

THE ONE SHOW SURVIVAL GUIDE 2017

ONESHOW.ORG



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THE ONE SHOW

ABOUT

ONE SHOW QUICK FACTS

- Established in 1973
- Takes place in New York City
- Thousands of agencies, nonprofits and corporations from around the world enter
- 20,000+ total submissions in 2016
- 556 pencils awarded in 2016
- 69 countries represented in 2016
- Over 5,000 attendees in 2016

THE ONE CLUB

The One Club is the world's foremost non-profit organization devoted to elevating creative work in the industry. It seeks to celebrate the legacy of creative advertising and to use that legacy to inspire future generations.

The One Show remains the pinnacle of achievement by providing a showcase of the world's best creative and by inviting collaboration among individuals who are actively developing outstanding work. The brightest creative minds from advertising, digital, design, and marketing for consumer brands and non-profit organizations from around the world enter every year.

ONE CLUB INITIATIVES

Here Are All the Black People is one of the largest events of its kind — a multicultural career fair that over the years has created job opportunities for thousands of diverse students and young professionals.

Creative Boot Camps take place across the United States as well as China, South Africa and the U.K., introducing multicultural students to the creative side of the industry through a series of intensive workshops.

Education Programs give students access to leaders in the industry through agency tours, portfolio reviews and other networking opportunities.

Creative Leaders Retreat is a professional development program that taps some of the most influential leaders and risk-takers in the industry to mentor both rising and seasoned creatives.

THE ONE SHOW

IMPORTANT DATES

ENTRY DEADLINES

The One Show utilizes a quarterly entry system, offering four separate submission periods. This gives entrants the opportunity to submit work while it is first to market and top of mind. Our judges will view and judge the work on an ongoing basis by quarter, allowing them to view work in smaller batches and affording them more time to consider each piece.

Please note that since certain Design, Direct Marketing, and Print & Outdoor categories allow for physical material submissions, all work submitted in these categories will be judged during our in-person judging process in March 2017.

1st Quarter Deadline: July 29, 2016

2nd Quarter Deadline: September 30, 2016

3rd Quarter Deadline: December 2, 2016

Final Deadline: January 27, 2017

PHYSICAL MATERIALS

All physical media (Print, Collateral, etc.) must reach The One Club office by **February 10, 2017**.

PAYMENT

All offline payments **must** reach The One Club within **14 days** of the date on your invoice or your entries will NOT be judged.

JUDGING

First Round: Entries will be judged online after each Quarter Deadline.

Final Round: Entries that advance from First Round will be judged in March, 2017.

***Note:** First Round judging for Design, Direct Marketing, Print & Outdoor, and Penta Pencil entries will be after the final deadline.

SHORTLISTS & FINALISTS

Shortlisted work has advanced to the final round of judging. Please note that being shortlisted does not guarantee winning an award.

Shortlists Announced: 1st & 2nd Quarter – November, 2016
3rd Quarter – January, 2017

All work that has won an award – pencil or merit – is considered a Finalist. The specific type of award will be publicly revealed at The One Show ceremonies.

Finalists Announced: April, 2017

All finalists will be contacted to confirm that all information related to their winning entries is complete and accurate.

Finalist Confirmations Due: April 21, 2017

CREATIVE WEEK

Creative Week: May 8-12, 2017

The One Show Awards: May 10 & 12, 2017

THE ONE SHOW

ELIGIBILITY & RULES

DATES

All work must be published or aired for the first time between

January 1, 2016 – February 5, 2017

“Published” means the advertisement or work appeared in a form of mass media exposed to a substantial audience.

REQUIREMENTS

Entries must be submitted by industry professionals only.

One-time advertisements are eligible, as long as you submit a client contact name, phone number and email address with the entry. This information will be used to verify the ad if it is questioned during the judging process.

Executive Approval Form: All entries must be submitted with signed approval from an executive of the entering agency (CCO, ECD or equivalent) to verify that all work entered is authentic, approved by the client, submitted as aired or displayed, and is within the spirit of the rules. ***Note:** This required form will be automatically generated once you submit payment and complete your entries.

SUBMISSION RESTRICTIONS

Please refer to individual category requirements for specific category regulations.

The exact same piece may only be entered into a maximum of three different categories per discipline (excluding Craft categories).

The exact same piece may only be entered into multiple Quarters if entered into different categories.

The exact same piece may NOT be entered into different Vertical Markets.

The exact same piece in different executions may NOT be entered into the same category.

Work produced on behalf of The One Club or The One Show is not eligible.

INTERNATIONAL ENTRIES

The One Show accepts and celebrates entries from all countries. Please submit your work in its original language. English translations are required for all work in another language.

Physical Entries: For physical entries in a language other than English, please provide an English translation in the “Translation” section in Step 2 when creating your entry online.

Video Entries: For video entries in a language other than English, please provide English subtitles.

Radio Entries: For radio entries in a language other than English, please provide an English translation in the “Translation” section in Step 2 when creating your entry online.

PDF Entries: All PDF entries must be submitted in English.

THE ONE SHOW

ELIGIBILITY & RULES

NON-COMPLIANCE

The One Club reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

An agency, the regional office of an agency network, or the independent agency that enters an ad made for nonexistent clients, or made and run without a client's approval, will be banned from entering The One Show for 5 years.

The team credited on the fake ad will be banned from entering The One Show for 5 years.

An agency, the regional office of an agency network, or the independent agency that enters an ad that has run once, on late night TV, or has only run because the agency produced a single ad and paid to run it themselves, will be banned from entering The One Show for 3 years.*

***Note:** The One Club reserves the right to review 'late-night, ran-once' and launch versions, at The One Club's discretion. If it is determined that the ad was created expressly for award show entry, the penalty will hold.

TERMS & CONDITIONS

All entries become the property of The One Club for Art & Copy, Inc., and will not be returned. The One Club will require proof of publication for all entries. The One Club has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

The entrant also grants permission to The One Club to show, copy or play the entries at such times as The One Club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into The One Show. If any network or local television or radio station shall agree to telecast a news or other program relating to The One Show, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of The One Show as stated on the entry site, oneshow.org. Decisions of judges on all matters during judging, including qualifications and categories, are final. After judging, all disputes will be decided by The One Club Board of Directors. The One Club reserves the right to disqualify work that it finds to be fatally compromised as to originality or veracity after review and final decision by The One Club Board of Directors.

THE ONE SHOW

AWARDS

ONE SHOW PENCILS & MERITS

Finalists will receive one of four awards. Not all categories are guaranteed to have winners.

GOLD, SILVER, BRONZE Pencils will be awarded in all disciplines. Pencil winners will be presented in The One Show award ceremonies on May 10 and May 12, 2017. All Pencil winners will be published in the One Show Annual and in the online Archives.

MERIT awards will be awarded in all disciplines. Merit winners will be published in the One Show Annual and in the online Archives.

***Note:** All Finalists are subject to verification of the authenticity of the work prior to being awarded.

PENTA PENCIL

The One Show recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas and the clients who trust them. The Penta Pencil will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more continuous years.

CULTURAL DRIVER

This award recognizes influential ideas and executions that had a huge impact in their respective cultures and environments and stand outside the traditional categories in advertising and design.

GREEN PENCIL

The One Show is asking for more than your eco-friendly entries. We're asking all creative and strategic thinkers in our industry to approach environmental organizations that could benefit from the power of advertising.

Each discipline's jury may nominate entries for the Green Pencil. All juries will vote to select the most environmentally-minded piece across all disciplines. ***Note:** A Green Pencil award is not guaranteed.

SPECIAL AWARDS

BEST OF DISCIPLINE: Each jury will vote to select the best piece within a discipline.

BEST OF SHOW: All juries will vote to select the best piece across all disciplines.

TOP RANKINGS

The One Show will include awards for clients and agencies based on our ranking system. The rankings are determined by the number of Gold, Silver, Bronze and Merit awards won.

AGENCY OF THE YEAR: The agency of the year will be determined based on the total number of Pencil and Merit winners in all of the categories.

CLIENT OF THE YEAR: The client of the year will be determined based on the total number of Pencil and Merit winners in all of the categories.

NETWORK OF THE YEAR: The top agency network will be determined based on the number and level of awards each of its offices have won.

CREATIVE HOLDING COMPANY OF THE YEAR: The top holding company will be determined based on the number and level of awards each of its networks and offices have won.

THE ONE SHOW

GLOSSARY OF TERMS

For the purposes of The One Show, the terms on the following pages are to be used as provided.

