

SINGLE AND CAMPAIGN ENTRIES ARE JUDGED SEPERATELY

* These Categories are to accept both Single and Campaign Entries

	SUB CATEGORY	DESCRIPTION	FILE ACCEPTED	100 WORD DESCRIPTION	SINGLE PRICE	CAMPAIGN PRICE	NOTE
FILM	1 Best TV 60secs & over*	TV 60secs or over. Option to enter a single or campaign. The entry must be as it ran on TV. Campaigns can be of the same or different durations. This is a non charity category. For charity see category 25.	.MOV		£250	£350	
	2 Best TV 30-60secs*	TV 30-59sec. (30 to 59secs). Option to enter a single or campaign. The entry must be as it ran on TV. Campaigns can be of the same or different durations. This is a non charity category. For charity see category 25.	.MOV		£250	£350	
	3 Best TV under 30secs*	TV under 30secs. (0 to 29 secs) Non charity. Option to enter a single or campaign. The entry must be as it ran on TV. Campaigns can be of the same or different durations.	.MOV		£250	£350	
	4 Best Tactical Film	Film with a tactical message. Option to enter a single or campaign. The entry must be as it ran on TV or Online. Campaigns can be of the same or different durations. This is a non charity category. For charity see category 25.	.MOV		£250	£350	
	5 Best Cinema*	Cinema Film. Option to enter a single or campaign. The entry must be as it ran at the cinema. This is a non charity category. For charity see category 25.	.MOV		£250	£350	
	6 Best Online Advertising Film. Up to 1 minute*	Online film that has been made purposefully for online. Option to enter a single or campaign.	.MOV		£250	£350	
	7 Best Online Advertising Film 1 minute or over*	Online film that has been made purposefully for online. Option to enter a single or campaign.	.MOV		£250	£350	
	8 Best Idents	Short spots that show the sponsorship of a TV programme (usually at the beginning, breaks and end). Also sponsorship ads shown in cinemas (usually outside the advertising reel and trailers).	.MOV			£350	
	9 Best Channel Idents	Idents created by a channel for their channel	.MOV			£350	
	10 Best Title Sequence	Movie title sequence	.MOV		£250		
FILM CRAFT	11 Best Direction*	Film direction where the idea is brought to life through the director's innovation and vision.	.MOV		£250	£350	

12 Best Editing*	<i>Work that brings an idea to life through the innovation and flair in the editing. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
13 Best Cinematography*	<i>Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
14 Best Production Design*	<i>Production design (set design, location builds, etc.) that brings an idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
15 Best Casting*	<i>Casting that brings an idea to life through the pre-production process. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
16 Best FX/CGI*	<i>FX/CGI in film that is integral to the work and brings the idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
17 Best Animation*	<i>Animation in film that is integral to the work and brings the idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
18 Best Original Music*	<i>Original Music in film that brings the idea to life, and works perfectly with the picture. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions</i>	.MOV	£250	£350
19 Best use of Music*	<i>Music in film that brings the idea to life, and works perfectly with the picture. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
20 Best Sound Design*	<i>Sound design that is integral to the work and brings the idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
21 Best Colourist*	<i>Where the grading adds to the creative execution</i>	.MOV	£250	£350
MUSIC VIDEO				
22 Best Music Promo Film	<i>Music videos, including interactive videos. This category is strictly for music videos promoting a band or artist.</i>	.MOV	£250	£350
23 Best Concert/Live Film	<i>Best Concert/Live Film. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350

24	Best Achievement in Music Video Production	<i>Best Music Video Production. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350
25	Best Music Video Cinematography	<i>Best Music Video Cinematography. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350
26	Best Music Video Editing	<i>Best Music Video Editing. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350
27	Best Music Video Animation	<i>Best Music Video Animation. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350
28	Best Music Video Visual Effects	<i>Best Music Video Visual Effects. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350
29	Best Music Video Choreography	<i>Best Music Video Choreography. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350

RADIO

30	Best Radio 0-30secs*	<i>Option to enter a single or campaign. The entry/entries must be as it ran on Radio. This is a non charity category. For charity see category 31.</i>	MP3		£225	£300	Headed Script
31	Best Radio over 30secs*	<i>Option to enter a single or campaign. The entry/entries must be as it ran on Radio. This is a non charity category. For charity see category 31.</i>	MP3		£225	£300	Headed Script
32	Best use of Medium*	<i>Option to enter a single or campaign. Use of Radio Medium that pushes the boundaries of the radio medium, using it in a novel way to promote a brand.</i>	MP3	Mandatory	£225	£300	Headed Script
33	Best Radio Sound Design*	<i>Radio Sound Designn that is integral to the work and brings the idea to life.</i>	MP3		£225	£300	Headed Script

