

# 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.

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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

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<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