CATEGORY STRUCTURE

DISCIPLINE:

The various classifications of work under which entries may be submitted. The One Show is divided into 15 disciplines (Print and Outdoor, Design, Cross-Platform, etc).

VERTICAL MARKET:

The specific industry to which your promoted product or service relates.

CATEGORY:

The specific media type. ***Note:** The term "Category" often includes the "Subcategory" information in correspondence.

SUBCATEGORY:

The most specific detail of your entry category selection. Multiple Subcategories may be listed within a Category. ***Note:** The term "Category" often includes the "Subcategory" information in correspondence.

QUARTER:

The One Show accepts entries in a quarterly system. There are four different deadlines to enter The One Show, with the final deadline being on January 27, 2017. ***Note:** Because Design, Direct Marketing and Print & Outdoor require physical submissions, these will be judged after the January deadline. However, you may submit them earlier if you wish.

COMPANY INFORMATION

COMPANY TYPE:

The main function of your company. Options available are Agency, Production Company, Design Firm, Digital Agency, PR & Marketing.

COMPANY ROLE:

The role of your company as it pertains to the project in your entry. Primary and Secondary Companies are listed with the "Agency" credit in the online Archives and the One Show Annual. Supporting companies are listed as a Supporting role in the published credits.

PRIMARY COMPANY:

The company that led the project. This is usually the agency of record. If multiple companies worked on the project, you may include them in the "Secondary Company" credit. ***Note:** Companies listed as "Primary Company" in the credits will be published under the "Agency" title, with the Secondary Companies. They will also be credited on-screen at the awards ceremonies.

SECONDARY COMPANY:

A company that also worked on the project. The lead company should be listed under "Primary Company." ***Note:** Companies listed as "Secondary Company" will be published under the "Agency" title, with the Primary Company. They will also be credited on-screen at the awards ceremonies.

SUPPORTING COMPANY:

A company that assisted in the creation of the project, but in a supporting role. ***Note:** These companies will be published as "Supporting" in the online Archives and One Show Annual. They will not be credited on-screen at the awards ceremonies.

THE ONE SHOW

GLOSSARY OF TERMS

ENTRIES

SINGLE:

A single piece of work that may or may not be part of a campaign.

SERIES / CAMPAIGN:

Three to five pieces (elements) of work that are part of the same campaign. Specifics can vary between categories. This information is listed as "Elements Required" with each category's requirements. ***Note:** Two pieces (elements) must be entered as two Single entries; they do not count as a Campaign.

SINGLE OR SERIES / SINGLE OR CAMPAIGN:

Either a single piece (element) of work or a campaign of three to five pieces (elements) of work. Please see the individual category requirements for specifics. ***Note:** Two pieces (elements) must be entered as two Single entries and do not count as a Single or Campaign.

COMPLETED ENTRIES:

After submitting Payment in the entry process, your entries are considered "Completed." Entries that are not completed still exist on your "Review Entries" page, but will not be eligible for judging until completed. ***Note:** "Completed Entries" may be referred to as "Closed Entries" in correspondence.

ITEMIZED LIST:

This is a list of all of your completed One Show entries that are being submitted to The One Show for judging.

EXECUTIVE APPROVAL FORM (EA FORM):

Approval form verifying that the work submitted is authentic and was approved by the client.

VERIFICATION FORM:

A form explaining where and when the work ran, with proof of print or air date.

PAYMENT

INVOICE / PAYMENT FORM:

This is a documentation of the financial summary of your entries. This will only include the entries for which you have submitted Payment in the entry process.

OFFLINE PAYMENT:

Payment by Check, Offline Credit Card or Wire Transfer are accepted as Offline Payment. The completed second page of the Invoice / Payment Form must be sent along with your payment. ***Note:** Not including the required information may cause the processing of your entries to be delayed. Your payment status will remain "Not Paid" until we receive and process your payment.

ONLINE PAYMENT:

Payment by Online Credit Card (AMEX, MASTERCARD, VISA and DISCOVER) is accepted. Your credit card information will be encrypted and processed via VeriSign Secure Online Payment Gateway so your privacy is protected. The One Club WILL NOT STORE your information for any reason.

SHORTLIST & FINALISTS

SHORTLIST:

These are the submissions that were judged in early stages and made it past the first round. The One Show will be announcing two shortlists before starting the final round of judging, when winners will be determined.

THE ONE SHOW

GLOSSARY OF TERMS

FINALIST:

After the final judging in March, The One Show will be releasing a list of all of the Finalists. Each Finalist has won either a Pencil or Merit award. The specific type of Pencil or award will not be publicly revealed until The One Show award ceremonies on May 10 and 12, 2017. ***Note:** All Finalists are subject to verification of the authenticity of the work prior to being awarded.

FINALIST CONFIRMATIONS:

All Finalists will be notified of their award in April, 2017, at which time they will be required to confirm that all information related to their winning entries is complete and accurate. Finalist Confirmations must be submitted by April 21, 2017 to ensure that the correct information is presented online, during Creative Week, and at The One Show Ceremony.

SUBMISSION MEDIA

SUBMISSION MEDIA:

This refers to the material and content that the jury will be reviewing. This can include physical items, digital images, videos, audio files, URLs or PDFs.

ELEMENT:

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.

MEDIA:

Media includes physical items, digital images, videos, audio files, URLs or PDFs. ***Note:** Reference Images are considered as Media, but not Submission Media.

CONTENT VIDEO:

A video with content as it originally aired. Content Videos contain no extraneous information and should not include background, explanation or results.

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.

CONTENT IMAGE:

An image with content as it was originally placed. Content Images contain no extraneous information and should not include background, explanation or results.

INSTALLATION IMAGE:

These images show the work in context, as it was placed and the surrounding environment. i.e. An image of a poster installed in a bus shelter, or a billboard on the side of a highway.

PROJECT BOARD:

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 can be submitted as printed pieces in Physical categories or as a jpeg in Digital Image categories. These composites may also include cultural background, explanation and results. ***Note:** For digital project boards, all information should be large enough to be seen from a distance when projected.

REFERENCE IMAGES:

All entries require high resolution digital images. Only images for entries submitted in categories listed as judging digital images will be seen by the jury. ***Note:** Radio entries are not required to include images, but they may be submitted with your entry.

THE ONE SHOW

GLOSSARY OF TERMS

VERTICAL MARKETS

In 2017 The One Show is highlighting work in key verticals. Entries from the same industries and categories will now be grouped together during judging.

When entering your work, you may select from the following Vertical Markets.

***Note:** Work that is created for a for-profit client that has a socially responsible message should be entered into the Corporate Social Responsibility (CSR) / Purpose-Led Marketing Vertical Market. For example, a “don’t text and drive” campaign for an automotive brand should go in the CSR Vertical Market and NOT in Automotive.

***Note:** The exact same piece may NOT be entered into different Vertical Markets.

Automotive / Cars / Motorcycles / Trucks

Banking / Financial Services / Insurance / Investment

Beverages – Alcoholic Drinks

Beverages – Non-Alcoholic Drinks

Consumer Packaged Goods / Food / Candy / Snacks

Includes any fast-moving edible items sold in stores; foods that get used up and have to be replaced frequently

Consumer Services

Includes services that do not involve the production of tangible goods (i.e., landscaping, moving, consulting, storage, couriers)

Corporate Social Responsibility (CSR) / Purpose-Led Marketing

Work that is created for a for-profit client that has a socially responsible message

Cosmetics / Toiletries / Personal Care

Durable Consumer Goods / Home Appliances

Consumer products that do not have to be purchased frequently that are made to last for an extended period of time (typically more than three years)

Entertainment / Games / Toys

Includes physical and digital games

Fashion / Clothing / Footwear / Accessories

Health / Pharmaceuticals / Public Health & Safety

Includes work created on behalf of for-profit clients

Household Goods / Cleaning Products

Goods and products used to maintain a household (i.e., paint, gardening supplies, kitchen utensils)

Non-Profit Organizations / Charities / Education / Government

Pet Products

Publications & Media / Books / News

Real Estate

Restaurants / Fast Food Outlets

Retail

Any store that sells products to the public other than restaurants

Self-Promotion / Internal & Corporate Communications

Sports / Fitness / Sports Apparel

Technology Hardware – Electronics / Computers / Business Equipment / Mobile Phones

Technology Software – Internet / Telecommunications / Software & Apps

Tourism / Travel / Transportation

ENTERING

INFORMATION REQUIREMENTS

All One Show entries require information on the project. Below is the information that is required for all entries, regardless of category.

***Note:** Optional fields are noted as such.

GENERAL PROJECT INFORMATION

Client Company – Who was the client on the project?

