

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.

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
E01	Television – Short Form – Single <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
E02	Television – Short Form – Campaign <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
E03	Television – Long Form – Single <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
E04	Television – Long Form – Campaign <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
E05	Television – Varying Length Campaign <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
E06	Cinema Advertising <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
E07	Online Films & Video – Short Form – Single <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
E08	Online Films & Video – Short Form – Campaign <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
E09	Online Films & Video – Long Form – Single <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
E10	Online Films & Video – Long Form – Campaign <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
E11	Under 100K Budget <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
E12	User-Generated Content <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

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			TYPE	FILES			
E13	Self-Promotion	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>						
E14	Innovation in Film – Television / Cinema	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>						
E15	Innovation in Film – Online	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>						