Work where architectural and structural photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. Can include photography of buildings and structures, both exterior and interior.
3605	Fashion S M	Work where fashion photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. Includes photography focusing on clothing and other fashion items.
3606	Fine Art & Conceptual S M	Work where fine art and conceptual photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. The photography should be created to express an artist's perception and images should illustrate a conceptual idea in an abstract way, showing originality, experimentation and imagination.
3607	Wildlife & Landscape S M	Work where wildlife and landscape photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. The natural world should be the prominent feature in the photography.
3608	Digital Compositing S M	Photography created through combining multiple images to make a final image. The resulting composite could be a portrait, still life, fashion, fine art or conceptual photo, or any of the other types above.

NEW

Submission Formats **i**

Mandatory **UPDATED**

Choose from one or more of the below:

Digital Image/s
URL (for digital elements)

—

S 1 piece of work per entry
M Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Instructions, Use of Editing. See [page 75](#) for more information.

Key Information:

If you are entering a publication's front cover or section, please highlight this (using post-it notes) when sending us the work.

Craft:

Production Design

Recognises exceptional production design, for commercial design and advertising projects, where the craft brings a creative idea to life.

Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960







Multi

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory

- | | |
|------|---|
| 3701 | Film Advertising  
Production design for all moving image advertising including online branded films, TV and cinema commercials, title sequences and TV programme promotions. |
| 3702 | Entertainment  
Production design for branded content, whether fiction or non-fiction, of any duration. |
| 3703 | On-Air Branding  
Includes TV programme promotions, film promotions, TV and cinema title sequences, idents and stings. |


Submission Formats


Mandatory

One of the below:

Film

Film + 3 min edit (for films over 4 mins)

 1 piece of work per entry

 Max 10 pieces of work per entry

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Production Considerations, Use of Production Design. See [page 75](#) for more information.

Craft:

Sound Design & Use of Music

Recognises exceptional sound design and use of music, for commercial design and advertising projects, where the crafts bring a creative idea to life.

Entry Prices

Single **S**

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Multi **M**

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory		Submission Formats i
3801	Sound Design S M Sound design that is integral to the work and brings the idea to life. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions, branded content, radio adverts, online and gaming work.	Mandatory Submit work in the format it was commercially released. Choose from one of the below: Film Audio URL — S 1 piece of work per entry M Max 10 pieces of work per entry
3802	Original Composition S M Original music that has been specially composed to bring the idea to life. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions, branded content, radio adverts, online and gaming work.	
3803	Existing Music S M An existing piece of music that brings the idea to life and works perfectly with the picture. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions, branded content, radio adverts, online and gaming work.	
3804	Adapted Music S M Adapted, re-recorded or remixed version of an existing piece of music, that brings the idea to life and works perfectly with the picture. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions, branded content, radio adverts, online and gaming work.	
3805	Audio Composition S M NEW Entire audio composition that includes both sound design and music for a piece of work. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions, branded content, radio adverts, online and gaming work.	

You will be asked to provide the following information online:

Brief, Solution, Cultural Context. See [page 75](#) for more information.

Craft:

Typography

Recognises exceptionally crafted typography, for commercial design and advertising projects, where the craft brings a creative idea to life. Includes digital, film, print and environmental work.

Entry Prices

Single **S**

super early bird
£153, €245, \$306

early bird
£170, €272, \$340

standard
£204, €326, \$408

Multi **M**

super early bird
£306, €490, \$612

early bird
£340, €544, \$680

standard
£408, €653, \$816

Subcategory		Submission Formats i
3901	Type Design S The design of a font family.	Mandatory UPDATED Digital Presentation Image/s — S 1-5 images
3902	Posters S M Typography-led posters, both printed and digital. Can be single or double-sided.	Mandatory UPDATED One of the below: Digital Image/s Film (for digital sites) — S 1 piece of work per entry M Max 10 pieces of work per entry
3903 NEW	Press Advertising S M Typography-led press adverts.	Mandatory UPDATED Digital Image/s — S 1 piece of work per entry M Max 10 pieces of work per entry
3904 NEW	Inserts & Wraps S M Typography-led publication wraps or leaflets inserted into a publication.	Mandatory UPDATED Digital Image/s — S 1 piece of work per entry M Max 10 pieces of work per entry
3905	Packaging S M Typography to be shown on packaging.	Mandatory UPDATED — S 1 piece of work per entry M Max 10 pieces of work per entry
3906	Printed Materials S M Typography for any other print work, including stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps and games.	
3907 NEW	Entire Book S M Typography for entire books; can include e-books, children's books, graphic novels, fiction and non-fiction.	Mandatory UPDATED One or both of the below: Digital Image/s URL (for digital elements) — S 1 piece of work per entry M Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Craft:

Typography

Entry Prices

Single

super early bird
£153, €245, \$306

early bird
£170, €272, \$340
































standard
£204, €326, \$408

Multi

super early bird
£306, €490, \$612

early bird
£340, €544, \$680

standard
£408, €653, \$816

Subcategory		Submission Formats 
3908	Book Front Cover    Typography for book covers; can include e-books, children's books, graphic novels, fiction and non-fiction.	Mandatory  One or both of the below: Digital Image/s URL (for digital elements) —  1 piece of work per entry  Max 10 pieces of work per entry
3909	Entire Magazines & Newspapers    Typography for entire magazines and newspapers.	
3910	Magazine & Newspaper Front Covers    Typography-led magazine and newspaper covers.	
3911	Magazine & Newspaper Sections & Supplements    Typography for sections, spreads, and supplements of magazines and newspapers.	
3912	Environmental   Typography created to be shown in a specific space. Includes signage, environmental graphics, installations, street art and interactive sites.	Mandatory  One of the below: Digital Presentation Image/s Film (for digital sites) —  1-5 images  2-10 images
3913	Integrated  Projects where a central typography idea is used over a variety of media e.g. magazines, online and packaging.	Mandatory  One or more of the below: Digital Image/s URL Film
3914	Digital   Typography created to be viewed on digital platforms, including websites, apps, in online adverts, games and social media.	Mandatory URL —  1 piece of work per entry  Max 10 pieces of work per entry
3915	Moving Image   Typography for offline moving image work, for example stage graphics and presentations.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions. See [page 75](#) for more information.

Craft:

Visual Effects

Recognises exceptional visual effects, for commercial design, gaming and advertising projects, where the craft brings a creative idea to life.

Entry Prices

Single **S**

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Multi **M**

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory		Submission Formats i
4001	Colour Grading S M The enhancement and alteration of colour in moving image work, including colour correction and artistic colour effects. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions and branded content.	Mandatory One of the below: Film Film + 3 min edit (for films over 4 mins) <hr/> S 1 piece of work per entry M Max 10 pieces of work per entry
4002	Compositing S M The combination of at least two visual elements, taken from separate sources and integrated into the same frame. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions and branded content.	
4003	Special Effects S M The practical elements of the production design that take place in-camera, including model making, pyrotechnics and explosions. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions and branded content.	
4004	CG S M Computer generated effects. Includes TV and cinema commercials, online branded films, title sequences and TV programme promotions, idents and stings, film promotions and branded content.	

You will be asked to provide the following information online:

Brief, Solution, Cultural Context, Use of Visual Effects, Where did the work run and for how long? See [page 75](#) for more information.

Culture:

Entertainment

Entertainment where a brand is an integral feature of a story or experience, which people feel compelled to watch, seek out and share. Includes film, immersive experiences, audio, apps, games and more.

Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800































standard
£480, €768, \$960

Multi

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory		Submission Formats 
5001	Fiction Film up to 5 mins   Fictional branded entertainment of up to 5 minutes. Includes viral films, game-inspired films, interactive films, spots and short form content, shown on digital and/or offline platforms.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry
5002	Fiction Film 5-30 mins   Fictional branded entertainment between 5 and 30 minutes long. Includes viral films, game-inspired films, interactive films, spots and short form content, shown on digital and/or offline platforms.	Mandatory Film + 3 min edit —  1 piece of work per entry  Max 10 pieces of work per entry
5003	Fiction Film over 30 mins   Fictional branded entertainment over 30 minutes long. Includes viral films, game-inspired films, interactive films, spots and short form content, shown on digital and/or offline platforms.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry
5004	Non-Fiction Film up to 5 mins   Non-fiction (unscripted, documentary, reality series) branded entertainment of up to 5 minutes. Includes viral films, interactive films, event content, spots and short form content, shown on digital and/or offline platforms.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry
5005	Non-Fiction Film 5-30 mins   Non-fiction (unscripted, documentary, reality series) branded entertainment between 5 and 30 minutes long. Includes viral films, interactive films, event content, spots and short form content, shown on digital and/or offline platforms.	Mandatory Film + 3 min edit —  1 piece of work per entry  Max 10 pieces of work per entry
5006	Non-Fiction Film over 30 mins   Non-fiction (unscripted, documentary, reality series) branded entertainment over 30 minutes long. Includes viral films, interactive films, event content, spots and short form content, shown on digital and/or offline platforms.	Mandatory Film —  1 piece of work per entry  Max 10 pieces of work per entry
5007	Integrated  NEW Fully integrated campaigns consisting of branded entertainment successfully executed across multiple platforms e.g. online, press, TV and radio.	Mandatory Presentation Film
5008	Immersive   Branded entertainment that is immersive and device-led. Includes use of mixed realities and AI. Experience-led activations, such as live stunts or events, should be entered into the Experiential category.	
5009	Sponsored   Promotional branded entertainment that is sponsored by a secondary brand or company. For example, a music video that features – and is sponsored by – a product.	



You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions, Where did the work run and for how long? On which social media channel/s was the work released and for how long? See [page 75](#) for more information.

