

# THE ONE SHOW SURVIVAL GUIDE 2018

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## THE ONE SHOW - 2018








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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 2017
- ✦ 589 pencils awarded in 2017
- ✦ over 70 countries represented in 2017
- ✦ Over 5,000 attendees in 2017

### THE ONE CLUB FOR CREATIVITY

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 2018.

- 1st Quarter Deadline:** August 18, 2017
- 2nd Quarter Deadline:** September 29, 2017
- 3rd Quarter Deadline:** November 30, 2017
- Final Deadline:** January 31, 2018

### PHYSICAL MATERIALS

All physical media (Print, Collateral, etc.) must reach The One Club office by **February 17, 2018**.

### PAYMENT

All offline payments **must** reach The One Club within **15 days** of the date on your invoice.

### 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, 2018.

**\*Note:** First Round judging for Design, Direct Marketing, Print & Outdoor, Penta Pencil, and Cultural Driver 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, 2017  
3rd Quarter – January, 2018

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, 2018

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

- Finalist Confirmations Due:** April 20, 2018

### CREATIVE WEEK

- Creative Week:** May 7–11, 2018
- The One Show Awards:** May 9 & 11, 2018

# THE ONE SHOW

## ELIGIBILITY & RULES

### DATES

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

**January 1, 2017 – March 4, 2018**

“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 for Creativity and its programming, including The One Show, ADC Annual Awards, Young Ones, etc. 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 Creativity, 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 9 and May 11, 2018. 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.

The **PENTA PENCIL** will be awarded at The One Show ceremony on May 11, 2018. Penta Pencil winners will be published in the One Show Annual and in the online Archives.

### CULTURAL DRIVER

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

Work awarded in this category does not reflect culture, but rather adds to it. It should not have copied trends, but created new ones.

### 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.

# THE ONE SHOW

## AWARDS

### 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.

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

**PRODUCTION COMPANY OF THE YEAR:** The production company 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 16 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 31, 2018. **\*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, and Media Company.

**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 published in the full credits list.

**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 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.

**EXTENDED SERIES:**

Six to twenty (6–20) pieces (elements) of work that are part of the same campaign. **\*Note:** Smaller combinations (usually 3–5) of the work within the campaign may be entered in regular Campaign categories.

**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.

# THE ONE SHOW

## GLOSSARY OF TERMS

### 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.

#### **FINALIST:**

A Finalist has won either a Pencil or Merit award. The One Show will be releasing a list of all of the Finalists in April 2018. The specific type of award will be confidential until The One Show in May.

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

#### **FINALIST CONFIRMATIONS:**

All Finalists will be required to confirm that all information related to their winning entries is complete and accurate. Finalist Confirmations must be submitted by April 20, 2018 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 may also include cultural background, explanation and results.

#### **REFERENCE IMAGES:**

All entries require high resolution digital images. Only images for entries submitted in categories listed as judging digital images will be judged 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 2018 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**

**Beauty / Cosmetics / Toiletries / Personal Care**

*Beauty products and services including self-care items like toothpaste, makeup, haircare, etc.*

**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 Products**

**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*

**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 / Music / Film / Television**

**Fashion / Clothing / Footwear / Accessories**

**Gaming – Digital / Console / Online / Mobile**

**Health / Pharmaceuticals / Public Health & Safety**

*Work created for not-for-profit organizations should be entered in the Non-Profit vertical.*

**Household Goods / Cleaning Products**

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

**Internal & Corporate Communications**

**Lifestyle**

**Non-Profit Organizations / Charities / Education / Government**

**Pet Products & Services**

**Publications & Media / Books / News**

**Real Estate**

**Restaurants / Fast Food Outlets**

**Retail**

*Any store that sells products to the public other than restaurants*

**Self-Promotion**

**Sports / Fitness / Sports Apparel**

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

**Technology Software – Internet / Telecommunications / Software & Apps**

**Tourism / Travel / Transportation**

**Toys & Games**

# 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; displayed in the online Entry Showcase and may be used by The One Show to promote entries

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

### CREDITS

**COMPANY** – Which companies worked on this project?

**Company Name**

**Company City**

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

**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 17, 2018**.

### 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 **15 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.

**\*Note:** All online credit card transactions will be subject to a 3% processing fee.

### OFFLINE PAYMENT

Offline payments include the following:

**CHECK** – For the total amount of fees, checks must be made payable to: The One Club for Creativity  
**\*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.

**\*Note:** All offline credit card transactions will be subject to a 3% processing fee.

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

**\*Note:** All wire transfer transactions will be subject to a \$35 USD processing fee.

### REFUNDS

All entry fees are non-refundable and non-transferable. Whether you select online or offline payment, you are committing to pay for your entries in full.

# 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

## REFERENCE IMAGES

Digital Reference Images are required for ALL entries. These images will display in the Entry Showcase and may be used by The One Show for promotional purposes. The jury will see these images, but they will not be judged.

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

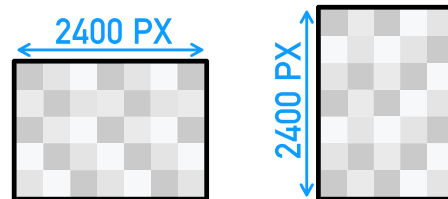
Follow these specs for ALL digital images submitted for ALL entries.