Client URL – Client's website *(optional)*

Entry Title – Name your entry appropriately

Long Description – Describe your project in 150 words or less; the jury will see this *(optional)*

Short Description – In 105 characters or less, describe your project; may be used for social media promotions *(optional)*

Translation to English – required for all entries which are not originally in English

Contact Details – Who can we contact about this specific entry?

CREDITS

COMPANY – Which companies worked on this project?

Company Name

Company City

Company Type – can select Agency, Production Company, Design Firm, Digital Agency, or PR / Marketing

Company Role – can select Primary Company, Secondary Company, or Supporting Company *(see glossary for clarification)*

INDIVIDUAL – Which individuals contributed to this project?

First Name

Last Name

Title – to be selected from the list provided

Company – Choose the company that this individual is associated with. For a company to appear here, it must be entered in the Company credits.

MEDIA

Judging media is determined by the category. However, each entry is required to include reference images and a thumbnail. The jury will see this thumbnail for reference only during judging.

Further information on media requirements can be found in the Submission Media section of this packet.

***Note:** Radio entries are not required to include images, but they may be submitted with your entry.

ENTERING

MAILING INSTRUCTIONS

Some One Show categories require that physical materials are submitted for judging. These entries must be received at The One Club no later than **February 10, 2017**.

ENTRY LABELS

All labels for physical entries will be automatically generated in The One Show entry system. These can be downloaded on the "Completed Entries" page in your account.

All entry labels must be printed and attached to your entry before mailing.

***Note:** Only entries that require physical materials for judging will have an entry label generated. All judging media for non-physical entries is handled automatically through The One Show online entry system.

SHIPPING

Physical entries should be mailed to:

**The One Club
Attn: The One Show
260 5th Avenue
2nd Floor
New York, NY 10001
United States**

The One Show online entry system will generate mailing labels for you. Please affix these to the outside of your shipment packaging, in addition to any courier labels required.

ENTERING

PAYMENT

All payments must be made in U.S. Dollars.

All offline payments must reach The One Club within **14 days** after the date on your invoice.

ONLINE PAYMENT

Online payments are accepted via credit card. AMEX, MASTERCARD, VISA and DISCOVER credit cards are accepted via VeriSign Secure Online Payment Gateway.

OFFLINE PAYMENT

Offline payments include the following:

CHECK – For the total amount of fees, checks must be made payable to: The One Club for Art and Copy

***Note:** ALL CHECKS MUST BE IN U.S. DOLLARS DRAWN ON A U.S. BANK.

OFFLINE CREDIT CARD – The One Show online entry system will automatically generate a printable payment form. Fill this out with your card information.

***Note:** AMEX, MASTERCARD, VISA and DISCOVER credit cards are accepted.

WIRE TRANSFER – International entrants may arrange for payment via wire transfer. Account details will be given during the payment process.

REFUNDS

All entry fees are non-refundable and non-transferable.

SUBMISSION MEDIA

ALL ENTRIES

All entries must include media for judging. Each category has specific requirements. Please refer to the Categories section for details.

PHYSICAL MATERIALS

The Print & Outdoor, Design, and Direct Marketing disciplines contain categories which require physical materials. This includes posters, newspaper & magazine ads, 3-dimensional products and promotional items, etc. Submission requirements are outlined on the following pages.

DIGITAL IMAGES

Digital image submissions have specific technical requirements, as outlined on the following pages. All entries, regardless of submission type, require high-res digital images to be used for reference.

***Note:** Radio entries do not require images, but they may be submitted with your entry.

VIDEOS

Video submissions have specific technical requirements, as outlined on the following pages. All video entries must be uploaded into The One Show online entry system.

AUDIO

Audio file submissions are accepted in the Radio discipline. Specific technical requirements are outlined on the following pages.

URLS

URL submissions are accepted in the Interactive discipline as well as several other categories. URLs must remain active through The One Show judging period and may not be host pages for videos. Landing pages of case study content are accepted. Specific submission requirements are outlined on the following pages.

PDF

PDF submissions are accepted in the Public Relations discipline for summaries of campaigns.

VIDEO + URL SUPPLEMENT

Some categories allow for both a video and URL to be submitted. For these categories, your video will be your primary judging media. The jury will have the option to also view the URL.

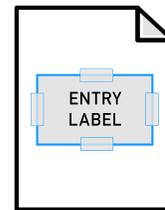
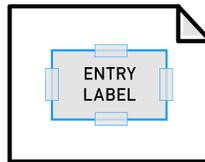
SUBMISSION MEDIA

PHYSICAL ENTRIES - 2D

The Print & Outdoor, Design, and Direct Marketing disciplines include categories that require physical materials.

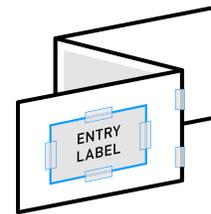
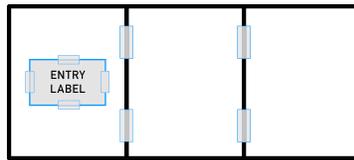
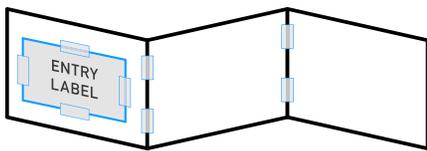
SINGLE

- ✎ Tape the entry label to the back of your entry



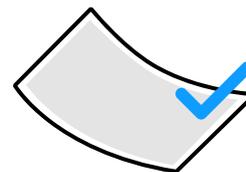
CAMPAIGN

- ✎ Tape your campaign pieces together horizontally
- ✎ Tape your entry label to the back of the first piece
- ✎ Fold your entry like an accordion



ALL PRINT WORK

- ✎ Do NOT mount your work



NOTE

- ✎ Any print work over 24" x 36" (60 cm x 90 cm) must be submitted digitally.
*See Digital Images page for digital image requirements

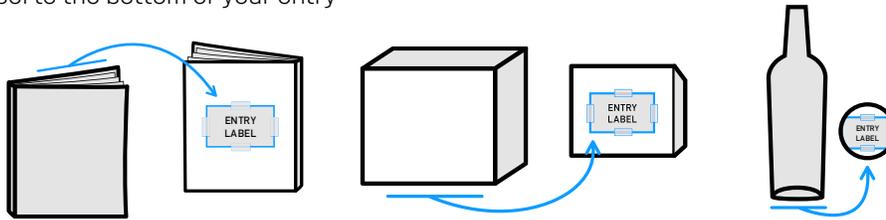
SUBMISSION MEDIA

PHYSICAL ENTRIES - 3D

The Print & Outdoor, Design, and Direct Marketing disciplines include categories that require physical materials.

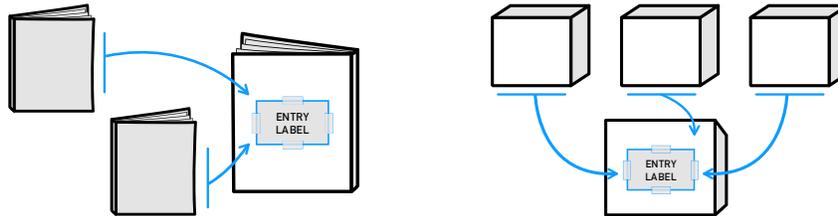
SINGLE

- ✎ Tape the entry label to the bottom of your entry



CAMPAIGN

- ✎ Tape the entry label to the bottom of each piece in your campaign entry.
- ✎ Include all pieces of a campaign in the same box for shipment



NOTE

- ✎ For oddly-shaped or unique items, please email oneshow@oneclub.org with questions
- ✎ Do not use packing peanuts in your shipment
- ✎ If you need to send a project board with your 3D piece, it must be smaller than 24" x 24" (60 cm x 60 cm)

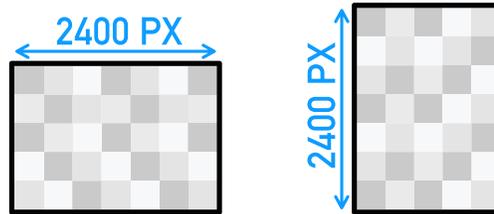
SUBMISSION MEDIA

DIGITAL IMAGES

Follow these specs for ALL digital images submitted for ALL entries.