Culture:

Entertainment



Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Multi

super early bird
£608, €972, \$1215

early bird
£675, €1080, \$1350

standard
£810, €1296, \$1620

Subcategory		Submission Formats
5010 	Audio Audio and musical content that integrates the brand into the script or composition. Includes live broadcasts and podcasts. For branded music videos, see the Sponsored category.	Mandatory One of the below: Audio Audio + 3 min edit (for audio over 4 mins) Optional Presentation Film — 1 piece of work per entry Max 10 pieces of work per entry
5011 	Apps Apps that have been commissioned or produced by a brand, where the brand is integrated into the app functionality or narrative.	Mandatory URL Optional Presentation Film — 1 piece of work per entry Max 10 pieces of work per entry
5012	Games Branded games, gaming activations or esports. Can be played online or offline, on apps or mobile devices. May include interactive experiences that use of AI, mixed realities and other technologies to bring the idea to life. For product placement and in-game advertising, see the Digital category.	Mandatory Presentation Film — 1 piece of work per entry Max 10 pieces of work per entry
5013	Use of Audience Branded entertainment that invites customer or user submissions, or interacts with users in a secondary way e.g. via second screen.	Mandatory Presentation Film
5014 	Use of Micro-Talent/Influencers Branded entertainment that uses micro-talent or micro-influencers – those with niche audiences or a lower count of followers – to increase engagement and target specific markets.	
5015 	Use of Talent & Influencers Branded entertainment that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	
5016 	Writing for Entertainment Copy written for entertainment purposes. Includes writing for film, games, apps and audio where the brand is an integral feature of the story or experience. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.	Mandatory One of the below: Film Film + 3 min edit (for films over 4 mins) Audio Audio + 3 min edit (for audio over 4 mins) + PDF of Script — 1 piece of work per entry Max 10 pieces of work per entry

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For relevant categories:** Instructions, Where did the work run and for how long? On which social media channel/s was the work released and for how long? See [page 75](#) for more information.

Culture:

Music Videos

Music videos, including low budget and interactive films, and the crafts used to produce them, such as special effects, direction, cinematography and production design. The judges will prioritise execution in this category.

Entry Prices

Single 📈

super early bird
£81, €130, \$162

early bird
£90, €144, \$180

standard
£108, €173, \$216

Subcategory		Submission Formats ⓘ
5101	Music Videos 📈 Judges will be looking holistically at the overall concept and execution of the music video.	Mandatory Film
5102	Interactive 📈 Music videos that prompt interaction from the viewer. To enter submit a URL that will be live and accessible from the UK until June 2020.	Mandatory URL
5103	Low budget 📈 Music videos created with a budget no higher than £10,000 or the relevant market equivalent.	Mandatory One of the below: Film URL (for interactive music videos)
5104	Music Film/EP 📈 NEW A collection of music videos that link together to form a narrative.	
5105	Direction 📈 Music videos where the idea is brought to life through the director's vision.	
5106	Animation 📈 Music videos animated with cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modeled, rigged and animated.	
5107	Cinematography 📈 Music videos where the idea is brought to life through the use of camera techniques and the quality, composition and style of photography and lighting.	
5108	Editing 📈 Music videos where the idea is brought to life through editing that shows innovation and flair.	
5109	Visual Effects 📈 The use of visual effects in music videos, including 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.	
5110	Production Design 📈 Music videos where the idea is brought to life through the production design (set design, location builds, etc.)	

You will be asked to provide the following information online:

For all categories: Brief, Solution, Cultural Context. **For category 5109:** Budget. See [page 75](#) for more information.

Impact:

Impact

Original and transformative design, campaigns and initiatives that benefit business and society. Work that can demonstrate direct and tangible positive change, from brands, agencies, charities and entrepreneurs who are prioritising people and planet alongside profit.











Entry Prices

Single

super early bird
£360, €576, \$720

early bird
£400, €640, \$800

standard
£480, €768, \$960

Subcategory		Submission Formats 
6001	Advertising/Brands  Creative advertising and marketing communications for commercial clients. Includes campaigns and individual executions.	Mandatory One or more of the below: 1-10 Digital Image/s 1 Film 1 Audio 1 URL
6002	Advertising/Not for Profits  Creative advertising and marketing communications for for charities, NGOs and governments. Includes campaigns and individual executions.	
6003	Advertising/Entrepreneurs  Creative advertising and marketing communications promoting a personal project, side hustle or business. Includes campaigns and individual executions.	
6004	Design/Brands  Design for commercial clients that has the potential to achieve positive change by improving circumstances, access or quality of life. Includes product, print, digital and service design.	
6005	Design/Not for Profits  Design for charities, NGOs and governments that has the potential to achieve positive change by improving circumstances, access or quality of life. Includes product, print, digital and service design.	
6006	Design/Entrepreneurs  Design for a personal project, side hustle or business that has the potential to achieve positive change by improving circumstances, access or quality of life. Includes product, print, digital and service design.	
6007	Initiative/Brands  Initiatives driven by commercial clients. Includes business initiatives, community projects and service innovations.	
6008	Initiative/Not for Profits  Initiatives driven by charities, NGOs and governments. Includes business initiatives, community projects and service innovations.	
6009	Initiative/Entrepreneurs  Initiatives connected to a personal project, side hustle or business. Includes business initiatives, community projects and service innovations.	

You will be asked to provide the following information online:

Idea, Challenge, Scale, Impact, Longevity. See [page 75](#) for more information.

Key Information:

Prototypes, work that has not been publicly released or has not made an impact yet should be entered into the Future Impact category.

Impact:

Future Impact

Designs and initiatives that are newly released or in development, and that demonstrate the potential for tangible positive change on business and society. Work must have ambition and scale, and prioritise people and planet alongside profit.