### CONTENT

- ✎ The images should reflect the content of your entry.
- ✎ For content video entries, reference images should be high res stills from the video.
- ✎ When submitting multiple images, each should be unique—do not submit duplicate images for one entry.

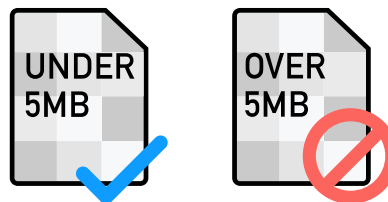
### DIMENSIONS

- ✎ 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



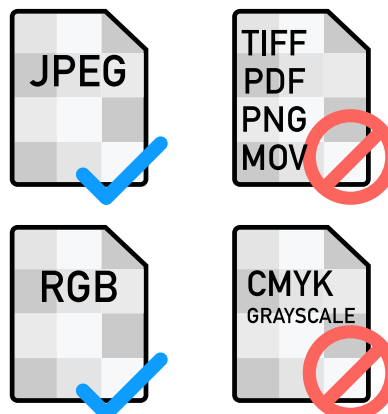
### FILE SIZE

- ✎ 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



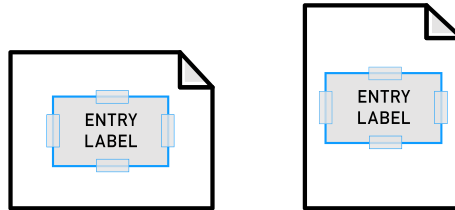
# SUBMISSION MEDIA

## PHYSICAL ENTRIES - 2D

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

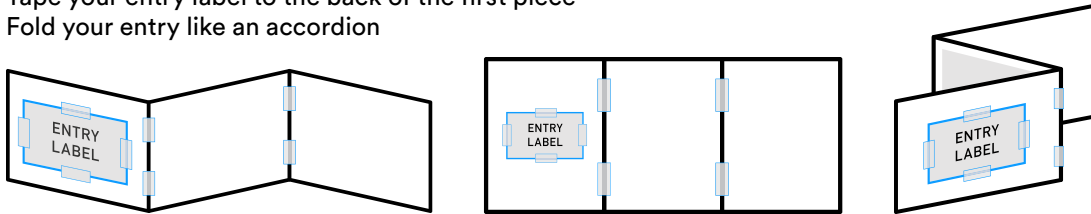
### SINGLE

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



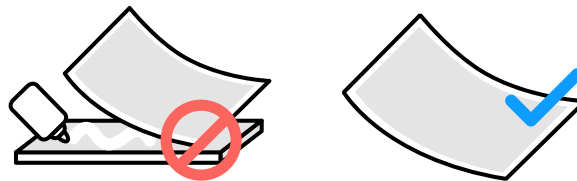
### CAMPAIGN

- ✎ 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

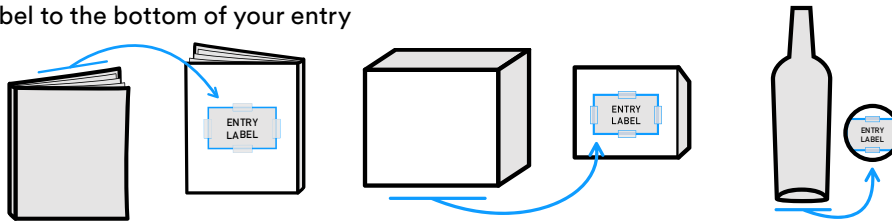
# SUBMISSION MEDIA

## PHYSICAL ENTRIES - 3D

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

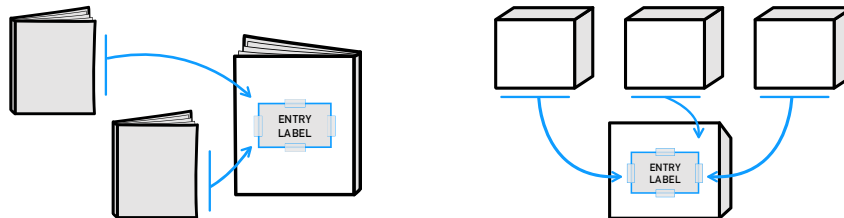
### SINGLE

- ✎ 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](mailto: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

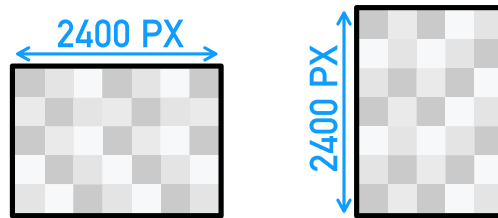
## DIGITAL IMAGES

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

*\*Please reference the individual category requirements for quantity of images required*