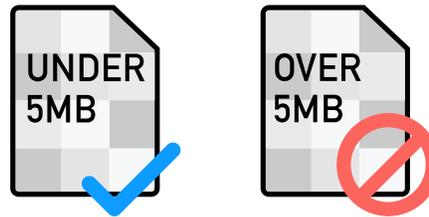
DIMENSIONS

- ✎ The longest side of each image should be at least 2400 pixels long
- ✎ The longest side of each image must be a maximum of 4800 pixels long



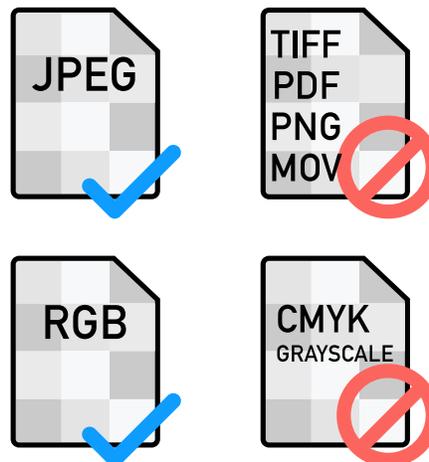
FILE SIZE

- ✎ Each file must be no larger than 5 MB



FORMAT

- ✎ Each file must be a high res JPEG
- ✎ Each file must be RGB color mode



SUBMISSION MEDIA

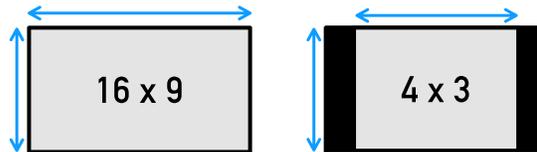
VIDEOS

Video entries will only be accepted through online upload. DVDs will not be accepted.

**Please reference the individual category requirements for length restrictions*

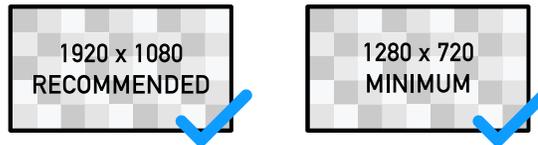
ASPECT RATIO

- ✎ All videos must be submitted in 16x9 format
- ✎ 4x3 videos should be submitted with black pillars



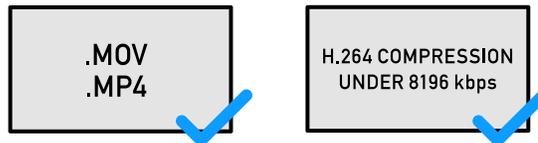
RESOLUTION

- ✎ 1920 x 1080 is preferred and recommended
- ✎ Minimum resolution of 1280 x 720



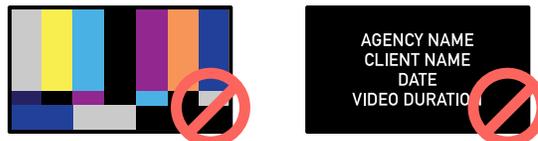
FORMAT

- ✎ .mov or .mp4
- ✎ H.264 compression with a maximum bit rate of 8196 kbps
- ✎ Audio compression must be AAC



EXTRAS

- ✎ Do NOT include color bars or tone
- ✎ Do NOT include agency information or slates



SUBMISSION MEDIA

AUDIO

Audio entries will only be accepted through online upload.

**Please reference the individual category requirements for length restrictions*

FILE SIZE

Each file should be no larger than 200MB



FORMAT

All audio files must be in MP3 format



EXTRAS

Do NOT include agency information

Do NOT include audio slates



SUBMISSION MEDIA

URLS

URL entries will only be accepted through the online entry system.

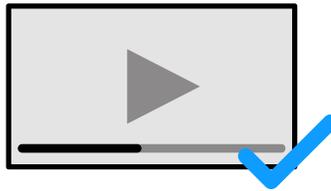
URL CONTENT

- ✦ Entries must be an active URL
- ✦ The site entered must remain unchanged for your entry through April 2017
- ✦ URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)
- ✦ Landing pages of case study content are acceptable



VIDEOS

- ✦ If you have a case study video, it must be submitted through the online upload system



EXTRAS

- ✦ Password-protected URLs are NOT recommended

CATEGORIES & FEES

BRANDED ENTERTAINMENT – GENERAL INFO

Branded Entertainment recognizes the merging of advertising and entertainment content. It includes work that is built around a brand and goes beyond traditional product placement or sponsorship.

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. Branded Entertainment categories require digital file uploads of one of the following:

- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. ***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✦ **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.
- ✦ **Cut-down Highlight Reel with Supplemental URL:** For long form videos, you may submit a 3-minute "best of" cut of the content. This will be used as your primary judging media. With this option, you may provide a URL to the full length work. ***Note:** The full length work 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

BRANDED ENTERTAINMENT

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
A01	Broadcast – Short Form – Single <i>A program, special or one-time screening of an entertainment production with a brand integration into the script, plot, or broader themes of the content, airing on network or cable television. Short form is reserved for submissions that are no longer than 5 minutes.</i>	1	Content Video	1	3	Commercial spots that aired on television should be entered into the Film discipline.	\$550
A02	Broadcast – Short Form – Campaign <i>A series of 3 programs or specials of an entertainment production with a brand integration into the script, plot, or broader themes of the content, airing on network or cable television. Short form is reserved for submissions that are no longer than 5 minutes.</i>	3	Content Video	3	9	Commercial spots that aired on television should be entered into the Film discipline.	\$700
A03	Broadcast – Long Form – Single <i>A program or special with a brand integrated into the script, plot, or broader themes of the content, airing on network or cable television. Long form is reserved for submissions that are longer than 5 minutes.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3	Commercial spots that aired on television should be entered into the Film discipline.	\$550
A04	Broadcast – Long Form – Campaign <i>A series of 3 programs or specials with a brand integrated into the script, plot, or broader themes of the content, airing on network or cable television. Long form is reserved for submissions that are longer than 5 minutes each.</i>	3	Highlight Reel OR Highlight Reel + URL	3	9	Commercial spots that aired on television should be entered into the Film discipline.	\$700
A05	Film / Cinema – Fiction <i>Commercial films or features with a brand integrated into the script, plot, or broader themes of the content, released in theaters.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3		\$550
A06	Film / Cinema – Non-Fiction / Documentary <i>Documentary films with a brand integrated into the script, plot, or broader themes of the content, released in theaters.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3		\$550
A07	Online – Short Form – Single <i>An online video, movie, or webisode with a brand integrated into the script, plot, or broader themes of the content. Short form is reserved for submissions that are no longer than 5 minutes.</i>	1	Content Video	1	3	Commercial spots that aired online should be entered into the Film discipline.	\$550
A08	Online – Short Form – Campaign <i>A series of 3-5 online videos, movies, or webisodes with a brand integrated into the script, plot, or broader themes of the content. Short form is reserved for submissions that are no longer than 5 minutes each.</i>	3-5	Content Video	3-5	9-15	Commercial spots that aired online should be entered into the Film discipline.	\$700
A09	Online – Long Form – Single <i>An online video, movie, or webisode with a brand integrated into the script, plot, or broader themes of the content. Long form is reserved for submissions that are longer than 5 minutes.</i>	1	Highlight Reel OR Highlight Reel + URL	1	3	Commercial spots that aired online should be entered into the Film discipline.	\$550
A10	Online – Long Form – Campaign <i>A series of 3-5 online videos, movies, or webisodes with a brand integrated into the script, plot, or broader themes of the content. Long form is reserved for submissions that are longer than 5 minutes each.</i>	3-5	Highlight Reel OR Highlight Reel + URL	3-5	9-15	Commercial spots that aired online should be entered into the Film discipline.	\$700

CATEGORIES & FEES

BRANDED ENTERTAINMENT

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
A11	Online – Live Webcast <i>An online video that documents a brand's live event via webcast, in real-time or pre-recorded.</i>	1	Case Study Video 2 minutes or less	1	3		\$550
A12	Music Videos <i>Live-action or animated videos created to promote a musician or musical act.</i>	1	Content Video	1	3		\$550
A13	Mobile <i>An application on a mobile platform that features a brand as an integral component.</i>	1	Case Study Video 2 minutes or less	1	3		\$550
A14	Gaming <i>Gaming that features a brand as an integral component of gameplay. Includes online, mobile, console, computer and other digital games.</i>	1	Case Study Video 2 minutes or less	1	3	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.	\$550
A15	Experiential – Virtual Reality (VR) <i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1	Case Study Video 2 minutes or less	1	3	No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience.	\$550
A16	Experiential – Live Events <i>Live events that feature and promote a brand.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
A17	User-Generated Content <i>Branded content that is derived from customer/user submitted materials. Can be stand-alone or woven into a larger plot or narrative.</i>	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3-9	Commercial spots (television, film or online) should be entered into the Film discipline.	\$550
A18	Self-Promotion <i>Branded content created by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3	Content Video OR Case Study Video 2 minutes or less	1-3	3-9	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
A19	Innovation in Branded Entertainment <i>Branded content 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	3-9		\$550

CATEGORIES & FEES

CROSS-PLATFORM - GENERAL INFO

Cross-Platform recognizes creative concept and message integration in multi-channel and experiential 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. Cross-Platform 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.