Entry Prices

Single 🇸

super early bird

£23, €36, \$45

early bird

£25, €40, \$50

standard

£30, €48, \$60

Subcategory		Submission Formats 🇮
6101	Design 🇸 Design that has the potential to positively affect change either by improving circumstances, access or quality of life. Includes product, print, digital and service design. Entries will be required to have proof of concept.	Mandatory One or more of the below: 1-10 Digital Image/s 1 Film 1 Audio 1 URL
6102	Design/Student 🇸 Design that has the potential to positively affect change either by improving circumstances, access or quality of life. Includes product, print, digital and service design. Entries will be required to have proof of concept. Entrants must be in full time education.	
6103	Initiative 🇸 Initiatives that demonstrate the potential for impact on business and society. Includes business initiatives, community projects and service innovations. Entries will be required to have proof of concept.	
6104	Initiative/Student 🇸 Initiatives that demonstrate the potential for impact on business and society. Includes business initiatives, community projects and service innovations. Entries will be required to have proof of concept. Entrants must be in full time education.	

You will be asked to provide the following information online:

Idea, Challenge, Scale, Proof of Concept, Ambition, Accelerator. See [page 75](#) for more information.

Key Information:

Work that has been publicly released and is making an impact should be entered into the Impact category. Please note - an extended entry deadline of 15 July 2020 applies to the Future Impact category. Entrants will be awarded in November 2020. In addition to a D&AD Impact Pencil, winners will be awarded a place on the Future Impact Programme; 12 months of mentoring, training, grants and visibility, provided by D&AD and the D&AD Impact Council. For more details please visit dandad.org.

Collaborative:

Collaborative

Long-lasting relationships between clients and their design, advertising and/or production companies that have lead to the creation of amazing work over time.

Entry Prices

There is no fee to enter this category.

Subcategory		Submission Formats ⓘ
7001	Creative Agency – Client Collaboration ⓘ	Mandatory One or more of the below: 1-10 Digital Image/s 1 Film 1 Audio 1 URL
7002	Design Agency – Client Collaboration ⓘ	
7003	Production Company – Client Collaboration ⓘ	

You will be asked to provide the following information online:

Length of creative collaboration, History of creative collaboration, Creative outputs. See [page 75](#) for more information.

Next:

Next

Developing professionals and teams with experience of less than 3 years are recognised across four diverse categories – Next Creative, Next Designer, Next Illustrator and Next Director.

Entry Prices

Standard

£50, €80, \$100

Discounts

20% for those who register before the Earlybird deadline on 19 February

20% for Freelancers (for a discount code email awards@dandad.org)

40% for anyone nominated by a Judge participating in the D&AD Awards 2020

Subcategory		Submission Formats ⓘ
8001	Next Creative This category is for emerging creatives with no more than three years of industry experience. Open to art directors, copywriters and creatives working across digital marketing, experiential, media, PR, press & outdoor, radio & audio, film and entertainment.	Mandatory 4 executions in the below format: Digital (URL, Film, Audio, Image/s, PDF) + Photograph of talent
8002	Next Designer This category is for emerging designers with no more than three years of industry experience. Open to anyone involved with branding, packaging, products, graphics, magazines, books, newspapers, composition, and permanent, temporary or online environments.	Mandatory UPDATED 4 executions in one or more of the below formats: Digital (URL, Film, Audio, Image/s, PDF) + Photograph of talent
8003	Next Director This category is for emerging directors with no more than three years of industry experience. Open to directors of film, entertainment, TV, VoD, online content, promotional content and music.	Mandatory 2 executions in the below format: Digital (URL, Film, Audio, Image/s, PDF) + Photograph of talent
8004	Next Illustrator This category is for emerging illustrators with no more than three years of industry experience. Open to illustrators of posters, press adverts, packaging, inserts and wraps, books, publications, street art, installations, signage, moving images and work on digital platforms.	Mandatory UPDATED 4 executions in one or more of the below formats: Digital (URL, Film, Audio, Image/s, PDF) + Photograph of talent

Why enter?

D&AD Next is an opportunity for creatives, mentors and agencies to come together, recognise and celebrate the future of creativity. The award is a mark of great potential for winners and signifies an agency's ability to nurture talent. Winners of a D&AD Next award have seen their work featured on the cover of TIME magazine (Johnny Miller's Unequal Scenes) and appear in National Geographic (Richard John Seymour's Yiwu Commodity City).

What are the Judges looking for?

Work that consistently demonstrates remarkable creative flair, great potential and – where applicable – outstanding craft and technique. They are not looking for the finished article.

What can I win?

D&AD Next Pencil, your name in the D&AD Annual, your work exhibited at a D&AD event, 2 hours of mentoring with a D&AD judge, 1 year's access to the D&AD Campus, and 1 year's D&AD Awarded Membership. All shortlisted talent will be invited to a Pencil presentation at the D&AD festival. Winners will be invited on stage to collect their award in front of an audience of creative influencers.

Next

Rules & Eligibility

Who can enter?