WRITING

34	Best Film script Writing*	<i>Option to enter a single or campaign. Scripts for and visible copy within TV or cinema ads. TV and cinema ads, long form content (over 4 minutes), online branded films, programme promotions and sponsorship credits.</i>	.MOV		£225	£300	Headed Script
35	Best Radio script Writing*	<i>Option to enter a single or campaign. Script writing in Radio</i>	MP3		£225	£300	Headed Script
36	Best Headline, all mediums*	<i>Option to enter a single or campaign. Headline from all printed and digital diciplines</i>	JPEG		£225	£300	
37	Best Body Copy, all mediums*	<i>Option to enter a single or campaign. Body Copy from all printed and digital diciplines</i>	JPEG		£225	£300	

CHARITY + PUBLIC SERVICE

38	Best Charity/Public Service Film*	<i>Option to enter a single or campaign. Charity/Public Service Film Single or campaigns. The entry must be as it ran.</i>	.MOV		£250	£350	
39	Best Charity/Public Service Press*	<i>Option to enter a single or campaign. Charity/Public Service Press ad. Single or campaigns. The entry must be as it appeared.</i>	JPEG/PDF		£225	£300	

40	Best Charity/Public Service Poster*	Option to enter a single or campaign. Charity/Public Service Poster. Single or campaigns. The entry must be as it appeared.	JPEG/PDF		£225	£300
41	Best Charity/Public Service Radio*	Option to enter a single or campaign. Charity/Public Service Radio. Single or campaigns. The entry must be as it ran.	MP3		£225	£300 Headed Script
42	Best Charity/Public Service Online*	Option to enter a single or campaign. Charity/Public Service Online execution including Social Media. Single or campaigns. The entry must be as it appeared.	URL/.MOV/JPEG/PDF		£225	£300
43	Best Charity/Public Service Design*	Option to enter a single or campaign. Charity/Public Service Design elements. Single or campaigns. The entry must be as it appeared.			£225	£250
44	Best Charity/Public Service Direct Campaign	Charity/Public Service Direct Campaign. The entry must be as it appeared.				£250
45	Best Charity/Public Service Integrated Campaign	Charity/Public Service Integrated Campaign. The entry must be as it appeared.				£350

PRESS

46	Best Press Single	Single Press Ad	JPEG		£225	
47	Best Press Campaign	Press Campaign	JPEG			£300
48	Best Tactical Press*	Rapid response press advertising that reacts to current news and events. Option to enter a single or campaign.	JPEG	Mandatory.	£225	£300
49	Best Regional Press*	Regional Press execution. Option to enter a single or campaign.	JPEG	Mandatory.	£225	£300
50	Best Trade Press*	Trade Press execution. Option to enter a single or campaign.	JPEG	Mandatory.	£225	£300
51	Best Insert or Wraps	An insert or press publication wrap	JPEG	Mandatory.	£225	£300

PRESS CRAFT

52	Best Art Direction*	Press Ads where the Art Direction brings the creative idea to life.	JPEG		£225	£300
53	Best Typography*	Press Ads where the Typography brings the creative idea to life.	JPEG		£225	£300
54	Best Illustration*	Press Ads where illustration brings the creative idea to life.	JPEG		£225	£300
55	Best Photography*	Press Ads where photography brings the creative idea to life.	JPEG		£225	£300
56	Best Image Manipulation*	Press Ads where Image Manipulation brings the creative idea to life.	JPEG		£225	£300

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OUTDOOR

57	Best Poster Single	Single Poster execution.	JPEG		£225	
58	Best Poster Campaign	A campaign of posters. These can be of the same or different formats.	JPEG			£300