REFERENCE IMAGES:

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

CATEGORIES & FEES

CROSS-PLATFORM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
B01	Experiential – Events & Competitions <i>A planned public event, competition or social gathering centered around a brand.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
B02	Experiential – Installations <i>Kiosks, art exhibitions, or constructed public environments that carry a strong brand message. Installations can integrate digital, mobile, virtual reality and other interactive technology.</i>	1	Case Study Video 2 minutes or less	1	3–10	No special equipment will be used for judging. You must submit the required case study video to showcase the installation experience.	\$800
B03	Experiential – Guerilla <i>A public event, competition or social gathering which uses unconventional, imaginative, and/or low-budget techniques to engage people with a brand.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
B04	Experiential – Augmented Reality <i>Real-time computer-generated components superimposed on a person's view of a physical space.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
B05	Integrated Branding <i>A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to TV, print, online, outdoor, or radio.</i>	3–10 in at least 3 mediums	Case Study Video 2 minutes or less	1	3–10	Case study videos should include all elements of the campaign.	\$800
B06	Integrated Branding – Online <i>A purely digital integrated campaign consisting of 3-10 elements, executed in at least 3 online mediums. Mediums can include, but are not limited to websites, mobile, social media, or online video.</i>	3–10 in at least 3 online mediums	Case Study Video 2 minutes or less	1	3–10	Case study videos should include all elements of the campaign.	\$800
B07	Brand Transformation <i>A restructuring of a brand's image that changes the way that consumers perceive the brand or organization.</i>	1	Case Study Video 2 minutes or less	1	3–10	Case study videos should explain the transformation from the original to updated brand image.	\$800
B08	Self-Promotion <i>A cross-platform campaign created by an individual or company to promote themselves or their services.</i>	1	Case Study Video 2 minutes or less	1	3–10	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).	\$800
B09	Craft – Art Direction <i>Exemplary art direction as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
B10	Craft – Writing <i>Exemplary writing as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
B11	Craft – Illustration <i>Exemplary illustration as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
B12	Craft – Photography <i>Exemplary photography as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800

CATEGORIES & FEES

CROSS-PLATFORM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
B13	Craft – Animation <i>Exemplary animation as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
B14	Craft – Sound <i>Exemplary use of sound as applied to all elements of a cross-platform campaign.</i>	3–10, of any medium	Case Study Video 2 minutes or less	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.	\$800
B15	Innovation in Cross-Platform – Experiential <i>An event, installation, or other immersive experience that expands the possibilities of the medium. Entry should introduce new technologies or techniques.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$800
B16	Innovation in Cross-Platform – Integrated Branding <i>An integrated campaign that expands the possibilities of the medium. Entry should introduce new technologies or techniques.</i>	3–10 in at least 3 mediums	Case Study Video 2 minutes or less	1	3–10	Case study videos should include all elements of the campaign.	\$800

CATEGORIES & FEES

DESIGN - GENERAL INFO

Design recognizes the art and practice of planning and projecting ideas and experiences with visual and textual content.

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. Design 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, packaging, promotional items, publications, 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.
- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. ***Note:** The One Show reserves the right to stop viewing a long-form video entry after 3 minutes.
- ✦ **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

DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
C01	Branding – Logo <i>A textual and/or graphic image that identifies a company or product while also communicating the brand.</i>	1	Physical Materials OR Digital Images	0	1–3	A logo and its variations can be entered in this category.	\$400
C02	Branding – Identity System <i>3–10 elements of an identity system for a brand (may include business cards, stationery, logo, branding guidelines, etc.)</i>	3–10	Physical Materials	0	3–10	Actual elements should be submitted when possible. Unmounted project boards are also accepted. A logo and its variations should be entered as a single entry in category C01: Logo.	\$550
C03	Branding – Collateral Item <i>A single element of a brand identity system, such as letterhead, a business card or other collateral.</i>	1	Physical Materials	0	1–3	Logos should be entered in category C01: Logo.	\$400
C04	Branding – Brand Books / Identity Guidelines <i>A document (printed or digital) that establishes how all visual aspects of a brand will be handled.</i>	1	Physical Materials OR Digital Images	0	3–6	Digital images should be submitted for work released in a digital format.	\$400
C05	Branding – Annual Reports & Corporate Sustainability Reports <i>A document (printed or digital) presenting the financials and/or sustainability initiatives of a company to its shareholders.</i>	1	Physical Materials OR Digital Images	0	3–6	Digital images should be submitted for work released in a digital format.	\$400
C06	Branding – Rebranding <i>3–10 elements of a new identity system for an existing brand (may include business cards, stationery, logo, branding guidelines, etc.). Must include Before/After images.</i>	3–10	Physical Materials	0	3–10	Should include images or explanation of the transformation from the original to updated branding. Actual elements should be submitted when possible. Unmounted project boards are also accepted.	\$550
C07	Branding – Brand Installations <i>Temporary or permanent content-rich experiences that connect people to a brand in an indoor or outdoor space. Includes pop-up stores, corporate events, exhibitions, trade show booths, street art or takeovers of public spaces.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10	Billboards and transit should be entered in categories C30 and C31: Ambient Media	\$400
C08	Editorial – Book Cover Design <i>Book jackets and covers designed for commercially available publications.</i>	Single: 1 Series: 3–10	Physical Materials	0	1–10	Non-commercially available books should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs. Each cover in a series must have been released within the eligibility dates.	\$400
C09	Editorial – Book Layout Design <i>Overall layout design for a commercially available book.</i>	1	Physical Materials	0	3–6	Non-commercially available books should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400

CATEGORIES & FEES

DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
C10	Editorial – Magazine Cover Design						
	<i>Design of a commercially available magazine cover. Series may include multiple covers for a single issue or multiple issues of the same publication.</i>	Single: 1 Series: 3-12	Physical Materials	0	1-12	Non-commercially available magazines should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs. Each cover in a series must have been released within the eligibility dates.	\$400
C11	Editorial – Magazine Layout Design						
	<i>Overall layout design for a commercially available magazine.</i>	1	Physical Materials	0	3-6	Non-commercially available magazines should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400
C12	Editorial – Newspaper Design						
	<i>Overall layout or spread design for a commercially available newspaper.</i>	1	Physical Materials	0	1-6	Non-commercially available newspapers should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400
C13	Editorial – Digital Publications						
	<i>Overall layout design and functionality of e-books, digital magazines and catalogues.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10		\$400
C14	Typography – Typeface Design						
	<i>A new font or family of fonts.</i>	1	Physical Materials OR Digital Images	0	1-5	Use of the typeface will not be judged, but may be submitted for reference.	\$400
C15	Typography – Static						
	<i>A non-moving type-based composition for a brand. It can be stand-alone or incorporated into a larger design. Includes printed, digital, and 3D objects.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images	0	1-5		\$400
C16	Typography – Dynamic / In Motion						
	<i>An animated (kinetic) type composition for a brand. It can be stand-alone or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Content Video OR Case Study Video 2 minutes or less	1	1-5	Multiple videos for the same series should be combined into one video for entry submission.	\$400
C17	Promotional – Posters – Single						
	<i>A poster created for a brand (company or individual) with the intent of promoting a product or service.</i>	1	Physical Materials OR Digital Images	0	1		\$400
C18	Promotional – Posters – Series						
	<i>A series of 3-5 posters created for a brand (company or individual) with the intent of promoting a product or service.</i>	3-5	Physical Materials OR Digital Images	0	3-5		\$550
C19	Promotional – Booklets, Brochures, & Product Catalogues						
	<i>Communications in the form of a booklet, brochure, catalogue, or other bound printed material.</i>	Single: 1 Series: 3-5	Physical Materials	0	3-6		\$400
C20	Promotional Items						
	<i>Physical items created for a brand with the goal of promoting a product or service.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images	0	1-10	Commercial packaging should be entered in category C21 or C22: Packaging.	\$400