- > People working in the creative industry since 11 March 2017.
- > Teams, provided all team members have contributed to each piece of work submitted in a manner appropriate to the category. For example, an Illustrator and an Art Director entering Next Illustrator would not be eligible; however, two Illustrators working together would.
- > Individuals and agencies may enter on someone's behalf.
- > Individuals **may not** have an established career in a different area of the creative industry. For example, an established Photographer who has recently taken up Graphic Design.
- > There is no age limit.

What can I enter?

- > Entrants into **Next Creative**, **Next Designer** and **Next Illustrator** must submit four executions, where at least one is commercial. Remaining pieces may be charitable or self-initiated pieces. For work to be commercial, it must have been publicly released.
- > Entrants into **Next Director** must submit two executions, where at least one is commercial. Remaining pieces may be charitable or self-initiated pieces.
- > The executions may or may not be part of a series. Entrants should remove all credits so that the work can be judged anonymously.
- > As part of the submission, entrants will need to give information on the talent's experience to date, the brief and insights around the work, and details of their contribution.
- > Entrants must upload a cover image of the primary piece of work, plus an image of the talent(s) for promotional purposes.
- > A professional reference is not compulsory, but it is recommended.

Eligibility criteria

- > Commercial work must have been publicly released no earlier than 11 March 2017, and must be submitted as it was released.
- > Non-commercial work must have been completed no earlier than 11 March 2017, and must be submitted as it was completed.
- > You must submit the required number of executions.
- > Talent must be out of full time education.
- > If entering as a team, every team member must fulfil the eligibility criteria.
- > You may enter again if you do not win, however, you may not enter the same work.

Next

How to Enter

Step-by-step guide to entering Next

[Click here to create an entry on dandad.org](#) and follow the steps below. You may enter as yourself or on behalf of someone else.

If entering as part of a team, please separate details where necessary with a comma. Where only one option is available, please enter the details of the lead talent.

- > **1. Title:** The name of the talent's primary execution of work
- > **2. Select the appropriate Next category**
- > **3. Parts:** The name of each execution
- > **4. Entrant Company:** The name(s) of the talent
- > **5. Entrant Role:** The talent's area of expertise
- > **6. Entrant Country:** Where the talent is based
- > **7. Entrant Network:** Include if applicable
- > **8. Entrant Holding Company:** Select one option
- > **9. Primary Client:** List the clients of each execution, separated by a comma
- > **10. Brand:** List the brands of each execution, separated by a comma
- > **11. Commercial Release Date:** Enter the completion date of the earliest execution
- > **12. Company of the Year:** Information does not apply. However, you must tick the box to say you have confirmed your Company of the Year to continue.
- > **13. Entry Description:** For Next, this should be a small bio about the talent and their work. The judges will not see this, so you may include names. If successful it will be included in the D&AD Annual and on dandad.org.
- > **14. Supporting Information:** You will need to answer 3 questions on the talent's experience, contribution and work. The judges will see this information, so it's important that you refer to 'the team' or 'the talent' and omit any names.
- > **15. Translation:** Please provide any translations of executions here.
- > **16. Cover Image:** Please upload an image of your primary execution. The judges will see this and any other media you upload (with the exception of the talent's photo).
- > **17. Submission Format:** Select whether you will be entering physical work, digital work or both. Upload any digital work here and a photograph of the talent (this will be used for promotional purposes only). There's also the option to upload a reference as a PDF.

Make sure you pay for your entry before the deadline of 11 March 2020. You will be prompted to validate your entry before you can submit it.

Side Hustle:

Side Hustle

The competition for people with big ideas who were born to create. For those who dream of launching their enterprise loudly and proudly into the world; our jury of investors, entrepreneurs and creative directors are waiting to meet you!

Entry Prices

Standard

Students
£20, €32, \$40

Emerging Professionals
£35, €56, \$70

Established Professionals
£50, €80, \$100

Discounts

20% for Freelancers (for a discount code email awards@dandad.org)

Subcategory		Submission Formats ⓘ
9001	Start-Up / Student Reserved exclusively for those side-hustlers still in education, this category is for entrants in the early stages of their project, experimenting with customer division and demonstrating appropriate research and testing with the potential to work towards a positive contribution margin.	Mandatory One or more of the below: URL Film Audio Digital Image/s PDF
9002	Start-Up / Emerging Professional Applies to non-professionals or anyone with less than 3 years of work experience. This category is for entrants in the early stages of their project, experimenting with customer division and demonstrating appropriate research and testing with the potential to work towards a positive contribution margin.	
9003	Start-Up / Established Professional Celebrates the Side Hustles from anyone with over 3 years of work experience. This category is for entrants in the early stages of their project, experimenting with customer division and demonstrating appropriate research and testing with the potential to work towards a positive contribution margin.	
9004	Scale-Up / Student Reserved exclusively for those side-hustlers still in education, this category is for entrants whose side hustles have secured funding, are already validated within the marketplace and who have proven that their unit finances are sustainable.	
9005	Scale-Up / Emerging Professional Applies to non-professionals or anyone with less than 3 years of work experience. This category is for entrants whose side hustles have secured funding, are already validated within the marketplace and who have proven that their unit finances are sustainable.	
9006	Scale-Up / Established Professional Celebrates the Side Hustles from anyone with over 3 years of work experience. This category is for entrants whose side hustles have secured funding, are already validated within the marketplace and who have proven that their unit finances are sustainable.	

