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## THE ONE SHOW - 2017

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# CATEGORIES & FEES

## BRANDED ENTERTAINMENT – GENERAL INFO

Branded Entertainment recognizes the merging of advertising and entertainment content. It includes work that is built around a brand and goes beyond traditional product placement or sponsorship.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✎ **Entry Title:** Give your entry a descriptive and helpful title.
- ✎ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✎ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✎ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✎ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✎ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Branded Entertainment categories require digital file uploads of one of the following:

- ✎ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✎ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✎ **Cut-down Highlight Reel with Supplemental URL:** For long form videos, you may submit a 3-minute "best of" cut of the content. This will be used as your primary judging media. With this option, you may provide a URL to the full length work. \***Note:** The full length work will be viewed at the judges' discretion.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## BRANDED ENTERTAINMENT

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>A01</b>	<b>Broadcast – Short Form – Single</b> <i>A program, special or one-time screening of an entertainment production with a brand integration into the script, plot, or broader themes of the content, airing on network or cable television. Short form is reserved for submissions that are no longer than 5 minutes.</i>	1	Content Video	1	3	Commercial spots that aired on television should be entered into the Film discipline.	\$550
<b>A02</b>	<b>Broadcast – Short Form – Campaign</b> <i>A series of 3 programs or specials of an entertainment production with a brand integration into the script, plot, or broader themes of the content, airing on network or cable television. Short form is reserved for submissions that are no longer than 5 minutes.</i>	3	Content Video	3	9	Commercial spots that aired on television should be entered into the Film discipline.	\$700
<b>A03</b>	<b>Broadcast – Long Form – Single</b> <i>A program or special with a brand integrated into the script, plot, or broader themes of the content, airing on network or cable television. Long form is reserved for submissions that are longer than 5 minutes.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3	Commercial spots that aired on television should be entered into the Film discipline.	\$550
<b>A04</b>	<b>Broadcast – Long Form – Campaign</b> <i>A series of 3 programs or specials with a brand integrated into the script, plot, or broader themes of the content, airing on network or cable television. Long form is reserved for submissions that are longer than 5 minutes each.</i>	3	Highlight Reel OR Highlight Reel + URL	3	9	Commercial spots that aired on television should be entered into the Film discipline.	\$700
<b>A05</b>	<b>Film / Cinema – Fiction</b> <i>Commercial films or features with a brand integrated into the script, plot, or broader themes of the content, released in theaters.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3		\$550
<b>A06</b>	<b>Film / Cinema – Non-Fiction / Documentary</b> <i>Documentary films with a brand integrated into the script, plot, or broader themes of the content, released in theaters.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3		\$550
<b>A07</b>	<b>Online – Short Form – Single</b> <i>An online video, movie, or webisode with a brand integrated into the script, plot, or broader themes of the content. Short form is reserved for submissions that are no longer than 5 minutes.</i>	1	Content Video	1	3	Commercial spots that aired online should be entered into the Film discipline.	\$550
<b>A08</b>	<b>Online – Short Form – Campaign</b> <i>A series of 3-5 online videos, movies, or webisodes with a brand integrated into the script, plot, or broader themes of the content. Short form is reserved for submissions that are no longer than 5 minutes each.</i>	3-5	Content Video	3-5	9-15	Commercial spots that aired online should be entered into the Film discipline.	\$700
<b>A09</b>	<b>Online – Long Form – Single</b> <i>An online video, movie, or webisode with a brand integrated into the script, plot, or broader themes of the content. Long form is reserved for submissions that are longer than 5 minutes.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3	Commercial spots that aired online should be entered into the Film discipline.	\$550
<b>A10</b>	<b>Online – Long Form – Campaign</b> <i>A series of 3-5 online videos, movies, or webisodes with a brand integrated into the script, plot, or broader themes of the content. Long form is reserved for submissions that are longer than 5 minutes each.</i>	3-5	Highlight Reel OR Highlight Reel + URL	3-5	9-15	Commercial spots that aired online should be entered into the Film discipline.	\$700

# CATEGORIES & FEES

## BRANDED ENTERTAINMENT

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>A11</b>	<b>Online – Live Webcast</b> <i>An online video that documents a brand's live event via webcast, in real-time or pre-recorded.</i>	1	Case Study Video 2 minutes or less	1	3		\$550
<b>A12</b>	<b>Music Videos</b> <i>Live-action or animated videos created to promote a musician or musical act.</i>	1	Content Video	1	3		\$550
<b>A13</b>	<b>Mobile</b> <i>An application on a mobile platform that features a brand as an integral component.</i>	1	Case Study Video 2 minutes or less	1	3		\$550
<b>A14</b>	<b>Gaming</b> <i>Gaming that features a brand as an integral component of gameplay. Includes online, mobile, console, computer and other digital games.</i>	1	Case Study Video 2 minutes or less	1	3	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.	\$550
<b>A15</b>	<b>Experiential – Virtual Reality (VR)</b> <i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1	Case Study Video 2 minutes or less	1	3	No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience.	\$550
<b>A16</b>	<b>Experiential – Live Events</b> <i>Live events that feature and promote a brand.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
<b>A17</b>	<b>User-Generated Content</b> <i>Branded content that is derived from customer/user submitted materials. Can be stand-alone or woven into a larger plot or narrative.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3-9	Commercial spots (television, film or online) should be entered into the Film discipline.	\$550
<b>A18</b>	<b>Self-Promotion</b> <i>Branded content created by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3	Content Video OR Case Study Video 2 minutes or less	1-3	3-9	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$550
<b>A19</b>	<b>Innovation in Branded Entertainment</b> <i>Branded content that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3-9		\$550

# CATEGORIES & FEES

## CROSS-PLATFORM - GENERAL INFO

Cross-Platform recognizes creative concept and message integration in multi-channel and experiential campaigns.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Cross-Platform categories require digital file uploads of one of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## CROSS-PLATFORM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>B01</b>	<b>Experiential – Events &amp; Competitions</b> <i>A planned public event, competition or social gathering centered around a brand.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
<b>B02</b>	<b>Experiential – Installations</b> <i>Kiosks, art exhibitions, or constructed public environments that carry a strong brand message. Installations can integrate digital, mobile, virtual reality and other interactive technology.</i>	1	Case Study Video 2 minutes or less	1	3–10	No special equipment will be used for judging. You must submit the required case study video to showcase the installation experience.	\$800
<b>B03</b>	<b>Experiential – Guerilla</b> <i>A public event, competition or social gathering which uses unconventional, imaginative, and/or low-budget techniques to engage people with a brand.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
<b>B04</b>	<b>Experiential – Augmented Reality</b> <i>Real-time computer-generated components superimposed on a person's view of a physical space.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
<b>B05</b>	<b>Integrated Branding</b> <i>A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to TV, print, online, outdoor, or radio.</i>	3–10 in at least 3 mediums	Case Study Video 2 minutes or less	1	3–10	Case study videos should include all elements of the campaign.	\$800
<b>B06</b>	<b>Integrated Branding – Online</b> <i>A purely digital integrated campaign consisting of 3-10 elements, executed in at least 3 online mediums. Mediums can include, but are not limited to websites, mobile, social media, or online video.</i>	3–10 in at least 3 online mediums	Case Study Video 2 minutes or less	1	3–10	Case study videos should include all elements of the campaign.	\$800
<b>B07</b>	<b>Brand Transformation</b> <i>A restructuring of a brand's image that changes the way that consumers perceive the brand or organization.</i>	1	Case Study Video 2 minutes or less	1	3–10	Case study videos should explain the transformation from the original to updated brand image.	\$800
<b>B08</b>	<b>Self-Promotion</b> <i>A cross-platform campaign created by an individual or company to promote themselves or their services.</i>	1	Case Study Video 2 minutes or less	1	3–10	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$800
<b>B09</b>	<b>Craft – Art Direction</b> <i>Exemplary art direction as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
<b>B10</b>	<b>Craft – Writing</b> <i>Exemplary writing as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
<b>B11</b>	<b>Craft – Illustration</b> <i>Exemplary illustration as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
<b>B12</b>	<b>Craft – Photography</b> <i>Exemplary photography as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800

