

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.

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
A01	Broadcast – Short Form – Single <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
A02	Broadcast – Short Form – Campaign <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
A03	Broadcast – Long Form – Single <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
A04	Broadcast – Long Form – Campaign <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
A05	Film / Cinema – Fiction <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
A06	Film / Cinema – Non-Fiction / Documentary <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
A07	Online – Short Form – Single <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
A08	Online – Short Form – Campaign <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
A09	Online – Long Form – Single <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
A10	Online – Long Form – Campaign <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

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A11	Online – Live Webcast <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
A12	Music Videos <i>Live-action or animated videos created to promote a musician or musical act.</i>	1	Content Video	1	3		\$550
A13	Mobile <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
A14	Gaming <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
A15	Experiential – Virtual Reality (VR) <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
A16	Experiential – Live Events <i>Live events that feature and promote a brand.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
A17	User-Generated Content <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
A18	Self-Promotion <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
A19	Innovation in Branded Entertainment <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