Why enter?

D&AD Side Hustle is an important step towards turning your side hustle into a main hustle. Make the grade and you'll be pitching to a panel of investors, entrepreneurs and creative influencers as part of our virtual Pitch Day. As well as global exposure, we offer training and mentoring to the winners. Previous hustlers have gone on to create fashion shows, draw attention to the climate crisis and incite social change.

What are the Judges looking for?

The judges will be looking out for work that uses creative thinking to address a genuine need. For Start-Ups, the idea should demonstrate proof of concept and show potential for growth, whereas Scale-Ups should be sustainable, validated within the marketplace and on track to meet early ambitions.

What can I win?

D&AD Side Hustle Pencil, your name in the D&AD Annual, 2 hours of mentoring with a D&AD judge, A D&AD Masterclass of your choice, and 1 year's D&AD Awarded Membership.

How will I pitch?

All finalists will be invited to a virtual Pitch Day, where they will present their idea to a panel of judges before questions are taken. A guide to prepare your pitches, including timings, formats and information on the chosen platform will be sent to finalists approximately one month in advance.

Side Hustle

Rules & Eligibility

Who can enter?

- > Entry is open to anyone with a Side Hustle, so long as it demonstrates flair and creativity. Is your Side Hustle on the way to becoming your main hustle? Then our scale up categories are for you.
- > A reduced entry fee applies to students and emerging professionals.
- > To be eligible as an emerging professional, you must have less than 3 years of experience working in industry.

What can I enter?

- > Entrants are encouraged to present their Side Hustle in its best light. Your entry could take the form of a video, slideshow, presentation film, image, URL or audio piece. You will need to answer five questions relating to the idea, challenge, operation, ambition and eligibility and upload a cover image.

Eligibility criteria

- > The entry must be creative at its core.
- > Side hustles must be 'independently owned', i.e. substantially owned by its founders and not commissioned, owned or funded by an employer.
- > The project submitted as the entry must be unconnected to your job.
- > Finalists must be available to present their Entry live to our panel of judges on Pitch Day (date TBA).

Side Hustle

How to Enter

Step-by-step guide to entering Side Hustle

[Click here to create an entry on dandad.org](#) and follow the steps below.

- > **1. Title:** The name of your Side Hustle.
- > **2. Select Side Hustle.**
- > **3. Select the appropriate Side Hustle sub-category.**
- > **4. Entrant Company:** The name of your business.
- > **5. Entrant Role:** The industry your business operates in.
- > **6. Entrant Country:** Where you are based.
- > **7. Entrant Network:** Leave this blank.
- > **8. Entrant Holding Company:** Select N/A.
- > **9. Primary Client:** List if applicable, otherwise N/A.
- > **10. Brand:** List if applicable, otherwise leave it blank.
- > **11. Commercial Release Date:** The date your side hustle was launched.
- > **12. Company of the Year:** Information does not apply. However, you must tick the box to say you have confirmed your Company of the Year to continue.
- > **13. Entry Description:** This should be a short overview of your Side Hustle, no more than 600 characters. If you are successful it will be included in the D&AD Annual and on dandad.org.
- > **14. Supporting Information:** You will need to answer 5 questions on the idea, challenge, operation, ambition and eligibility of your Side Hustle.
- > **15. Translation:** Please provide any translations relevant to your work here.
- > **16. Cover Image:** Please upload an image that best represents your Side Hustle.
- > **17. Submission Format:** Upload any digital files and supporting media here.

Make sure you pay for your entry before the deadline of 11 March 2020. You will be prompted to validate your entry before you can submit it.

Submission Formats

Here's a detailed list of the submission formats required for entries.

Please follow these guidelines as entries submitted in a different format will be withdrawn.

Boards	Description	Specification
A2 Board/s	The commercially released work, mounted on one A2 board per execution.	<ul style="list-style-type: none">– Mount work on rigid A2 boards (42 x 59 cm or 16.5 x 23.4 inches).– Show work as it was commercially launched, including all text.– If the commercially released work is larger than A2, supply a reproduction.– Show only one execution on each board.– Attach entry labels to the back of each board.– Do NOT use your company logo or branding anywhere on the board.– Do NOT send rolled prints or taped boards.– Do NOT put the entry number or category title on the front of the board.– Do NOT use foam board as it cannot be recycled, use mount board instead.
A3 Board/s	The commercially released work, mounted on one A3 board per execution.	<ul style="list-style-type: none">– Mount work on rigid A3 boards (29.7 x 42 cm or 11.7 x 16.5 inches).– Show work as it was commercially launched, including all text.– If the commercially released work is larger than A3, supply a reproduction.– Show only one execution on each board.– Attach entry labels to the back of each board.– Do NOT use your company logo or branding anywhere on the board.– Do NOT send rolled prints or taped boards.– Do NOT put the entry number or category title on the front of the board.– Do NOT use foam board as it cannot be recycled, use mount board instead.
A2 Presentation Board/s	A representation of your work through a selection of images and a short written summary.	<ul style="list-style-type: none">– Mount work on rigid A2 boards (42 x 59 cm or 16.5 x 23.4 inches).– Show the key elements of the work.– Keep explanatory text short and clear.– Text must be in English.– Attach entry labels to the back of each board.– Do NOT use your company logo or branding anywhere on the board.– Do NOT send rolled prints or taped boards.– Do NOT put the entry number or category title on the front of the board.– Do NOT use foam board as it cannot be recycled, use mount board instead.
A2 Presentation Boards + Optional material (physical or digital)	A representation of your work through a selection of images and a short written summary, plus the commercially released work in physical or digital form.	<ul style="list-style-type: none">– For A2 Presentations Boards, see instructions above– For the commercially released work, see instructions for physical and digital materials below.



