



## **D&AD Awards 2021**

### **Entry Kit**

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#### **Key Dates**

**Open for Entry:** 18 November 2020  
**Super Early Bird Deadline:** 13 January 2021  
**Early Bird Deadline:** 17 February 2021  
**Deadline:** 17 March 2021

#### **D&AD Shortlist Announced:**

*Craft, Side Hustle* – 11 May 2021  
*Advertising, Culture, Design, Impact, Next* –  
18 May 2021

\*Writing for Design will be announced with the Design categories

**D&AD Awards Ceremony:** 26–27 May 2021

# Why Enter?

## Why Awards Matter?

- > Awards motivate and foster your talent
- > Awards drive business growth
- > Awards are good discipline
- > Awards attract new talent and new business

## 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.'

## What happens when your work wins a Pencil...

- > It earns its rightful place in The Annual; D&AD's collection of the best work in the world, published online and to a global audience.
- > It's celebrated at the D&AD Awards Ceremony, viewed by 5,000 of the finest minds in the industry in 2020.
- > It has the chance to be featured in the D&AD Creative Excellence Content Series, with commentary from our judges.
- > It earns you and your company global media coverage.
- > It's exhibited around the world at one of D&AD's international exhibitions. Past venues include The Advertising Museum Tokyo, Louvre Museum Paris, Shanghai Institute of Visual Arts, Hong Kong Design Institute, Arts Centre Melbourne.
- > It earns you prestige amongst your peers.
- > It earns your company points towards D&AD rankings. These include Design Agency of the Year, Advertising Agency of the Year, Production Company of the Year, Client of the Year and Network Rankings.

## But 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 2020, we provided 174,147 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.

# Why Enter?

**“D&AD is the  
crème de la crème.  
It’s the most  
prestigious show.”**

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**Ronald Ng**

Global Chief Creative Officer, Isobar

**“Winning a D&AD  
Pencil is a talking  
point for life.”**

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**Becky McOwen-Banks**

Executive Creative Director, VaynerMedia London

# D&AD

# Award Levels

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## Shortlist

Work that demonstrates merit, worthy of recognition and in the top echelon of entries. It's awarded in all categories in the first instance.



**SHORTLIST**

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## Wood

The best of the year in advertising, design and craft.

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## Graphite

For stand-out work that rises above the rest, worthy of consideration for a Yellow Pencil.

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## Yellow

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

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## Black

The ultimate creative accolade, reserved for ground-breaking work. Only a handful of these are awarded each year, if any.



## D&AD Award Levels



### Category Specific Awards

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#### Side Hustle Pencil

Awarded to inspiring, scalable projects that demonstrate creativity and innovation.

Awarded to work in the Side Hustle category.



#### Future Impact Pencil

Early-stage projects that demonstrate the potential to drive behavioural, environmental, societal or policy change through creativity. Awarded to work in the Future Impact category.



#### Next Pencil

Awarded to rising stars with extraordinary creative flair who are shaping the future of creativity and craft. Awarded to work in the Next categories.



#### White Pencil

Exceptional projects that use the power of creativity to drive behavioural, environmental, societal or policy change. Replaces the Yellow Pencil in the Impact category.

### Special Awards

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#### Collaborative Award

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



#### Companies of the Year

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

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



#### President's Award

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

### D&AD Rankings

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D&AD Rankings will be released online after the D&AD Awards Ceremony. The rankings will be calculated from points allocated to all Pencil and Shortlist winners (except Next and Side Hustle).

Rankings include:

- > Country
- > Agency Network

# Judging Criteria

When assessing the work, judges will consider the following questions in order of importance:

## Advertising, Design & Culture

> Is the idea inspiring?

> Is it brilliantly executed?

*For Digital Design and the craft categories in Music Videos, execution will be prioritised over idea.*

> Is it fit for purpose?

*For Media & PR, this means the work achieved the intended result.*

## Craft

> Is it brilliantly crafted?

> Does the use of craft elevate the idea?

> Is the idea inspiring?

> Is it fit for purpose?

## Impact

> Is the idea benefiting society?

*To be benefiting society, work must be responding to one of the [17 UN Sustainable Development Goals](#).*

> Has it resulted in tangible change?

*Tangible change refers to behavioural, environmental, societal or policy change.*

> Is it innovative and inspiring?

*To be innovative, work may be a new idea or method, or the use of an existing idea or method in a new way.*

> Is it fit for purpose?

*To be fit for purpose, work must be able to do the job it was designed to do. For example, a campaign must raise brand awareness. A product must function well.*

## Future Impact

> Does the idea have the potential to benefit society?

*To be benefiting society, work must be responding to one of the [17 UN Sustainable Development Goals](#).*

> Does it have the potential to drive tangible change?

*Tangible change refers to behavioural, environmental, societal or policy change.*

> Does it sufficiently demonstrate that it can meet its intended scale?

*This could be anything from a local solution to a global initiative.*

> Is it innovative and inspiring?

*To be innovative, work may be a new idea or method, or the use of an existing idea or method in a new way.*

## Next

> Does it show remarkable creative flair?

> Does it demonstrate great potential?

> Where applicable, is there outstanding use of craft and technique?

## Side Hustle

### Start-Up

> Is it innovative and inspiring?

> Is it supported by appropriate research and testing?

> Does it show potential for growth?

### Scale-Up

> Is it innovative and inspiring?

> Is it fully operational with proven success?

> Is it on track to meet its intended scale?

# What's New?

## Prices

We've increased our Super Earlybird discount from 30% to 40% for all entries. To take advantage of this price reduction, complete your entries by midnight on 13 January 2021.

Freelancers and businesses with less than 10 employees now get 25% off entries. To get the discount contact [awards@dandad.org](mailto:awards@dandad.org).

## Categories

The D&AD Awards categories evolve every year to reflect industry developments. This includes revisions and additions of subcategories, and the creation of new categories. Look out for 'new' to identify these in the entry kit. Key changes for 2021 are highlighted below:

### E-Commerce **NEW**

Growing trends within e-commerce and a focus on the customer journey - from brand awareness to delivery - make this one of the most exciting new categories of 2021. Twelve subcategories, from Purchase Experience to Brand Partnership, seek to award the most creative e-commerce experiences.

### Type Design **NEW**

Due to an increasing number of Type Design entries, we've moved this out of Typography and created it's own category. The jury will seek to award the design of single font styles and font families; from traditional styles such as Latin and Arabic, to scripts.

### Gaming **NEW**

2020 saw the first Gaming brief of D&AD New Blood, and now a Gaming category within the D&AD Awards. This category seeks to celebrate creative excellence in gamified experiences and brand messaging across e-sports, mobile and online games.

### Writing

After consultation with the industry, Writing for Design and Writing for Advertising are back as two distinct, separate categories. Writing work should be entered here and will be judged by juries of writers and senior creatives/designers closely familiar with the craft.

### Next Photographer **NEW**

Next Photographer has a long history with D&AD, and we are delighted to bring back the award. Open to emerging talent with less than 3 years of commercial experience in photography, entry costs just £50, for the chance to win mentoring, training and a D&AD Next Pencil.

### Low Budget

Time and again we've seen that creativity doesn't need to be constrained by budget; oftentimes, it's enhanced. To encourage more of this work, we've introduced more Low Budget subcategories across all our disciplines. Low Budget now exists within Film, Branding, Direction, Visual Effects, Animation, Photography and Entertainment as well as PR, Spatial Design and Music Videos.

### New Realities & Emerging Media **NEW**

Our New Realities and Emerging Media subcategory is for cutting-edge work that's changing how brands interact with consumers. From communications that use audio AR experiences, to haptic feedback technology. Work can be entered into the E-Commerce, Experiential, Animation, Visual Effects, Typography and Gaming subcategories.

### Digital Design

Following last year's revamp of the Digital Design subcategory and feedback from our juries, judges will now prioritise execution over idea in this category.

# Before You Enter

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

## **1. Check that your work is eligible**

See eligibility rules on [page 08](#).

## **2. Get client approval to enter the work**

## **3. 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 for campaigns or a series). These symbols relate to the prices shown in the top right.

## **4. Prepare your entry**

### **Submission Formats**

The category pages indicate what format to submit your work in. There's more detailed information and file specs for each format on [page 80](#).

### **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 about your work, but keep it brief and focus on the facts. See detailed requirements and character limits on [page 84](#).

### **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.

## **5. Create & submit your entry**

Go to your online account on [dandad.org](https://dandad.org) and click 'Enter Now' to get started. Here, you can create and pay for your entry, saving it as you go.

Before submitting your entry double check you are happy with all written information and uploaded files.

Payment can be made by card or bank transfer. Credit card transactions made from outside UK will be subject to a 3.5% processing fee.

## **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: 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 2020 and 14 April 2021\*
- > 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

\* Alternative eligibility windows apply to the following subcategories: Digital Design/Incremental Design, Digital Design/Beta, Product Design/Prototypes, Integrated/Established Campaigns, PR/Established Campaigns, Impact and Future Impact. Please refer to the subcategory descriptions for more information.

## 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, Digital Design/Beta and Future Impact. 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 2020 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 2020 and 14 April 2021
- > The work was changed/updated then re-launched between 1 January 2020 and 14 April 2021, 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 Award Entry Criteria**

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 the entry deadline of 14 April 2021
- > 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

# 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 agency, brand, nonprofit, NGO, inventor, start-up, entrepreneur, collective or social enterprise. You can only enter one category in this section, so make sure you pick the one that's right for you.

## Impact

For campaigns, designs and initiatives. Work must have resulted in behavioural, environmental, social or policy change that's benefiting society. Work is eligible to enter all other categories within the D&AD Awards (except Future Impact). Re-entry into this category year-on-year is permitted, so long as you can show that additional impact has been created and submit the work into the Sustained Solution subcategory.

**Award Levels:** *Shortlist, Wood, Graphite, White, Black Pencil*

**Eligibility window:** *Work must be commercially released and launched, significantly changed or updated between 1 January 2019 and 14 April 2021*

## Future Impact

For designs, initiatives and student entries. Work in this category is in development and has yet to be commercially released, for example prototypes and MVPs. Exceptions are made for work that has been launched, but has not made any impact. New product/service lines are also eligible under the same conditions. Entries are awarded based on their potential to benefit society. Winners are expected to take part in the D&AD Impact Programme; a 12-month package of mentorship, training, visibility and support that's designed to support project owners with the ideation, launch and early growth of their work.

Work entered into Future Impact is not eligible for any other Awards categories except Product Design/Prototypes, Digital Design/Beta and Side Hustle.

**Award Levels:** *Shortlist, Future Impact Pencil*

**Eligibility window:** *Does not apply*

**Requirements:** *Entries must have proof of concept*

## 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

In the event that you enter both categories with the same piece of work, you will be contacted and asked to withdraw one of the entries. You will not be eligible for a refund. If you are unsure where your work fits, please contact the D&AD Awards team for guidance.

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# Digital

Marketing communications that primarily make use of creative ideas, technology, data and digital platforms. E-Commerce work should be entered into the new E-Commerce category.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£216, €302, \$389

#### early bird

£288, €403, \$518

#### standard

£360, €504, \$648

### Multi **M**

#### super early bird

£396, €554, \$713

#### early bird

£528, €739, \$950

#### standard

£660, €924, \$1188

Subcategory		Submission Formats <b>i</b>
1001	<b>Integrated <b>M</b></b> Integrated campaigns that run primarily on digital platforms. > Offline parts are accepted if they work with the digital components.	<b>Mandatory</b> 1 Presentation Film
1002	<b>Websites <b>S</b></b> Websites, microsites, landing pages and brochures launched to promote a product or service. > Should not be a brand's main site.	<b>Mandatory</b> 1 URL
1003	<b>Search &amp; Display <b>S M</b></b> Search and display advertising. For example banners, pop-ups, sponsored posts, video ads, pre-rolls, takeovers, competitions and Google Ads. > If entering a film that was released online, please submit the video file. > Short form branded content should be entered into the Film category.	<b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution
1004	<b>Social <b>S M</b></b> Advertising for social platforms. Includes work that uses a social media platform's time delay, algorithm, censoring rules, functionality or formats. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One or both of the below: 1 URL per execution 1 Film per execution <b>Optional</b> 1 Presentation Film
1005	<b>Apps <b>S</b></b> Apps that are branded or have a commercial component but are not the main business app of a product or service.	<b>Mandatory</b> One or both of the below: 1 URL 1 Presentation Film
1006	<b>Physical &amp; Digital <b>S</b></b> Advertising that uses physical and digital component(s) in tandem to engage with a user and deliver a marketing message. Judges will be looking at how the two elements complement each other and work cohesively.	<b>Mandatory</b> 1 Presentation Film <b>Optional</b> 1 URL
1007	<b>Tactical <b>S</b></b> 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.	<b>Mandatory</b> 1 Presentation Film <b>Optional</b> 1 URL 1 Film



## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. See [page 84](#) for more information.

# Digital



## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£216, €302, \$389

**early bird**  
£288, €403, \$518

**standard**  
£360, €504, \$648

### Multi **M**

**super early bird**  
£396, €554, \$713

**early bird**  
£528, €739, \$950

**standard**  
£660, €924, \$1188

Subcategory		Submission Formats <b>i</b>
1008	<b>User Participation <b>S</b></b> <b>NEW</b> Campaigns designed to actively engage their audience, for example by asking them to contribute to the campaign or a brand initiative.	<b>Mandatory</b> 1 Presentation Film
1009	<b>Use of Micro-Talent &amp; Influencers <b>S</b></b> Campaigns that use micro-talent or micro-influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One or both of the below: 1 URL per execution 1 Film per execution
1010	<b>Use of Talent &amp; Influencers <b>S</b></b> Campaigns that use popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets. > If entering a film that was released online, please submit the video file.	<b>Optional</b> 1 Presentation Film
1011	<b>Use of Technology <b>S</b></b> Marketing that uses new technologies and emerging media to push the boundaries of creativity, or the reimagining of old technology in a new, creative way. You will need to show how the use of technology is innovative and has directly contributed to commercial success. > Work that uses machine learning should be entered into the AI subcategory.	<b>Mandatory</b> 1 Presentation Film  <b>Optional</b> 1 URL
1012	<b>Use of AI <b>S</b></b> The use of AI to push the boundaries of creativity in marketing communications and campaign management. Includes machine learning, chatbots, voice assistants, AI-scripted content, AI-powered systems etc.	
1013	<b>Use of Data <b>S</b></b> Campaigns that use data to enhance the idea, amplify brand narrative, drive commercial success or improve customer experience, either online or offline. Includes internal or external data; big data, real time data and competitive data.	

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. See [page 86](#) for more information.

# Direct

Marketing delivered straight to the consumer and designed to elicit a direct response.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£216, €302, \$389

#### early bird

£288, €403, \$518

#### standard

£360, €504, \$648

### Multi **M**

#### super early bird

£396, €554, \$713

#### early bird

£528, €739, \$950

#### standard

£660, €924, \$1188

Subcategory		Submission Formats <b>i</b>
1101	<b>Integrated <b>M</b></b> Fully integrated direct marketing campaigns that are executed across multiple platforms e.g. online, in print, TV and radio.	<b>Mandatory</b> 1 Presentation Film
1102	<b>Digital <b>S M</b></b> Digital communication that elicits a direct response. Includes posters, banners, campaign sites, social media campaigns, emails, apps and mobile ads. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One or both of the below: 1 URL per execution 1 Film per execution <b>Optional</b> 1 Presentation Film
1103	<b>Film <b>S M</b></b> Social, VOD, TV or cinema ads designed to elicit a direct response. Includes work for offline platforms such as planes, festivals, presentations.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1104	<b>Direct Mail <b>S M</b></b> Physical mail that elicits a direct response. Includes door drops, letters, postcards and mail packs.	<b>Mandatory</b> 1-5 Images per execution
1105	<b>Printed Materials <b>S M</b></b> <b>NEW</b> Any other print marketing designed to elicit a direct response. Includes stationery, leaflets, brochures, books, greetings cards, calendars etc.	

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.

## Direct



## Entry Prices

\* Prices do not include VAT

Single **S**

## super early bird

£216, €302, \$389

## early bird

£288, €403, \$518

## standard

£360, €504, \$648

Multi **M**

## super early bird

£396, €554, \$713

## early bird

£528, €739, \$950

## standard

£660, €924, \$1188

## Subcategory

1106 **Press & Outdoor** **S** **M**

Press and poster advertising designed to elicit a direct response. Includes press inserts and wraps, work released on digital and interactive sites, special builds and street flyering.