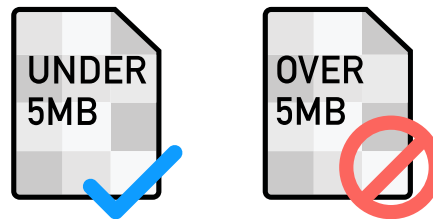
### DIMENSIONS

- ✎ 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



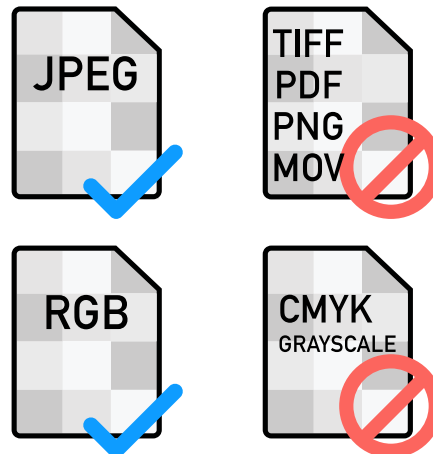
### FILE SIZE

- ✎ 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



### NOTE

- ✎ For digital project boards, all information should be large enough to be seen from a distance when projected.

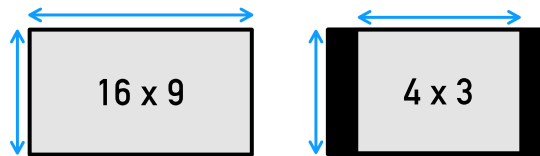
# SUBMISSION MEDIA

## VIDEOS

Video entries will only be accepted through online upload. DVDs will not be accepted.  
*\*Please reference the individual category requirements for length restrictions*

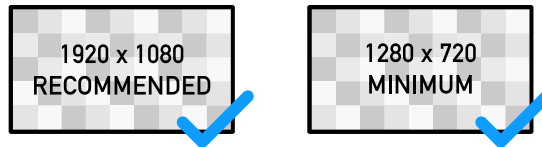
### ASPECT RATIO

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



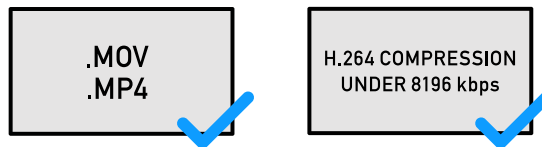
### RESOLUTION

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



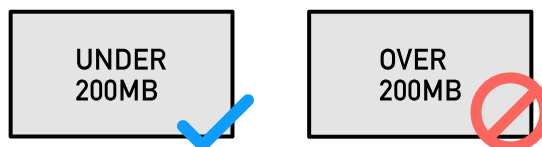
### FORMAT

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



### FILE SIZE

- ✎ Each file must be no larger than 200MB



### 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 must be no larger than 200MB



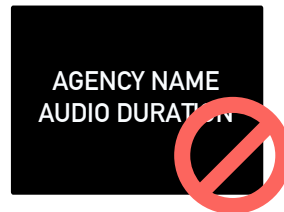
### FORMAT

- 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

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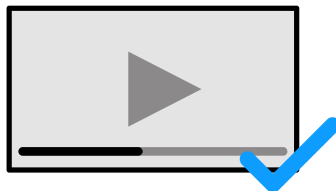
- ✦ Entries must be an active URL
- ✦ The site entered must remain unchanged for your entry through April 2018
- ✦ URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)
- ✦ Landing pages of case study content are acceptable



### VIDEOS

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



### NOTE

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- ✦ 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✂ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 5-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			
<b>A01</b>	<b>Broadcast – Short Form – Single</b> <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. Short form is reserved for submissions that are no longer than 3 minutes.</i>	1	Content Video	1	3	Commercial spots that aired on television should be entered into the Film discipline.	\$550
<b>A02</b>	<b>Broadcast – Short Form – Campaign</b> <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. Short form is reserved for submissions that are no longer than 3 minutes each.</i>	3	Content Video	3	9	Commercial spots that aired on television should be entered into the Film discipline.	\$700
<b>A03</b>	<b>Broadcast – Long Form – Single</b> <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 3 minutes.</i>	1	Content Video OR Highlight Reel 5 minutes or less + URL	1	3	Commercial spots that aired on television should be entered into the Film discipline.  Submissions longer than 30 minutes should be entered into category A10 or A11: Feature Length.  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
<b>A04</b>	<b>Broadcast – Long Form – Campaign</b> <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 3 minutes each.</i>	3	Content Video OR Highlight Reel 5 minutes or less + URL	3	9	Commercial spots that aired on television should be entered into the Film discipline.  Submissions longer than 30 minutes should be entered into category A10 or A11: Feature Length.  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
<b>A05</b>	<b>Online – Short Form – Single</b> <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 3 minutes.</i>	1	Content Video	1	3	Commercial spots that aired online should be entered into the Film discipline.	\$550
<b>A06</b>	<b>Online – Short Form – Campaign</b> <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 3 minutes each.</i>	3-5	Content Video	3-5	9-15	Commercial spots that aired online should be entered into the Film discipline.	\$700
<b>A07</b>	<b>Online – Long Form – Single</b> <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 3 minutes.</i>	1	Content Video OR Highlight Reel 5 minutes or less + URL	1	3	Commercial spots that aired on television should be entered into the Film discipline.  Submissions longer than 30 minutes should be entered into category A10 or A11: Feature Length.  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