Submission Formats



Physical Material	Description	Specification
Physical Material	The product in its commercially released format.	<ul style="list-style-type: none"> – Send in work as commercially released. – Contact us before sending perishable goods. – Attach entry labels to the item in a discreet place (base or underside of the object). – Do NOT submit presentation boards instead of the commercially released work (unless the work is over 1 m3 in size). – Contact us if you need the item returned. As per our Terms & Conditions, items won't be returned unless this is requested at the time of entry.
Printed Publication	The magazine, newspaper or book as it was commercially released.	<ul style="list-style-type: none"> – Send in work as commercially released. – Contact us before sending perishable goods. – Attach entry labels in a discreet place (back cover or inside front cover). – Do NOT mount the publication on boards. – Contact us if you need the item returned. As per our Terms & Conditions, items won't be returned unless this is requested at the time of entry. – For URL (Digital Elements), see instructions below.
Printed Publication + URL (for digital elements)	The magazine, newspaper or book as it was commercially released, plus an optional URL link if the work has a digital counterpart.	
Poster/s Mounted	The commercially released poster mounted on a board.	<ul style="list-style-type: none"> – Show work as it was commercially launched, including all text. – Attach entry labels to the back of each board. – Do NOT use your company logo or branding anywhere on the board. – Do NOT send rolled prints or taped boards. – Do NOT put the entry number or category title on the front of the board.
Poster/s Unmounted	The commercially released poster unmounted. Only for work that is larger than A1 or double sided.	<ul style="list-style-type: none"> – Show work as it was commercially launched, including all text. – Attach entry labels to the back of each poster. – Do NOT use your company logo or branding anywhere on the poster. – Do NOT send rolled prints or taped boards. – Do NOT put the entry number or category title on the front of the poster.

Images	Description	Specification
Image/s	Images that represent the commercially released work. Only one image for single entries.	<ul style="list-style-type: none"> – JPEG or TIFF files – RGB colour mode, 300 dpi – Minimum 15 cm along the longest axis – The image must be in centimetres, not pixels or millimeters. – Do NOT submit multiple images in one file. Only one image per file.
Image in situ	A single image that shows the work in situ, as it was commercially released and displayed.	
Image of Packaging in situ	A single image that shows the packaging on the shelf, as it was commercially released and displayed.	
Digital Presentation Images	A representation of your work through a selection of images.	



Submission Formats



URL	Description	Specification
URL	A URL directly linking to the commercially released work.	<ul style="list-style-type: none">– The web page must be viewable on a Mac using Chrome.– For apps, provide a URL link to download the app (Apple Store).– The URL must be live until July 2020.– Do NOT submit a case study page if the site is still live.– Do NOT submit a holding page.– Do NOT use your company logo or branding on the web page.– Do NOT use your company name or branding in the URL address.– If you are unable to provide the commercially released URL link please email awards@dandad.org.
URL (for digital elements)	Only for digital publications. A URL directly linking to the commercially released publication.	<ul style="list-style-type: none">– The web page must be viewable on a Mac using Chrome.– For apps, provide a URL link to download the app (Apple Store).– The URL must be live until July 2020.– Do NOT submit a case study page if the site is still live.

Audio	Description	Specification
Audio	A piece of audio advertising as it was commercially released.	<ul style="list-style-type: none">– MP3 or WAV files.– Sample size 16-bit, sample rate 44100kHz– Use the entry title or execution titles as the file name.– For campaigns, upload one file per execution.– Do NOT include an audio introduction of the entry.– Do NOT include any agency branding.
Audio + 3 min Edit	A piece of audio advertising as it was commercially released, plus a 3 min edit for work that is over 4 mins. Judges will listen to the edit first, then to the full execution if they wish.	
Audio + PDF of Script	An advert or piece of audio work as it was commercially released, plus the script in PDF format.	



Submission Formats



Film	Description	Specification
Film	An advert or piece of film work as it was commercially released.	<ul style="list-style-type: none"> – MOV or MP4 files. – Your file must be multiplexed with audio and video in one single file. – Apply subtitles or dubbing to non-English work. – For campaigns, upload one file per execution. – Use the entry title or execution titles as the file name. – Do NOT add a clock or slate at the start. – Do NOT use your company logo or branding anywhere in the film.
Film + 3 min Edit	An advert or piece of film work as it was commercially released, plus a 3 min edit for work that is over 4 mins. Judges will watch the edit first, then the full execution if they wish.	
Film + PDF of Script	An advert or piece of film work as it was commercially released, plus the film script in PDF format.	
Film (for digital sites)	A film showing a piece of outdoor advertising released on a digital site.	
Presentation Film	A presentation film summarising the piece of work and showing overall highlights.	<ul style="list-style-type: none"> – MPEG or MOV files. – Maximum 2 minutes. Judges are not guaranteed to keep watching beyond 2 minutes into the film. – Make the film specific to your category. – Describe the idea or solution first, then explain objectives, context and results in more detail later. – Emphasise the creative idea and its relevance to the audience. – Costly films are not a must. Simple films with a clearly presented idea are just as effective. – Use the entry title as the film name. – The narration must be in English. – Do NOT use your company logo or branding anywhere in the film.