# CATEGORIES & FEES

## CROSS-PLATFORM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>B13</b>	<b>Craft – Animation</b> <i>Exemplary animation as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
<b>B14</b>	<b>Craft – Sound</b> <i>Exemplary use of sound as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
<b>B15</b>	<b>Innovation in Cross-Platform – Experiential</b> <i>An event, installation, or other immersive experience that expands the possibilities of the medium. Entry should introduce new technologies or techniques.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
<b>B16</b>	<b>Innovation in Cross-Platform – Integrated Branding</b> <i>An integrated campaign that expands the possibilities of the medium. Entry should introduce new technologies or techniques.</i>	3–10 in at least 3 mediums	Case Study Video 2 minutes or less	1	3–10	Case study videos should include all elements of the campaign.	\$800

# CATEGORIES & FEES

## DESIGN - GENERAL INFO

Design recognizes the art and practice of planning and projecting ideas and experiences with visual and textual content.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✍ **Entry Title:** Give your entry a descriptive and helpful title.
- ✍ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✍ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✍ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✍ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Design categories require physical materials or digital file uploads, determined by the specific category:

- ✍ **Physical Materials:** For work originally released as a physical item, physical materials should be submitted for judging. This includes 2-dimensional and 3-dimensional pieces such as posters, packaging, promotional items, publications, etc.
- ✍ **Digital Images:** Content images of the work as is was originally placed, installation images showing the placement, digital project boards, or a combination of these are acceptable.  
\***Note:** These will also be used as Reference Images for your entry.
- ✍ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 3 minutes.
- ✍ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.



# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C01</b>	<b>Branding – Logo</b> <i>A textual and/or graphic image that identifies a company or product while also communicating the brand.</i>	1	Physical Materials OR Digital Images	0	1-3	A logo and its variations can be entered in this category.	\$400
<b>C02</b>	<b>Branding – Identity System</b> <i>3-10 elements of an identity system for a brand (may include business cards, stationery, logo, branding guidelines, etc.)</i>	3-10	Physical Materials	0	3-10	Actual elements should be submitted when possible. Unmounted project boards are also accepted.  A logo and its variations should be entered as a single entry in category C01: Logo.	\$550
<b>C03</b>	<b>Branding – Collateral Item</b> <i>A single element of a brand identity system, such as letterhead, a business card or other collateral.</i>	1	Physical Materials	0	1-3	Logos should be entered in category C01: Logo.  Digital images should be submitted for work released in a digital format	\$400
<b>C04</b>	<b>Branding – Brand Books / Identity Guidelines</b> <i>A document (printed or digital) that establishes how all visual aspects of a brand will be handled.</i>	1	Physical Materials	0	3-6		\$400
<b>C05</b>	<b>Branding – Annual Reports &amp; Corporate Sustainability Reports</b> <i>A document (printed or digital) presenting the financials and/or sustainability initiatives of a company to its shareholders.</i>	1	Physical Materials OR Digital Images	0	3-6	Digital images should be submitted for work released in a digital format.	\$400
<b>C06</b>	<b>Branding – Rebranding</b> <i>3-10 elements of a new identity system for an existing brand (may include business cards, stationery, logo, branding guidelines, etc.). Must include Before/After images.</i>	3-10	Physical Materials	0	3-10	Should include images or explanation of the transformation from the original to updated branding.  Actual elements should be submitted when possible. Unmounted project boards are also accepted.	\$550
<b>C07</b>	<b>Branding – Brand Installations</b> <i>Temporary or permanent content-rich experiences that connect people to a brand in an indoor or outdoor space. Includes pop-up stores, corporate events, exhibitions, trade show booths, street art or takeovers of public spaces.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10	Billboards and transit should be entered in categories C30 and C31: Ambient Media	\$400
<b>C08</b>	<b>Editorial – Book Cover Design</b> <i>Book jackets and covers designed for commercially available publications.</i>	Single: 1 Series: 3-10	Physical Materials	0	1-10	Non-commercially available books should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.  Each cover in a series must have been released within the eligibility dates.	\$400
<b>C09</b>	<b>Editorial – Book Layout Design</b> <i>Overall layout design for a commercially available book.</i>	1	Physical Materials	0	3-6	Non-commercially available books should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400

# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C10</b>	<b>Editorial – Magazine Cover Design</b>						
	<i>Design of a commercially available magazine cover. Series may include multiple covers for a single issue or multiple issues of the same publication.</i>	Single: 1 Series: 3-12	Physical Materials	0	1-12	Non-commercially available magazines should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.  Each cover in a series must have been released within the eligibility dates.	\$400
<b>C11</b>	<b>Editorial – Magazine Layout Design</b>						
	<i>Overall layout design for a commercially available magazine.</i>	1	Physical Materials	0	3-6	Non-commercially available magazines should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400
<b>C12</b>	<b>Editorial – Newspaper Design</b>						
	<i>Overall layout or spread design for a commercially available newspaper.</i>	1	Physical Materials	0	1-6	Non-commercially available newspapers should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400
<b>C13</b>	<b>Editorial – Digital Publications</b>						
	<i>Overall layout design and functionality of e-books, digital magazines and catalogues.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10		\$400
<b>C14</b>	<b>Typography – Typeface Design</b>						
	<i>A new font or family of fonts.</i>	1	Physical Materials OR Digital Images	0	1-5	Use of the typeface will not be judged, but may be submitted for reference.	\$400
<b>C15</b>	<b>Typography – Static</b>						
	<i>A non-moving type-based composition for a brand. It can be stand-alone or incorporated into a larger design. Includes printed, digital, and 3D objects.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images	0	1-5		\$400
<b>C16</b>	<b>Typography – Dynamic / In Motion</b>						
	<i>An animated (kinetic) type composition for a brand. It can be stand-alone or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Content Video OR Case Study Video 2 minutes or less	1	1-5	Multiple videos for the same series should be combined into one video for entry submission.	\$400
<b>C17</b>	<b>Promotional – Posters – Single</b>						
	<i>A poster created for a brand (company or individual) with the intent of promoting a product or service.</i>	1	Physical Materials OR Digital Images	0	1		\$400
<b>C18</b>	<b>Promotional – Posters – Series</b>						
	<i>A series of 3-5 posters created for a brand (company or individual) with the intent of promoting a product or service.</i>	3-5	Physical Materials OR Digital Images	0	3-5		\$550
<b>C19</b>	<b>Promotional – Booklets, Brochures, &amp; Product Catalogues</b>						
	<i>Communications in the form of a booklet, brochure, catalogue, or other bound printed material.</i>	Single: 1 Series: 3-5	Physical Materials	0	3-6		\$400
<b>C20</b>	<b>Promotional Items</b>						
	<i>Physical items created for a brand with the goal of promoting a product or service.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images	0	1-10	Commercial packaging should be entered in category C21 or C22: Packaging.	\$400

# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C21</b>	<b>Packaging – Mass-market</b> <i>Packaging for a commercially available product or line of products. A series consists of 3-5 varieties of the same product.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–10	Packaging of non-commercially available items should be entered in category C20: Promotional Items or C39: Self-Promotion.	\$400
<b>C22</b>	<b>Packaging – Specialty</b> <i>Packaging for a limited-distribution or limited-edition product or line of products. A series consists of 3-5 varieties of the same product.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–10	Packaging of non-commercially available items should be entered in category C20: Promotional Items or C39: Self-Promotion.	\$400
<b>C23</b>	<b>Data Visualization – Static</b> <i>Visual representation of data generated by a brand. Includes Charts, Maps, Graphs, etc.</i>	Single: 1 Series: 3–5	Digital Images	0	1–5		\$400
<b>C24</b>	<b>Data Visualization – Dynamic</b> <i>Flexible visual representation of data generated in response to the user's interaction with the data. Includes custom content and user-generated content.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	1–10		\$400
<b>C25</b>	<b>Digital – Website Design</b> <i>The aesthetics and usability of a complete website or specific section within a site. Includes both mobile and desktop sites.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
<b>C26</b>	<b>Digital – App Design</b> <i>The aesthetics and usability of a branded application. Includes both mobile and desktop applications.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
<b>C27</b>	<b>Digital – Game Design</b> <i>The aesthetics and usability of a branded or promotional game, on any platform.</i>	1	Case Study Video 2 minutes or less	1	3–5	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.	\$400
<b>C28</b>	<b>Digital – Utility Design</b> <i>A branded digital tool that engages consumers and improves their experience of a brand. Includes ecommerce, rating system, etc.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
<b>C29</b>	<b>Digital – Interface Design</b> <i>Design of the visual language for a branded site or other digital work. Includes websites, games, software, etc.</i>	1	Case Study Video 2 minutes or less	1	3–5	No special equipment will be used for judging. You must submit the required case study video to showcase the user experience.	\$400
<b>C30</b>	<b>Immersive / Environmental – Ambient Media – Single</b> <i>A single element of environmental design including billboards, transit, kiosks, and other ambient media.</i>	1	Digital Images	0	1–4		\$400
<b>C31</b>	<b>Immersive / Environmental – Ambient Media – Series</b> <i>A series of 3-5 elements of environmental design including billboards, transit, kiosks, and other ambient media.</i>	3–5	Digital Images	0	3–10		\$550
<b>C32</b>	<b>Immersive / Environmental – Indoor Spaces</b> <i>Temporary or permanent immersive experiential indoor spaces such as live events, exhibitions, interior architecture, art interventions, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10	Billboards and transit should be entered in categories C30 and C31: Ambient Media.	\$400

# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C33</b>	<b>Immersive / Environmental – Outdoor Spaces</b> <i>Temporary or permanent immersive experiential outdoor spaces such as live events, exhibitions, architecture, art interventions, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10	Billboards and transit should be entered in categories C30 and C31: Ambient Media.	\$400
<b>C34</b>	<b>Immersive / Environmental – Wayfinding</b> <i>A system of signage used to guide the user through an environment by using landmarks, signs and pathways. Can be indoor or outdoor, temporary or permanent.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10		\$400
<b>C35</b>	<b>Motion Graphics – Single</b> <i>A single moving image-based work that communicates a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, etc.</i>	1	Content Video	1	3	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$400
<b>C36</b>	<b>Motion Graphics – Series</b> <i>A series of 3-5 moving image-based works that communicate a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, etc.</i>	3-5	Content Video	3-5	9-15	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
<b>C37</b>	<b>Motion Graphics – Title Sequences</b> <i>Opening or ending title sequences developed for film, television or internet release.</i>	1	Content Video	1	3	Multiple videos for the same series should be combined into one video for entry submission.	\$400
<b>C38</b>	<b>Self-Promotion</b> <i>Work designed by an individual or company to promote themselves or their services.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	3-10	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$400
<b>C39</b>	<b>Craft – Art Direction</b> <i>Exemplary communication of the overall visual appearance of a work or works.</i>	Single: 1 Series: 3-5	Digital Images	0	1-10		\$400
<b>C40</b>	<b>Craft – Illustration</b> <i>Exemplary use of illustration to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Digital Images	0	1-10		\$400
<b>C41</b>	<b>Craft – Photography</b> <i>Exemplary use of photography to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Digital Images	0	1-10	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$400
<b>C42</b>	<b>Craft – Animation</b> <i>Exemplary use of animation to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Content Video	1-5	3-15		\$400
<b>C43</b>	<b>Craft – Printing &amp; Paper Craft</b> <i>Work that features the application of specialized skills, technologies and other uses of paper and printing techniques (screen printing, laser cutting, embossing, 3D printing).</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	1-10	Actual elements should be submitted when possible. Unmounted project boards with a physical sample are also accepted.	\$400

# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C44</b>	<b>Innovation in Design – Print Design</b> <i>Physical items that are deemed new, original and more effective than any existing ones. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400
<b>C45</b>	<b>Innovation in Design – Digital Design</b> <i>Digital work that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400
<b>C46</b>	<b>Innovation in Design – Immersive Design</b> <i>Immersive experiences that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400
<b>C47</b>	<b>Innovation in Design – Motion Graphics</b> <i>Motion graphics work that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400

# CATEGORIES & FEES

## DIRECT MARKETING – GENERAL INFO

Direct Marketing recognizes targeted communications, delivered via physical or digital mediums, that elicit a direct response.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Direct categories require physical materials or digital file uploads, determined by the specific category:

- ✦ **Physical Materials:** For work originally released as a physical item, physical materials should be submitted for judging. This includes 2-dimensional and 3-dimensional pieces.
- ✦ **Digital Images:** Content images of the work as is was originally placed, installation images showing the placement, digital project boards, or a combination of these are acceptable.  
\***Note:** These will also be used as Reference Images for your entry.
- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 3 minutes.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## DIRECT MARKETING