CATEGORIES & FEES

DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
C21	Packaging – Mass-market <i>Packaging for a commercially available product or line of products. A series consists of 3-5 varieties of the same product.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–10	Packaging of non-commercially available items should be entered in category C20: Promotional Items or C39: Self-Promotion.	\$400
C22	Packaging – Specialty <i>Packaging for a limited-distribution or limited-edition product or line of products. A series consists of 3-5 varieties of the same product.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–10	Packaging of non-commercially available items should be entered in category C20: Promotional Items or C39: Self-Promotion.	\$400
C23	Data Visualization – Static <i>Visual representation of data generated by a brand. Includes Charts, Maps, Graphs, etc.</i>	Single: 1 Series: 3–5	Digital Images	0	1–5		\$400
C24	Data Visualization – Dynamic <i>Flexible visual representation of data generated in response to the user's interaction with the data. Includes custom content and user-generated content.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	1–10		\$400
C25	Digital – Website Design <i>The aesthetics and usability of a complete website or specific section within a site. Includes both mobile and desktop sites.</i>	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	3–5		\$400
C26	Digital – App Design <i>The aesthetics and usability of a branded application. Includes both mobile and desktop applications.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
C27	Digital – Game Design <i>The aesthetics and usability of a branded or promotional game, on any platform.</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.	\$400
C28	Digital – Utility Design <i>A branded digital tool that engages consumers and improves their experience of a brand. Includes ecommerce, rating system, etc.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
C29	Digital – Interface Design <i>Design of the visual language for a branded site or other digital work. Includes websites, games, software, etc.</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 user experience.	\$400
C30	Immersive / Environmental – Ambient Media – Single <i>A single element of environmental design including billboards, transit, kiosks, and other ambient media.</i>	1	Digital Images	0	1–4		\$400
C31	Immersive / Environmental – Ambient Media – Series <i>A series of 3-5 elements of environmental design including billboards, transit, kiosks, and other ambient media.</i>	3–5	Digital Images	0	3–10		\$550
C32	Immersive / Environmental – Indoor Spaces <i>Temporary or permanent immersive experiential indoor spaces such as live events, exhibitions, interior architecture, art interventions, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10	Billboards and transit should be entered in categories C30 and C31: Ambient Media.	\$400

CATEGORIES & FEES

DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
C33	Immersive / Environmental – Outdoor Spaces <i>Temporary or permanent immersive experiential outdoor spaces such as live events, exhibitions, architecture, art interventions, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10	Billboards and transit should be entered in categories C30 and C31: Ambient Media.	\$400
C34	Immersive / Environmental – Wayfinding <i>A system of signage used to guide the user through an environment by using landmarks, signs and pathways. Can be indoor or outdoor, temporary or permanent.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10		\$400
C35	Motion Graphics – Single <i>A single moving image-based work that communicates a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, etc.</i>	1	Content Video	1	3	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$400
C36	Motion Graphics – Series <i>A series of 3-5 moving image-based works that communicate a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, etc.</i>	3–5	Content Video	3–5	9–15	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
C37	Motion Graphics – Title Sequences <i>Opening or ending title sequences developed for film, television or internet release.</i>	1	Content Video	1	3	Multiple videos for the same series should be combined into one video for entry submission.	\$400
C38	Self-Promotion <i>Work designed by an individual or company to promote themselves or their services.</i>	Single: 1 Series: 3–5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	3–10	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).	\$400
C39	Craft – Art Direction <i>Exemplary communication of the overall visual appearance of a work or works.</i>	Single: 1 Series: 3–5	Digital Images	0	1–10		\$400
C40	Craft – Illustration <i>Exemplary use of illustration to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3–5	Digital Images	0	1–10		\$400
C41	Craft – Photography <i>Exemplary use of photography to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3–5	Digital Images	0	1–10	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$400
C42	Craft – Animation <i>Exemplary use of animation to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3–5	Content Video	1–5	3–15		\$400
C43	Craft – Printing & Paper Craft <i>Work that features the application of specialized skills, technologies and other uses of paper and printing techniques (screen printing, laser cutting, embossing, 3D printing).</i>	Single: 1 Series: 3–5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	1–10	Actual elements should be submitted when possible. Unmounted project boards with a physical sample are also accepted.	\$400

CATEGORIES & FEES

DESIGN

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
C44	Innovation in Design – Print Design <i>Physical items that are deemed new, original and more effective than any existing ones. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400
C45	Innovation in Design – Digital Design <i>Digital work that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400
C46	Innovation in Design – Immersive Design <i>Immersive experiences that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400
C47	Innovation in Design – Motion Graphics <i>Motion graphics work that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400

CATEGORIES & FEES

DIRECT MARKETING – GENERAL INFO

Direct Marketing recognizes targeted communications, delivered via physical or digital mediums, that elicit a direct response.

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. Direct 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.
- ✦ **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.
- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. ***Note:** The One Show reserves the right to stop viewing a long-form video entry after 3 minutes.
- ✦ **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

DIRECT MARKETING

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
D01	Print – Flat & Dimensional						
	<i>A physical piece of advertising that targets a specific audience. Includes pieces delivered via mail, messenger, handouts, postings, etc.</i>	Single: 1 Campaign: 3–5	Physical Materials	0	1–10		\$550
D02	Ambient – 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, targeting a specific audience.</i>	1	Physical Materials OR Digital Images	0	1–4		\$550
D03	Ambient – 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, targeting a specific audience.</i>	3–5	Physical Materials OR Digital Images	0	3–10		\$700
D04	Ambient – Billboards & Transit – Single						
	<i>A single advertisement which appears in or around transit, targeting a specific audience for its location. Includes billboards, bus shelters, subways, taxis, and airports.</i>	1	Digital Images	0	1–4		\$550
D05	Ambient – Billboards & Transit – Campaign						
	<i>A campaign of 3-5 advertisements which appear in or around transit, targeting a specific audience for their location. Includes billboards, bus shelters, subways, taxis, and airports.</i>	3–5	Digital Images	0	3–10		\$700
D06	Ambient – Immersive / Installations						
	<i>A single piece of immersive advertising targeted for a specific audience, in which each user determines their own experience based on their interaction with the work. Includes kiosks, live experiences, and constructed public environments, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10		\$550
D07	Ambient – Live Events						
	<i>A live event incorporating a brand, in which the user is part of a larger targeted audience.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$550
D08	Ambient – Non-Broadcast Video						
	<i>A video created for exclusive viewing by a target audience. Includes work done for corporate meetings, lobby displays, concerts, etc.</i>	1	Content Video	1	3	Cannot have also appeared online, over broadcast television, or in cinemas. If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
D09	Digital – Websites, Mobile, & Banners						
	<i>The use of a website, microsite, application, or banner as tools for direct contact with a brand's targeted demographic. Includes online and mobile technology.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–5		\$550
D10	Digital – Social Media & Viral Marketing						
	<i>The use of social media networks and online videos as a tool for direct contact with a brand's targeted demographic.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–5		\$550

CATEGORIES & FEES

DIRECT MARKETING

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
D11	Self-Promotion <i>Direct marketing 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	3–10	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
D12	Craft – Art Direction <i>Exemplary communication of the brand's overall visual appearance in a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Digital Images OR Case Study Video 2 minutes or less	1	1–5		\$550
D13	Craft – Writing <i>Exemplary writing in a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Digital Images OR Case Study Video 2 minutes or less	1	1–5		\$550
D14	Craft – Printing / Production <i>Specialized printing or production techniques applied to a physical direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Physical Materials OR Digital Images	0	1–5		\$550
D15	Craft – Use of Digital Technology <i>Specialized digital technologies applied to a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	1–5		\$550
D16	Craft – Data-Driven Personalization <i>Exemplary use of a specific data set to personalize advertising in a direct marketing piece or campaign.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	1–5		\$550
D17	Innovation in Direct <i>Direct marketing that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–10		\$550

CATEGORIES & FEES

FILM - GENERAL INFO

Film recognizes advertising in the form of commercial spots that aired on television, in cinemas, or online.