59	Best use of Medium*	Use of Poster Medium that pushes the boundaries of the medium, using it in a novel way to promote a brand. Option to enter a single or campaign.	JPEG/.MOV		£225	£300
60	Best Digital Poster*	A poster on a digital site and not in the printed form	JPEG/.MOV		£225	£300
61	Best Special Build*	Special Build poster/site. Option to enter a single or campaign.	JPEG/.MOV		£225	£300
62	Best Transport Poster*	Transport Poster that has appeared on vehicles or at stations bus depots etc. Option to enter a single or campaign.	JPEG		£225	£300
63	Best Regional Poster*	Regional Poster. Option to enter a single or campaign.	JPEG	Mandatory	£225	£300
OUTDOOR CRAFT						
64	Best Art Direction*	Posters where the Art Direction brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
65	Best Typography*	Posters where the Typography brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
66	Best Illustration*	Posters where illustration brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
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67	Best Photography*	Posters where photography brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
Sponsored By Curious Productions						
68	Best Image Manipulation*	Posters where Image Manipulation brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
DIGITAL						
69	Best Site/Microsite	Websites launched as part of a promotional campaign, not a brand's main site. Sometimes called microsites.	URL/.MOV/JPEG		£225	
70	Best Digital-led Campaign	A campaign that is led by the digital campaign.	URL/.MOV/JPEG	Mandatory		£300
71	Best Online Display ad*	Online Display ad. Option to enter a single or campaign.	URL/.MOV/JPEG		£225	£300
72	Best Mobile Campaign	A campaign created for the mobile medium.	.MOV	Mandatory		£300
73	Best Mobile App/Game	Mobile App/Game. Branded or promotional games or apps. Can be played on a mobile device.	.MOV	Mandatory	£225	
74	Best Online App/Game	Branded or promotional games or apps. Can be downloaded or played online.	.MOV	Mandatory	£225	
75	Best Social	Social media based advertising solutions.	.MOV	Mandatory		£300
76	Best use of DOOH*	Use of DOOH. Option to enter a single or campaign.	.MOV	Mandatory	£225	£300
77	Best Pre Roll*	Online Pre Roll ads	.MOV		£225	£300
78	Best Digital Activation	Best Digital Activation	.MOV	Mandatory	£225	£300
79	Best Conceptual Idea	Best Online Conceptual idea	.MOV	Mandatory	£225	£300
80	Best User Experience	Best User Experience Online	.MOV	Mandatory	£225	£300
81	Best Pod Cast	Most Creative Pod Cast	.MOV	Mandatory	£225	£300

DIGITAL CRAFT

82 Best Art Direction*	<i>Online or Mobile Art Direction where the Art Direction brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
83 Best Typography*	<i>Online or Mobile Typography where the Typography brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
84 Best Illustration*	<i>Online or Mobile Illustration where the Illustration brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
85 Best Photography*	<i>Online or Mobile Photography where the Photography brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
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86 Best Image Manipulation*	<i>Online or Mobile Image Manipulation where the Image Manipulation brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
Sponsored By Curious Productions				
87 Best FX/CGI*	<i>Online or Mobile FX/CGI where the FX/CGI brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
88 Best Animation*	<i>Online or Mobile Animation where the Animation brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
DESIGN				
89 Best Packaging Design*	<i>Packaging Design. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
90 Best Spatial/Exhibition Design*	<i>Design of permanent or temporary exhibitions/instalation. Option to enter a single or campaign.</i>	JPEG	£225	£250
91 Best Identity Design*	<i>Design elements of a company identity</i>	Hardcopy/JPEG		£250
92 Best Flyer/Ticket/Card*	<i>Best Designed Flyer/Ticket/Card. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250

	93 Best Book/Publication/Annual*	<i>Best Designed Book/Publication/Annual. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
	94 Best Book/Publication/Annual Cover*	<i>Best Designed Book/Publication/Annual Cover. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
	95 Best Design for Positive Change	<i>Design elements for a campaign to influence positive change</i>	Hardcopy/JPEG	£225	£250
DESIGN CRAFT					
	96 Best Art Direction*	<i>Art Direction in non Press, Outdoor or Digital mediums. Where the Art Direction brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... Option to enter a single or campaign.</i>	JPEG	£225	£250
	97 Best Typography*	<i>Typography in non Press, Outdoor or Digital mediums. Where the Typography brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... Option to enter a single or campaign.</i>	JPEG	£225	£250
	98 Best Illustration*	<i>Illustration in non Press, Outdoor or Digital mediums. Where the Illustration brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... This category is not for self-promotional Illustration publications, but for publications where illustration complements the design. Option to enter a single or campaign.</i>	JPEG	£225	£250
	99 Best Photography*	<i>Photography in non Press, Outdoor or Digital mediums. Where the Photography brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... This category is not for self-promotional photography publications, but for publications where photography complements the design. Option to enter a single or campaign.</i>	JPEG	£225	£250
Sponsored By Curious Productions					
	100 Best Image Manipulation*	<i>Image Manipulation in non Press, Outdoor or Digital mediums. Where the Image Manipulation brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... Option to enter a single or campaign.</i>	JPEG	£225	£250