Submission Formats **i**

## Outdoor

**Mandatory**

One or both of the below:

1 Image per execution

1 Film (for digital sites) per execution

## Press

**Mandatory**

1 Image per execution

**Optional**

1 Image in situ per execution

## Inserts &amp; Wraps

**Mandatory**

1-5 Images per execution

1107 **Radio & Audio** **S** **M**

Radio ads and audio marketing that elicit a direct response. Includes radio broadcasts, fan base targeting, podcasts.

**Mandatory**

1 Audio per execution

**Optional**

1 Audio Edit (5 min) for audio over 10 mins

1108 **Events** **M**

NEW

Events and stunts designed to elicit a direct response. Includes virtual and live events, flash mobs, guerilla marketing, pop-up shops etc.

**Mandatory**

1 Presentation Film

1109 **Product & Service** **M**

Products and services targeting specific audiences and eliciting a direct response. Includes product samples, consumables etc.

1110 **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.

1111 **Innovation** **M**

Innovation in direct marketing. Includes innovative products, services and communications that elicit a direct response.

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Cultural Context. For relevant subcategories: Placement, Timeline, Distribution.

See [page 84](#) for more information.



# E-Commerce NEW

Where e-commerce is used creatively to inspire and enhance the exchange of goods and services online. Includes consumer and B2B transactions.

## super early bird

£216, €302, \$389

## early bird

£288, €403, \$518

## standard

£360, €504, \$648

Subcategory		Submission Formats ⓘ
1201	<b>Omnichannel</b> Campaigns that take a multichannel approach to give a seamless product and purchasing experience, whether shopping on a mobile, a laptop or in-store.	<b>Mandatory</b> 1 Presentation Film
1202	<b>Acquisition &amp; Retention</b> Advertising that uses creative e-commerce to retain existing customers, attract new customers, and increase customer activity. For example through loyalty programmes, benefit schemes, intercepting the shopping cycle etc.	
1203	<b>Customer Journey</b> E-commerce solutions that offer a complete and consistent customer journey, from brand awareness through to delivery. Includes applications that facilitate the experience such as shop assistants, chatbots, voice assistants, facial recognition etc.	
1204	<b>Purchase Experience</b> Experiences that incentivise purchases or provide benefit to the consumer, where the method of purchase is fun, easy and attractive. Includes purchases facilitated by apps, mobile wallets, AR, QR codes etc.	
1205	<b>Promotions</b> Campaigns that use creative e-commerce to boost engagement with a promotional item or service.	
1206	<b>Brand Partnership</b> Collaborations between brands that give consumers access to unique product and purchasing experiences. For example an exclusive service, special offer or enhanced access to products.	
1207	<b>Entertainment</b> Shopping experiences packaged as entertainment. Includes retail theatre, activations, product demonstrations, gamification etc.	
1208	<b>Livestream</b> E-commerce experiences delivered via livestream.	
1209	<b>Cultural Experience</b> E-commerce experiences that are aligned with a specific culture or trending topic.	
1210	<b>Use of Data</b> Campaigns that use data to tailor e-commerce experiences and unlock access to unique benefits or goods and services. For example personal data, anonymised data and geolocation data.	
1211	<b>Use of Social Networks</b> Campaigns that rely on consumers using their social networks and channels to bring the idea to life.	
1212	<b>New Realities &amp; Emerging Media</b> E-commerce experiences where AR, VR, MR, AV or emerging media play a key role in experiencing and purchasing a product. For cutting-edge work that's changing how brands interact with consumers.	

### You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. See [page 84](#) for more information.

# Experiential

Work that generates interaction between brands and consumers through experience-led activations.

May take place virtually, in the physical world or a combination of both.

## super early bird

£288, €403, \$518

## early bird

£384, €538, \$691

## standard

£480, €672, \$864

Subcategory		Submission Formats ⓘ
1301	<b>Community</b> Brand activations taking place within online and offline communities, or bringing these communities together, to optimise a shared experience.	<b>Mandatory</b> <b>1 Presentation Film</b>
1302	<b>Exhibitions &amp; Trade Shows</b> Brand activations and stands at online and offline expos, conventions and trade shows.	
1303	<b>Retail</b> Retail experiences that enhance the purchasing process. Includes online activations, in-store events, pop-up shops and street vendor experiences.	
1304	<b>Public Spaces</b> Brand activations designed for public spaces.	
1305	<b>Out-of-Home</b> Out-of-home experiences and activations. For example guerrilla marketing, stunts and ambient.	
1306	<b>Online Experiences</b> <b>NEW</b> Brand activations designed to be livestreamed across digital platforms.	
1307	<b>Use of Micro-Talent &amp; Influencers</b> <b>NEW</b> Campaigns that use micro-talent or micro-influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.	
1308	<b>Use of Talent &amp; Influencers</b> <b>NEW</b> Campaigns that use popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	
1309	<b>Use of Technology</b> Brand activations 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, VR, MR and AV see the New Realities & Emerging Media subcategory.	
1310	<b>New Realities &amp; Emerging Media</b> Brand activations where AR, VR, MR, AV or emerging media play a key role in conveying the brand message. For cutting-edge work that's changing how brands interact with consumers.	

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. See [page 84](#) for more information.

# Film

Film advertising for TV, VOD, cinema, social media and other screens. Includes interactive and innovative film content.

## Entry Prices

\* Prices do not include VAT

### Single

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi

#### super early bird










£504, €706, \$907

#### early bird

£672, €941, \$1210

#### standard

£840, €1176, \$1512

Subcategory		Submission Formats 
1401	<b>Social Commercial Campaigns </b> Commercial film campaigns created for social media platforms.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1402	<b>Social Commercials Under 30 Seconds </b> Commercial films less than 30 seconds long and created for social media platforms.	<b>Mandatory</b> 1 Film
1403	<b>Social Commercials Over 30 Seconds </b> Commercial films over 30 seconds long and created for social media platforms.	<b>Mandatory</b> 1 Film <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1404	<b>TV/VOD Commercial Campaigns </b> Commercial film campaigns created for TV, VOD or both.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1405	<b>TV/VOD Commercials Under 60 Seconds </b> Commercial film less than 60 seconds long and created for TV, VOD or both.	<b>Mandatory</b> 1 Film
1406	<b>TV/VOD Commercials 61 - 120 Seconds </b> Commercial film between 61 - 120 seconds long and created for TV, VOD or both.	
1407	<b>TV/VOD Commercials Over 120 Seconds </b> Commercial film over 120 seconds long and created for TV, VOD or both.	<b>Mandatory</b> 1 Film <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1408	<b>Cinema Commercial Campaigns </b> Commercial film campaigns created for cinema.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins



## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. For relevant subcategories: Budget. See [page 84](#) for more information.

# Film



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi **M**

#### super early bird

£504, €706, \$907

#### early bird

£672, €941, \$1210

#### standard

£840, €1176, \$1512

Subcategory		Submission Formats <b>i</b>
1409	<b>Cinema Commercials Under 60 Seconds <b>S</b></b> Commercial film less than 60 seconds long and created for viewing in cinemas.	<b>Mandatory</b> 1 Film
1410	<b>Cinema Commercials 61 - 120 Seconds <b>S</b></b> Commercial film between 61 - 120 seconds long and created for viewing in cinemas.	
1411	<b>Cinema Commercials Over 120 seconds <b>S</b></b> Commercial film over 120 seconds long and created for viewing in cinemas.	<b>Mandatory</b> 1 Film  <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1412	<b>Other Screens <b>S M</b></b> Film advertising primarily designed to be shown on non-traditional screens. Includes work for window displays, installations, exhibitions, festivals, events, aeroplanes or corporate use.	<b>Mandatory</b> 1 Film per execution  <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
1413	<b>Promotions <b>S M</b></b> Film advertising for programme promotions, idents, sponsorship bumpers.	
1414	<b>Tactical <b>S M</b></b> Film advertising that uses the popularity of a specific news story or event to generate maximum coverage for the brand.	
1415	<b>Interactive <b>S M</b></b> Film advertising that prompts interaction from the viewer. This may include the use of a second screen where devices are used in parallel.	
1416	<b>Innovation <b>S M</b></b> Film advertising that pushes the boundaries of the medium by implementing new ideas, methods of storytelling or technology.	
1417	<b>Low Budget <b>S M</b></b> <b>NEW</b> For work considered low budget based on industry standards. You will need to state the production budget and justify your reasons for entering here. Includes pro bono work for charities.	

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. For relevant subcategories: Budget. See [page 84](#) for more information.

# Integrated

Campaigns where a central idea is successfully and cohesively executed across a variety of media.

## super early bird

£432, €605, \$778

## early bird

£576, €806, \$1037

## standard

£720, €1008, \$1296

Subcategory		Submission Formats ⓘ
1501	<b>Small Business</b> Fully integrated campaigns executed cohesively across multiple platforms e.g. online, on TV, radio, out-of-home. > You must have fewer than 50 employees to enter this subcategory.	<b>Mandatory</b> 1 Presentation Film
1502	<b>Medium Business</b> Fully integrated campaigns executed cohesively across multiple platforms e.g. online, on TV, radio, out-of-home. > You must have between 50 - 500 employees to enter this subcategory.	
1503	<b>Large Business</b> Fully integrated campaigns executed cohesively across multiple platforms e.g. online, on TV, radio, out-of-home. > You must have over 500 employees to enter this subcategory.	
1504	<b>Established Campaigns</b> Campaigns where the same concept has run over three years or more, with a central idea executed across a variety of media. > Work must have been commercially released before 14 April 2018 and commercially active between 1 January 2020 - 14 April 2021.	
1505	<b>Collaborative Campaigns</b> <b>NEW</b> A single campaign produced by more than one brand and executed cohesively across multiple platforms e.g. online, on TV, radio, out-of-home, etc.	
1506	<b>Content Led Campaigns</b> <b>NEW</b> Fully integrated, content-led campaigns executed cohesively across multiple platforms e.g. online, on TV, radio, out-of-home, etc. Driven by the creation of brand-related content for the benefit of the user and not just the brand message.	

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Results, Cultural Context. **For relevant subcategories:** Placement, Timeline, History.

See [page 84](#) for more information.

# Media

Strategies and ideas that use a specific medium or media property as a creative tool.

**super early bird**  
£324, €454, \$583

**early bird**  
£432, €605, \$778

**standard**  
£540, €756, \$972

Subcategory		Submission Formats ⓘ
1601	<b>Integrated</b> Media-first ideas that are executed cohesively across multiple media platforms e.g. online, on TV, radio, out-of-home, etc.	<b>Mandatory</b> 1 Presentation Film
1602	<b>Social</b> Media-first ideas designed for social platforms. Includes paid-for, owned and earned media ideas that exploit the social and community aspects of digital networks and user-generated content.	
1603	<b>Mobile</b> Media-first ideas that use mobile technology. Includes augmented reality, location-specific technology, apps, etc.	
1604	<b>Direct</b> Media-first ideas that use mail, email, telephone marketing or other methods that enable direct communication with the customer.	
1605	<b>Press &amp; Outdoor</b> Media-first ideas hosted in the press, such as advertorials, adverts or inserts; and out-of-home advertising on existing, free format, or interactive poster sites, for example.	
1606	<b>Radio &amp; Audio</b> Media-first ideas created for use on audio platforms such as radio, podcast channels and streaming services. Includes live broadcast, online or on-demand content.	
1607	<b>Film</b> Media-first ideas designed for film. Advertising placements include online platforms such as social media and VOD, TV, cinemas and other screens.	
1608	<b>Entertainment</b> Media-first ideas created for entertainment. Includes gaming platforms, apps, video sharing channels, music videos etc.	
1609	<b>Events &amp; Stunts</b> Media-first ideas in the form of virtual and physical events or stunts. Includes exhibitions, installations, festivals, product launches, sports tournaments, art performances and concerts, either pre-existing or specially created.	

## Key Information:

- Judges will be looking for innovative and creative 'media first' ideas – those which prioritise the effective use of channels to communicate the brand message.
- You will need to demonstrate how the work achieved the intended result.

## You will be asked to provide the following information online:

**For all subcategories:** Background, Solution and Execution, Placement, Timeline, Results, Objectives, Cultural Context.  
See [page 84](#) for more information.

## Media



## Entry Prices

\* Prices do not include VAT

**super early bird**

£324, €454, \$583

**early bird**

£432, €605, \$778

**standard**

£540, €756, \$972

Subcategory		Submission Formats ⓘ
1610	<b>Retail</b> Campaigns centred around e-commerce, in-store marketing such as digital signage and point-of-sale, pop-up shops, online retail sites and processes.	<b>Mandatory</b> <b>1 Presentation Film</b>
1611	<b>Interaction</b> Media-first ideas that encourage and enable users to interact or respond to a brand's other activities. Includes dual screening apps, audio or visual recognition, interactive kiosks, use of new realities (AR, VR, MR, AV).	
1612	<b>Collaboration</b> Media-first ideas that rely on the creative use of sponsor placement, where the collaboration between sponsor and project is key to the campaign's success.	
1613	<b>Use of Micro-Talent &amp; Influencers</b> Media activity that uses micro-talent or micro-influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.	
1614	<b>Use of Talent &amp; Influencers</b> Media activity that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	

**Key Information:**

- Judges will be looking for innovative and creative 'media first' ideas – those which prioritise the effective use of channels to communicate the brand message.
- You will need to demonstrate how the work achieved the intended result.

**You will be asked to provide the following information online:**

**For all subcategories:** Background, Solution and Execution, Placement, Timeline, Results, Objectives, Cultural Context.

See [page 84](#) for more information.

# PR

Strategies and ideas that use PR methods as creative tools.

**super early bird**  
£324, €454, \$583

**early bird**  
£432, €605, \$778

**standard**  
£540, €756, \$972

Subcategory		Submission Formats ⓘ
1701	<b>Integrated</b> Integrated PR-first campaigns that are executed across a variety of media e.g. TV, print, online, mobile, ambient stunts.	<b>Mandatory</b> 1 Presentation Film
1702	<b>B2B</b> PR-first ideas that focus on the promotion of services and products from one business to another.	
1703	<b>B2C</b> PR-first ideas that focus on the promotion of services and products among consumers.	
1704	<b>In-Market</b> PR-first ideas targeting one specific linguistic or geographical market.	
1705	<b>Multi-Market</b> PR-first ideas targeting several linguistic or geographical markets.	
1706	<b>Digital &amp; Social</b> PR-first ideas that use social and digital media platforms to communicate the brand message.	
1707	<b>Events &amp; Stunts</b> PR-first ideas that use an event or stunt to create a buzz and build a brand. Includes virtual and live events, flash mobs, guerilla marketing, pop-up shops etc.	
1708	<b>Entertainment</b> NEW PR-first ideas that use entertainment to create a buzz and build a brand. Includes campaigns directed at gaming platforms, apps, video sharing channels, music videos etc.	
1709	<b>Use of Micro-Talent &amp; Influencers</b> PR activity that uses micro-talent or micro-influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.	
1710	<b>Use of Talent &amp; Influencers</b> PR activity that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	
1711	<b>Use of Media Relations</b> PR activity that uses relationships with journalists and media outlets to circulate a message, as opposed to communicating directly with the public.	

## Key Information:

- 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.
- You will need to demonstrate how the work achieved the intended result.

## You will be asked to provide the following information online:

**For all subcategories:** Background, Solution and Execution, Results, Cultural Context. **For relevant subcategories:** Placement, Timeline, History, Budget. See [page 84](#) for more information.



**super early bird**

£324, €454, \$583

**early bird**

£432, €605, \$778

**standard**

£540, €756, \$972

Subcategory		Submission Formats ⓘ
1712	<b>Reactive Response</b> PR activity that uses 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.	<b>Mandatory</b> 1 Presentation Film
1713	<b>Product Launch</b> PR-first ideas created to successfully launch or relaunch a product.	
1714	<b>Public Affairs</b> PR-first ideas that change or inform public policy, agenda and legislation.	
1715	<b>Established Campaigns</b> PR campaigns where the same concept has run over three years or more, to consistently drive awareness or revenue for a brand. > Work must have been commercially released before 14 April 2018 and commercially active between 1 January 2020 - 14 April 2021.	
1716	<b>Low Budget</b> For work considered low budget based on industry standards. You will need to state your budget and justify your reasons for entering here. Includes pro bono work for charities.	

**Key Information:**

- 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.
- You will need to demonstrate how the work achieved the intended result.

**You will be asked to provide the following information online:**

**For all subcategories:** Background, Solution and Execution, Results, Cultural Context. **For relevant subcategories:** Placement, Timeline, History, Budget. See [page 84](#) for more information.