## BRANDED ENTERTAINMENT

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>A08</b>	<b>Online – Long Form – Campaign</b>						
	<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 3 minutes each.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	3–5	9–15	Commercial spots that aired on television should be entered into the Film discipline.  Submissions longer than 30 minutes should be entered into category A10 or A11: Feature Length.  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
<b>A09</b>	<b>Online – Live Webcast</b>						
	<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 OR Case Study Video 2 minutes or less + URL	1	3		\$550
<b>A10</b>	<b>Feature Length – Fiction / Narrative</b>						
	<i>Commercial films or features with a brand integrated into the script, plot, or broader themes of the content. Feature length is reserved for submissions that are longer than 30 minutes.</i>	1	Content Video OR Highlight Reel 5 minutes or less + URL	1	3	Includes broadcast, online, or theatrical releases.  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
<b>A11</b>	<b>Feature Length – Non-Fiction / Documentary</b>						
	<i>Documentary films with a brand integrated into the script, plot, or broader themes of the content. Feature length is reserved for submissions that are longer than 30 minutes.</i>	1	Content Video OR Highlight Reel 5 minutes or less + URL	1	3	Includes broadcast, online, or theatrical releases.  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
<b>A12</b>	<b>Location-Specific Video</b>						
	<i>A video created for exclusive viewing by a target audience. Includes work done for lobby displays, events, amusement parks, etc.</i>	1	Content Video OR Case Study Video 2 minutes or less	1	3	Cannot have also appeared online, over broadcast television, or in cinemas.  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
<b>A13</b>	<b>Music Videos</b>						
	<i>Live-action or animated videos created to promote a brand, musician or musical act.</i>	1	Content Video	1	3		\$550
<b>A14</b>	<b>Mobile Apps</b>						
	<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
<b>A15</b>	<b>Gaming</b>						
	<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
<b>A16</b>	<b>Experiential – Virtual Reality (VR)</b>						
	<i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way.</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

# CATEGORIES & FEES

## BRANDED ENTERTAINMENT

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>A17</b>	<b>Experiential – Augmented Reality (AR)</b> <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	No special equipment will be used for judging. You must submit the required case study video to showcase the AR experience.	\$550
<b>A18</b>	<b>Experiential – Live Events</b> <i>Live events that feature and promote a brand.</i>	1	Case Study Video 2 minutes or less	1	3–10		\$550
<b>A19</b>	<b>User-Generated Content</b> <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: 3–5	Case Study Video 2 minutes or less	1	3–15	Commercial spots for television, online, or cinema advertising should be entered into the Film discipline.	\$550
<b>A20</b>	<b>Innovation in Branded Entertainment</b> <i>Branded content that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–15		\$550

# CATEGORIES & FEES

## CROSS-PLATFORM - GENERAL INFO

Cross-Platform recognizes creative concepts and message integration in multi-channel 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✂ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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			
<b>B01</b>	<b>Experiential – Events &amp; Competitions</b>						
	<i>A planned public event, competition or social gathering centered around a brand incorporating at least 2 different mediums.</i>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Work must include at least 2 different media types.  If not, it should be entered into Branded Entertainment, Direct Marketing, Print & Outdoor, or Public Relations.	\$800
<b>B02</b>	<b>Experiential – Installations</b>						
	<i>Kiosks, art exhibitions, or constructed public environments centered around a brand, incorporating at least 2 different mediums. Installations can integrate digital and/or physical elements.</i>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	No special equipment will be used for judging. You must submit the required case study video to showcase the installation experience.  Work must include at least 2 different media types.  If not, it should be entered into Branded Entertainment, Design, Direct Marketing, Interactive, Print & Outdoor, or Responsive Environments.	\$800
<b>B03</b>	<b>Experiential – Augmented Reality (AR)</b>						
	<i>Real-time computer-generated components superimposed on a person's view of a physical space, incorporating at least 2 different mediums.</i>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Work must include at least 2 different media types.  If not, it should be entered into Branded Entertainment, Design, Direct Marketing, Mobile, Print & Outdoor, or Responsive Environments.	\$800
<b>B04</b>	<b>Integrated Branding</b>						
	<i>A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to television, print, online, outdoor, or radio.</i>	3–10 in at least 3 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Case study videos should include all elements of the campaign.  Work must include at least 3 different media types.	\$800
<b>B05</b>	<b>Integrated Branding – Online</b>						
	<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 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Case study videos should include all elements of the campaign.  Work must include at least 3 different online media types.	\$800
<b>B06</b>	<b>Brand Transformation</b>						
	<i>A restructuring of a brand's image that changes the way that consumers perceive the brand or organization.</i>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Work must include at least 2 different media types.  Case study videos should explain the transformation from the original to updated brand image.  A rebrand of a visual identity should be entered into C05: Design - Rebranding.	\$800
<b>B07</b>	<b>Craft – Art Direction</b>						
	<i>Exemplary art direction as applied to 2 or more elements of a cross-platform campaign.</i>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.  Work must include at least 2 different media types.	\$800