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
D01	<b>Print – Flat &amp; Dimensional</b> <i>A physical piece of advertising that targets a specific audience. Includes pieces delivered via mail, messenger, handouts, postings, etc.</i>	Single: 1 Campaign: 3–5	Physical Materials	0	1–10		\$550
D02	<b>Ambient – P.O.P. &amp; In-Store – Single</b> <i>A single poster, shelf banner, 3D display, or other promotion placed in-store or at point-of-sale, targeting a specific audience.</i>	1	Physical Materials OR Digital Images	0	1–4		\$550
D03	<b>Ambient – P.O.P. &amp; In-Store – Campaign</b> <i>A campaign of 3-5 posters, shelf banners, 3D displays, or other promotions placed in-store or at point-of-sale, targeting a specific audience.</i>	3–5	Physical Materials OR Digital Images	0	3–10		\$700
D04	<b>Ambient – Billboards &amp; Transit – Single</b> <i>A single advertisement which appears in or around transit, targeting a specific audience for its location. Includes billboards, bus shelters, subways, taxis, and airports.</i>	1	Digital Images	0	1–4		\$550
D05	<b>Ambient – Billboards &amp; Transit – Campaign</b> <i>A campaign of 3-5 advertisements which appear in or around transit, targeting a specific audience. Includes billboards, bus shelters, subways, taxis, and airports.</i>	3–5	Digital Images	0	3–10		\$700
D06	<b>Ambient – Immersive / Installations</b> <i>A single piece of immersive advertising targeted for a specific audience, in which each user determines their own experience based on their interaction with the work. Includes kiosks, live experiences, and constructed public environments, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10		\$550
D07	<b>Ambient – Live Events</b> <i>A live event incorporating a brand, in which the user is part of a larger targeted audience.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$550
D08	<b>Ambient – Non-Broadcast Video</b> <i>A video created for exclusive viewing by a target audience. Includes work done for corporate meetings, lobby displays, concerts, etc.</i>	1	Content Video	1	3	Cannot have also appeared online, over broadcast television, or in cinemas.  If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
D09	<b>Digital – Websites, Mobile, &amp; Banners</b> <i>The use of a website, microsite, application, or banner as tools for direct contact with a brand's targeted demographic. Includes online and mobile technology.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–5		\$550
D10	<b>Digital – Social Media &amp; Viral Marketing</b> <i>The use of social media networks and online videos as a tool for direct contact with a brand's targeted demographic.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–5		\$550

# CATEGORIES & FEES

## DIRECT MARKETING

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
D11	<b>Self-Promotion</b> <i>Direct marketing created by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3–5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	3–10	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$550
D12	<b>Craft – Art Direction</b> <i>Exemplary communication of the brand's overall visual appearance in a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Digital Images OR Case Study Video 2 minutes or less	1	1–5		\$550
D13	<b>Craft – Writing</b> <i>Exemplary writing in a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Digital Images OR Case Study Video 2 minutes or less	1	1–5		\$550
D14	<b>Craft – Printing / Production</b> <i>Specialized printing or production techniques applied to a physical direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Physical Materials OR Digital Images	0	1–5		\$550
D15	<b>Craft – Use of Digital Technology</b> <i>Specialized digital technologies applied to a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	1–5		\$550
D16	<b>Craft – Data-Driven Personalization</b> <i>Exemplary use of a specific data set to personalize advertising in a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	1–5		\$550
D17	<b>Innovation in Direct</b> <i>Direct marketing that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–10		\$550



# CATEGORIES & FEES

## FILM - GENERAL INFO

Film recognizes advertising in the form of commercial spots that aired on television, in cinemas, or online.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Film categories require digital file uploads of one of the following:

- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## FILM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>E01</b>	<b>Television – Short Form – Single</b> <i>A commercial spot airing on network or cable television. Short form is reserved for submissions that are less than 45 seconds.</i>	1	Content Video	1	3		\$550
<b>E02</b>	<b>Television – Short Form – Campaign</b> <i>A campaign of 3 commercial spots airing on network or cable television. Short form is reserved for submissions that are less than 45 seconds each.</i>	3	Content Video	3	9		\$700
<b>E03</b>	<b>Television – Long Form – Single</b> <i>A commercial spot airing on network or cable television. Long form is reserved for submissions that are 45 seconds or longer.</i>	1	Content Video	1	3		\$550
<b>E04</b>	<b>Television – Long Form – Campaign</b> <i>A campaign of 3 commercial spots airing on network or cable television. Long form is reserved for submissions that are 45 seconds or longer each.</i>	3	Content Video	3	9		\$700
<b>E05</b>	<b>Television – Varying Length Campaign</b> <i>A campaign of 3 commercial spots of varying lengths, airing on network or cable television.</i>	3	Content Video	3	9	Campaigns submitted in this category cannot be entered into other television campaign categories.	\$700
<b>E06</b>	<b>Cinema Advertising</b> <i>A commercial spot shown in a cinema before a feature film.</i>	1	Content Video	1	3	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
<b>E07</b>	<b>Online Films &amp; Video – Short Form – Single</b> <i>An online video created on behalf of a brand or organization. Short form is reserved for submissions that are no longer than 3 minutes.</i>	1	Content Video	1	3		\$550
<b>E08</b>	<b>Online Films &amp; Video – Short Form – Campaign</b> <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Short form is reserved for submissions that are no longer than 3 minutes each.</i>	3-5	Content Video	3-5	9-15		\$700
<b>E09</b>	<b>Online Films &amp; Video – Long Form – Single</b> <i>An online video created on behalf of a brand or organization. Long form is reserved for submissions that are longer than 3 minutes.</i>	1	Content Video	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
<b>E10</b>	<b>Online Films &amp; Video – Long Form – Campaign</b> <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Long form is reserved for submissions that are longer than 3 minutes each.</i>	3-5	Content Video	3-5	9-15	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$700
<b>E11</b>	<b>Under 100K Budget</b> <i>Commercial spots with a budget of \$100,000 or less. Includes broadcast, cinema, online, or mobile.</i>	Single: 1 Campaign: 3	Content Video	1-3	3-9	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
<b>E12</b>	<b>User-Generated Content</b> <i>A video that is derived from customer/user submitted content, created on behalf of a brand or organization. Includes broadcast, cinema, and online.</i>	Single: 1 Campaign: 3-5	Content Video OR Case Study Video 2 minutes or less	1-5	3-15	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550

# CATEGORIES & FEES

## FILM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>E13</b>	<b>Self-Promotion</b>	Single: 1 Campaign: 3-5	Content Video OR Case Study Video 2 minutes or less	1-5	3-15	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$550
	<i>A video created by an individual or company to promote themselves or their services.</i>						
<b>E14</b>	<b>Innovation in Film – Television / Cinema</b>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3-9		\$550
	<i>Commercial spots airing on television or in cinema that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						
<b>E15</b>	<b>Innovation in Film – Online</b>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-15		\$550
	<i>Online videos that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						

# CATEGORIES & FEES

## INTELLECTUAL PROPERTY - GENERAL INFO

Intellectual Property recognizes new digital or physical products brought to market as part of integrated advertising and communications campaigns.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Intellectual Property & Products categories require digital file uploads of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## INTELLECTUAL PROPERTY

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>F01</b>	<b>Physical Product</b> <i>A physical product or object used to communicate a brand's personality or story.</i>	1	Case Study Video 2 minutes or less	1	3-10	Entries submitted in this category cannot be entered into any other Intellectual Property category.	\$550
<b>F02</b>	<b>Digital Product</b> <i>A digital product used to communicate a brand's personality or story. Includes software, applications, games, services, platforms, etc.</i>	1	Case Study Video 2 minutes or less	1	3-10	Entries submitted in this category cannot be entered into any other Intellectual Property category.	\$550
<b>F03</b>	<b>Integrated Digital &amp; Physical Product</b> <i>A physical product that integrates with a digital product, complementing and enhancing the user experience and/or use of the physical object. Must be used to communicate a brand's personality or story.</i>	1	Case Study Video 2 minutes or less	1	3-10	Entries submitted in this category cannot be entered into any other Intellectual Property category.	\$550
<b>F04</b>	<b>Experimental / Internal Projects / R&amp;D</b> <i>A new digital or physical invention not yet released in the marketplace. Must be in service of a brand.</i>	1	Case Study Video 2 minutes or less	1	3-10	Entries submitted in this category cannot be entered into any other One Show category.	\$550