# Press & Outdoor

Press and poster advertising, including work released on digital and interactive sites. Experiential outdoor work such as activations and pop-ups should be entered into the Experiential category.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£216, €302, \$389

#### early bird

£288, €403, \$518

#### standard

£360, €504, \$648

### Multi **M**

#### super early bird

£360, €504, \$648

#### early bird

£480, €672, \$864

#### standard

£600, €840, \$1080

Subcategory		Submission Formats <b>i</b>
1801	<b>Press Adverts <b>S</b></b> Single press adverts for magazines, newspapers and online publications.	<b>Mandatory</b> 1 Image <b>Optional</b> 1 Image in situ
1802	<b>Press Campaigns <b>M</b></b> Entire press advertising campaigns for magazines, newspapers and online publications.	<b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution
1803	<b>Press Inserts &amp; Wraps <b>S</b><b>M</b></b> Publication wraps, or printed materials inserted into a publication.	<b>Mandatory</b> 1-5 Images per execution
1804	<b>Interactive Press Adverts <b>S</b><b>M</b></b> <b>NEW</b> Press adverts that prompt interaction from the viewer. For example through physical interaction, engagement on social media, interaction with a device or repurposing the advert as a product or service.	<b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution 1 Presentation Film
1805	<b>Tactical Press Adverts <b>S</b><b>M</b></b> 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.	<b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution
1806	<b>Poster Adverts <b>S</b></b> Single poster adverts on free format or existing sites. Includes digital sites e.g. digital billboards, adshells, or posters and unconventional sites such as vehicles, buildings, point of sale posters.	<b>Mandatory</b> One of the below: 1 Image 1 Film (for digital sites) <b>Optional</b> 1 Image in situ per execution

## Key Information:

- Images of the work in situ will aid the judging process. Please provide where possible.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. See [page 84](#) for more information.

# Press & Outdoor



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£216, €302, \$389

#### early bird

£288, €403, \$518

#### standard

£360, €504, \$648

### Multi **M**

#### super early bird

£360, €504, \$648

#### early bird

£480, €672, \$864

#### standard

£600, €840, \$1080

Subcategory		Submission Formats <b>i</b>
1807	<b>Poster Campaigns <b>M</b></b> Poster advertising campaigns on free format or existing sites. Includes digital sites e.g. digital billboards, adshells, or posters and unconventional sites such as vehicles, buildings, point of sale posters.	<b>Mandatory</b> One or both of the below: <b>1 Image per execution</b> <b>1 Film per execution (for digital sites)</b> <b>Optional</b> <b>1 Image in situ per execution</b>
1808	<b>Interactive Poster Adverts <b>S M</b></b> Poster adverts that prompt interaction from the viewer. For example through physical interaction, engagement on social media, interaction with a device or using the poster as a product or service.	<b>Mandatory</b> One or both of the below: <b>1 Image per execution</b> <b>1 Film per execution (for digital sites)</b> <b>Optional</b> <b>1 Image in situ per execution</b>
1809	<b>Tactical Poster Adverts <b>S M</b></b> 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.	<b>Mandatory</b> One or both of the below: <b>1 Image per execution</b> <b>1 Film per execution (for digital sites)</b> <b>Optional</b> <b>1 Image in situ per execution</b>
1810	<b>Innovation <b>S M</b></b> Press and poster advertising that's pushing the boundaries of the medium. For example integrating new technologies or materials into an advert or a display for a unique experience.	<b>Mandatory</b> <b>Presentation Images</b> <b><b>S</b> 1-5 Images</b> <b><b>M</b> 1-10 Images</b> <b>Optional</b> <b>1 Presentation Film</b>

## Key Information:

- Images of the work in situ will aid the judging process. Please provide where possible.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. See [page 84](#) for more information.

# Radio & Audio

Adverts and brand communications broadcast over audio channels. Includes the use of radio, podcast and streaming platforms.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£156, €218, \$281

#### early bird

£208, €291, \$374

#### standard

£260, €364, \$468

### Multi **M**

#### super early bird

£258, €361, \$464

#### early bird

£344, €482, \$619

#### standard

£430, €602, \$774

Subcategory		Submission Formats <b>i</b>
1901	<b>Commercial Campaigns <b>M</b></b> Commercial campaigns broadcast over radio, online or out-of-home. Includes placements on internet radio, streaming services, audiobooks and podcast channels.	<b>Mandatory</b> 1 Audio per execution <b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins
1902	<b>Commercials Under 30 Seconds <b>S</b></b> Commercial spots that are less than 30 seconds long. Broadcast over radio, online or out-of-home. Includes placements on internet radio, streaming services, audiobooks and podcast channels.	<b>Mandatory</b> 1 Audio
1903	<b>Commercials Over 30 Seconds <b>S</b></b> Commercial spots that are more than 30 seconds long. Broadcast over radio, online or out-of-home. Includes placements on internet radio, streaming services, audiobooks and podcast channels.	<b>Mandatory</b> 1 Audio <b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins
1904	<b>Brand Expression <b>S M</b></b> <b>NEW</b> The use of audio across various touchpoints to reinforce a brand's identity and build brand awareness. Includes the use of sonic logos, sounds and jingles created specifically for brands, as well as curated playlists online and in-store, for example.	<b>Mandatory</b> 1 Audio <b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins
1905	<b>Entertainment <b>S M</b></b> Branded and brand-funded audio content. For example audiobooks, playlists, podcasts, soap operas, concerts, gigs, festivals, livestream events.	
1906	<b>Tactical <b>S M</b></b> 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.	<b>Mandatory</b> 1 Audio <b>Optional</b> 1 Presentation Film 1 Audio Edit (5 min) for audio over 10 mins
1907	<b>Innovation <b>S M</b></b> Work that seeks to redefine what can be achieved via branded audio communications.	

**You will be asked to provide the following information online:**

**For all subcategories:** Brief, Solution, Placement, Timeline, Cultural Context. See [page 84](#) for more information.

# Book Design

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£78, €109, \$140

#### early bird

£104, €146, \$187

#### standard

£130, €182, \$234

### Multi **M**

#### super early bird

£135, €189, \$243

#### early bird

£180, €252, \$324

#### standard

£225, €315, \$405

Subcategory		Submission Formats <b>i</b>
2001	<b>Children's Picture Books <b>S M</b></b> Design of entire books for children, including but not limited to: pop up books, lift the flap books, fiction and non-fiction.	<b>Mandatory</b> One or both of the below: <b>Printed Publication/s*</b> 1 URL per execution (for digital elements) — *1-5 Reference Images per execution will be required for Printed Publication/s
2002	<b>Children's Picture Book Covers <b>S M</b></b> Cover design for books for children, including but not limited to: pop up books, lift the flap books, fiction and non-fiction.	
2003	<b>Trade Books <b>S M</b></b> Books from trade publishers, available through the traditional retail channels. General fiction and non-fiction for adults and young adults.	
2004	<b>Trade Covers <b>S M</b></b> Cover designs for books from trade publishers, available through the traditional retail channels. General fiction and non-fiction for adults and young adults.	
2005	<b>Culture, Art &amp; Design Books <b>S M</b></b> Design of entire books focusing on arts, culture, design, fashion, lifestyle and photography. For example coffee table books, annuals, design, fashion and cook books.	
2006	<b>Culture, Art &amp; Design Covers <b>S M</b></b> Cover design for books focusing on arts, culture, design, fashion, lifestyle and photography. For example coffee table books, annuals, design, fashion and cook books.	
2007	<b>Specialist Subject Books <b>S M</b></b> Specialist books written for any genre, usually on a niche subject. May also be written to further a political cause or raise awareness about an event or culturally-specific topic.	
2008	<b>Specialist Subject Covers <b>S M</b></b> Cover design for specialist books written for any genre, usually on a niche subject. May also be written to further a political cause or raise awareness about an event or culturally-specific topic.	
2009	<b>Illustrated Books &amp; Graphic Novels <b>S M</b></b> Design of entire books where illustration and/or graphics are a key component of the design, for example graphic novels.	
2010	<b>Illustrated Books &amp; Graphic Novel Covers <b>S M</b></b> Cover design for books where illustration and/or graphics are a key component of the design, for example graphic novels.	
2011	<b>Limited Edition &amp; Fine Binding Books <b>S M</b></b> Design of entire 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.	
2012	<b>Limited Edition &amp; Fine Binding Covers <b>S M</b></b> 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.	

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Print Run, Distribution, Cultural Context. See [page 84](#) for more information.

# Branding

Design of individual brand elements and entire branding schemes. Includes new brand identities, brand refreshes, logos and methods of brand expression.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£156, €218, \$281

#### early bird

£208, €291, \$374

#### standard

£260, €364, \$468

### Multi **M**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

Subcategory		Submission Formats <b>i</b>
2101	<b>New Branding Schemes <b>M</b></b> A branding identity created for a previously unbranded organisation, product or service. The work should express the brand through multiple platforms. > Work cannot be entered into both New Branding Schemes and Brand Refresh.	<b>Mandatory</b> 1-10 Presentation Images <b>Optional</b> Physical Material 1 URL 1-5 Film 1 Presentation Film 1-5 Audio
2102	<b>Brand Refresh <b>M</b></b> A rebrand of an existing organisation, product or service. The work should express the brand through multiple platforms. > Work cannot be entered into both New Branding Schemes and Brand Refresh.	<b>Mandatory</b> 1-10 Presentation Images* <b>Optional</b> Physical Material 1 URL 1-5 Film 1 Presentation Film 1-5 Audio — *Please display how the brand looked before the refresh
2103	<b>Campaign Branding <b>M</b></b> Branding for a specific marketing campaign or limited product line. Includes campaign identities and elements of them.	<b>Mandatory</b> 1-10 Presentation Images <b>Optional</b> Physical Material 1 URL 1-5 Film 1 Presentation Film 1-5 Audio
2104	<b>Channel Branding <b>S</b></b> Branding for TV channels, digital channels and programmes. Includes entire identities or elements of them, e.g. stings, idents, and sponsorship bumpers.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
2105	<b>Sonic Branding <b>S</b></b> Sonic branding that appears across various customer touchpoints to tell a brand's story. Includes audio logos, sounds and jingles created specifically for brands, as well as music curation online and in-store that reinforces a brand's identity.	<b>Mandatory</b> 1 Audio per execution <b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. For relevant subcategories: Placement, Timeline, Budget.

See [page 84](#) for more information.

## Entry Prices

\* Prices do not include VAT

Single **S**

## super early bird

£156, €218, \$281

## early bird

£208, €291, \$374

## standard

£260, €364, \$468

Multi **M**

## super early bird

£288, €403, \$518

## early bird

£384, €538, \$691

## standard

£480, €672, \$864

Subcategory		Submission Formats <b>i</b>
2106	<b>Logos <b>S</b></b> Single logos or families of logos. Could be static, in-motion, or both. Includes campaign logos.	<b>Mandatory</b> One of both of the below: 1-10 Images 1-10 Films (for in motion logos)
2107	<b>Activations <b>S</b></b> Branding of an activation or series of activations that are authentic to a brand's identity and bring the brand to life. For example pop up shops, installations, retail events. > This category is not for advertising. Please enter this into the Experiential category.	<b>Mandatory</b> 1 Presentation Film
2108	<b>Digital <b>S</b></b> Branding that lives on digital platforms. For example websites, apps, games. > This subcategory is not for advertising. Please enter this into the Digital category in the advertising section.	<b>Mandatory</b> 1 URL <b>Optional</b> 1 Presentation Film
2109	<b>Print <b>S</b></b> Branded printed communications. For example stationery, catalogues, brand handbooks and packaging. > This subcategory is not for posters or press ads. Please enter these into the Press & Outdoor category.	<b>Mandatory</b> Physical Material* – *1-5 Reference Images per execution will be required for Physical Material
2110	<b>Motion <b>S</b></b> Branded moving image work. For example inflight films, corporate presentations, event graphics, motion graphics. > This subcategory is not for advertising. Please enter this into the Film category.	<b>Mandatory</b> 1 Film per execution
2111	<b>Tactical <b>S</b></b> <b>NEW</b> New branding scheme, brand refresh or limited edition branding designed in response to current affairs, recent events or a trending topic.	<b>Mandatory</b> 1-10 Presentation Images <b>Optional</b> Physical Material 1 URL 1-5 Film 1 Presentation Film 1-5 Audio

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. For relevant subcategories: Placement, Timeline, Budget.

See page 84 for more information.

# Branding



Entry Prices		* Prices do not include VAT
Single <b>S</b>	Multi <b>M</b>	
<b>super early bird</b> £156, €218, \$281	<b>super early bird</b> £288, €403, \$518	
<b>early bird</b> £208, €291, \$374	<b>early bird</b> £384, €538, \$691	
<b>standard</b> £260, €364, \$468	<b>standard</b> £480, €672, \$864	

Subcategory		Submission Formats <b>i</b>
2112	<b>Low Budget <b>S</b> <b>M</b></b>	Based on your type of work, please follow the submission formats as listed per subcategory
<b>NEW</b>	For work considered low budget based on industry standards. You will need to state your budget and justify your reasons for entering here. Includes pro bono work for charities.	
		<b>New Branding Schemes <b>M</b></b> <b>Brand Refresh <b>M</b></b> <b>Campaign Branding <b>M</b></b> <b>TV Branding <b>S</b></b> <b>Sonic Branding <b>S</b></b> <b>Logos <b>S</b></b> <b>Activations <b>S</b></b> <b>Digital <b>S</b></b> <b>Print <b>S</b></b> <b>Motion <b>S</b></b> <b>Tactical <b>S</b></b>

**You will be asked to provide the following information online:**  
**For all subcategories:** Brief, Design Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Budget.  
See [page 84](#) for more information.



# Design Transformation

Work that's transforming business by design. Judges will be focusing on creative outputs and how they have resulted in tangible business change. Work must go beyond the conceptual.

## Entry Prices

\* Prices do not include VAT

### super early bird

£288, €403, \$518

### early bird

£384, €538, \$691

### standard

£480, €672, \$864

Subcategory		Submission Formats ⓘ
2201	<b>Digital</b> Design transformation where digital and technology are at the core of the solution.	<b>Mandatory</b> 1 Presentation Film  <b>Optional</b> 1 URL
2202	<b>Operational</b> Design transformation where design thinking is applied to operational challenges. For example designing new training systems, reimagining recruitment and internal communications, or unifying departments and businesses with one identity system.	
2203	<b>Spatial</b> <b>NEW</b> Design transformation driven by changes to a physical environment. Includes offices, workplaces, public institutions and spaces, travel networks, retail spaces, installations, exhibitions etc.	

## Key Information:

- Judges will be looking for tangible creative outputs that have transformed businesses by resulting in operational efficiencies, improved customer/employee experiences and revenue growth, for example.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Results, Cultural Context. See [page 84](#) for more information.

# Digital Design

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

## super early bird

£192, €269, \$346

## early bird

£256, €358, \$461

## standard

£320, €448, \$576

Subcategory		Submission Formats ⓘ
2301	<b>Products</b> 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.	<b>Mandatory</b> 1 URL  <b>Optional</b> 1 Presentation Film
2302	<b>Connected Experiences</b> 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	<b>Immersive Experiences</b> 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	<b>Incremental</b> 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.	
2305	<b>Inclusive</b> <b>NEW</b> Digital products, services and experiences that are designed to accommodate everyone, regardless of the user's age, ability and circumstance.	
2306	<b>Service Digitisation</b> Service design which takes an analogue service and brings it to life in digital. For new or existing services. > If referencing non-digital touchpoints, please provide evidence for these.	
2307	<b>New Service Design &amp; Activation</b> The design, launch and scaling of a new digital service. > If referencing non-digital touchpoints, please provide evidence for these.	
2308	<b>Service Design Relaunch</b> Existing service design that has been relaunched or refreshed. > If referencing non-digital touchpoints, please provide evidence for these.	

## Key Information:

- Judges will prioritise execution over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Digital Design



## Entry Prices

\* Prices do not include VAT

### super early bird

£192, €269, \$346

### early bird

£256, €358, \$461

### standard

£320, €448, \$576

Subcategory		Submission Formats ⓘ
2309	<b>Use of Data</b> Use of data to inform the design thinking or improve the user experience.	<b>Mandatory</b> 1 URL  <b>Optional</b> 1 Presentation Film
2310	<b>Innovation</b> For work that pushes the boundaries of digital design.	
2311	<b>Beta</b> <b>NEW</b> Digital design that's still in the beta phase. > Work entered here can only be awarded up to Wood Pencil level and won't be eligible for any other Award categories except Future Impact (subject to meeting it's criteria).	