# CATEGORIES & FEES

## CROSS-PLATFORM

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>B08</b>	<b>Craft – Writing</b>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.  Work must include at least 2 different media types.	\$800
	<i>Exemplary writing as applied to 2 or more elements of a cross-platform campaign.</i>						
<b>B09</b>	<b>Craft – Illustration</b>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.  Work must include at least 2 different media types.	\$800
	<i>Exemplary illustration as applied to 2 or more elements of a cross-platform campaign.</i>						
<b>B10</b>	<b>Craft – Photography</b>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.  Work must include at least 2 different media types.	\$800
	<i>Exemplary photography as applied to 2 or more elements of a cross-platform campaign.</i>						
<b>B11</b>	<b>Craft – Animation</b>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.  Work must include at least 2 different media types.	\$800
	<i>Exemplary animation as applied to 2 or more elements of a cross-platform campaign.</i>						
<b>B12</b>	<b>Craft – Sound</b>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media	1	3–10	Entry must showcase the craft applied to multiple elements. Single elements will not be accepted.  Work must include at least 2 different media types.	\$800
	<i>Exemplary use of sound as applied to 2 or more elements of a cross-platform campaign.</i>						
<b>B13</b>	<b>Innovation in Cross-Platform – Experiential</b>	2–10 in at least 2 mediums	Case Study Video 2 minutes or less + Optional supporting media		3–10		\$800
	<i>A multi-platform event, installation, or other immersive experience that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>						
<b>B14</b>	<b>Innovation in Cross-Platform – Integrated Branding</b>	3–10 in at least 3 mediums	Case Study Video 2 minutes or less + Optional supporting media		3–10	Case study videos should include all elements of the campaign.	\$800
	<i>An integrated campaign that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>						

# 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 it 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 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

## DESIGN

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C01</b>	<b>Branding – Logo</b>						
	<i>A static or dynamic graphic image that identifies a company or product while also communicating the brand.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	1-3	A logo and its variations can be entered in this category.	\$400
<b>C02</b>	<b>Branding – Identity System</b>						
	<i>3-10 elements of an identity system for a brand (may include business cards, stationery, logo, network IDs, branding guidelines, etc.)</i>	3-10	Physical Materials OR Digital Images OR Content Video OR Case Study Video 2 minutes or less	1	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.  Physical and digital media cannot be submitted for the same entry.	\$550
<b>C03</b>	<b>Branding – Collateral Item – Single</b>						
	<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
<b>C04</b>	<b>Branding – Corporate Communications</b>						
	<i>A company or organization's communications (printed or digital) to its shareholders (annual reports and corporate sustainability reports) or the public (brand books and identity guidelines).</i>	1	Physical Materials OR Digital Images	0	3-10	Digital images should be submitted for work released in a digital format.	\$400
<b>C05</b>	<b>Branding – Rebranding</b>						
	<i>3-10 elements of a <b>new</b> identity system for an existing brand (may include business cards, stationery, logo, network IDs, branding guidelines, etc.). Must include examples of the previous branding.</i>	3-10	Physical Materials OR Digital Images OR Content Video OR Case Study Video 2 minutes or less	1	3-10	Must 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.  Physical and digital media cannot be submitted for the same entry.	\$550
<b>C06</b>	<b>Branding – Brand Installations</b>						
	<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 C26 and C27: Ambient Media.	\$400
<b>C07</b>	<b>Editorial – Book Cover</b>						
	<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 or C19: Booklets, Brochures & Product Catalogs.  Each cover in a series must have been released within the eligibility dates.	\$400
<b>C08</b>	<b>Editorial – Book Interior</b>						
	<i>Overall layout design for a commercially available book.</i>	1	Physical Materials	0	3-10	Non-commercially available books should be entered in category C20: Promotional Items or C19: Booklets, Brochures & Product Catalogs.	\$400



# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C09</b>	<b>Editorial – Magazine Cover</b>  <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 or C19: Booklets, Brochures & Product Catalogs.  Each cover in a series must have been released within the eligibility dates.	\$400
<b>C10</b>	<b>Editorial – Magazine Interior</b>  <i>Overall layout design for a commercially available magazine.</i>	1	Physical Materials	0	3–10	Non-commercially available magazines should be entered in category C20: Promotional Items or C19: Booklets, Brochures & Product Catalogs.	\$400
<b>C11</b>	<b>Editorial – Digital Publications</b>  <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
<b>C12</b>	<b>Typography – Typeface Design</b>  <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
<b>C13</b>	<b>Typography – Static</b>  <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
<b>C14</b>	<b>Typography – Dynamic / In Motion</b>  <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		\$400
<b>C15</b>	<b>Promotional – Posters – Single</b>  <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
<b>C16</b>	<b>Promotional – Posters – Series</b>  <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
<b>C17</b>	<b>Promotional – Posters – Extended Series</b>  <i>A series of 6-20 posters or pieces of ambient media created for a brand (company or individual) with the intent of promoting a product or service.</i>	6–20	Digital Images	0	6–20		\$650
<b>C18</b>	<b>Promotional – Periodicals – Full Page or Spread</b>  <i>Full page or spread in a magazine or newspaper promoting a product, service, or message.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–5		\$400
<b>C19</b>	<b>Promotional – Booklets, Brochures, &amp; Product Catalogues</b>  <i>Communications in the form of a booklet, brochure, catalogue, or other bound printed material.</i>	Single: 1 Series: 3–5	Physical Materials	0	3–10		\$400
<b>C20</b>	<b>Promotional – Collateral Items – Single or Series</b>  <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			
<b>C21</b>	<b>Packaging – Mass-market</b> <i>Packaging for a commercially available product or line of products.</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.	\$400
<b>C22</b>	<b>Packaging – Specialty</b> <i>Packaging for a limited-distribution or limited-edition product or line of products.</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.	\$400
<b>C23</b>	<b>Data Visualization – Static</b> <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
<b>C24</b>	<b>Data Visualization – Dynamic</b> <i>Flexible visual representation of data generated in response to user interaction. Includes custom content and user-generated content.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	1–10		\$400
<b>C25</b>	<b>Digital Design</b> <i>The aesthetics of a website, app, game, or utility.</i>	Single: 1 Series: 3–5	Digital Images OR Case Study Video 2 minutes or less	1	3–10		\$400
<b>C26</b>	<b>Experiential / Environmental – Ambient Media – Single</b> <i>A single element of environmental design including billboards, transit, kiosks, and other ambient media.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	1–4		\$400
<b>C27</b>	<b>Experiential / Environmental – Ambient Media – Series</b> <i>A series of 3-5 elements of environmental design including billboards, transit, kiosks, and other ambient media.</i>	3–5	Digital Images OR Case Study Video 2 minutes or less	1	3–10		\$550
<b>C28</b>	<b>Experiential / Environmental – Indoor Spaces</b> <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 C26 and C27: Ambient Media.	\$400
<b>C29</b>	<b>Experiential / Environmental – Outdoor Spaces</b> <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 C26 and C27: Ambient Media.	\$400
<b>C30</b>	<b>Experiential / Environmental – Wayfinding</b> <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
<b>C31</b>	<b>Moving Image – Single</b> <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 OR Highlight Reel 5 minutes or less + 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.	\$400
<b>C32</b>	<b>Moving Image – Series</b> <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 OR Highlight Reel 5 minutes or less + URL	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.	\$550

# CATEGORIES & FEES

## DESIGN

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C33</b>	<b>Moving Image – Title Sequences</b> <i>Opening or ending title sequences developed for film, television or internet release.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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.	\$400
<b>C34</b>	<b>Craft – Art Direction – Single or Series</b> <i>Exemplary communication of the overall visual appearance of a work or works.</i>	Single: 1 Series: 3–10	Physical Materials OR Digital Images OR Content Video OR Case Study Video 2 minutes or less	1–5	1–10	Physical and digital media cannot be submitted for the same entry.	\$400
<b>C35</b>	<b>Craft – Illustration – Single or Series</b> <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: 3–10	Physical Materials OR Digital Images	0	1–10		\$400
<b>C36</b>	<b>Craft – Photography – Single or Series</b> <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: 3–10	Physical Materials OR Digital Images	0	1–10	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$400
<b>C37</b>	<b>Craft – Animation – Single or Series</b> <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 OR Highlight Reel 5 minutes or less + URL	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.	\$400
<b>C38</b>	<b>Craft – Printing &amp; Paper Craft – Single or Series</b> <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: 3–10	Physical Materials OR Digital Images OR Content Video 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.  Physical and digital media cannot be submitted for the same entry.	\$400
<b>C39</b>	<b>Innovation in Design – Print</b> <i>Physical design that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400
<b>C40</b>	<b>Innovation in Design – Digital</b> <i>Digital design that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400
<b>C41</b>	<b>Innovation in Design – Experiential / Environmental</b> <i>Immersive experiences that explore new ideas, devices, or methods in their execution and push the boundaries of the medium.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	3–10		\$400
<b>C42</b>	<b>Innovation in Design – Moving Image</b> <i>Moving image work that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 Marketing 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 it 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	<b>Print – Flat &amp; Dimensional</b> <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	<b>Ambient Media – P.O.P. &amp; In-Store – Single</b> <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	<b>Ambient Media – P.O.P. &amp; In-Store – Campaign</b> <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	<b>Ambient Media – Billboards &amp; Transit – Single</b> <i>A single advertisement which appears in or around transit, targeting a specific audience. Includes billboards, bus shelters, subways, taxis, and airports.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	1–4		\$550
D05	<b>Ambient Media – Billboards &amp; Transit – Campaign</b> <i>A campaign of 3-5 advertisements which appear in or around transit, targeting a specific audience. Includes billboards, bus shelters, subways, taxis, and airports.</i>	3–5	Digital Images OR Case Study Video 2 minutes or Less	1	3–10		\$700
D06	<b>Ambient Media – Experiential &amp; Installations</b> <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	<b>Ambient Media – Live Events</b> <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	<b>Digital – Websites &amp; Mobile</b> <i>The use of a website, microsite, or mobile application 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	3–10		\$550
D09	<b>Digital – Banners &amp; Pop-Ups</b> <i>The use of an online banner advertisement as a tool for direct contact with a brand's targeted demographic.</i>	Single: 1 Campaign: 3–5	Digital Images OR Case Study Video 2 minutes or less	1	1–6		\$550
D10	<b>Digital – Social Media &amp; Viral Marketing – Single</b> <i>The use of a single social media post or online video as a tool for direct contact with a brand's targeted demographic.</i>	1	Case Study Video 2 minutes or less	1	1–4		\$550
D11	<b>Digital – Social Media &amp; Viral Marketing – Campaign</b> <i>The use of a social media channel, series of social posts or online videos as a tool for direct contact with a brand's targeted demographic.</i>	3–5	Case Study Video 2 minutes or less	1	3–10		\$700

