

CATEGORIES & FEES

PRINT & OUTDOOR - GENERAL INFO

Print & Outdoor recognizes advertising communicated through printed publications and other collateral, or ambient media such as billboards and installations.

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. Print & Outdoor 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 such as posters, magazine advertisements, promotional items, etc.
- ✍ **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.
- ✍ **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			
K01	Publishing – Newspaper – Single <i>A single newspaper advertisement to promote a product, service, or message. Full page, spread, or small space may be entered here.</i>	1	Physical Materials	0	1		\$550
K02	Publishing – Newspaper – Campaign <i>A campaign of 3-5 newspaper advertisements to promote a product, service, or message. Full page, spread, or small space may be entered here.</i>	3-5	Physical Materials	0	3-5		\$700
K03	Publishing – Magazine – Single <i>A single magazine advertisement to promote a product, service, or message. Full page, spread, small space, or supplements may be entered here.</i>	1	Physical Materials	0	1		\$550
K04	Publishing – Magazine – Campaign <i>A campaign of 3-5 magazine advertisements to promote a product, service, or message. Full page, spread, small space, or supplements may be entered here.</i>	3-5	Physical Materials	0	3-5		\$700
K05	Publishing – Trade Publication <i>Business-to-business or business-to-consumer advertisements appearing in an industry-specific publication. Full page, spread, small space, or supplements may be entered here.</i>	Single: 1 Campaign: 3-5	Physical Materials	0	1-5		\$550
K06	Promotional / Collateral – Posters – Single <i>A single poster advertisement to promote a product, service, or message. Includes guerilla postings.</i>	1	Physical Materials OR Digital Images	0	1	A poster submitted in this category cannot be entered in category K09: P.O.P. & In-Store - Single.	\$550
K07	Promotional / Collateral – Posters – Campaign <i>A campaign of 3-5 poster advertisements to promote a product, service, or message. Includes guerilla postings.</i>	3-5	Physical Materials OR Digital Images	0	3-5	A poster campaign submitted in this category cannot be entered in category K10: P.O.P. & In-Store - Campaign.	\$700
K08	Promotional Items <i>Physical items created for a brand to promote a product, service, or message.</i>	Single: 1 Campaign: 3-5	Physical Materials OR Digital Images	0	1-10	Commercial packaging should be entered in category C21 or C22: Packaging.	\$550
K09	Ambient Media – 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.</i>	1	Physical Materials OR Digital Images	0	1-4	A poster submitted in this category cannot be entered in category K06: Posters - Single.	\$550
K10	Ambient Media – 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.</i>	3-5	Physical Materials OR Digital Images	0	3-10	A poster campaign submitted in this category cannot be entered in category K07: Posters - Campaign.	\$700
K11	Ambient Media – Billboards or Transit – Single <i>A single static advertisement which appears in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.</i>	1	Digital Images	0	1-4	Work that includes digital components should be entered in category K13: Dynamic Billboards or Transit. Work submitted in this category cannot be entered in category K14: Installations & Immersive - Single.	\$550

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K12	Ambient Media – Billboards or Transit – Campaign <i>A campaign of 3-5 static advertisements which appear in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.</i>	3-5	Digital Images	0	3-10	Work that includes digital components should be entered in category K13: Dynamic Billboards or Transit. Work submitted in this category cannot be entered in category K15: Installations & Immersive - Campaign.	\$700
K13	Ambient Media - Dynamic Billboards or Transit <i>Advertising which incorporates digital or electronic components that move or change. Includes digital and motorized billboards and other dynamic displays.</i>	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-10	Work entered in this category cannot be entered into K11 & K12: Billboards & Transit or K14 & K15: Installations & Immersive.	\$550
K14	Ambient Media – Installations & Immersive – Single <i>A single piece of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	1-4	Work submitted in this category cannot be entered in category K11: Billboards or Transit - Single or K13: Dynamic Billboards or Transit.	\$550
K15	Ambient Media – Installations & Immersive – Campaign <i>A campaign of 3-5 pieces of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</i>	3-5	Digital Images OR Case Study Video 2 minutes or less	1	3-10	Work submitted in this category cannot be entered in category K12: Billboards or Transit - Campaign or K13: Dynamic Billboards or Transit.	\$700
K16	Self-Promotion <i>Print or ambient media 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	1-10	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
K17	Craft – Art Direction <i>Exemplary communication of the brand's overall visual appearance in a print or ambient media piece or campaign.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550
K18	Craft – Writing <i>Exemplary writing in a print or ambient media piece or campaign.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550
K19	Craft – Illustration <i>Exemplary illustration within a print or ambient media piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550
K20	Craft – Photography <i>Exemplary photography within a print or ambient media piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$550
K21	Craft – Typography <i>Exemplary use of typography within a print or ambient media piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single: 1 Campaign: 3-5	Digital Images	0	1-5		\$550

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K22	Craft – Printing / Production	Single: 1 Campaign: 3-5	Physical Materials OR Digital Images	0	1-5		\$550
	<i>Specialized printing or production techniques applied to a print or ambient media piece or campaign.</i>						
K23	Craft – Use of Digital Technology	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	1-5		\$550
	<i>Specialized digital technologies applied to a print or ambient media piece or campaign.</i>						
K24	Innovation in Print & Outdoor – Print	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Print advertising that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						
K25	Innovation in Print & Outdoor – Ambient Media	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Ambient media that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						