## Key Information:

- Judges will prioritise execution over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Graphic Design

Commercial visual design for all platforms.  
Includes data visualisation and printed, digital,  
environmental or motion design.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£84, €118, \$151

#### early bird

£112, €157, \$202

#### standard

£140, €196, \$252

### Multi **M**

#### super early bird

£144, €202, \$259

#### early bird

£192, €269, \$346

#### standard

£240, €336, \$432

Subcategory		Submission Formats <b>i</b>
2401	<b>Integrated <b>M</b></b> Where a single graphic design concept is applied across multiple formats. Judges will be looking for effective visual communication across all applications. > The 1-10 Images should not be duplications of your physical work	<b>Mandatory</b> Two or more of the below: <b>Mounted Poster/s (up to A1)*</b> <b>Unmounted Poster/s (larger than A1 or double sided)*</b> <b>Physical Material*</b> <b>1 URL</b> <b>1-5 Film</b> <b>1-10 Images</b> <b>Optional</b> <b>1-4 A2 Presentation Boards</b> — *1-5 Reference Images will be required for physical submissions only
2402	<b>Posters <b>S M</b></b> Graphics-led posters, both printed and digital. Can be single or double-sided. > This subcategory is not for advertising. Please enter this into the Press & Outdoor category.	<b>Mandatory</b> One of the below: <b>Mounted Poster/s (up to A1)*</b> <b>Unmounted Poster/s (larger than A1 or double sided)*</b> <b>1 Film per execution (for digital sites)</b> — *1-5 Reference Image per execution will be required for printed posters only
2403	<b>Annual Reports <b>S M</b></b> Graphic design for reports relating to company and business activity.	<b>Mandatory</b> One or both of the below: <b>Physical Material*</b> <b>1 URL per execution (for digital elements)</b> — *1-5 Reference Images per execution will be required for Physical Material

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Graphic Design



## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£84, €118, \$151

**early bird**  
£112, €157, \$202

**standard**  
£140, €196, \$252

### Multi **M**

**super early bird**  
£144, €202, \$259

**early bird**  
£192, €269, \$346

**standard**  
£240, €336, \$432

Subcategory		Submission Formats <b>i</b>
2404	<b>Catalogues &amp; Brochures <b>S M</b></b> Graphic design for catalogues, brochures, manuals, instruction booklets and reference guides.	<b>Mandatory</b> <b>Physical Material*</b> — *1-5 Reference Images per execution will be required for Physical Material
2405	<b>Direct Mail <b>S M</b></b> Graphic design for physical mail that elicits a direct response. Includes door drops, letters, postcards and mail packs.	
2406	<b>Stationery <b>S M</b></b> Graphic design for stationery. Includes business cards, greeting cards, invitations, stamps and calendars.	
2407	<b>Records <b>S M</b></b> Graphic design for record sleeves and album covers.	
2408	<b>Games <b>S M</b></b> Graphic design for printed games, such as playing cards, board games and puzzles. Includes promotional games designed to engage with audiences.	
2409	<b>Applied Print Graphics <b>S M</b></b> Design for items that don't fit within other graphic design categories such as tickets, menus, mugs, shopping bags, clothing, coins, bottles, clothing.	<b>Mandatory</b> <b>1 Film per execution</b>
2410	<b>Motion Design <b>S M</b></b> Graphic design in motion.	
2411	<b>Websites &amp; Apps <b>S</b></b> Graphic design created for websites, digital platforms and apps. The graphic elements will be judged (not the UX or UI design).	<b>Mandatory</b> <b>1 URL</b>
2412	<b>Data Visualisation <b>S M</b></b> The graphic representation of data. Can be physical or digital. The data must be expressed in such a way that it makes it easier to understand.	<b>Mandatory</b> One or both of the below: <b>Physical Material*</b> <b>1 URL per execution (for digital elements)</b> — *1-5 Reference Images per execution will be required for Physical Material



## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Graphic Design



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£84, €118, \$151

#### early bird

£112, €157, \$202

#### standard

£140, €196, \$252

### Multi **M**

#### super early bird

£144, €202, \$259

#### early bird

£192, €269, \$346

#### standard

£240, €336, \$432

Subcategory		Submission Formats <b>i</b>
2413	<b>Environmental <b>M</b></b> Signage, wayfinding and information graphics. Includes graphic design that enhances a space, usually large in scale such as environmental graphics for exhibitions, hospitals, offices and shops.	<b>Mandatory</b> One of the below: <b>1-6 A2 Presentation Boards</b> <b>1-10 Presentation Images</b>
2414	<b>Self Promotion <b>S</b><b>M</b></b> Graphic design work created by the entrant to promote their products and services. > The 1-10 Images should not be duplications of your physical work	<b>Mandatory</b> One or more of the below: <b>Physical Material*</b> <b>1 URL</b> <b>1-5 Film</b> <b>1-10 Images</b> — <b>*1-5 Reference Images will be required for physical submissions only</b>

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Magazine & Newspaper Design

Design of magazines and newspapers, or elements of them. For both digital and printed publications. Includes special issues and supplements.

## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£24, €34, \$43

**early bird**  
£32, €45, \$58

**standard**  
£40, €56, \$72

### Multi **M**

**super early bird**  
£54, €76, \$97

**early bird**  
£72, €101, \$130

**standard**  
£90, €126, \$162

Subcategory		Submission Formats <b>i</b>
2501	<b>Trade Magazines <b>S M</b></b> Design of entire business-to-business magazines or magazines related to a specific trade or sector. Magazines can be digital or printed.	<b>Mandatory</b> One or both of the below: <b>Printed Publication/s*</b> 1 URL per execution (for digital elements) — *1-5 Reference Images per execution will be required for Printed Publication/s
2502	<b>Consumer Magazines <b>S M</b></b> Design of entire consumer magazines available at major outlets. Magazines by independent publishers should be entered into the Independent Magazines category. Magazines can be digital or printed.	
2503	<b>Independent Magazines <b>S M</b></b> Design of entire independently-owned magazines, including magazines available at select shops or with a small circulation number. Magazines can be digital or printed.	
2504	<b>Magazine Front Covers <b>S M</b></b> Cover designs for trade, consumer and independent magazines. Magazines can be digital or printed.	
2505	<b>Magazine Spreads &amp; Sections <b>S M</b></b> Design of entire sections or magazine spreads. Spreads should be made up of adjacent pages that work together as a unit. Magazines can be digital or printed.	
2506	<b>Newspapers <b>S M</b></b> Entire publications, usually paper-based and distributed daily or weekly. Publications can be digital or printed.	
2507	<b>Newspaper Front Pages <b>S M</b></b> Front page designs for publications, usually paper-based and distributed daily or weekly. Publications can be digital or printed.	
2508	<b>Newspaper Spreads &amp; Sections <b>S M</b></b> Design of entire newspaper sections or spreads. Spreads should be made up of adjacent pages that work together as a unit. Publications can be digital or printed.	
2509	<b>Supplements <b>S M</b></b> Design of separate sections that accompany a newspaper or magazine, usually for the purposes of advertising. Supplements can be digital or printed.	

## Key Information:

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

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Print Run, Publication, Cultural Context. See [page 84](#) for more information.

# Magazine & Newspaper Design



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£24, €34, \$43

#### early bird

£32, €45, \$58

#### standard

£40, €56, \$72

### Multi **M**

#### super early bird

£54, €76, \$97

#### early bird

£72, €101, \$130

#### standard

£90, €126, \$162

## Subcategory

2510

### Special Issues **S** **M**

**NEW**

Design of entire magazines or newspapers made to be a single edition and not released periodically. Includes special editions of regular publications, usually focused around one topic or theme. Can be digital or printed.

2511

### Special Issue Covers **S** **M**

**NEW**

Cover design for magazines or newspapers made to be a single edition and not released periodically. Includes special editions of regular publications, usually focused around one topic or theme. Can be digital or printed.

## Submission Formats **I**

### Mandatory

One or both of the below:

#### Printed Publication/s\*

1 URL per execution (for digital elements)

—

\*1-5 Reference Images per execution will be required for Printed Publication/s

## Key Information:

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



## You will be asked to provide the following information online:
















For all subcategories: Brief, Design Solution, Print Run, Publication, Cultural Context. See [page 84](#) for more information.



# Packaging Design

Innovative design for every kind of packaging, from luxury to consumer.

Entry Prices		* Prices do not include VAT
Single 	Multi 	
<b>super early bird</b> £84, €118, \$151	<b>super early bird</b> £144, €202, \$259	
<b>early bird</b> £112, €157, \$202	<b>early bird</b> £192, €269, \$346	
<b>standard</b> £140, €196, \$252	<b>standard</b> £240, €336, \$432	

Subcategory		Submission Formats 
2601	<b>Luxury  </b> Packaging for high-end brands or luxury items.	<b>Mandatory</b> Physical Material*  <b>Optional</b> 1 Image of packaging in situ per execution  1 Image of packaging before rebrand per execution (for 2604 Rebrand)  — *1-5 Reference Images per execution will be required for Physical Material
2602	<b>Limited Edition  </b> Packaging for limited edition runs of a product or packaging.	
2603	<b>Consumer  </b> Packaging design for FMCGs, consumer electronics and other products available in mainstream retail spaces.	
2604	<b>Rebrand  </b> Rebrand of an existing product or range of products.	
2605	<b>Structural  </b> The form and shape of a piece of packaging, with a focus on functionality. Includes structural elements designed for inclusivity.	
2606	<b>Materials  </b> Packaging design that makes use of sustainable materials. For example, each component of the packaging is sustainably made, or it's recyclable, reusable, remanufactured or refurbished. Judges will be looking at both the materials and the manufacturing processes used.	
2607	<b>Promotional  </b> 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.	

### Key Information:

- Please only supply the packaging that was commercially released, with no additional materials.
- With the exception of the Promotional category, all work entered must have been commercially sold with a barcode or sales identifier.
- Any foreign language on the packaging needs to come with a translation.
- Images of contents in situ will aid the judging process. Please provide where possible.

### You will be asked to provide the following information online:

**For all subcategories:** Brief, Design Solution, Materials, Manufacture, Display, Cultural Context. **For relevant subcategories:** Distribution, Sustainability. See [page 84](#) for more information.

# Product Design

The design of physical commercial products, from homeware to transport.

## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£144, €202, \$259

**early bird**  
£192, €269, \$346

**standard**  
£240, €336, \$432

### Multi **M**

**super early bird**  
£216, €302, \$389

**early bird**  
£288, €403, \$518

**standard**  
£360, €504, \$648

Subcategory		Submission Formats <b>i</b>
2701	<b>Homeware <b>S M</b></b> For example furniture, seating, lighting, utensils, tech-enabled connected products and decorative objects for domestic use.	<b>Mandatory</b> One of the below: <b>1-10 Images</b> <b>1 Presentation Film</b>
2702	<b>Everyday Consumer Products <b>S M</b></b> For example toothbrushes, hairdryers, pens, alarm clocks.	
2703	<b>Leisure &amp; Sports <b>S M</b></b> For example sports equipment, camping equipment, pet products, connected products used for measuring health.	
2704	<b>Consumer &amp; Wearable Technology <b>S M</b></b> 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	<b>Assisted Living &amp; Health <b>S M</b></b> 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	<b>Workplace, Retail &amp; Industrial <b>S M</b></b> 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	<b>Public Space &amp; Transport <b>S M</b></b> 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	<b>Sustainable <b>S M</b></b> Product design and manufacture that prioritises sustainability. 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. Judges will be looking at both the materials and the manufacturing processes used.	

## Key Information:

- Please only supply the product that was commercially released, with no additional materials.
- With the exception of the Promotional and Prototypes categories, all work entered must have been commercially sold with a barcode or sales identifier.
- The Multi option is for more than one item (e.g. the same product in different colours or sizes).

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Design Solution, Materials, Manufacture, Cultural Context. **For relevant subcategories:** Sustainability. See [page 84](#) for more information.

# Product Design



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£144, €202, \$259

#### early bird

£192, €269, \$346

#### standard

£240, €336, \$432

### Multi **M**

#### super early bird

£216, €302, \$389

#### early bird

£288, €403, \$518

#### standard

£360, €504, \$648

## Subcategory

2709

### 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.

2710

### Promotional **S M**

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.

> This subcategory is for promotional products only. Packaging should be entered into Packaging Design.

2711

### Prototypes **S M**

Product prototypes that are commercially viable, practical and can be brought to market within six months.

> Work entered here can only be awarded up to Wood Pencil level and won't be eligible for any other Award categories except Future Impact (subject to meeting it's criteria).

## Submission Formats **i**

### Mandatory

One of the below:

1-10 Images

1 Presentation Film

## Key Information:

- Please only supply the product that was commercially released, with no additional materials.
- With the exception of the Promotional and Prototypes categories, all work entered must have been commercially sold with a barcode or sales identifier.
- The Multi option is for more than one item (e.g. the same product in different colours or sizes).

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Materials, Manufacture, Cultural Context. For relevant subcategories: Sustainability.

See [page 84](#) for more information.

# Spatial Design

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

## Entry Prices

\* Prices do not include VAT

### super early bird

£144, €202, \$259

### early bird

£192, €269, \$346

### standard

£240, €336, \$432

Subcategory		Submission Formats ⓘ
2801	<b>Exhibitions</b> Design of permanent or temporary exhibitions.	<b>Mandatory</b> One of the below: 1-10 Images 1 Presentation Film
2802	<b>Expo &amp; Trade Shows</b> Design of trade stands and expositions. > Exhibition designs should be entered into the Exhibitions subcategory.	
2803	<b>Set &amp; Stage</b> Design of sets used for theatre, film or TV, and set design to support corporate or commercial events.	
2804	<b>Installations</b> 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.	
2805	<b>Hospitality</b> Includes, but is not limited to, hotels, nightclubs, bars, restaurants. Judges will be considering how the space works operationally as well as aesthetically.	
2806	<b>Workplace</b> Offices and places of work. Judges will be considering how the space works operationally as well as aesthetically.	
2807	<b>Retail</b> Design of retail spaces, including interiors, pop-up and permanent shops, visual merchandising and window displays. Judges will be considering how the space works operationally as well as aesthetically. > Stand-alone retail installations should be entered into the Installations category.	
2808	<b>Public Spaces</b> Includes, but is not limited to, libraries, leisure centres, museums, hospitals, places of worship, parks, public toilets, government buildings. Judges will be considering how the space works operationally as well as aesthetically.	
2809	<b>Low Budget</b> For work considered low budget based on industry standards. You will need to state your budget and justify your reasons for entering here. Includes pro bono work for charities.	

## Key Information:

- With the exception of Low Budget, each piece of work can only be entered into one of the Spatial Design subcategories.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. For relevant subcategories: Budget. See [page 84](#) for more information.

# Type Design NEW

The design of single font styles and font families. Includes traditional, san serif, calligraphic, display and multi-style fonts.

## Entry Prices

\* Prices do not include VAT

### **super early bird**

£84, €118, \$151

### **early bird**

£112, €157, \$202

### **standard**

£140, €196, \$252

Subcategory		Submission Formats ⓘ
2901	<b>Traditional</b> Type Design that demonstrates the hallmarks of the classic Serif font family and similarly traditional styles outside the Latin realm, such as Arabic, Chinese, Greek etc.	<b>Mandatory</b> 1-10 Presentation Images
2902	<b>Sans Serif</b> Type Design based on the simple style of San Serif which lacks calligraphic elements like serifs and are typically with low stroke contrast.	
2903	<b>Script</b> Type Design with handwritten aesthetics. Includes but not limited to scripts based on calligraphic and handwritten styling.	
2904	<b>Display</b> Type Design intended for use at scale with more focus on visual impact or fun. Not to be confused with typefaces designed for digital screen.	
2905	<b>Multi-Style</b> Type Design made in multiple styles but as one family package. Entries here cannot be categorised into just one of the above.	

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Use of Type, Cultural Context. See [page 84](#) for more information.

# Animation

Images, figures or text manipulated frame-by-frame for commercial design, gaming and advertising projects.

## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£288, €403, \$518

**early bird**  
£384, €538, \$691

**standard**  
£480, €672, \$864

### Multi **M**

**super early bird**  
£486, €680, \$875

**early bird**  
£648, €907, \$1166

**standard**  
£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
3001	<b>2D Computer-Generated <b>S M</b></b> Computer-generated animation that creates movement in a two-dimensional space.	<b>Mandatory</b> <b>1 Film per execution</b>  <b>Optional:</b> <b>1 Film Edit (5 min) for films over 10 mins</b> <b>1 Making of Film*</b> <b>1-5 Images*</b> <b>1 PDF*</b> <hr/> <b>*Please include supporting material to help the Jury understand the concept and how it was brought to life. For example, a making of film or initial sketches</b>
3002	<b>3D Computer-Generated <b>S M</b></b> Computer-generated animation that creates movement in a three-dimensional space.	
3003	<b>Traditional <b>S M</b></b> Animation that uses traditional, time-intensive techniques. Includes cel animation, stop motion, paint-on-glass etc.	
3004	<b>Motion Graphics <b>S M</b></b> Animation that generates movement of graphic elements, such as illustration or text.	
3005	<b>Characters &amp; Creatures <b>S M</b></b> Animation of characters, character models, avatars or creatures that are central to an idea.	
3006	<b>Mixed Media <b>S M</b></b> Animation that crosses more than one medium, for example live-action animated films.	
3007 <b>NEW</b>	<b>New Realities &amp; Emerging Media <b>S M</b></b> Animation where AR, VR, MR, AV or emerging media play a key role in bringing the idea to life. For cutting-edge work that's changing how brands use the craft to interact with consumers. Includes geofilters, branded Lenses, holograms.	
3008 <b>NEW</b>	<b>Low Budget <b>S M</b></b> For work considered low budget based on industry standards. You will need to state the production budget and justify your reasons for entering here. Includes pro bono work for charities.	

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Placement, Timeline, Cultural Context. **For relevant subcategories:** Budget. See [page 84](#) for more information.

# 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

\* Prices do not include VAT

### Single S

#### super early bird

£216, €302, \$389

#### early bird

£288, €403, \$518

#### standard

£360, €504, \$648

### Multi M

#### super early bird

£360, €504, \$648

#### early bird

£480, €672, \$864

#### standard

£600, €840, \$1080

Subcategory		Submission Formats ⓘ
3101	<b>Integrated M</b> Art direction for integrated campaigns. Includes both digital and print work.	<b>Mandatory</b> 1 Presentation Film
3102	<b>Digital SM</b> Art direction for digital platforms including apps, websites, microsites, landing pages, pop-ups, sponsored posts, video ads, pre-rolls, takeovers and competitions. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
3103	<b>Film SM</b> Art direction for social, VOD, TV, cinema or other screens.	<b>Mandatory</b> 1 Film per execution

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.

# Art Direction



## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£216, €302, \$389

**early bird**  
£288, €403, \$518

**standard**  
£360, €504, \$648

### Multi **M**

**super early bird**  
£360, €504, \$648

**early bird**  
£480, €672, \$864

**standard**  
£600, €840, \$1080

## Subcategory

### 3104 **Direct **S** **M****

Art direction for targeted pieces of marketing that are designed to elicit a direct response from users. Includes digital, print, mail and film.

> If entering a film that was released online, please submit the video file.

## Submission Formats **i**

### Digital

#### Mandatory

One of the below:

- 1 URL per execution
- 1 Film per execution

### Film

#### Mandatory

- 1 Film per execution

#### Optional

- 1 Film Edit (5 min) for films over 10 mins

### Printed Material/

### Inserts & Wraps

#### Mandatory

- 1-5 Images per execution

### Press

#### Mandatory

- 1 Image per execution

#### Optional

- 1 Image in situ per execution

### Outdoor

#### Mandatory

One or both of the below:

- 1 Image per execution
- 1 Film per execution (for digital sites)

#### Optional

- 1 Image in situ per execution

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.





# Art Direction



## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£216, €302, \$389

**early bird**  
£288, €403, \$518

**standard**  
£360, €504, \$648

### Multi **M**

**super early bird**  
£360, €504, \$648

**early bird**  
£480, €672, \$864

**standard**  
£600, €840, \$1080

Subcategory		Submission Formats <b>i</b>
3105	<b>Press <b>S M</b></b> Art direction for press ads, inserts and wraps.	<b>Press</b> <b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution <b>Inserts &amp; Wraps</b> <b>Mandatory</b> 1-5 Images per execution
3106	<b>Outdoor <b>S M</b></b> Art direction for outdoor spaces including print and digital posters, special builds and digital sites.	<b>Mandatory</b> One or both of the below: 1 Image per execution 1 Film per execution (for digital sites) <b>Optional</b> 1 Image in situ per execution
3107	<b>Experiential <b>S</b></b> <b>NEW</b> Art direction for experience-led activations.	<b>Mandatory</b> 1 Presentation Film
3108	<b>Gaming <b>S</b></b> <b>NEW</b> Art direction for branded games or branded game elements. Includes e-sports, mobile and online games.	<b>Mandatory</b> 1 URL <b>Optional</b> 1 Walkthrough Demo Film

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.

# Casting

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi **M**

#### super early bird

£486, €680, \$875

#### early bird

£648, €907, \$1166

#### standard

£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
3201	<b>Film <b>S M</b></b> Casting for all film advertising. Includes work created for online and offline use, including social channels, cinema, TV, VOD, exhibitions, events, immersive experiences etc.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
3202	<b>Print <b>S M</b></b> Casting for printed work, including print adverts, books, posters and packaging.	<b>Press &amp; Poster</b> <b>Mandatory</b> 1 Image per execution <b>Printed Material</b> <b>Mandatory</b> 1-5 Images per execution
3203	<b>Events <b>S M</b></b> <b>NEW</b> Casting for live events. Includes marketing stunts, immersive experiences, livestream events.	<b>Mandatory</b> 1 Presentation Film
3204	<b>Street Casting <b>S M</b></b> Casting that uses non-professional actors, typically found on the street.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
3205	<b>Voice <b>S M</b></b> Where the use of voice performance is integral to the success of a piece. Includes continuity announcers, narration etc.	<b>Mandatory</b> One of the below: 1 Film per execution 1 Audio per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins 1 Audio Edit (5 min) for audio over 10 mins
3206	<b>Performance <b>S M</b></b> <b>NEW</b> Where the use of performance is integral to the success of a piece. > Where voice performance is the central feature, work should be entered into the Voice sub-category.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins

## Key Information:

- Judges will prioritise the casting decisions in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Approach, Cultural Context. For relevant subcategories: Script. See [page 84](#) for more information.

# Cinematography

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

Entry Prices		* Prices do not include VAT
Single <b>S</b>	Multi <b>M</b>	
<b>super early bird</b>	<b>super early bird</b>	
£288, €403, \$518	£486, €680, \$875	
<b>early bird</b>	<b>early bird</b>	
£384, €538, \$691	£648, €907, \$1166	
<b>standard</b>	<b>standard</b>	
£480, €672, \$864	£810, €1134, \$1458	

Subcategory		Submission Formats <b>i</b>
3301	<b>Film <b>S M</b></b> Cinematography for film advertising. Includes work created for online and offline use, including social channels, cinema, TV, VOD, exhibitions, events, immersive experiences etc.	<b>Mandatory</b> 1 Film per execution  <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
3302	<b>Entertainment <b>S M</b></b> Cinematography for branded or brand-funded entertainment. Includes music videos, documentaries, games, competitions, live performances etc.	
3303	<b>Promotions <b>S M</b></b> Cinematography for programme promotions, idents and sponsorship bumpers.	
3304	<b>Sequences <b>S M</b></b> Cinematography for title and credit sequences. Includes animated sequences.	
3305	<b>Visual Effects <b>S M</b></b> <b>NEW</b> Cinematography where visual effects is a central component of the work.	

**Key Information:**

- Judges will prioritise craft over idea in this category.

**You will be asked to provide the following information online:**

**For all subcategories:** Brief, Solution, Placement, Timeline, Craft, Approach, Cultural Context. **For relevant subcategories:** Budget.

See [page 84](#) for more information.

# Direction

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi **M**

#### super early bird

£486, €680, \$875

#### early bird

£648, €907, \$1166

#### standard

£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
3401	<b>Film <b>S M</b></b> Direction for film advertising. Includes work created for online and offline use, including social channels, cinema, TV, VOD, exhibitions, events, immersive experiences etc.	<b>Mandatory</b> 1 Film per execution  <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
3402	<b>Scripted Entertainment <b>S M</b></b> Direction for branded or brand-funded entertainment that's scripted. Includes films, music videos, games, competitions, live performances etc.	
3403	<b>Non-Scripted Entertainment <b>S M</b></b> Direction for branded or brand-funded entertainment that's non-scripted. Includes documentaries, music videos, games, competitions, live performances etc.	
3404	<b>Promotions <b>S M</b></b> Direction for programme promotions, idents and sponsorship bumpers.	
3405	<b>Sequences <b>S M</b></b> Direction for title and credit sequences. Includes animated sequences.	
3406	<b>User Generated Content <b>S M</b></b> <b>NEW</b> Direction that incorporates user-generated content into the finished product. Includes found footage, content submitted for competitions, content created and shared by consumers etc.	
3407	<b>Low Budget <b>S M</b></b> <b>NEW</b> For work considered low budget based on industry standards. You will need to state the production budget and justify your reasons for entering here. Includes pro bono work for charities.	

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. For relevant subcategories: Budget. See [page 84](#) for more information.

# Editing

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£288, €403, \$518

**early bird**  
£384, €538, \$691

**standard**  
£480, €672, \$864

### Multi **M**

**super early bird**  
£486, €680, \$875

**early bird**  
£648, €907, \$1166

**standard**  
£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
3501	<b>Film <b>S M</b></b> Editing of film advertising. Includes work created for online and offline use, including social channels, cinema, TV, VOD, exhibitions, events, immersive experiences etc.	<b>Mandatory</b> 1 Film per execution  <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
3502	<b>Entertainment <b>S M</b></b> Editing of branded or brand-funded entertainment. Includes music videos, documentaries, games, competitions, live performances etc.	
3503	<b>Promotions <b>S M</b></b> Editing of programme promotions, idents and sponsorship bumpers.	
3504	<b>Sequences <b>S M</b></b> Editing of title and credit sequences. Includes animated sequences.	
3505	<b>Visual Effects <b>S M</b></b> <b>NEW</b> Editing where visual effects is a central component of the work.	
3506	<b>User Generated Content <b>S M</b></b> <b>NEW</b> Editing that primarily involves user-generated content to create the finished product. Includes found footage, content submitted for competitions, content created and shared by consumers etc.	

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Medium, Editing, Cultural Context. **For relevant subcategories:** Placement, Timeline.  
See [page 84](#) for more information.

# Illustration

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£60, €84, \$108

#### early bird

£80, €112, \$144

#### standard

£100, €140, \$180

### Multi **M**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

Subcategory		Submission Formats <b>i</b>
3601	<b>Integrated <b>M</b></b> Projects where a central illustration idea is used over a variety of media e.g. magazines, online and packaging.	<b>Mandatory</b> One or more of the below: 1 URL 1-5 Film 1-10 Images
3602	<b>Digital <b>S M</b></b> Illustration created to be viewed on digital platforms, including websites, apps, games and social media. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution
3603	<b>Posters <b>S M</b></b> Illustration-led posters, both printed and digital. Can be single or double-sided.	<b>Mandatory</b> One or both of the below: 1 Image per execution 1 Film per execution (for digital sites) <b>Optional</b> 1 Image in situ per execution
3604	<b>Press <b>S M</b></b> Illustration-led press adverts.	<b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution
3605	<b>Packaging <b>S M</b></b> Illustration for packaging. > All work entered must have been commercially sold with a barcode or sales identifier, unless it is a promotional item.	<b>Mandatory</b> 1-5 Images per execution <b>Optional</b> 1 Image of packaging in situ per execution
3606	<b>Printed Materials <b>S M</b></b> Illustration for any other print work, including stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps, games, publication wraps and inserts.	<b>Mandatory</b> 1-5 Images per execution

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Medium, Editing, Cultural Context. **For relevant subcategories:** Placement, Timeline.

See [page 84](#) for more information.

# Illustration



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£60, €84, \$108

#### early bird

£80, €112, \$144

#### standard

£100, €140, \$180

### Multi **M**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

Subcategory		Submission Formats <b>i</b>
3607	<b>Publications <b>S M</b></b> Illustration for publications including books, book covers, e-books, graphic novels, magazines, newspapers, front covers, sections, spreads and supplements.	<b>Mandatory</b> One or both of the below: <b>1-5 Images per execution</b> <b>1 URL per execution (for digital elements)</b>
3608	<b>Environmental <b>M</b></b> Illustration created to be shown in a specific space. Includes signage, environmental graphics, installations, building wraps, street art and interactive sites.	<b>Mandatory</b> One of the below: <b>1-10 Presentation Images</b> <b>1 Film per execution (for digital sites)</b>
3609	<b>Animated <b>S M</b></b> Animated illustration, for example corporate videos, stage graphics, commercials. Judges will be judging the illustrations and not the animation.	<b>Mandatory</b> <b>1 Film per execution</b> <b>Optional</b> <b>1 Film Edit (5 min) for films over 10 mins</b>

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Medium, Editing, Cultural Context. **For relevant subcategories:** Placement, Timeline.

See [page 84](#) for more information.

# Photography

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

### Multi **M**

#### super early bird

£240, €336, \$432

#### early bird

£320, €448, \$576

#### standard

£400, €560, \$720

Subcategory		Submission Formats <b>i</b>
3701	<b>Portraits <b>S M</b></b> 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.	<div>Digital</div> <b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 URL per execution <div>Poster/Press/Printed Material/</div> <div>Environmental</div> <b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution <div>Publication</div> <b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution 1 URL per execution (for digital elements)
3702	<b>Documentary <b>S M</b></b> 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. > The image must be the original and not composited. > Please credit the original image source in your submission.	
3703	<b>Still Life &amp; Studio <b>S M</b></b> 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.	
3704	<b>Architecture &amp; Structure <b>S M</b></b> 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.	
3705	<b>Fashion <b>S M</b></b> 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.	
3706	<div>NEW</div> <b>Lifestyle <b>S M</b></b> Work where lifestyle photography is applied to posters, books, magazines, newspapers, environmental graphics, as well as photography found online, on websites, apps and social media. Includes photography that aims to capture real-life events, behaviours and the art in the everyday.	
3707	<b>Fine Art &amp; Conceptual <b>S M</b></b> 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.	

## 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.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Editing, Placement, Cultural Context. **For relevant subcategories:** Image Source, Budget. See [page 84](#) for more information.



# Photography



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

### Multi **M**

#### super early bird

£240, €336, \$432

#### early bird

£320, €448, \$576

#### standard

£400, €560, \$720

## Subcategory

3708

### 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.

3709

### 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.

> You will need to submit references of all the elements you composited together.

3710

**NEW**

### Staged Image **S M**

Photography that captures deliberately constructed scenes, created solely for the purpose of being photographed.

3711

**NEW**

### Low Budget **S M**

For work considered low budget based on industry standards. You will need to state your budget and justify your reasons for entering here. Includes pro bono work for charities.

## Submission Formats **i**

### Digital

#### Mandatory

1 Image per execution

#### Optional

1 URL per execution

### Poster/Press/Printed Material/

### Enviromental

#### Mandatory

1 Image per execution

#### Optional

1 Image in situ per execution

### Publication

#### Mandatory

1 Image per execution

#### Optional

1 Image in situ per execution

1 URL per execution (for digital elements)

## 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.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Editing, Placement, Cultural Context. **For relevant subcategories:** Image Source, Budget.

See [page 84](#) for more information.

# Production Design

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi **M**

#### super early bird

£486, €680, \$875

#### early bird

£648, €907, \$1166

#### standard

£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
3801	<b>Film <b>S M</b></b> Production design for film advertising. Includes work created for online and offline use; including social channels, cinema, TV, VOD, exhibitions, events, immersive experiences etc.	<b>Mandatory</b> 1 Film per execution <b>Optional:</b> 1 Film Edit (5 min) for films over 10 mins* 1 Making of Film* 1-5 Images* 1 PDF* — *Please include supporting material to help the Jury understand the concept and how it was brought to life. For example, a making of film or initial sketches
3802	<b>Entertainment <b>S M</b></b> Production design for branded and brand-funded entertainment. Includes music videos, games, competitions, live performances etc.	
3803	<b>Promotions <b>S M</b></b> Production design for programme promotions, idents, sponsorship bumpers.	
3804 <b>NEW</b>	<b>Animated <b>S M</b></b> Production design for commercial animation.	
3805 <b>NEW</b>	<b>Exceptional <b>S M</b></b> Production design that successfully brings an idea to life, despite exceptional conditions and challenges. For example time and budget constraints, sets that are underwater or in hostile locations, and certain camera set-ups such as single take or multi-cam. You will need to justify your reasons for entering here.	

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Production Considerations, Solution, Craft, Approach, Cultural Context. See [page 84](#) for more information.