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

- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. ***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✦ **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

FILM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
E01	Television – Short Form – Single <i>A commercial spot airing on network or cable television. Short form is reserved for submissions that are less than 45 seconds.</i>	1	Content Video	1	3		\$550
E02	Television – Short Form – Campaign <i>A campaign of 3 commercial spots airing on network or cable television. Short form is reserved for submissions that are less than 45 seconds each.</i>	3	Content Video	3	9		\$700
E03	Television – Long Form – Single <i>A commercial spot airing on network or cable television. Long form is reserved for submissions that are 45 seconds or longer.</i>	1	Content Video	1	3		\$550
E04	Television – Long Form – Campaign <i>A campaign of 3 commercial spots airing on network or cable television. Long form is reserved for submissions that are 45 seconds or longer each.</i>	3	Content Video	3	9		\$700
E05	Television – Varying Length Campaign <i>A campaign of 3 commercial spots of varying lengths, airing on network or cable television.</i>	3	Content Video	3	9	Campaigns submitted in this category cannot be entered into other television campaign categories.	\$700
E06	Cinema Advertising <i>A commercial spot shown in a cinema before a feature film.</i>	1	Content Video	1	3	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
E07	Online Films & Video – Short Form – Single <i>An online video created on behalf of a brand or organization. Short form is reserved for submissions that are no longer than 3 minutes.</i>	1	Content Video	1	3		\$550
E08	Online Films & Video – Short Form – Campaign <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Short form is reserved for submissions that are no longer than 3 minutes each.</i>	3-5	Content Video	3-5	9-15		\$700
E09	Online Films & Video – Long Form – Single <i>An online video created on behalf of a brand or organization. Long form is reserved for submissions that are longer than 3 minutes.</i>	1	Content Video	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
E10	Online Films & Video – Long Form – Campaign <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Long form is reserved for submissions that are longer than 3 minutes each.</i>	3-5	Content Video	3-5	9-15	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$700
E11	Under 100K Budget <i>Commercial spots with a budget of \$100,000 or less. Includes broadcast, cinema, online, or mobile.</i>	Single: 1 Campaign: 3	Content Video	1-3	3-9	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
E12	User-Generated Content <i>A video that is derived from customer/user submitted content, created on behalf of a brand or organization. Includes broadcast, cinema, and online.</i>	Single: 1 Campaign: 3-5	Content Video OR Case Study Video 2 minutes or less	1-5	3-15	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550

CATEGORIES & FEES

FILM

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
E13	Self-Promotion	Single: 1 Campaign: 3-5	Content Video OR Case Study Video 2 minutes or less	1-5	3-15	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
	<i>A video created by an individual or company to promote themselves or their services.</i>						
E14	Innovation in Film – Television / Cinema	Single: 1 Campaign: 3	Case Study Video 2 minutes or less	1	3-9		\$550
	<i>Commercial spots airing on television or in cinema that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						
E15	Innovation in Film – Online	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less	1	3-15		\$550
	<i>Online videos that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>						

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			
F01	Physical Product <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
F02	Digital Product <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
F03	Integrated Digital & Physical Product <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
F04	Experimental / Internal Projects / R&D <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

CATEGORIES & FEES

INTERACTIVE - GENERAL INFO

Interactive recognizes advertising communicated through digital channels including websites, gaming, and other digital media.

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. Interactive 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.
- ✦ **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

INTERACTIVE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
G01	Websites		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>A website, microsite, or webpage created to promote a brand, product, or service.</i>	1					
G02	Websites – Utility		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1					
G03	Online Advertising – Banners		URL OR Case Study 2 minutes or less OR URL + Case Study	1	1-10		\$550
	<i>Online banner advertisements created for a brand, product or service.</i>	Single: 1 Campaign: 3-5					
G04	Online Advertising – Interactive Video		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>An online video that requires user interaction to enhance the story or experience.</i>	1					
G05	Ambient / Immersive – Virtual Reality (VR)		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 VR experience.	\$550
	<i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1					
G06	Ambient / Immersive – Digital Installations		Case Study Video 2 minutes or less	1	3-5		\$550
	<i>An immersive piece of advertising which incorporates interactive, digital elements. Includes live events, brand installations, art interventions, transit, kiosks, etc.</i>	1					
G07	Gaming		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. Mobile games should be entered into category H06: Mobile - Gaming.	\$550
	<i>Gaming that features a brand as an integral component of gameplay. Includes online, console, computer and other digital games.</i>	1					
G08	Self-Promotion		URL OR Case Study 2 minutes or less OR URL + Case Study	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
	<i>Interactive work created by an individual or company to promote themselves or their services.</i>	Single: 1 Campaign: 3-5					
G09	Craft – Visual Effects / Animation		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>Exemplary visual effects or animation applied to interactive work. Includes motion graphics, virtual reality, augmented reality, etc.</i>	1					

CATEGORIES & FEES

INTERACTIVE

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
G10	Craft – Music / Sound		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>Exemplary music or sound applied to interactive work.</i>	1					
G11	Craft – Dynamic Data Visualization		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3-5		\$550
	<i>Exemplary use of information graphics that respond to a user's input in real time.</i>	1					
G12	Innovation in Interactive – Online		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Websites or online advertising that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	1					
G13	Innovation in Interactive – Ambient / Immersive		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Immersive interactive experiences that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	1					
G14	Innovation in Interactive – Gaming		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Digital games that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	1					

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.

CATEGORIES & FEES

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

CATEGORIES & FEES

MOBILE

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>						

CATEGORIES & FEES

MOVING IMAGE CRAFT - GENERAL INFO

Moving Image Craft recognizes the special care and skills demonstrated in the planning, making, or execution of branded content and commercial spots. This includes exemplary writing, directing, cinematography, editing, and sound.

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. Moving Image Craft categories require digital file uploads of one of the following:

- ✦ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. ***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✦ **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.
- ✦ **Cut-down Highlight Reel with Supplemental URL:** For long form videos, you may submit a 3-minute "best of" cut of the content. This will be used as your primary judging media. With this option, you may provide a URL to the full length work. ***Note:** The full length work 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

MOVING IMAGE CRAFT

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
J01	Direction <i>Exemplary overall artistic vision of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J02	Writing <i>Exemplary scriptwriting of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J03	Editing <i>Exemplary editing of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J04	Cinematography <i>Exemplary cinematography of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J05	Animation <i>Exemplary animation applied to commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J06	Visual Effects <i>Exemplary visual effects applied to commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J07	Sound Design <i>Exemplary sound design of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J08	Use of Original Music <i>Exemplary use of original music in commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J09	Use of Licensed / Adapted Music <i>Exemplary use or adaptation of licensed music in commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J10	Innovation in Moving Image Craft – Visual <i>Visual techniques or technologies used in commercial spots or branded content that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J11	Innovation in Moving Image Craft – Audio <i>Audio techniques or technologies used in commercial spots or branded content that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550

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.

CATEGORIES & FEES

PRINT & OUTDOOR

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

CATEGORIES & FEES

PRINT & OUTDOOR

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
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

CATEGORIES & FEES

PRINT & OUTDOOR

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

CATEGORIES & FEES

PUBLIC RELATIONS - GENERAL INFO

Public Relations recognizes campaigns, programs and tactics that actively engage consumers/ audiences and demonstrate the highest levels of strategic planning, creativity and business results. It focuses on building and preserving the trust and understanding between brands or organizations and their public/audiences.

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. Public Relations categories require digital file uploads of the following:

- ✦ **Digital Images:** A composite of multiple images and information that provides a summary of the project. These composites should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. ***Note:** These will also be used as Reference Images for your entry.
- ✦ **PDF:** A document using text and images that provides a summary of the project. It should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. ***Note:** PDF files must be a maximum of 3 pages and must not contain active links to websites.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. ***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

PUBLIC RELATIONS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
L01	Media Relations		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to raise awareness and influence public perception of a brand, product, or service via traditional media outlets such as print, broadcast, and online.</i>	1					
L02	Events & Experiential		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to raise awareness and influence public perception of a brand, product, or service via a "stunt," conference, or other event.</i>	1					
L03	Community Building		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign engaging target audiences via social networks and community forums in order to improve brand sentiment and increase consumer interaction with the brand, product, or service.</i>	1					
L04	Investor Relations		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, user base, etc.</i>	1					
L05	Internal Communications		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, user base, etc.</i>	1					
L06	Brand Voice		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>The combination of verbal, visual, emotional, and other tools to tell a brand's narrative and to maintain and increase engagement.</i>	1					
L07	Reputation Management		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign designed to enhance, promote or improve the long-term reputation of a brand or organization.</i>	1					
L08	Crisis Communications		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign designed to respond to an event or issue that requires immediate and careful attention in order to preserve the reputation of a brand or organization.</i>	1					
L09	Proactive Communications		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	1					

CATEGORIES & FEES

PUBLIC RELATIONS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
L10	Integrated Campaign <i>An integrated public relations campaign across at least 3 channels. Channels can include, but are not limited to media relations, events, community building, user generated content, etc.</i>	3-10	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L11	Innovation in Public Relations <i>The creative use of public relations that expands the possibilities of the field, introducing new techniques or ideas.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550

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.

CATEGORIES & FEES

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

CATEGORIES & FEES

RESPONSIVE ENVIRONMENTS - GENERAL INFO

Responsive Environments recognizes immersive experiences that combine cutting-edge design and digital technology applied to existing or custom-built structures.

