CATEGORIES & FEES

SOCIAL MEDIA - GENERAL INFO

Social Media recognizes work that leverages the power of social platforms to communicate a brand's message and interact with its targeted audience.

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. Social Media categories require digital file uploads of one 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.
- **URL:** An active link that must remain unchanged through The One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study content are acceptable.
- **Digital Images:** A composite of multiple images and information that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These composites may also include cultural background, explanation and results. ***Note:** These will also be used as Reference Images for your entry.
- **Case Study Video with Supplemental URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. ***Note**: The live site will be viewed at the judges' discretion.

REFERENCE IMAGES:
All entries require high res digital images. These images will be used for reference but will not be judged.

CATEGORIES & FEES

SOCIAL MEDIA

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
P01	**Social Media Page by a Brand** *A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.*	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	1–3		$550
P02	**Branded Social Post** *A single branded post on a social network, utilizing that particular network's individual qualities or strengths.*	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	1–3	If your post is a video, the entire video should be included in your case study.	$550
P03	**Branded Social Campaign** *A campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.*	3–10	Case Study Video 2 minutes or less	1	3–10		$700
P04	**Branded Social Post – Real-time Response** *The use of real-time information to create brand-centric messaging or to react to current events.*	Single: 1 Campaign: 3–10	Case Study Video 2 minutes or less	1	1–10		$550
P05	**Social Engagement – User-Generated Content** *Branded social content that is derived from user-submitted materials.*	Single: 1 Campaign: 3–10	Case Study Video 2 minutes or less	1	1–10		$550
P06	**Social Engagement – Community Building** *Branded social content that encourages a response or other active participation from users to trigger engagement and interaction with the brand.*	Single: 1 Campaign: 3–10	Case Study Video 2 minutes or less	1	1–10		$550
P07	**Craft – Writing** *Exemplary writing applied to a social media post or campaign.*	Single: 1 Campaign: 3–10	Digital Images OR Case Study Video 2 minutes or less	1	1–10		$550
P08	**Craft – Use of Visuals** *Exemplary use of visuals applied to a social media post or campaign. Includes static or dynamic elements.*	Single: 1 Campaign: 3–10	Digital Images OR Case Study Video 2 minutes or less	1	1–10		$550
P09	**Innovation in Social Media** *Use of social media that expands the possibilities of the medium. Entry should introduce new techniques or ideas.*	Single: 1 Campaign: 3–10	Case Study Video 2 minutes or less	1	3–10		$550