# Sound Design & Use of Music

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

## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£288, €403, \$518

**early bird**  
£384, €538, \$691

**standard**  
£480, €672, \$864

### Multi **M**

**super early bird**  
£486, €680, \$875

**early bird**  
£648, €907, \$1166

**standard**  
£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
3901	<b>Sound Design <b>S</b> <b>M</b></b> 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.	<b>Mandatory</b> One of the below: <b>1 URL per execution</b> <b>1 Film per execution</b> <b>1 Audio per execution</b> <b>Optional</b> <b>1 Film Edit (5 min) for films over 10 mins</b> <b>1 Audio Edit (5 min) for audio over 10 mins</b>
3902	<b>Original Composition <b>S</b> <b>M</b></b> 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.	
3903	<b>Existing Music <b>S</b> <b>M</b></b> 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.	
3904	<b>Adapted Music <b>S</b> <b>M</b></b> 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.	
3905	<b>Audio Composition <b>S</b> <b>M</b></b> 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.	

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Cultural Context. See [page 84](#) for more information.

# Typography

Recognises exceptionally crafted typography, for commercial design and advertising projects, where the craft brings a creative idea to life. Type Design should be entered into the new Type Design category.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

### Multi **M**

#### super early bird

£240, €336, \$432

#### early bird

£320, €448, \$576

#### standard

£400, €560, \$720

Subcategory		Submission Formats <b>i</b>
4001	<b>Integrated <b>M</b></b> Projects where a central typography idea is used over a variety of media e.g. magazines, online and packaging.	<b>Mandatory</b> One or more of the below: 1 URL 1-5 Film 1-10 Images
4002	<b>Digital <b>S M</b></b> Typography created to be viewed on digital platforms, including websites, apps, in online adverts, games and social media. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
4003	<b>Posters <b>S M</b></b> Typography-led posters, both printed and digital. Can be single or double-sided.	<b>Mandatory</b> One or both of the below: 1 Image per execution 1 Film per execution (for digital sites) <b>Optional</b> 1 Image in situ per execution
4004	<b>Press <b>S M</b></b> Typography-led press adverts.	<b>Mandatory</b> 1 Image per execution <b>Optional</b> 1 Image in situ per execution
4005	<b>Packaging <b>S M</b></b> Typography for packaging. > All work entered must have been commercially sold with a barcode or sales identifier, unless it is a promotional item.	
4006	<b>Printed Materials <b>S M</b></b> Typography for any other print work, including stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps, games, publication wraps and inserts.	<b>Mandatory</b> 1-5 Images per execution

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Cultural Context. For relevant subcategories: Placement, Timeline. See [page 84](#) for more information.

# Typography



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

### Multi **M**

#### super early bird

£240, €336, \$432

#### early bird

£320, €448, \$576

#### standard

£400, €560, \$720

Subcategory		Submission Formats <b>i</b>
4007	<b>Publications <b>S M</b></b> Typography for publications including books, book covers, e-books, graphic novels, magazines, newspapers, front covers, sections, spreads and supplements.	<b>Mandatory</b> One or both of the below: 1-5 Images per execution 1 URL per execution (for digital elements)
4008	<b>Environmental <b>M</b></b> Typography created to be shown in a specific space. Includes signage, environmental graphics, installations, building wraps, street art and interactive sites.	<b>Mandatory</b> One or both of the below: 1-10 Presentation Images 1 Film per execution (for digital sites)
4009	<b>Kinetic <b>S M</b></b> Animated type.	<b>Mandatory</b> 1 Film per execution
4010	<b>New Realities &amp; Emerging Media <b>S M</b></b> <b>NEW</b> Use of type within AR, VR, MR, AV or emerging media settings. For cutting-edge work that's changing how brands use the craft to interact with consumers.	<b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Cultural Context. For relevant subcategories: Placement, Timeline. See [page 84](#) for more information.

# Visual Effects

Images, film or text manipulated or enhanced through digital, practical and/or in-camera effects. For commercial design, gaming and advertising projects.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi **M**

#### super early bird

£486, €680, \$875

#### early bird

£648, €907, \$1166

#### standard

£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
4101	<b>Colour Grading <b>S M</b></b> The enhancement and alteration of colour in moving image work, including colour correction and artistic colour effects.	<b>Mandatory</b> 1 Film per execution <b>Optional:</b> 1 Film Edit (5 min) for films over 10 mins* 1 Making of Film* 1-5 Images* 1 PDF* — *Please include supporting material to help the Jury understand the concept and how it was brought to life. For example, a making of film or initial sketches
4102	<b>Compositing <b>S M</b></b> The combination of at least two visual elements, taken from separate sources and integrated into the same frame. > You will need to submit references of all the elements you composited together.	
4103	<b>Computer-Generated <b>S M</b></b> Computer generated effects applied during post-production. > Creature or character animation should be entered into the Animation category.	
4104	<b>Practical Effects <b>S M</b></b> Effects created on-set such as explosions, pyrotechnics, atmospheric effects, prosthetics, scale models and mechanised props/set design. Includes in-camera effects that are achieved by manipulating the camera or its parts.	
4105	<b>New Realities &amp; Emerging Media <b>S M</b></b> <b>NEW</b> Visual effects where AR, VR, MR, AV or emerging media play a key role in bringing the idea to life. For cutting-edge work that's changing how brands use the craft to interact with consumers. Includes geofilters, branded Lenses, holograms.	
4106	<b>Low Budget <b>S M</b></b> <b>NEW</b> For work considered low budget based on industry standards. You will need to state the production budget and justify your reasons for entering here. Includes pro bono work for charities.	

## Key Information:

- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Craft, Approach, Cultural Context. For relevant subcategories: Budget.

See [page 84](#) for more information.

# Writing for Advertising

Writing that is integral to a piece of marketing communication.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

### Multi **M**

#### super early bird

£240, €336, \$432

#### early bird

£320, €448, \$576

#### standard

£400, €560, \$720

Subcategory		Submission Formats <b>i</b>
4201	<b>Integrated <b>M</b></b> Writing as part of campaigns where a central idea connects across a variety of media e.g. online, in print, mobile, ambient.	<b>Mandatory</b> One or more of the below: 1 URL 1-5 Films + PDF of Script 1-5 Audio + PDF of Script 1-10 Images
4202	<b>Digital <b>S M</b></b> Writing within advertising on digital platforms including websites, microsites, social, blogs, apps etc. > If entering a film that was released online, please submit the video file.	<b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution + PDF of Script
4203	<b>Film <b>S M</b></b> Scripts for, and visible copy within, TV, VOD, social and cinema ads; long form film content; online branded films; programme promotions; idents and sponsorship bumpers.	<b>Mandatory</b> 1 Film per execution + PDF of script <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins

## Key Information:

- Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.

# Writing for Advertising



Entry Prices		* Prices do not include VAT
Single <b>S</b>	Multi <b>M</b>	
<b>super early bird</b> £120, €168, \$216	<b>super early bird</b> £240, €336, \$432	
<b>early bird</b> £160, €224, \$288	<b>early bird</b> £320, €448, \$576	
<b>standard</b> £200, €280, \$360	<b>standard</b> £400, €560, \$720	

Subcategory		Submission Formats <b>i</b>
4204	<b>Direct <b>S M</b></b> Writing as part of marketing communications designed to elicit a direct response from the user.	<div>Digital</div> <div><b>Mandatory</b> One of the below: 1 URL per execution 1 Film per execution</div> <div><b>Optional</b> 1 Film Edit (5 min) for films over 10 mins</div> <div>Film</div> <div><b>Mandatory</b> 1 Film per execution + PDF of script</div> <div><b>Optional</b> 1 Film Edit (5 min) for films over 10 mins</div> <div>Audio</div> <div><b>Mandatory</b> 1 Audio per execution + PDF of script</div> <div><b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins</div> <div>Printed Materials</div> <div><b>Mandatory</b> 1-5 Images per execution</div> <div>Press /Outdoor</div> <div><b>Mandatory</b> One or both* of the below: 1 Image per execution 1 Film per execution (for digital sites)</div> <div><b>Optional</b> 1 Image in situ per execution</div> <div>— *both applies to <b>M</b> entries only</div>



**Key Information:**

- Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.
- Judges will prioritise craft over idea in this category.

**You will be asked to provide the following information online:**

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.



# Writing for Advertising



## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£120, €168, \$216

**early bird**  
£160, €224, \$288

**standard**  
£200, €280, \$360

### Multi **M**

**super early bird**  
£240, €336, \$432

**early bird**  
£320, €448, \$576

**standard**  
£400, €560, \$720

Subcategory		Submission Formats <b>i</b>
4205	<b>Press <b>S M</b></b> Writing within press including press ads, inserts, wraps and branded editorial.	<b>Press</b> <b>Mandatory</b> 1 Image per execution <b>Inserts &amp; Wraps</b> <b>Mandatory</b> 1-5 Images per execution
4206	<b>Outdoor <b>S M</b></b> Writing for outdoor use including print and digital posters, special builds and digital sites.	<b>Mandatory</b> One or both of the below: 1 Image per execution 1 Film per execution (for digital sites) <b>Optional</b> 1 Image in situ per execution
4207	<b>Radio &amp; Audio <b>S M</b></b> Writing as part of radio and audio advertising. Includes writing and scripting for podcasts that integrate brands into the narrative.	<b>Mandatory</b> 1 Audio + PDF of script per execution <b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins
4208	<b>Entertainment <b>S M</b></b> Writing for branded or brand-funded entertainment. Includes shows, series, documentaries, feature films, apps.	<b>Mandatory</b> One of the below: 1 URL (for apps) 1 Film per execution 1 Audio per execution <b>Optional</b> 1 Film Edit (5 min) for film over 10 mins 1 Audio Edit (5 min) for audio over 10 mins

## Key Information:

- Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Placement, Timeline, Distribution.

See [page 84](#) for more information.

# Writing for Design

Writing that is integral to a piece of design.

## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**

£60, €84, \$108

**early bird**

£80, €112, \$144

**standard**

£100, €140, \$180

### Multi **M**

**super early bird**

£120, €168, \$216

**early bird**

£160, €224, \$288

**standard**

£200, €280, \$360

## Subcategory

4301

### Integrated **IM**

Writing with design where one concept is successfully executed across multiple platforms e.g. online, on packaging, on posters, on brochures etc.

> The 1-10 Images should not be duplications of your physical work

## Submission Formats **I**

### Mandatory

Two or more of the below:

**Mounted Poster/s (up to A1)\***

**Unmounted Poster/s (larger than**

**A1 or double sided)\***

**Physical Material\***

**1 URL**

**1-5 Film**

**1-10 Images**

### Optional

**1-4 A2 Presentation Boards**

—

\*1-5 Reference Images will be required for physical submissions only

4302

### Digital **SD**

Writing as part of any digital product or platform. Includes websites, microsites, landing pages, apps, games.

### Mandatory

One of the below:

**1 URL per execution**

**1 Film per execution**

### Optional

**1 Film Edit (5 min) for films over 10 mins**

## Key Information:

- Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Writing for Design



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£60, €84, \$108

#### early bird

£80, €112, \$144

#### standard

£100, €140, \$180

### Multi **M**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

## Subcategory

4303

### Graphic **S M**

Writing with graphic design. Includes posters, signage, stationery, brochures, direct mail, album covers, games, apps, graphic design for digital platforms and other applied print graphics.

## Submission Formats **i**

### Poster **S M**

#### Mandatory

One of the below:

Mounted Poster/s (up to A1)\*

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

1 Film per execution (for digital sites)

### Printed Material **S M**

#### Mandatory

Physical Material\*

### Environmental **M**

#### Mandatory

One of the below:

1-6 A2 Presentation Boards\*

1-10 Presentation Images

### Websites & Apps **S**

#### Mandatory

1 URL

—

\*1-5 Reference Images will be required for physical submissions only

4304

### Packaging **S M**

Words as part of a piece or a range of packaging. Includes consumer items, luxury items, promotional items, rebranding, sustainable packaging, inclusive packaging etc.

#### Mandatory

Physical Material\*

#### Optional

1 Image of packaging in situ per execution

—

\*1-5 Reference Images per execution will be required for Physical Material

## Key Information:

- Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.



# Writing for Design



## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£60, €84, \$108

#### early bird

£80, €112, \$144

#### standard

£100, €140, \$180

### Multi **M**

#### super early bird

£120, €168, \$216

#### early bird

£160, €224, \$288

#### standard

£200, €280, \$360

Subcategory		Submission Formats ⓘ
4305	<b>Naming ⓘ</b> The name of a brand, product or service. Judges will consider how the naming is perceived by the target audience. > The 1-10 Images should not be duplications of your physical work	<b>Mandatory</b> One or more of the below: <b>Physical Material*</b> 1 URL 1-5 Film 1-10 Images — *1-5 Reference Images will be required for physical submissions only
4306	<b>Brand Voice ⓘ</b> The personality of a brand expressed through written and spoken word. Includes brand guidelines. Includes verbal identity. Judges will be looking for evidence of application across products and services.	<b>Mandatory</b> One or more of the below: <b>Physical Material*</b> 1 URL 1-5 Film 1-10 Images + PDF of Guidelines — *1-5 Reference Images will be required for physical submissions only
4307 <b>NEW</b>	<b>Storytelling ⓘ</b> Words that are part of a brand identity. Includes storytelling, manifestos, and Brand World writing.	<b>Mandatory</b> One or more of the below: <b>Physical Material*</b> 1 URL 1-5 Film 1-10 Images + PDF of Guidelines or Manifestos — *1-5 Reference Images will be required for physical submissions only

## Key Information:

- Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations.
- Judges will prioritise craft over idea in this category.

## You will be asked to provide the following information online:

For all subcategories: Brief, Design Solution, Cultural Context. See [page 84](#) for more information.

# Entertainment

Branded and brand-funded entertainment that people feel compelled to watch, seek out and share. Includes film, audio, immersive experiences and apps.

## Entry Prices

\* Prices do not include VAT

### Single **S**

#### super early bird

£288, €403, \$518

#### early bird

£384, €538, \$691

#### standard

£480, €672, \$864

### Multi **M**

#### super early bird

£486, €680, \$875

#### early bird

£648, €907, \$1166

#### standard

£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
5001	<b>Integrated <b>M</b></b> Fully integrated campaigns consisting of branded and brand-funded entertainment successfully executed across multiple platforms e.g. online, press, TV and radio.	<b>Mandatory</b> 1 Presentation Film
5002	<b>Scripted Short Form <b>S M</b></b> Scripted branded and brand-funded entertainment under 3 minutes long. Includes viral films, game-inspired films, interactive films etc.	<b>Mandatory</b> 1 Film per execution
5003	<b>Scripted Long Form <b>S M</b></b> Scripted branded and brand-funded entertainment over 3 minutes long. Includes viral films, game-inspired films, interactive films etc.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
5004	<b>Non-Scripted Short Form <b>S M</b></b> Non-scripted branded and brand-funded entertainment under 3 minutes long. Includes reality/docu-reality shows, variety contests, game shows, awards, documentaries etc.	<b>Mandatory</b> 1 Film per execution
5005	<b>Non-Scripted Long Form <b>S M</b></b> Non-scripted branded and brand-funded entertainment over 3 minutes long. Includes reality/docu-reality shows, variety contests, gameshows, awards, documentaries etc.	<b>Mandatory</b> 1 Film per execution <b>Optional</b> 1 Film Edit (5 min) for films over 10 mins
5006	<b>Experiential <b>S</b></b> Branded and brand-funded entertainment that is experiential and immersive. Includes live and virtual shows, events, concerts, festivals, multi-sensory experiences, 4D films, use of new realities (VR, AR, MR, AV) and AI.	<b>Mandatory</b> 1 Presentation Film
5007	<b>Audio <b>S M</b></b> Audio and musical content that integrates the brand into the script or composition. Includes live broadcasts and podcasts. > For music videos, see the Music Videos category.	<b>Mandatory</b> 1 Audio per execution <b>Optional</b> 1 Audio Edit (5 min) for audio over 10 mins
5008	<b>Apps <b>S</b></b> Branded and brand-funded entertainment designed for mobile applications. Includes apps, integration of new app features and content designed to work with an app's algorithm or functionality.	<b>Mandatory</b> One or both of the below: 1 URL 1 Presentation Film

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. For relevant subcategories: Budget. See [page 84](#) for more information.