# CATEGORIES & FEES

## INTERACTIVE - GENERAL INFO

Interactive recognizes advertising communicated through digital channels including websites, gaming, and other digital media.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Interactive categories require digital file uploads of one of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✦ **URL:** An active link that must remain unchanged through The One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study content are acceptable.
- ✦ **Case Study Video with Supplemental URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. \***Note:** The live site will be viewed at the judges' discretion.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## INTERACTIVE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>G01</b>	<b>Websites</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>A website, microsite, or webpage created to promote a brand, product, or service.</i>	1					
<b>G02</b>	<b>Websites – Utility</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1					
<b>G03</b>	<b>Online Advertising – Banners</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	1-10		\$550
	<i>Online banner advertisements created for a brand, product or service.</i>	Single: 1 Campaign: 3-5					
<b>G04</b>	<b>Online Advertising – Interactive Video</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>An online video that requires user interaction to enhance the story or experience.</i>	1					
<b>G05</b>	<b>Ambient / Immersive – Virtual Reality (VR)</b>		Case Study Video 2 minutes or less	1	3-5	No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience.	\$550
	<i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1					
<b>G06</b>	<b>Ambient / Immersive – Digital Installations</b>		Case Study Video 2 minutes or less	1	3-5		\$550
	<i>An immersive piece of advertising which incorporates interactive, digital elements. Includes live events, brand installations, art interventions, transit, kiosks, etc.</i>	1					
<b>G07</b>	<b>Gaming</b>		Case Study Video 2 minutes or less	1	3-5	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.  Mobile games should be entered into category H06: Mobile - Gaming.	\$550
	<i>Gaming that features a brand as an integral component of gameplay. Includes online, console, computer and other digital games.</i>	1					
<b>G08</b>	<b>Self-Promotion</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$550
	<i>Interactive work created by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3-5					
<b>G09</b>	<b>Craft – Visual Effects / Animation</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>Exemplary visual effects or animation applied to interactive work. Includes motion graphics, virtual reality, augmented reality, etc.</i>	1					

# CATEGORIES & FEES

## INTERACTIVE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>G10</b>	<b>Craft – Music / Sound</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>Exemplary music or sound applied to interactive work.</i>	1					
<b>G11</b>	<b>Craft – Dynamic Data Visualization</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>Exemplary use of information graphics that respond to a user's input in real time.</i>	1					
<b>G12</b>	<b>Innovation in Interactive – Online</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Websites or online advertising that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	1					
<b>G13</b>	<b>Innovation in Interactive – Ambient / Immersive</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Immersive interactive experiences that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	1					
<b>G14</b>	<b>Innovation in Interactive – Gaming</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Digital games that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	1					



# CATEGORIES & FEES

## MOBILE - GENERAL INFO

Mobile recognizes applications, digital publications and websites tailored for mobile devices.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Mobile categories require digital file uploads of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## MOBILE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
H01	<b>Websites</b> <i>A mobile site created to promote a brand, product, or service.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H02	<b>Applications</b> <i>A mobile application created to promote a brand, product, or service.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H03	<b>Utility</b> <i>A branded mobile tool in-app or on a mobile site that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H04	<b>Mobile Advertising</b> <i>A digital advertisement formatted for a mobile site or application, created to promote a brand, product, or service.</i>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	1-10		\$550
H05	<b>Publications</b> <i>An interactive digital publication designed for viewing on a mobile device.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H06	<b>Gaming</b> <i>A game created for a mobile platform that features a brand as an integral component of gameplay.</i>	1	Case Study Video 2 minutes or less	1	3-5	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.	\$550
H07	<b>Use of Technology</b> <i>The use of new or existing technology on a mobile platform.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H08	<b>Use of Technology – Augmented Reality</b> <i>Real-time computer-generated components superimposed on a person's view of a physical space using a mobile platform.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H09	<b>Use of Technology – Physical Product &amp; Mobile Integration</b> <i>A physical product integrated with a mobile platform, enhancing the user experience or use of the product.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H10	<b>Self-Promotion</b> <i>Work created for a mobile platform by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-5	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$550
H11	<b>Craft – Visual Effects / Animation</b> <i>Exemplary use of visual effects or animation in mobile-based work. Includes motion graphics, virtual reality, augmented reality, etc.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H12	<b>Craft – Music / Sound</b> <i>Exemplary use of music or sound in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H13	<b>Craft – Dynamic Data Visualization</b> <i>Exemplary use of responsive data visualization in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550

# CATEGORIES & FEES

## MOBILE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
H14	Innovation in Mobile	1	Case Study Video 2 minutes or less	1	3-10		\$550
<i>Mobile applications, sites, or advertising that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>							

# CATEGORIES & FEES

## MOVING IMAGE CRAFT - GENERAL INFO

Moving Image Craft recognizes the special care and skills demonstrated in the planning, making, or execution of branded content and commercial spots. This includes exemplary writing, directing, cinematography, editing, and sound.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✍ **Entry Title:** Give your entry a descriptive and helpful title.
- ✍ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✍ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✍ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✍ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Moving Image Craft categories require digital file uploads of one of the following:

- ✍ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✍ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✍ **Cut-down Highlight Reel with Supplemental URL:** For long form videos, you may submit a 3-minute "best of" cut of the content. This will be used as your primary judging media. With this option, you may provide a URL to the full length work. \***Note:** The full length work will be viewed at the judges' discretion.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## MOVING IMAGE CRAFT

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
J01	<b>Direction</b> <i>Exemplary overall artistic vision of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J02	<b>Writing</b> <i>Exemplary scriptwriting of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J03	<b>Editing</b> <i>Exemplary editing of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J04	<b>Cinematography</b> <i>Exemplary cinematography of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J05	<b>Animation</b> <i>Exemplary animation applied to commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J06	<b>Visual Effects</b> <i>Exemplary visual effects applied to commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J07	<b>Sound Design</b> <i>Exemplary sound design of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J08	<b>Use of Original Music</b> <i>Exemplary use of original music in commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J09	<b>Use of Licensed / Adapted Music</b> <i>Exemplary use or adaptation of licensed music in commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J10	<b>Innovation in Moving Image Craft – Visual</b> <i>Visual techniques or technologies used in commercial spots or branded content that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J11	<b>Innovation in Moving Image Craft – Audio</b> <i>Audio techniques or technologies used in commercial spots or branded content that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550

# CATEGORIES & FEES

## PRINT & OUTDOOR - GENERAL INFO

Print & Outdoor recognizes advertising communicated through printed publications and other collateral, or ambient media such as billboards and installations.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Print & Outdoor categories require physical materials or digital file uploads, determined by the specific category:

- ✦ **Physical Materials:** For work originally released as a physical item, physical materials should be submitted for judging. This includes 2-dimensional and 3-dimensional pieces such as posters, magazine advertisements, promotional items, etc.
- ✦ **Digital Images:** Content images of the work as is was originally placed, installation images showing the placement, digital project boards, or a combination of these are acceptable.  
\***Note:** These will also be used as Reference Images for your entry.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## PRINT & OUTDOOR

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>K01</b>	<b>Publishing – Newspaper – Single</b> <i>A single newspaper advertisement to promote a product, service, or message. Full page, spread, or small space may be entered here.</i>	1	Physical Materials	0	1		\$550
<b>K02</b>	<b>Publishing – Newspaper – Campaign</b> <i>A campaign of 3-5 newspaper advertisements to promote a product, service, or message. Full page, spread, or small space may be entered here.</i>	3-5	Physical Materials	0	3-5		\$700
<b>K03</b>	<b>Publishing – Magazine – Single</b> <i>A single magazine advertisement to promote a product, service, or message. Full page, spread, small space, or supplements may be entered here.</i>	1	Physical Materials	0	1		\$550
<b>K04</b>	<b>Publishing – Magazine – Campaign</b> <i>A campaign of 3-5 magazine advertisements to promote a product, service, or message. Full page, spread, small space, or supplements may be entered here.</i>	3-5	Physical Materials	0	3-5		\$700
<b>K05</b>	<b>Publishing – Trade Publication</b> <i>Business-to-business or business-to-consumer advertisements appearing in an industry-specific publication. Full page, spread, small space, or supplements may be entered here.</i>	Single: 1 Campaign: 3-5	Physical Materials	0	1-5		\$550
<b>K06</b>	<b>Promotional / Collateral – Posters – Single</b> <i>A single poster advertisement to promote a product, service, or message. Includes guerilla postings.</i>	1	Physical Materials OR Digital Images	0	1	A poster submitted in this category cannot be entered in category K09: P.O.P. & In-Store - Single.	\$550
<b>K07</b>	<b>Promotional / Collateral – Posters – Campaign</b> <i>A campaign of 3-5 poster advertisements to promote a product, service, or message. Includes guerilla postings.</i>	3-5	Physical Materials OR Digital Images	0	3-5	A poster campaign submitted in this category cannot be entered in category K10: P.O.P. & In-Store - Campaign.	\$700
<b>K08</b>	<b>Promotional Items</b> <i>Physical items created for a brand to promote a product, service, or message.</i>	Single: 1 Campaign: 3-5	Physical Materials OR Digital Images	0	1-10	Commercial packaging should be entered in category C21 or C22: Packaging.	\$550
<b>K09</b>	<b>Ambient Media – P.O.P. &amp; In-Store – Single</b> <i>A single poster, shelf banner, 3D display, or other promotion placed in-store or at point-of-sale.</i>	1	Physical Materials OR Digital Images	0	1-4	A poster submitted in this category cannot be entered in category K06: Posters - Single.	\$550
<b>K10</b>	<b>Ambient Media – P.O.P. &amp; In-Store – Campaign</b> <i>A campaign of 3-5 posters, shelf banners, 3D displays, or other promotions placed in-store or at point-of-sale.</i>	3-5	Physical Materials OR Digital Images	0	3-10	A poster campaign submitted in this category cannot be entered in category K07: Posters - Campaign.	\$700
<b>K11</b>	<b>Ambient Media – Billboards or Transit – Single</b> <i>A single static advertisement which appears in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.</i>	1	Digital Images	0	1-4	Work that includes digital components should be entered in category K13: Dynamic Billboards or Transit.  Work submitted in this category cannot be entered in category K14: Installations & Immersive - Single.	\$550

# CATEGORIES & FEES

## PRINT & OUTDOOR

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>K12</b>	<b>Ambient Media – Billboards or Transit – Campaign</b>						
	<i>A campaign of 3-5 static advertisements which appear in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.</i>	3-5	Digital Images	0	3-10	Work that includes digital components should be entered in category K13: Dynamic Billboards or Transit.  Work submitted in this category cannot be entered in category K15: Installations & Immersive - Campaign.	\$700
<b>K13</b>	<b>Ambient Media - Dynamic Billboards or Transit</b>						
	<i>Advertising which incorporates digital or electronic components that move or change. Includes digital and motorized billboards and other dynamic displays.</i>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-10	Work entered in this category cannot be entered into K11 & K12: Billboards & Transit or K14 & K15: Installations & Immersive.	\$550
<b>K14</b>	<b>Ambient Media – Installations &amp; Immersive – Single</b>						
	<i>A single piece of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	1-4	Work submitted in this category cannot be entered in category K11: Billboards or Transit - Single or K13: Dynamic Billboards or Transit.	\$550
<b>K15</b>	<b>Ambient Media – Installations &amp; Immersive – Campaign</b>						
	<i>A campaign of 3-5 pieces of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</i>	3-5	Digital Images OR Case Study Video 2 minutes or less	1	3-10	Work submitted in this category cannot be entered in category K12: Billboards or Transit - Campaign or K13: Dynamic Billboards or Transit.	\$700
<b>K16</b>	<b>Self-Promotion</b>						
	<i>Print or ambient media created by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3-5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	1-10	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$550
<b>K17</b>	<b>Craft – Art Direction</b>						
	<i>Exemplary communication of the brand's overall visual appearance in a print or ambient media piece or campaign.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550
<b>K18</b>	<b>Craft – Writing</b>						
	<i>Exemplary writing in a print or ambient media piece or campaign.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550
<b>K19</b>	<b>Craft – Illustration</b>						
	<i>Exemplary illustration within a print or ambient media piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550
<b>K20</b>	<b>Craft – Photography</b>						
	<i>Exemplary photography within a print or ambient media piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$550
<b>K21</b>	<b>Craft – Typography</b>						
	<i>Exemplary use of typography within a print or ambient media piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550



# CATEGORIES & FEES

## PRINT & OUTDOOR

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
K22	<b>Craft – Printing / Production</b>	Single: 1 Campaign: 3-5	Physical Materials OR Digital Images	0	1-5		\$550
	<i>Specialized printing or production techniques applied to a print or ambient media piece or campaign.</i>						
K23	<b>Craft – Use of Digital Technology</b>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	1-5		\$550
	<i>Specialized digital technologies applied to a print or ambient media piece or campaign.</i>						
K24	<b>Innovation in Print &amp; Outdoor – Print</b>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Print advertising that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						
K25	<b>Innovation in Print &amp; Outdoor – Ambient Media</b>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Ambient media that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						

# CATEGORIES & FEES

## PUBLIC RELATIONS - GENERAL INFO

Public Relations recognizes campaigns, programs and tactics that actively engage consumers/ audiences and demonstrate the highest levels of strategic planning, creativity and business results. It focuses on building and preserving the trust and understanding between brands or organizations and their public/audiences.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Public Relations categories require digital file uploads of the following:

- ✦ **Digital Images:** A composite of multiple images and information that provides a summary of the project. These composites should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. \***Note:** These will also be used as Reference Images for your entry.
- ✦ **PDF:** A document using text and images that provides a summary of the project. It should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. \***Note:** PDF files must be a maximum of 3 pages and must not contain active links to websites.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## PUBLIC RELATIONS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
L01	<b>Media Relations</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to raise awareness and influence public perception of a brand, product, or service via traditional media outlets such as print, broadcast, and online.</i>	1					
L02	<b>Events &amp; Experiential</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to raise awareness and influence public perception of a brand, product, or service via a "stunt," conference, or other event.</i>	1					
L03	<b>Community Building</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign engaging target audiences via social networks and community forums in order to improve brand sentiment and increase consumer interaction with the brand, product, or service.</i>	1					
L04	<b>Investor Relations</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, user base, etc.</i>	1					
L05	<b>Internal Communications</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, user base, etc.</i>	1					
L06	<b>Brand Voice</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>The combination of verbal, visual, emotional, and other tools to tell a brand's narrative and to maintain and increase engagement.</i>	1					
L07	<b>Reputation Management</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign designed to enhance, promote or improve the long-term reputation of a brand or organization.</i>	1					
L08	<b>Crisis Communications</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign designed to respond to an event or issue that requires immediate and careful attention in order to preserve the reputation of a brand or organization.</i>	1					
L09	<b>Proactive Communications</b>		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	1					

# CATEGORIES & FEES

## PUBLIC RELATIONS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
L10	<b>Integrated Campaign</b> <i>An integrated public relations campaign across at least 3 channels. Channels can include, but are not limited to media relations, events, community building, user generated content, etc.</i>	3-10	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L11	<b>Innovation in Public Relations</b> <i>The creative use of public relations that expands the possibilities of the field, introducing new techniques or ideas.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550

# CATEGORIES & FEES

## RADIO – GENERAL INFO

Radio recognizes advertising in the form of audio-based content such as broadcast or online commercial spots and podcasts.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Radio categories require digital file uploads of one of the following:

- ✦ **Audio:** An audio-only file without a visual component.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged. \***Note:** Reference images are optional for Audio entries.

# CATEGORIES & FEES

## RADIO

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>M01</b>	<b>Broadcast – Single</b> <i>A commercial spot broadcast over national, regional, or satellite radio stations.</i>	1	Audio	1	0-1		\$550
<b>M02</b>	<b>Broadcast – Campaign</b> <i>A campaign of 3 commercial spots broadcast over national, regional, or satellite radio stations.</i>	3	Audio	3	0-1		\$700
<b>M03</b>	<b>Online – Streaming Audio</b> <i>Commercial spots broadcast over an internet radio station or platform.</i>	Single: 1 Campaign: 3	Audio	1-3	0-1		\$550
<b>M04</b>	<b>Online – Branded Podcast</b> <i>A single or episodic podcast that integrates a brand into its content.</i>	1	Audio OR Case Study Video 2 minutes or less	1	0-3		\$550
<b>M05</b>	<b>Online – Brand or Product Integration into Storyline</b> <i>The incorporation of a brand as a scripted element of the storyline.</i>	1	Audio OR Case Study Video 2 minutes or less	1	0-3		\$550
<b>M06</b>	<b>Custom Content</b> <i>Content customized to an audience familiar with the brand. Can be stand-alone or woven into a larger plot or narrative. Includes user-generated content.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3		\$550
<b>M07</b>	<b>Experiential Radio</b> <i>Broadcast or online audio content that triggers action from the listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3		\$550
<b>M08</b>	<b>Craft – Direction</b> <i>Exemplary overall artistic vision of an audio-based piece.</i>	1	Audio	1	0-1		\$550
<b>M09</b>	<b>Craft – Writing</b> <i>Exemplary writing of an audio-based piece.</i>	1	Audio	1	0-1		\$550
<b>M10</b>	<b>Craft – Sound Design</b> <i>Exemplary sound design of an audio-based piece.</i>	1	Audio	1	0-1		\$550
<b>M11</b>	<b>Craft – Use of Music</b> <i>Exemplary use of original or adapted music in an audio-based piece.</i>	1	Audio	1	0-1		\$550
<b>M12</b>	<b>Innovation in Radio</b> <i>Radio advertising that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3		\$550

# CATEGORIES & FEES

## RESPONSIVE ENVIRONMENTS - GENERAL INFO

Responsive Environments recognizes immersive experiences that combine cutting-edge design and digital technology applied to existing or custom-built structures.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Responsive Environments categories require digital file uploads of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

## RESPONSIVE ENVIRONMENTS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>N01</b>	<b>Architecture Enhancement</b> <i>Digital elements integrated into a new or existing physical structure, used to enhance an individual's experience of a brand. Includes projection mapping and custom-built structures.</i>	1	Case Study Video 2 minutes or less	1	3-10	Digital billboards or advertisements should be entered in K13: Print & Outdoor.	\$550
<b>N02</b>	<b>User Activation</b> <i>An environment that incorporates digital elements which respond to changes (touch, movement, light, temperature, sound, etc.) caused by the user.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
<b>N03</b>	<b>Use of Technology</b> <i>New or existing digital technologies applied to a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
<b>N04</b>	<b>Use of Technology – Virtual Reality (VR)</b> <i>Use of a computer-generated, three-dimensional environment to enhance interaction with a physical space in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1	Case Study Video 2 minutes or less	1	3-10	No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience.	\$550
<b>N05</b>	<b>Use of Technology – Integration with Social Platforms</b> <i>Use of social platforms to expand the reach of a responsive environment experience.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
<b>N06</b>	<b>Craft – Storytelling</b> <i>Exemplary storytelling integrating words, visuals, and audio within a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
<b>N07</b>	<b>Craft – Dynamic Data Visualization</b> <i>Exemplary use of information graphics that respond to a user's input in real time.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
<b>N08</b>	<b>Innovation in Responsive Environments</b> <i>Integration of digital technologies into a physical space that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550



# CATEGORIES & FEES

## SOCIAL MEDIA - GENERAL INFO

Social Media recognizes work that leverages the power of social platforms to communicate a brand's message and interact with its targeted audience.

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. Social Media categories require digital file uploads of one of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✦ **URL:** An active link that must remain unchanged through The One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study content are acceptable.
- ✦ **Digital Images:** A composite of multiple images and information that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These composites may also include cultural background, explanation and results. \***Note:** These will also be used as Reference Images for your entry.
- ✦ **Case Study Video with Supplemental URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. \***Note:** The live site will be viewed at the judges' discretion.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## SOCIAL MEDIA

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
P01	<b>Social Media Page by a Brand</b> <i>A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.</i>	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	1-3		\$550
P02	<b>Branded Social Post</b> <i>A single branded post on a social network, utilizing that particular network's individual qualities or strengths.</i>	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	1-3	If your post is a video, the entire video should be included in your case study.	\$550
P03	<b>Branded Social Campaign</b> <i>A campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.</i>	3-10	Case Study Video 2 minutes or less	1	3-10		\$700
P04	<b>Branded Social Post – Real-time Response</b> <i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	1-10		\$550
P05	<b>Social Engagement – User-Generated Content</b> <i>Branded social content that is derived from user-submitted materials.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	1-10		\$550
P06	<b>Social Engagement – Community Building</b> <i>Branded social content that encourages a response or other active participation from users to trigger engagement and interaction with the brand.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	1-10		\$550
P07	<b>Craft – Writing</b> <i>Exemplary writing applied to a social media post or campaign.</i>	Single: 1 Campaign: 3-10	Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
P08	<b>Craft – Use of Visuals</b> <i>Exemplary use of visuals applied to a social media post or campaign. Includes static or dynamic elements.</i>	Single: 1 Campaign: 3-10	Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
P09	<b>Innovation in Social Media</b> <i>Use of social media that expands the possibilities of the medium. Entry should introduce new techniques or ideas.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	3-10		\$550

# CATEGORIES & FEES

## UX / UI - GENERAL INFO

User Experience (UX) / User Interface (UI) recognizes creative solutions in online, mobile, and other digital channels. UX is the overall experience one has with a product or service, while UI is typically a combination of visual design (the look and feel) and the interaction design (how it works).