# CATEGORIES & FEES

## DIRECT MARKETING

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>D12</b>	<b>Guerrilla Marketing</b> <i>The use of unconventional, imaginative, and/or low-budget techniques to engage people with a brand's targeted audience. Includes events, postings, stunts, etc.</i>	Single: 1 Campaign: 3-5	Digital Images OR Case Study Video 2 minutes or less	1	3-10		\$550
<b>D13</b>	<b>Craft – Art Direction – Single or Campaign</b> <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
<b>D14</b>	<b>Craft – Writing – Single or Campaign</b> <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
<b>D15</b>	<b>Craft – Printing / Production – Single or Campaign</b> <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 OR Content Video OR Case Study Video 2 minutes or less	1	1-5		\$550
<b>D16</b>	<b>Craft – Use of Digital Technology – Single or Campaign</b> <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
<b>D17</b>	<b>Craft – Data-Driven Personalization – Single or Campaign</b> <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
<b>D18</b>	<b>Innovation in Direct</b> <i>Direct marketing that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### **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 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

## FILM

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>E01</b>	<b>Television – Short Form – Single</b> <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
<b>E02</b>	<b>Television – Short Form – Campaign</b> <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
<b>E03</b>	<b>Television – Long Form – Single</b> <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
<b>E04</b>	<b>Television – Long Form – Campaign</b> <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
<b>E05</b>	<b>Television – Varying Length Campaign</b> <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
<b>E06</b>	<b>Cinema Advertising – Cinema Advertising</b> <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
<b>E07</b>	<b>Online Films &amp; Video – Short Form – Single</b> <i>An online video created on behalf of a brand or organization. Short form is reserved for submissions that are less than 45 seconds.</i>	1	Content Video	1	3		\$550
<b>E08</b>	<b>Online Films &amp; Video – Short Form – Campaign</b> <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Short form is reserved for submissions that are less than 45 seconds each.</i>	3-5	Content Video	3-5	9-15		\$700
<b>E09</b>	<b>Online Films &amp; Video – Long Form – Single</b> <i>An online video created on behalf of a brand or organization. Long form is reserved for submissions that are 45 seconds or longer.</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
<b>E10</b>	<b>Online Films &amp; Video – Long Form – Campaign</b> <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Long form is reserved for submissions that are 45 seconds or longer each.</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.	\$700
<b>E11</b>	<b>Online Films &amp; Video – Varying Length Campaign</b> <i>A campaign of 3-5 online videos of varying lengths created on behalf of a brand or organization.</i>	3-5	Content Video	3-5	9-15	Campaigns submitted in this category cannot be entered into other online campaign categories.	\$700



# CATEGORIES & FEES

## FILM

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>E12</b>	<b>Online Films &amp; Video – Pre-Roll Video – Single</b>	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
	<i>An online advertisement that plays before the start of a video.</i>						
<b>E13</b>	<b>Online Films &amp; Video – Pre-Roll Video – Campaign</b>	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.	\$700
	<i>A campaign of 3-5 online advertisements that play before the start of a video.</i>						
<b>E14</b>	<b>Location-Specific Video</b>	1	Content Video OR Case Study Video 2 minutes or less	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
	<i>A video created for exclusive viewing by a target audience. Includes work done for lobby displays, events, amusement parks, etc.</i>						
<b>E15</b>	<b>Under 100K Budget</b>	Single: 1 Campaign: 3–5	Content Video	1–5	3–15	For campaigns, each spot must have a budget of \$100,000 USD or less.  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
	<i>Commercial spots with a budget of \$100,000 USD or less. Includes broadcast, cinema, online, or mobile.</i>						
<b>E16</b>	<b>User-Generated Content</b>	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 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
	<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>						
<b>E17</b>	<b>Innovation in Film – Television / Cinema</b>	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 explore new ideas, devices, or methods in their execution and push the boundaries of the medium.</i>						
<b>E18</b>	<b>Innovation in Film – Online</b>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–15		\$550
	<i>Online videos that explore new ideas, devices, or methods in their execution and push the boundaries of the medium.</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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### **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 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			
<b>F01</b>	<b>Physical Product</b> <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
<b>F02</b>	<b>Digital Product</b> <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
<b>F03</b>	<b>Integrated Digital &amp; Physical Product</b> <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
<b>F04</b>	<b>Experimental / Internal Projects / R&amp;D</b> <i>A new digital or physical invention not yet released in the marketplace. Must be in service of a brand. Entries submitted in this category cannot be entered into any other One Show category.</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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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			
<b>G01</b>	<b>Websites</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3-5		\$550
		1					
	<i>A website, microsite, or webpage created to promote a brand, product, or service.</i>						
<b>G02</b>	<b>Websites – Utility</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3-5		\$550
		1					
	<i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating systems, etc.</i>						
<b>G03</b>	<b>Online Advertising – Banners</b>		Digital Images OR Case Study Video 2 minutes or less	1	1-5		\$550
		Single: 1 Campaign: 3-5					
	<i>Online banner advertisements created for a brand, product or service.</i>						
<b>G04</b>	<b>Interactive Video</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3-5	Online videos without an interactive component should be entered into the Film discipline.	\$550
		1					
	<i>An online video that requires user interaction to enhance the story or experience.</i>						
<b>G05</b>	<b>Experiential – Virtual Reality (VR)</b>		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
		1					
	<i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way.</i>						
<b>G06</b>	<b>Experiential – Digital Installations</b>		Case Study Video 2 minutes or less	1	3-5		\$550
		1					
	<i>An immersive piece of advertising which incorporates interactive, digital elements. Includes live events, brand installations, art interventions, transit, kiosks, etc.</i>						
<b>G07</b>	<b>Gaming</b>		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
		1					
	<i>Gaming that features a brand as an integral component of gameplay. Includes online, console, computer and other digital games.</i>						
<b>G08</b>	<b>Craft – Visual Effects / Animation</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3-5		\$550
		1					
	<i>Exemplary visual effects or animation applied to interactive work. Includes motion graphics, virtual reality, augmented reality, etc.</i>						
<b>G09</b>	<b>Craft – Music / Sound</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3-5		\$550
		1					
	<i>Exemplary music or sound applied to interactive work.</i>						