Other	Description	Specification
Written Copy + Optional Presentation Film	A written submission summarising the project, plus an optional presentation film.	<ul style="list-style-type: none"> – The written submission must be written or pasted in online while filling out your entry form. You will be asked to provide Background, Solution and Execution, Results. See detailed requirements on pages 75-76. – See Presentation Film instructions above.
PDF of Tone of Voice Guidelines	The Tone of Voice guide for a brand.	<ul style="list-style-type: none"> – Upload as a single PDF.
PDF	A PDF of information to support your entry.	<ul style="list-style-type: none"> – Upload as a single PDF.

Supporting Information

This is the information you'll be asked to provide, depending on the category. Focus on facts, as this is what judges are looking for. Keep explanations brief and to the point.

Supporting Information	Description	Character Limit
Accelerator	Would you like to be considered to take part in the D&AD Future Impact Accelerator? If so, outline what you would hope to gain, the expertise you could offer your peers and whether you would need a travel bursary.	400 inc spaces
Ambition	On what scale do you intend to make an impact? How will you measure success? Outline your objectives for the next 12 months.	1,000 inc spaces
Background	Specify the target audience, objectives and any relevant information such as background overview and analysis.	3,000 inc spaces
Brief	What was the brief? Detail the challenge and objectives, and where available, the target audience and other relevant background information.	400 inc spaces
Budget	Indicate your budget. If higher than expected, explain why the work should be considered low budget.	400 inc spaces
Challenge	Explain the challenge(s) that led to the idea and the business case associated with it.	1,000 inc spaces
Cost per unit to produce		50 inc spaces
Creative outputs	Detail what was produced over the duration of the collaboration.	400 inc spaces
Cultural context	If relevant, explain any references that are specific to a culture or country and that may not be understood otherwise.	400 inc spaces
Design solution	Explain the creative solution, the reasoning behind it, and how it solved the challenge in the brief. Highlight unique and/or innovative features of the design.	400 inc spaces
Distribution location		200 inc spaces
History of creative collaboration	Describe how the collaboration has developed over time from the initial brief to the latest project.	400 inc spaces
How often is the work published?		50 inc spaces
How the work was displayed		200 inc spaces
Idea	What is the creative idea at the core of your entry? How is it innovative?	1,000 inc spaces
If applicable, on which social media channel/s was the work released and for how long?		200 inc spaces



Supporting Information



Supporting Information	Description	Character Limit
Impact	Describe the success you have had to date. How has the work directly contributed to positive change? Provide supporting metrics, references and evidence of legislation or behaviour change.	1,000 inc spaces
Instructions	To help us best showcase your work, if relevant, please let us know: <ul style="list-style-type: none"> – What digital platform it's optimised for – Any passwords or codes to access it – Any specific navigational instructions – Any set up instructions 	400 inc spaces
Length of creative collaboration		200 inc spaces
Longevity	Was your idea designed to have a short, medium or long-term impact? Please outline key objectives around maintaining and scaling your idea, if applicable.	1,000 inc spaces
Number of views	Number of views and evidence of discussion in popular culture	200 inc spaces
Print run		50 inc spaces
Production considerations	Detail the budget restraints, time restraints and filming location(s).	400 inc spaces
Proof of concept	How have you demonstrated proof of concept? Describe the research and testing done so far.	1,000 inc spaces
Results	How did the work have a direct impact on the success of the brand or growth of the business? Provide evidence such as survey results, market share statistics, or sales increases.	3,000 inc spaces
Retail price		50 inc spaces
Retail price of product		50 inc spaces
Scale	Was the impact achieved on a local, national or international scale?	1,000 inc spaces
Size of the production run		50 inc spaces
Solution	Explain the creative solution, the reasoning behind it, and how it solved the challenge in the brief.	400 inc spaces
Solution and execution	What is the creative solution and reasoning behind it? How is it innovative? How was it executed?	3,000 inc spaces
Use of Cinematography	Tell us about the cinematography behind the piece. What should the judges be looking out for?	400 inc spaces
Use of Editing	If applicable, detail any retouching, post-production editing or digital enhancements that the work has undergone – for example colour adjustments, warping, distortion and sharpening.	400 inc spaces
Use of Production Design	Tell us about the production design behind the piece. What should the judges be looking out for?	400 inc spaces
Use of Visual Effects	Explain how visual effects were used and what has been achieved. What should the judges be looking out for?	400 inc spaces
Where did the work run and for how long?		200 inc spaces

Get in Touch

**Got a question about entering the Awards?
Our team is on hand to help. Get in touch,
wherever you are in the world:**

UK & Ireland

Will Koper
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