

CATEGORIES & FEES

MOBILE - GENERAL INFO

Mobile recognizes applications, digital publications and websites tailored for mobile devices.

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. Mobile 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.

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MOBILE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
H01	Websites <i>A mobile site created to promote a brand, product, or service.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H02	Applications <i>A mobile application created to promote a brand, product, or service.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H03	Utility <i>A branded mobile tool in-app or on a mobile site that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H04	Mobile Advertising <i>A digital advertisement formatted for a mobile site or application, created to promote a brand, product, or service.</i>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	1-10		\$550
H05	Publications <i>An interactive digital publication designed for viewing on a mobile device.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H06	Gaming <i>A game created for a mobile platform that features a brand as an integral component of gameplay.</i>	1	Case Study Video 2 minutes or less	1	3-5	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.	\$550
H07	Use of Technology <i>The use of new or existing technology on a mobile platform.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H08	Use of Technology – Augmented Reality <i>Real-time computer-generated components superimposed on a person's view of a physical space using a mobile platform.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H09	Use of Technology – Physical Product & Mobile Integration <i>A physical product integrated with a mobile platform, enhancing the user experience or use of the product.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H10	Self-Promotion <i>Work created for a mobile platform by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-5	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
H11	Craft – Visual Effects / Animation <i>Exemplary use of visual effects or animation in mobile-based work. Includes motion graphics, virtual reality, augmented reality, etc.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H12	Craft – Music / Sound <i>Exemplary use of music or sound in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H13	Craft – Dynamic Data Visualization <i>Exemplary use of responsive data visualization in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
H14	Innovation in Mobile	1	Case Study Video 2 minutes or less	1	3-10		\$550
<i>Mobile applications, sites, or advertising that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>							