

CATEGORIES & FEES

RADIO – GENERAL INFO

Radio recognizes advertising in the form of audio-based content such as broadcast or online commercial spots and podcasts.

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. Radio categories require digital file uploads of one of the following:

- ✎ **Audio:** An audio-only file without a visual component.
- ✎ **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. ***Note:** Reference images are optional for Audio entries.

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RADIO

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
M01	Broadcast – Single <i>A commercial spot broadcast over national, regional, or satellite radio stations.</i>	1	Audio	1	0-1		\$550
M02	Broadcast – Campaign <i>A campaign of 3 commercial spots broadcast over national, regional, or satellite radio stations.</i>	3	Audio	3	0-1		\$700
M03	Online – Streaming Audio <i>Commercial spots broadcast over an internet radio station or platform.</i>	Single: 1 Campaign: 3	Audio	1-3	0-1		\$550
M04	Online – Branded Podcast <i>A single or episodic podcast that integrates a brand into its content.</i>	1	Audio OR Case Study Video 2 minutes or less	1	0-3		\$550
M05	Online – Brand or Product Integration into Storyline <i>The incorporation of a brand as a scripted element of the storyline.</i>	1	Audio OR Case Study Video 2 minutes or less	1	0-3		\$550
M06	Custom Content <i>Content customized to an audience familiar with the brand. Can be stand-alone or woven into a larger plot or narrative. Includes user-generated content.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3		\$550
M07	Experiential Radio <i>Broadcast or online audio content that triggers action from the listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3		\$550
M08	Craft – Direction <i>Exemplary overall artistic vision of an audio-based piece.</i>	1	Audio	1	0-1		\$550
M09	Craft – Writing <i>Exemplary writing of an audio-based piece.</i>	1	Audio	1	0-1		\$550
M10	Craft – Sound Design <i>Exemplary sound design of an audio-based piece.</i>	1	Audio	1	0-1		\$550
M11	Craft – Use of Music <i>Exemplary use of original or adapted music in an audio-based piece.</i>	1	Audio	1	0-1		\$550
M12	Innovation in Radio <i>Radio advertising that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3		\$550