### **ALL ENTRIES**

All entries must include project information and media for judging. Please see individual Category information for specifics.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELEMENTS:**

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### **SUBMISSION MEDIA:**

Includes material and content that the jury will be judging. UX / UI categories require digital file uploads of one of the following:

- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✦ **URL:** An active link that must remain unchanged through The One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study content are acceptable.
- ✦ **Case Study Video with Supplemental URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. \***Note:** The live site will be viewed at the judges' discretion.

### **REFERENCE IMAGES:**

All entries require high res digital images. These images will be used for reference but will not be judged.

# CATEGORIES & FEES

## UX / UI

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
R01	<b>Web – Utility</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-10		\$550
	<i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1					
R02	<b>Web – User Experience</b>		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-10		\$550
	<i>The overall user experience of a brand's website.</i>	1					
R03	<b>Mobile – Utility</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>A branded mobile application or site that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1					
R04	<b>Mobile – User Experience</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>The overall user experience of a brand's mobile application or site.</i>	1					
R05	<b>Digital Cross-Channel</b>	2-5, including at least 2 different digital mediums	Case Study Video 2 minutes or less	1	3-10		\$550
	<i>A branded user experience that provides a seamless integration across multiple digital mediums.</i>						
R06	<b>Digital / Physical Cross-Channel</b>	2-5, including at least 1 digital and 1 physical medium	Case Study Video 2 minutes or less	1	3-10		\$550
	<i>A branded user experience that provides a seamless integration between at least one digital device and one physical object.</i>						
R07	<b>Craft – Interface Design</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Exemplary visual design of a system by which a user interacts with a website, mobile application, or other digital experience.</i>	1					
R08	<b>Craft – Information Architecture</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Exemplary structural design and organization of information on websites or mobile applications or sites.</i>	1					
R09	<b>Craft – Dynamic Data Visualization</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Exemplary use of information graphics that respond to a user's input in real time, created for a website or mobile platform.</i>	1					
R10	<b>Innovation in UX / UI – Single Channel</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Visual design or user experience of a website, mobile application or site that is deemed new, original and more effective than any already existing. Entry should introduce new techniques or ideas.</i>	1					
R11	<b>Innovation in UX / UI – Cross-Channel</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Visual design or user experience across multiple channels that is deemed new, original and more effective than any already existing. Entry should introduce new techniques or ideas.</i>	1					

# CATEGORIES & FEES

## PENTA PENCIL - GENERAL INFO

The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more continuous years.

### ALL ENTRIES

Entries must feature campaigns produced by one agency, for one brand, through a continuous five-year period. You must document at least one award-winning campaign per year (more is encouraged), indicating the year when it launched and the awards it won.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** The Brand who commissioned and contributed to the work.
- ✦ **Campaign Titles:** A descriptive and unique title for each campaign submitted.
  - **Campaign Type:** For each work submitted, you need to specify the main execution of the idea. *i.e. Print, Website, Television, Multiple Media, Immersive, etc.*
  - **Launch Year:** For each work submitted, you need to provide the year it originally launched.  
**\*Note:** Five *consecutive* years must be represented.
  - **Awards:** Include any awards (One Show or other) or media recognition the work received.
- ✦ **Description:** Use this to explain the evolution of the brand and agency work over the full five+ year span. This (500 words maximum) description will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELIGIBILITY

At least one of the campaigns included must have been launched within the current 2017 One Show eligibility dates: **January 1, 2016 – February 5, 2017.**

# CATEGORIES & FEES

## PENTA PENCIL

### SUBMISSION MEDIA:

Includes material and content that the jury will be reviewing. Penta Pencil submissions require digital file uploads of one of the following:

**OPTION 1: Case Study Video (5 minutes or less)**

Explain the relationship between the Agency and Brand, the success of the work created together, and showcase that work. It should focus on the collaboration behind the projects and their creative execution. These videos may also include cultural background, explanation and results.

**OPTION 2: Case Study Video (2 minutes or less)**

For each Campaign Title submitted, provide an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results.

**OPTION 3: Multiple PDF files**

For each Campaign Title submitted, provide an explanation of the project along with images. It should focus on the *idea* of the project and its creative execution. These PDF files may also include cultural background, explanation and results. PDF files must not contain active links to websites.

**OPTION 4: Digital Images**

For each Campaign Title submitted, provide images of the original artwork, installation images showing the placement, digital project boards, or a combination of these. It is recommended that at least one image showcase the evolution of the Agency/Brand relationship.

**\*Note:** Due to the highly specific nature of this category, the work can be submitted in a variety of formats. Please contact The One Show if you have any queries.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE US\$
			TYPE	FILES			
T01	Penta Pencil	5 or more	Case Study Video 2 minutes or less OR Digital Images OR PDF	1-20	5-50		\$1500
	<i>The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas, and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more continuous years.</i>						

# CATEGORIES & FEES

## CULTURAL DRIVER - GENERAL INFO

The Cultural Driver award recognizes influential ideas and executions that had a huge impact in their respective cultures and environments and stand outside the traditional categories in advertising and design.

Judges in this category are not looking for ideas that simply mirror what's cool in culture today. They are looking for work that is the pace car for the future of culture.

Your entry should not reflect culture, but add to pop culture. Your piece of communication should not have copied trends, but created new ones.

For example, was your advertising, branded entertainment and/or IP delivered in such a powerful way that it was responsible for a new dance? Climbed the Billboard charts? Gave birth to a new street term? Influenced fashion? Became a museum piece? Started a protest march? Launched a movement? Opened minds? Shocked the world?

### **ALL ENTRIES**

Entries must feature the cultural context for the work, the work itself and explanation of the impact it had on pop culture.

### **INFORMATION:**

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### **ELIGIBILITY**

The work must have been launched within the current 2017 One Show eligibility dates:

**January 1, 2016 – February 5, 2017.**

# CATEGORIES & FEES

## CULTURAL DRIVER

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* **\*Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. The Cultural Driver category requires digital file uploads of one of the following:

#### ✂ Case Study Video (2 minutes or less)

A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. You may submit supplemental media to support the elements discussed in your Case Study. **\*Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE US\$
			TYPE	FILES			
V01	Cultural Driver	1-10	Case Study Video 2 minutes or less	1	1-10		\$700
	<i>The Cultural Driver award recognizes influential ideas and executions that had a huge impact in their respective cultures and environments and stand outside the traditional categories in advertising and design.</i>						