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DIRECT

	101 Best Direct Campaign	<i>A direct campaign that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG/.MOV			£250
	102 Best High Vol Mailing*	<i>High Vol Physical direct mail that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG		£225	£250
	103 Best Low Vol Mailing*	<i>Low Vol (under 2000) Physical direct mail that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG		£225	£250
DIRECT CRAFT						
	104 Best Art Direction*	<i>Art Direction on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
	105 Best Typography*	<i>Typography on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
	106 Best Illustration*	<i>Illustration on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
	107 Best Photography*	<i>Photography on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
Sponsored By Curious Productions						
	108 Best Image Manipulation*	<i>Image Manipulation on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
Sponsored By Curious Productions						
EXPERIENTIAL						
	109 Best use of Ambient/Guerilla*	<i>Use of Ambient/Guerilla, Non-traditional, out-of-home marketing. Must stand alone to communicate the idea. Experienced in the real world, not online. Stunts, special builds, street furniture, live events, pop-up shops, temporary installations...</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP						
Sponsored By FreemanXP	110 Best Event/Product Launch*	<i>Best Event/Product Launch</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	111 Best Event Led Campaign	<i>A campaign that is led by the event</i>	.MOV	Mandatory		£300
Sponsored By FreemanXP	112 Best Branded Environment*	<i>Best Branded Environment</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	113 Best Brand activity at a public event*	<i>Best Brand activity at a public event</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	114 Best Experiential Craft	<i>Production Craft at an Experiential experience</i>	.MOV	Mandatory	£225	£300
INNOVATION						
	115 Best Innovation/Use of New Technology*	<i>Innovation/Use of New Technology to communicate a marketing message. Campaigns that push the boundaries of the use of media channels, using them in a novel way to promote a brand.</i>	URL/.MOV/JPEG	Mandatory	£225	£300
GENERAL						
	116 Best Branded Entertainment*	<i>Branded Entertainment execution that was conceived and written where the brand acts as a sponsor</i>	.MOV	Mandatory	£225	£300

117	Best Integrated Campaign	<i>Campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.</i>	URL/.MOV/JPEG	Mandatory		£300
118	Best Low Budget Idea*	<i>Best Low Budget Idea where the production costs are £30k or below</i>	URL/.MOV/JPEG	Mandatory	£225	£300
119	Best Uncategorised entry*	<i>Little gems that don't conform to the standard categories, work that supprises and delights</i>	URL/.MOV/JPEG	Mandatory	£225	£300
120	Best PR Led Creative Idea	<i>PR Led Creative Idea</i>		Mandatory		£300
121	Best Creative Campaign for Positive Change	<i>A Creative campaign to influence positive change</i>		Mandatory		£300

NEW TALENT

Judged purely online by the online judges

122	Best up and coming Female Commercial Film Director	<i>A Director that is in their first 2 years of directing commercial work. To be demonstrated with 3 examples of their one of which should be commercial work.</i>	.MOV	Mandatory		FREE
123	Best up and coming Male Commercial Film Director	<i>A Director that is in their first 2 years of directing commercial work. To be demonstrated with 3 examples of their one of which should be commercial work.</i>	.MOV	Mandatory		FREE
124	Most Promising Female Creative Newcomer	<i>An agency Creative that is in their first 2 years of work. To be demonstrated with at least 2 examples of their work.</i>	URL/.MOV/JPEG	Mandatory		FREE
125	Most Promising Male Creative Newcomer	<i>An agency Creative that is in their first 2 years of work. To be demonstrated with at least 2 examples of their work.</i>	URL/.MOV/JPEG	Mandatory		FREE

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COMPANY AWARDS

The winner of this award is assessed by the results of Gold of Gold, Gold, Silver and Bronze won by each entrant

126	Most Creative Agency	<i>This award is calculated by the accumulated scores of each entrant</i>				FREE
127	Most Creative Production Company	<i>This award is calculated by the accumulated scores of each entrant</i>				FREE
128	Most Creative Post Production Company	<i>This award is calculated by the accumulated scores of each entrant</i>				FREE
129	Champions of Creativity	<i>Client or channel that demonstartes an understanding of creativity</i>	URL/.MOV/JPEG	Mandatory		FREE