

# 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