# Entertainment



## Entry Prices

\* Prices do not include VAT

### Single **S**

**super early bird**  
£288, €403, \$518

**early bird**  
£384, €538, \$691

**standard**  
£480, €672, \$864

### Multi **M**

**super early bird**  
£486, €680, \$875

**early bird**  
£648, €907, \$1166

**standard**  
£810, €1134, \$1458

Subcategory		Submission Formats <b>i</b>
5009	<b>User Participation <b>S</b></b> Branded or brand-funded entertainment that invites customer or user submissions, or interacts with users in a secondary way e.g. via second screen.	<b>Mandatory</b> <b>1 Presentation Film</b>
5010	<b>Use of Micro-Talent &amp; Influencers <b>S</b></b> Entertainment that uses micro-talent or micro-influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.	
5011	<b>Use of Talent &amp; Influencers <b>S</b></b> Entertainment that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.	
5012	<b>Low Budget <b>S M</b></b> <b>NEW</b> For work considered low budget based on industry standards. You will need to state your budget and justify your reasons for entering here. Includes pro bono work for charities.	Based on your type of work, please follow the submission formats as listed per subcategory <b>Integrated <b>M</b></b> Scripted / Non-Scripted Short Form <b>S M</b> Scripted / Non-Scripted Long Form <b>S M</b> Experiential <b>S</b> Audio <b>S M</b> Apps <b>S</b>

## You will be asked to provide the following information online:

For all subcategories: Brief, Solution, Placement, Timeline, Cultural Context. For relevant subcategories: Budget. See [page 84](#) for more information.

# Gaming NEW

Recognises exceptional brand messaging delivered through structured digital interactions, usually for play. Includes e-sports, mobile and online games, as well as a gamified experiences for commercial purposes.

## Entry Prices

\* Prices do not include VAT

### super early bird

£216, €302, \$389

### early bird

£288, €403, \$518

### standard

£360, €504, \$648

Subcategory		Submission Formats ⓘ
5101	<b>Branded Game Design</b> Design and gameplay experiences that are successfully across all creative and technical fields; creating user-friendly, innovative and fluid gameplay that successfully conveys a brand message.	<b>Mandatory</b> 1 URL <b>Optional</b> 1 Walkthrough Demo Film  <b>Mandatory</b> One or both of the below: 1 URL 1 Presentation Film
5102	<b>Brand Integration</b> Integration of a brand within the game or narrative. Includes banners, brand tie-ups, takeovers, hacks, in-game billboards, gamification components, product placements, selective ads, incentivised ads, native ads, reward-based videos and the use of ad gating.	
5103	<b>Brand Partnership</b> Partnerships between brands and games, streamers, teams or individuals that engage with gamers and boost sales. Includes sponsorship deals, product endorsements, creation of gaming merchandise, pre/mid/post roll video and host-read ads. Unofficial partnerships are also eligible.	
5104	<b>User Participation</b> Branded games where the success of the idea relies on coordinated user participation or user generated content. For example, building teams, playing with other users, entering competitions.	
5105	<b>E-Commerce</b> Games that successfully drive in-app purchases or create native e-commerce opportunities to convert gamers into paying customers. Includes all gamified e-commerce experiences.	
5106	<b>Entertainment</b> Branded or brand-funded entertainment hosted on apps and gaming platforms, or gamified for use on other platforms. For example virtual concerts, festivals, performances, movies, racing, activities, story-driven games, puzzles etc.	
5107	<b>Experiential</b> Interaction between brands and consumers via gamified experience-led activations. For example competitions, training, inductions, product sampling, workshops etc.	
5108	<b>Educational</b> Branded or brand-funded gaming experiences that have been explicitly designed to have an educational purpose, or which have incidental or secondary educational value.	
5109	<b>New Realities &amp; Emerging Media</b> Immersive gaming experiences where AR, VR, MR, AV or emerging media play a key role in bringing the idea to life. For cutting-edge work that's changing how brands use gaming to interact with consumers.	
5110	<b>Use of Data</b> Gaming experiences that are brought to life through the use of data. Includes geolocation, personal data etc.	

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Cultural Context. **For relevant subcategories:** Design Solution, Placement, Timeline.

See [page 84](#) for more information.

# Music Videos

Music videos and the crafts used to produce them.

## super early bird

£60, €84, \$108

## early bird

£80, €112, \$144

## standard

£100, €140, \$180

Subcategory		Submission Formats ⓘ
5201	<b>Narrative</b> <b>NEW</b> Music videos with a series of shots that are designed to tell a story. May or may not feature the artist's performance.	<b>Mandatory</b> 1 Film
5202	<b>Performance</b> <b>NEW</b> Music videos based on the artist's performance. Includes recordings of live performances.	
5203	<b>Concept</b> <b>NEW</b> Alternative music videos, based around a single idea and lacking a coherent narrative.	
5204	<b>Lyric</b> <b>NEW</b> Music videos centred around the display of animated song lyrics.	
5205	<b>Animated</b> Music videos animated with cel, stop-motion or computer animation.	
5206	<b>Interactive</b> Music videos that prompt interaction from the viewer.	<b>Mandatory</b> 1 URL
5207	<b>Direction</b> Music videos where the idea is brought to life through the director's vision.	<b>Mandatory</b> 1 Film
5208	<b>Cinematography</b> 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.	
5209	<b>Editing</b> Music videos where the idea is brought to life through editing that shows innovation and flair.	
5210	<b>Visual Effects</b> Music videos where the idea is brought to life through the visual effects. Includes effects created on-set, in-camera and post-production.	
5211	<b>Production Design</b> Music videos where the idea is brought to life through the production design (for example set design, location builds.)	
5212	<b>Styling</b> <b>NEW</b> Music videos where the idea is brought to life through styling and costume design.	<b>Mandatory</b> One of the below: 1 URL (for Interactive Music Videos) 1 Film
5213	<b>Low budget</b> For work considered low budget based on industry standards. You will need to state the production budget and justify your reasons for entering here. Includes pro bono work for charities.	

## Key Information:

- To enter a URL, please submit a link that will be live and accessible from the UK until June 2021.
- The judges will prioritise execution in the craft subcategories.

## You will be asked to provide the following information online:

**For all subcategories:** Brief, Solution, Placement, Cultural Context. **For relevant subcategories:** Production Considerations, Craft, Editing, Budget. See [page 84](#) for more information.



# Impact

Inspirational and transformative communications, designs and initiatives created by or for brands, nonprofits, individuals and organisations.

<b>super early bird</b>
£288, €403, \$518
<b>early bird</b>
£384, €538, \$691
<b>standard</b>
£480, €672, \$864

Subcategory	Submission Formats ⓘ
<b>6001 Advertising / Brands</b> Creative communications, engagements and experiences produced by or for brands. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society.	<b>Mandatory</b> One or both of the below: <b>1 Presentation Film</b> <b>1-10 Images</b> <b>Optional</b> <b>1 URL</b> <b>1 Film</b> <b>1 Audio</b>
<b>6002 Advertising / Nonprofits</b> Creative communications, engagements and experiences created for or by nonprofits, charities, NGOs and governments. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society.	
<b>6003 Advertising / Other Enterprises</b> Creative communications, engagements and experiences produced by or for sole traders, micro enterprises, small businesses, collectives, activists and individuals. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society. <b>&gt; Work created by/for brands and nonprofits should not be entered here.</b>	
<b>6004 Design / Brands</b> Design by or for brands that has resulted in behavioural, environmental, social or policy change that is benefiting society. Could be a product, digital or service design that has improved circumstances, access or quality of life.	
<b>6005 Design / Nonprofits</b> Design by or for nonprofits, charities, NGOs and governments. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society. Could be a product, digital or service design that has improved circumstances, access or quality of life.	
<b>6006 Design / Other Enterprises</b> Designs created by or for sole traders, micro enterprises, small businesses, collectives, activists and individuals. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society. Could be a product, digital or service design that has improved circumstances, access or quality of life. <b>&gt; Work created by/for brands and nonprofits should not be entered here.</b>	

## Is this the right category for you?

Entrants in the **Impact** category have the chance to win a Wood, Graphite, White or Black Pencil and will feature in the D&AD Awards Ceremony. They are also eligible to enter all other categories within D&AD Awards, except Future Impact. Work must be commercially released and you must be able to evidence some level of success. Re-entry into this category year-on-year is permitted, so long as you can show that additional impact has been created and submit work into the Sustained Impact subcategory only. It is not permitted to enter the same project into both **Impact** and **Future Impact**. In the event of this occurring D&AD will assess the suitability of each category and withdraw one of the projects. You will not be eligible for a refund. If you are unsure where your work fits, please contact the [D&AD Awards team](#) for guidance.

## You will be asked to provide the following information online:

**For all subcategories:** Idea, Challenge, Longevity, Impact. **For relevant subcategories:** Placement, Timeline, Scale, Response, History. See [page 84](#) for more information.

**super early bird**

£288, €403, \$518

**early bird**

£384, €538, \$691

**standard**

£480, €672, \$864

Subcategory		Submission Formats ⓘ
6007	<b>Initiatives / Brands</b> Acts or strategies designed by and for brands that has resulted in behavioural, environmental, social or policy change that is benefiting society. Includes business initiatives, community projects and service innovations.	<b>Mandatory</b> One or both of the below: <b>1 Presentation Film</b> <b>1-10 Images</b> <b>Optional</b> <b>1 URL</b> <b>1 Film</b> <b>1 Audio</b>
6008	<b>Initiatives / Nonprofits</b> Acts or strategies designed by or for nonprofits, charities, NGOs and governments. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society. Includes business initiatives, community projects and service innovations.	
6009	<b>Initiatives / Other Enterprises</b> Acts or strategies designed by or for sole traders, micro enterprises, small businesses, collectives, activists and individuals. Work must have resulted in behavioural, environmental, social or policy change that is benefiting society. Includes business initiatives, community projects and service innovations. <b>&gt; Work created by/for brands and nonprofits should not be entered here.</b>	
6010	<b>Local Solution</b> For campaigns, products, service designs and initiatives that are benefitting a specific region or local area such as a neighbourhood, village, town or city.	
6011	<b>Sustained Solution</b> For campaigns, products, service design and initiatives that have updated an original idea and pushed it forward, to generate sustained behavioural, environmental, social or policy change over time. <b>&gt; Work must have been submitted previously to D&amp;AD Impact or Creativity for Good and been commercially active between 1 January 2019 - 14 April 2021.</b>	

**Is this the right category for you?**

Entrants in the **Impact** category have the chance to win a Wood, Graphite, White or Black Pencil and will feature in the D&AD Awards Ceremony. They are also eligible to enter all other categories within D&AD Awards, except **Future Impact**. Work must be commercially released and you must be able to evidence some level of success. Re-entry into this category year-on-year is permitted, so long as you can show that additional impact has been created and submit work into the Sustained Impact subcategory only. It is not permitted to enter the same project into both **Impact** and **Future Impact**. In the event of this occurring D&AD will assess the suitability of each category and withdraw one of the projects. You will not be eligible for a refund. If you are unsure where your work fits, please contact the [D&AD Awards team](#) for guidance.

**You will be asked to provide the following information online:**

**For all subcategories:** Idea, Challenge, Longevity, Impact. **For relevant subcategories:** Placement, Timeline, Scale, Response, History. See [page 84](#) for more information.

# Future Impact

Early-stage designs and initiatives, still in research and development, that are awarded for their potential to benefit society. Created by or for brands, nonprofits, individuals, organisations and students.

## super early bird

£18, €25, \$32

## early bird

£24, €34, \$43

## standard

£30, €42, \$54

Subcategory		Submission Formats ⓘ
6101	<b>Design</b> Designs created by or for brands, nonprofits, sole traders, micro enterprises, small businesses, collectives, activists and individuals. Work must be able to demonstrate the potential to benefit society through behavioural, environmental, social or policy change. Could be a product, digital or service design that seeks to improve circumstances, access or quality of life. > You must provide proof of concept as part of your submission. > This category is not for social good campaigns.	<b>Mandatory</b> One or more of the below: <b>1 URL</b> <b>1 Film</b> <b>1-10 Images</b> <b>1 Audio</b> <b>Optional</b> <b>1 Presentation Film</b>
6102	<b>Design / Student</b> Designs created by students, student/teacher collaborations or recent graduates. Work must have proof of concept and be commercially viable. It must be able to demonstrate the potential to benefit society through behavioural, environmental, social or policy change. Could be a product, digital or service design that seeks to improve circumstances, access or quality of life. > You must provide proof of concept as part of your submission. > This category is not for social good campaigns.	
6103	<b>Initiative</b> Acts or strategies created by or for brands, nonprofits, sole traders, micro enterprises, small businesses, collectives, activists and individuals. Work must be able to demonstrate the potential to benefit society through behavioural, environmental, social or policy change. Includes business initiatives, community projects and service innovations. > You must provide proof of concept as part of your submission. > This category is not for social good campaigns.	
6104	<b>Initiative / Student</b> Acts or strategies created by students, student/teacher collaborations or recent graduates. Work must have proof of concept and be commercially viable. Work must be able to demonstrate the potential to benefit society through behavioural, environmental, social or policy change. Includes business initiatives, community projects and service innovations. > You must provide proof of concept as part of your submission. > This category is not for social good campaigns.	

## Is this the right category for you?

Future Impact is for work that's in development and has yet to be commercially released, for example prototypes and MVPs. New product or service lines are also eligible under the same conditions. Commercially released work will only be accepted in exceptional cases, where the work has not made an impact yet and would benefit from the support of the D&AD Impact Programme. The top award in this category is a Future Impact Pencil and you are not permitted to enter any other Awards categories except Product Design/Prototypes, Digital Design/Beta and Side Hustle (subject to meeting their criteria). It is not permitted to enter the same project into both Impact and Future Impact. In the event of this occurring D&AD will assess the suitability of each category and withdraw one of the projects. You will not be eligible for a refund. If you are unsure where your work fits, please contact the [D&AD Awards team](#) for guidance.

## You will be asked to provide the following information online:

For all subcategories: Idea, Challenge, Proof of Concept, Ambition, Qualification, Accelerator. See [page 84](#) for more information.

Collaborative:

return to categories ↺

Collaborative

Recognising long-lasting relationships between clients, agencies and production companies that have resulted in consistently inspiring creative outputs over time.

Entry Prices

There is no fee to enter this category.

Subcategory		Submission Formats ⓘ
7001	<b>Advertising Agency</b> Work produced by an advertising agency for their client.	<b>Mandatory</b> One or more of the below:  1 URL 1-10 Film 1-10 Images 1-10 Audio  <b>Optional</b> 1 Presentation Film
7002	<b>Design Agency</b> Work produced by a design agency for their client.	
7003	<b>Production Company</b> Work produced by a production company for their client.	

**You will be asked to provide the following information online:**  
For all subcategories: Collaboration Timeline, Collaboration History, Creative Output. See [page 84](#) for more information.

# Next

**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. 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).

## **Who can enter?**

Anyone with less than 3 years experience creating commercial pieces in their chosen category. That's 3 years total - career breaks are not included.

You may enter your own work, or on behalf of someone else. You can enter as an individual, or as part of a team. All team members must have contributed to the work in a manner appropriate to the category.

There is no age limit, however, the talent must not have an established career in a different area of the creative industry. For example, you cannot be an established Photographer who's recently taken up Graphic Design.

## **What are the Judges looking for?**

Judges are 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?**

- > A coveted D&AD Next Pencil
- > Your name in the The Annual; D&AD's collection of the best work in the world, published online and to a global audience
- > 2 hours of private mentoring with a D&AD judge
- > Access to D&AD's on-demand online courses, including Storytelling and the Art of Science and Ideas

# Next

Recognising the achievements of creatives, designers and craftspeople that have been producing commercial work for less than 3 years.

## Entry Prices

\* Prices do not include VAT

### super early bird

£30, €42, \$54

### early bird

£40, €56, \$72

### standard

£50, €70, \$90

Subcategory		Submission Formats ⓘ
8001	<b>Next Creative</b> Art directors, writers and creatives working in advertising and with less than 3 years of commercial experience in their field. > You will need to submit 4 projects, including a statement of the talent's contribution to each. Please also upload a photo of the talent for promotional purposes.	<b>Mandatory</b> 4 projects each represented by one or more of the below: 1 URL 1 Film 1-10 Images 1 Audio 1 PDF For each project please provide a PDF of text explaining the Project Brief and Project Contribution (see <a href="#">page 84</a> for more information)
8002	<b>Next Designer</b> Designers working across any design discipline and with less than 3 years of commercial experience in their field. > You will need to submit 4 projects, including a statement of the talent's contribution to each. Please also upload a photo of the talent for promotional purposes.	<b>Mandatory</b> 2 projects each represented by one or more of the below: 1 URL 1 Film 1-10 Images 1 Audio 1 PDF For each project please provide a PDF of text explaining the Project Brief and Project Contribution (see <a href="#">page 84</a> for more information)
8003	<b>Next Director</b> Directors working on advertising projects and with less than 3 years of commercial experience in their field. > You will need to submit 2 projects, including a statement of the talent's contribution to each. Please also upload a photo of the talent for promotional purposes.	<b>Mandatory</b> 4 projects each represented by one or more of the below: 1 URL 1 Film 1-10 Images 1 Audio 1 PDF For each project please provide a PDF of text explaining the Project Brief and Project Contribution (see <a href="#">page 84</a> for more information)
8004	<b>Next Illustrator</b> Illustrators working on advertising and design projects with less than 3 years of commercial experience in their field. > You will need to submit 4 projects, including a statement of the talent's contribution to each. Please also upload a photo of the talent for promotional purposes.	<b>Mandatory</b> 4 projects each represented by one or more of the below: 1 URL 1 Film 1-10 Images 1 Audio 1 PDF For each project please provide a PDF of text explaining the Project Brief and Project Contribution (see <a href="#">page 84</a> for more information)
8005	<b>Next Photographer</b> <b>NEW</b> Photographers working on advertising and design projects with less than 3 years of commercial experience in their field. > You will need to submit 4 projects, including a statement of the talent's contribution to each. Please also upload a photo of the talent for promotional purposes.	<b>Mandatory</b> 4 projects each represented by one or more of the below: 1 URL 1 Film 1-10 Images 1 Audio 1 PDF For each project please provide a PDF of text explaining the Project Brief and Project Contribution (see <a href="#">page 84</a> for more information)

## Key Information:

- At least one project must be commercially released.
- Remaining work may be unreleased or self-initiated.
- Charity work counts as commercial work.
- Please remove the talent's name and credits so that it can be judged anonymously.
- References can be supplied from clients, managers or senior colleagues.

