

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.

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
D01	Print – Flat & Dimensional <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	Ambient – P.O.P. & In-Store – Single <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	Ambient – P.O.P. & In-Store – Campaign <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	Ambient – Billboards & Transit – Single <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	Ambient – Billboards & Transit – Campaign <i>A campaign of 3-5 advertisements which appear in or around transit, targeting a specific audience for their location. Includes billboards, bus shelters, subways, taxis, and airports.</i>	3–5	Digital Images	0	3–10		\$700
D06	Ambient – Immersive / Installations <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	Ambient – Live Events <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	Ambient – Non-Broadcast Video <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	Digital – Websites, Mobile, & Banners <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	Digital – Social Media & Viral Marketing <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

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D11	Self-Promotion <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	Craft – Art Direction <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	Craft – Writing <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	Craft – Printing / Production <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	Craft – Use of Digital Technology <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	Craft – Data-Driven Personalization <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	Innovation in Direct <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