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. Responsive Environments 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

RESPONSIVE ENVIRONMENTS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
N01	Architecture Enhancement <i>Digital elements integrated into a new or existing physical structure, used to enhance an individual's experience of a brand. Includes projection mapping and custom-built structures.</i>	1	Case Study Video 2 minutes or less	1	3-10	Digital billboards or advertisements should be entered in K13: Print & Outdoor.	\$550
N02	User Activation <i>An environment that incorporates digital elements which respond to changes (touch, movement, light, temperature, sound, etc.) caused by the user.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N03	Use of Technology <i>New or existing digital technologies applied to a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N04	Use of Technology – Virtual Reality (VR) <i>Use of a computer-generated, three-dimensional environment to enhance interaction with a physical space in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1	Case Study Video 2 minutes or less	1	3-10	No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience.	\$550
N05	Use of Technology – Integration with Social Platforms <i>Use of social platforms to expand the reach of a responsive environment experience.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N06	Craft – Storytelling <i>Exemplary storytelling integrating words, visuals, and audio within a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N07	Craft – Dynamic Data Visualization <i>Exemplary use of information graphics that respond to a user's input in real time.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N08	Innovation in Responsive Environments <i>Integration of digital technologies into a physical space that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550

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 <i>A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.</i>	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	1-3		\$550
P02	Branded Social Post <i>A single branded post on a social network, utilizing that particular network's individual qualities or strengths.</i>	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 <i>A campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.</i>	3-10	Case Study Video 2 minutes or less	1	3-10		\$700
P04	Branded Social Post – Real-time Response <i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	1-10		\$550
P05	Social Engagement – User-Generated Content <i>Branded social content that is derived from user-submitted materials.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	1-10		\$550
P06	Social Engagement – Community Building <i>Branded social content that encourages a response or other active participation from users to trigger engagement and interaction with the brand.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	1-10		\$550
P07	Craft – Writing <i>Exemplary writing applied to a social media post or campaign.</i>	Single: 1 Campaign: 3-10	Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
P08	Craft – Use of Visuals <i>Exemplary use of visuals applied to a social media post or campaign. Includes static or dynamic elements.</i>	Single: 1 Campaign: 3-10	Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
P09	Innovation in Social Media <i>Use of social media that expands the possibilities of the medium. Entry should introduce new techniques or ideas.</i>	Single: 1 Campaign: 3-10	Case Study Video 2 minutes or less	1	3-10		\$550

CATEGORIES & FEES

UX / UI - GENERAL INFO

User Experience (UX) / User Interface (UI) recognizes creative solutions in online, mobile, and other digital channels. UX is the overall experience one has with a product or service, while UI is typically a combination of visual design (the look and feel) and the interaction design (how it works).

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. UX / UI 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.
- ✦ **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

UX / UI

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
R01	Web – Utility		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3–10		\$550
	<i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1					
R02	Web – User Experience		URL OR Case Study 2 minutes or less OR URL + Case Study	1	3–10		\$550
	<i>The overall user experience of a brand's website.</i>	1					
R03	Mobile – Utility		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>A branded mobile application or site that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i>	1					
R04	Mobile – User Experience		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>The overall user experience of a brand's mobile application or site.</i>	1					
R05	Digital Cross-Channel	2–5, including at least 2 different digital mediums	Case Study Video 2 minutes or less	1	3–10		\$550
	<i>A branded user experience that provides a seamless integration across multiple digital mediums.</i>						
R06	Digital / Physical Cross-Channel	2-5, including at least 1 digital and 1 physical medium	Case Study Video 2 minutes or less	1	3–10		\$550
	<i>A branded user experience that provides a seamless integration between at least one digital device and one physical object.</i>						
R07	Craft – Interface Design		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Exemplary visual design of a system by which a user interacts with a website, mobile application, or other digital experience.</i>	1					
R08	Craft – Information Architecture		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Exemplary structural design and organization of information on websites or mobile applications or sites.</i>	1					
R09	Craft – Dynamic Data Visualization		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Exemplary use of information graphics that respond to a user's input in real time, created for a website or mobile platform.</i>	1					
R10	Innovation in UX / UI – Single Channel		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Visual design or user experience of a website, mobile application or site that is deemed new, original and more effective than any already existing. Entry should introduce new techniques or ideas.</i>	1					
R11	Innovation in UX / UI – Cross-Channel		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Visual design or user experience across multiple channels that is deemed new, original and more effective than any already existing. Entry should introduce new techniques or ideas.</i>	1					

CATEGORIES & FEES

PENTA PENCIL - GENERAL INFO

The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more continuous years.

ALL ENTRIES

Entries must feature campaigns produced by one agency, for one brand, through a continuous five-year period. You must document at least one award-winning campaign per year (more is encouraged), indicating the year when it launched and the awards it won.

INFORMATION:

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** The Brand who commissioned and contributed to the work.
- ✦ **Campaign Titles:** A descriptive and unique title for each campaign submitted.
 - **Campaign Type:** For each work submitted, you need to specify the main execution of the idea. *i.e. Print, Website, Television, Multiple Media, Immersive, etc.*
 - **Launch Year:** For each work submitted, you need to provide the year it originally launched.
***Note:** Five *consecutive* years must be represented.
 - **Awards:** Include any awards (One Show or other) or media recognition the work received.
- ✦ **Description:** Use this to explain the evolution of the brand and agency work over the full five+ year span. This (500 words maximum) description 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.

ELIGIBILITY

At least one of the campaigns included must have been launched within the current 2017 One Show eligibility dates: **January 1, 2016 – February 5, 2017.**

CATEGORIES & FEES

PENTA PENCIL

SUBMISSION MEDIA:

Includes material and content that the jury will be reviewing. Penta Pencil submissions require digital file uploads of one of the following:

✂ OPTION 1: Case Study Video (5 minutes or less)

Explain the relationship between the Agency and Brand, the success of the work created together, and showcase that work. It should focus on the collaboration behind the projects and their creative execution. These videos may also include cultural background, explanation and results.

✂ OPTION 2: Case Study Video (2 minutes or less)

For each Campaign Title submitted, provide 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.

✂ OPTION 3: Multiple PDF files

For each Campaign Title submitted, provide an explanation of the project along with images. It should focus on the *idea* of the project and its creative execution. These PDF files may also include cultural background, explanation and results. PDF files must not contain active links to websites.

✂ OPTION 4: Digital Images

For each Campaign Title submitted, provide images of the original artwork, installation images showing the placement, digital project boards, or a combination of these. It is recommended that at least one image showcase the evolution of the Agency/Brand relationship.

***Note:** Due to the highly specific nature of this category, the work can be submitted in a variety of formats. Please contact The One Show if you have any queries.

REFERENCE IMAGES:

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

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE US\$
			TYPE	FILES			
V01	Penta Pencil	5 or more	Case Study Video 2 minutes or less OR Digital Images OR PDF	1-20	5-50		\$1500
	<i>The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas, and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more continuous years.</i>						

CATEGORIES & FEES

CULTURAL DRIVER - GENERAL INFO

The Cultural Driver award recognizes influential ideas and executions that had a huge impact in their respective cultures and environments and stand outside the traditional categories in advertising and design.

Judges in this category are not looking for ideas that simply mirror what's cool in culture today. They are looking for work that is the pace car for the future of culture.

Your entry should not reflect culture, but add to pop culture. Your piece of communication should not have copied trends, but created new ones.

For example, was your advertising, branded entertainment and/or IP delivered in such a powerful way that it was responsible for a new dance? Climbed the Billboard charts? Gave birth to a new street term? Influenced fashion? Became a museum piece? Started a protest march? Launched a movement? Opened minds? Shocked the world?

ALL ENTRIES

Entries must feature the cultural context for the work, the work itself and explanation of the impact it had on pop culture.

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.

ELIGIBILITY

The work must have been launched within the current 2017 One Show eligibility dates:

January 1, 2016 – February 5, 2017.

CATEGORIES & FEES

CULTURAL DRIVER

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. The Cultural Driver category requires digital file uploads of one of the following:

✂ Case Study Video (2 minutes or less)

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. You may submit supplemental media to support the elements discussed in your Case Study. ***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.

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE US\$
			TYPE	FILES			
T01	Cultural Driver	1-10	Case Study Video 2 minutes or less	1	1-10		\$700
	<i>The Cultural Driver award recognizes influential ideas and executions that had a huge impact in their respective cultures and environments and stand outside the traditional categories in advertising and design.</i>						