## You will be asked to provide the following information online:

For all subcategories: Experience. See [page 84](#) for more information.

# Side Hustle

**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 creative entrepreneurs and investors. 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.

## **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.

## **What are the Judges looking for?**

The judges will be looking out for work that combines creativity and innovation. For start-ups, the idea should demonstrate appropriate research and testing and show potential for growth. Scale-ups should demonstrate some early success and show how they're on track to meet their intended scale.

## **What can I win?**

- > A coveted D&AD Side Hustle Pencil
- > Your name in the The Annual; D&AD's collection of the best work in the world, published online and to a global audience
- > 2 hours of private mentoring with a D&AD judge
- > A virtual D&AD Masterclass of your choice. Subjects range from pitching, to branding, to building effective social media campaigns

# Side Hustle

Start-up or scale-up your passion projects. Pitch your big ideas to investors and creative directors, with a chance to win the mentoring and resources needed to help you succeed.

## Entry Prices

\* Prices do not include VAT

Student	<i>super early bird</i>	<i>early bird</i>	<i>standard</i>
	£12, €17, \$22	£16, €22, \$29	£20, €28, \$36
Emerging Professional	<i>super early bird</i>	<i>early bird</i>	<i>standard</i>
	£21, €29, \$38	£28, €39, \$50	£35, €49, \$63
Established Professional	<i>super early bird</i>	<i>early bird</i>	<i>standard</i>
	£30, €42, \$54	£40, €56, \$72	£50, €70, \$90

Subcategory		Submission Formats ⓘ
9001	<b>Start-Up / Student</b> Reserved exclusively for side-hustlers who are still in education. The start-up category is for projects in the first stages of operation. You should be able to demonstrate appropriate research and testing, although you are unlikely to have a fully developed business model or funding.	<b>Mandatory</b> One or more of the below: <b>1 URL</b> <b>1 Film</b> <b>1-10 Images</b> <b>1 Audio</b> <b>1 PDF</b>
9002	<b>Start-Up / Emerging Professional</b> Applies to non-professionals, or anyone with less than 3 years experience working on creative commercial projects. This category is for projects in the first stages of operation. You should be able to demonstrate appropriate research and testing, although you are unlikely to have a fully developed business model or funding. <b>&gt; To be eligible as an emerging professional, you must have less than 3 years experience creating commercial work in the creative industry. That's 3 years total - career breaks are not included.</b>	
9003	<b>Start-Up / Established Professional</b> Recognises Side Hustles from anyone with over 3 years experience working on creative commercial projects. This category is for projects in the first stages of operation. You should be able to demonstrate appropriate research and testing, although you are unlikely to have a fully developed business model or funding.	
9004	<b>Scale-Up / Student</b> Reserved exclusively for side-hustlers who are still in education. The scale-up category is for projects in the later stages of operation. Your product or service should be fully functional and proven within the marketplace. You should be able to demonstrate success and will likely have received some funding.	
9005	<b>Scale-Up / Emerging Professional</b> Applies to non-professionals, or anyone with less than 3 years experience working on creative commercial projects. The scale-up category is for projects in the later stages of operation. Your product or service should be fully functional and proven within the marketplace. You should be able to demonstrate success and will likely have received some funding. <b>&gt; To be eligible as an emerging professional, you must have less than 3 years experience creating commercial work in the creative industry. That's 3 years total - career breaks are not included.</b>	
9006	<b>Scale-Up / Established Professional</b> Recognises Side Hustles from anyone with over 3 years experience working on creative commercial projects. The scale-up category is for projects in the later stages of operation. Your product or service should be fully functional and proven within the marketplace. You should be able to demonstrate success and will likely have received some funding.	

## Key Information:

- Side Hustles must be 'independently owned', i.e. substantially owned by its founders and not commissioned, owned or funded by an employer.
- A Side Hustle cannot be the entrant's Main Hustle.
- Shortlisted entrants must be available to present their idea to a panel of judges as part of a virtual Pitch Day.

## You will be asked to provide the following information online:

**For all subcategories:** Overview, Vision, Market, Operation, Eligibility, Owner(s). See [page 84](#) for more information.



# 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
<b>A2 Presentation Board/s</b>	A representation of your work through a selection of images and a short written summary.	<ul style="list-style-type: none"><li>– Mount work on rigid A2 boards (42 x 59 cm or 16.5 x 23.4 inches).</li><li>– Show the key elements of the work.</li><li>– Keep explanatory text short and clear.</li><li>– Text must be in English.</li><li>– Attach entry labels to the back of each board.</li><li>– Do NOT use your company logo or branding anywhere on the board.</li><li>– Do NOT send rolled prints or taped boards.</li><li>– Do NOT put the entry number or category title on the front of the board.</li><li>– Do NOT use foam board as it cannot be recycled, use mount board instead.</li></ul>

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



## Submission Formats



Images	Description	Specification
<b>Images</b>	Images that represent the commercially released work.	<ul style="list-style-type: none"><li>– High res JPEG or TIFF files</li><li>– Minimum 1200px on the longest side</li><li>– Do NOT submit multiple images in one file. Only one image per file.</li><li>– Each file should be no larger than 2GB</li><li>– Please note, images that are not of the work will not be accepted.</li></ul>
<b>Image in situ</b>	A single image that shows the work in situ, as it was commercially released and displayed.	
<b>Image of Packaging in situ</b>	A single image that shows the packaging on the shelf, as it was commercially released and displayed.	
<b>Presentation Images</b>	A representation of your work through a selection of images.	
<b>Reference Images</b>	High res digital images serving as a reference for the work. These could be images of the work, shown at different angles or the digital renders of the work and its features.	

URL	Description	Specification
<b>URL</b>	A URL directly linking to the commercially released work.	<ul style="list-style-type: none"><li>– The web page must be viewable on a Mac using Chrome.</li><li>– For apps, provide a URL link to download the app (Apple Store).</li><li>– The URL must be live until July 2021.</li><li>– Do NOT submit a case study page if the site is still live.</li><li>– Do NOT submit a holding page.</li><li>– Do NOT use your company logo or branding on the web page.</li><li>– Do NOT use your company name or branding in the URL address.</li><li>– If you are unable to provide the commercially released URL link please email <a href="mailto:awards@dandad.org">awards@dandad.org</a></li></ul>
<b>URL (for digital elements)</b>	Only for digital publications. A URL directly linking to the commercially released publication.	



# Submission Formats



Film	Description	Specification
<b>Film</b>	An advert or piece of film work as it was commercially released. Judges are required to watch a minimum of 5 minutes	<ul style="list-style-type: none"> <li>– MP4 or MOV format</li> <li>– Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p</li> <li>– Each file must be no larger than 2GB</li> <li>– For non-English work, apply subtitles.</li> <li>– For campaigns, upload one file per execution.</li> <li>– Use the entry title or execution titles as the file name.</li> <li>– Do NOT add a clock or slate at the start.</li> <li>– Do NOT use your company logo or branding anywhere in the film.</li> </ul>
<b>Film Edit (5 min) for films over 10 mins</b>	An advert or piece of film as it was commercially released, plus you may also submit a 5 minute edit for films over 10 minutes. The edit can be a 5 minute section of the film or the "best of" cut of the work presented into a 5 minute highlight reel. Judges are required to watch a minimum of 5 minutes.	
<b>Film for Digital Sites</b>	A film showing a piece of outdoor advertising released on a digital site.	
<b>Presentation Film</b>	A presentation film summarising the piece of work and showing overall highlights.	<ul style="list-style-type: none"> <li>– MP4 or MOV format</li> <li>– Submit in Full HD, minimum resolution 1920 x 1080p</li> <li>– File must be no larger than 2GB</li> <li>– Maximum 2 minutes. Judges are not guaranteed to watch beyond 2 minutes into the film.</li> <li>– Make the film specific to your entry.</li> <li>– Describe the idea or solution first, then explain objectives, context and results in more detail later.</li> <li>– Emphasise the creative idea and its relevance to the audience.</li> <li>– Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.</li> <li>– Use the entry title as the film name.</li> <li>– The narration must be in English.</li> <li>– Do NOT use your company logo or branding anywhere in the film.</li> </ul>
<b>Walkthrough Demo Film</b>	A recording demo or walkthrough showcasing the work as it is to be experienced. Include any relevant features in the walkthrough.	<ul style="list-style-type: none"> <li>– MP4 or MOV format</li> <li>– Minimum resolution 1280 x 720p</li> <li>– File must be no larger than 2GB.</li> <li>– Maximum 2 minutes.</li> <li>– Do NOT include an introduction</li> <li>– Do NOT include any agency branding.</li> </ul>
<b>Making of Film</b>	A film showing the behind the scenes process of the work or the tools used that helped to bring the concept to life.	For video specifications, please see the specs for Film above.



## Submission Formats



Audio	Description	Specification
<b>Audio</b>	A piece of audio advertising as it was commercially released. Judges are required to listen to a minimum of 5 minutes.	<ul style="list-style-type: none"><li>– MP3 or WAV format.</li><li>– Sample size 16-bit, sample rate 44100kHz</li><li>– File must be no larger than 2GB.</li><li>– Use the entry title or execution titles as the file name.</li><li>– For campaigns, upload one file per execution.</li><li>– Do NOT include an audio introduction of the entry.</li><li>– Do NOT include any agency branding.</li></ul>
<b>Audio Edit (5 min) for Audio over 10 mins</b>	A 5 minute edit for audio over 10 minutes. The edit can be a 5 minute section of the audio or a “best of” cut of the work presented into a highlight reel. Judges are required to listen to a minimum of 5 minutes.	

Other	Description	Specification
<b>PDF</b>	A PDF of information to support your entry.	<ul style="list-style-type: none"><li>– Upload as a single PDF</li><li>– File must be no larger than 2GB</li></ul>
<b>PDF of Tone of Voice Guidelines</b>	The Tone of Voice guide for a brand outlined in a PDF.	
<b>PDF of Guidelines/Manifestos</b>	The Guidelines or manifesto for the brand or project summarised in a PDF.	
<b>PDF of Script</b>	A Film or Audio Script in a PDF format.	

# 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
<b>Accelerator</b>	Would you like to be considered to take part in the D&AD Impact Accelerator? If so, please outline what you hope to gain and any expertise you could offer your peers on the programme.	400
<b>Ambition</b>	On what scale do you intend to make an impact? How will you measure success? Outline your objectives for the next 12 months.	400
<b>Approach</b>	How did the craftsperson approach this project? How were their skills utilised? If possible, please provide a short statement from them.	400
<b>Background</b>	Outline the background to your idea. Include relevant information such as target audience, objectives and analysis.	1000
<b>Brief</b>	What was the brief? Detail the challenge and objectives, and where available, the target audience and other relevant background information.	400
<b>Budget</b>	Indicate your budget. If entering the 'low budget' subcategory, explain why the work should be considered 'low budget'.	400
<b>Challenge</b>	Explain the challenge(s) that led to the idea and the business case associated with it.	400
<b>Collaboration History</b>	Describe how the collaboration has developed over time, from the initial brief to the latest project.	400
<b>Collaboration Timeline</b>	How long has the creative collaboration been in place?	200
<b>Craft</b>	What is it about the craft that the judges should be looking out for?	400
<b>Creative Output</b>	Give details of the work produced over the duration of the collaboration.	400
<b>Cultural Context</b>	If relevant, explain any references that are specific to a culture or country and that may not be understood otherwise.	400
<b>Design Solution</b>	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
<b>Display</b>	How and where was the work displayed? If applicable, outline what was it designed to contain and provide a photograph of the contents in situ.	200
<b>Distribution</b>	Where and when was the work distributed?	200
<b>Editing</b>	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



## Supporting Information



Supporting Information	Description	Character Limit
<b>Eligibility</b>	If this is your Side Hustle, what's your Main Hustle?	200
<b>Experience</b>	Please provide details of any industry experience the talent has gained so far, including the date they first started producing commercial work in their chosen field. Explain why the talent is eligible for an award in this category, considering the entry criteria.	400
<b>History</b>	Where did the work run and for how long? Outline the significant milestones achieved since the work was commercially released.	600
<b>Idea</b>	What is the creative idea at the core of your entry? How is it innovative?	400
<b>Image Source</b>	Please credit the original image source.	100
<b>Impact</b>	Detail any behavioural, environmental, social or policy change that's happened as a direct result of the work. When did these changes take place and how were they analysed? Please detail or upload evidence to support your submission.	400
<b>Longevity</b>	Was the idea designed to have a short, medium or long-term impact? Please outline how you plan to maintain and scale the idea, if applicable.	400
<b>Manufacture</b>	What's the size of the production run? How much does it cost to produce? If applicable, please provide the retail price per unit.	200
<b>Market</b>	What led you to create your Side Hustle, and is it sustainable? Please outline proof of concept and your target market.	400
<b>Materials</b>	Please provide a full list of materials used in the design.	400
<b>Medium</b>	Which medium was used to create the work?	200
<b>Objectives</b>	How did the work deliver on the communications objectives?	400
<b>Operation</b>	Where has your Side Hustle been operating and for how long? What success have you had to date? Give details of availability, distribution, awareness, revenue, partnerships, funding.	400
<b>Overview</b>	Describe your Side Hustle in just a couple of sentences. How is it creative?	400
<b>Owner(s)</b>	Who are the owner(s) of your Side Hustle?	200
<b>Placement</b>	Where did the work run?	200
<b>Print Run</b>	What's the size of the print run? How much does it cost to print? If applicable, please provide the retail price per unit.	200
<b>Production Considerations</b>	Detail any budget restraints, time restraints and filming location(s).	400
<b>Project Brief</b>	Outline the brief and solution for the project submitted, including the objectives, result, target audience and any relevant background information that the judges might find useful. For personal/charitable projects, please explain the talent's motivations for producing the work.	400
<b>Project Contribution</b>	Give details of the talent's personal contribution to the project submitted.	400
<b>Proof of concept</b>	How have you demonstrated proof of concept? Describe the research and testing done so far.	400
<b>Publication</b>	How often is the work published? Where is it distributed?	200



## Supporting Information



Supporting Information	Description	Character Limit
<b>Qualification</b>	Why do you believe you qualify for the Future Impact category? What do you, the project owners, need from the D&AD Impact Programme and the Impact Council to move this idea forward?	400
<b>Response</b>	What response have you had from your target audience since commercial release? Please provide evidence that the work is being seen and engaged with, and the timeframe of the response.	400
<b>Results</b>	How did the work have a direct impact on the success of the brand or growth of the business? Provide evidence such as brand tracking survey results, improvement percentages, market share or sales increases.	1000
<b>Scale</b>	Was the impact achieved on a local, national or international scale? How does this compare to your objectives?	400
<b>Script</b>	Was the performance scripted or non-scripted?	100
<b>Solution</b>	Explain the creative solution, the reasoning behind it, and how it solved the challenge in the brief.	400
<b>Solution and Execution</b>	What is the creative solution and reasoning behind it? How is it innovative? How was it executed?	1000
<b>Sustainability</b>	How does this work qualify as sustainable? Include details of the processes involved, suppliers, and any information that will help the judges to assess sustainability over the lifetime of the product.	400
<b>Timeline</b>	How long did the work run for?	200
<b>Use of Type</b>	Was the work self-initiated or commissioned? If it was self-initiated, please state where it is available to buy, and what it was designed to be used for.	200
<b>Vision</b>	Describe your vision for your Side Hustle. What are your short and long-term objectives? What resources do you require, and how would winning help you?	400

# 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:**

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