# CATEGORIES & FEES

## INTERACTIVE

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>G10</b>	<b>Craft – Dynamic Data Visualization</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3–5		\$550
	<i>Exemplary use of information graphics that respond to a user's input in real time.</i>	1					
<b>G11</b>	<b>Craft – Art Direction</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3–5		\$550
	<i>Exemplary communication of the overall visual appearance of an interactive piece or campaign.</i>	1					
<b>G12</b>	<b>Craft – Writing</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3–5		\$550
	<i>Exemplary writing in an interactive piece or campaign.</i>	1					
<b>G13</b>	<b>Innovation in Interactive – Online</b>		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Online advertising or websites that explore new ideas, devices, or methods in their execution and push the boundaries of the medium.</i>	1					
<b>G14</b>	<b>Innovation in Interactive – Experiential</b>		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Immersive interactive experiences that explore new ideas, devices, or methods in their execution and push the boundaries of the medium.</i>	1					
<b>G15</b>	<b>Innovation in Interactive – Gaming</b>		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Digital games that explore new ideas, devices, or methods in their execution and push the boundaries of the medium.</i>	1					

# CATEGORIES & FEES

## MOBILE - GENERAL INFO

Mobile recognizes applications, websites, and other digital media 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✂ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### **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	<b>Websites</b> <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	<b>Applications</b> <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	<b>Utility</b> <i>A branded mobile tool in-app or on a mobile site that facilitates a useful function for the user. Includes ecommerce, rating systems, etc.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
H04	<b>Mobile Advertising</b> <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	<b>Publications</b> <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	<b>Gaming</b> <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	<b>Use of Technology</b> <i>The use of new or existing technology on a mobile platform.</i>	1	Case Study Video 2 minutes or less	1	3-5	Entries submitted in this category cannot be entered into any other Mobile – Use of Technology category.	\$550
H08	<b>Use of Technology – Augmented Reality (AR)</b> <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	No special equipment will be used for judging. You must submit the required case study video to showcase the AR experience.  Entries submitted in this category cannot be entered into any other Mobile – Use of Technology category.	\$550
H09	<b>Use of Technology – Virtual Reality (VR)</b> <i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way, using a mobile 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 VR experience.  Entries submitted in this category cannot be entered into any other Mobile – Use of Technology category.	\$550
H10	<b>Use of Technology – Physical Product &amp; Mobile Integration</b> <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	Entries submitted in this category cannot be entered into any other Mobile – Use of Technology category.	\$550



# CATEGORIES & FEES

## MOBILE

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>H11</b>	<b>Craft – Visual Effects / Animation</b> <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
<b>H12</b>	<b>Craft – Music / Sound</b> <i>Exemplary use of music or sound in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
<b>H13</b>	<b>Craft – Dynamic Data Visualization</b> <i>Exemplary use of responsive data visualization in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
<b>H14</b>	<b>Craft – Art Direction</b> <i>Exemplary communication of the overall visual appearance in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		550
<b>H15</b>	<b>Craft – Writing</b> <i>Exemplary writing in mobile-based work.</i>	1	Case Study Video 2 minutes or less	1	3-5		\$550
<b>H16</b>	<b>Innovation in Mobile</b> <i>Mobile advertising, applications, or sites that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550

# 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 videos 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 5-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			
<b>J01</b>	<b>Direction – Single</b> <i>Exemplary overall artistic vision of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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
<b>J02</b>	<b>Direction – Campaign</b> <i>Exemplary overall artistic vision of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J03</b>	<b>Writing – Single</b> <i>Exemplary scriptwriting of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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
<b>J04</b>	<b>Writing – Campaign</b> <i>Exemplary scriptwriting of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J05</b>	<b>Editing – Single</b> <i>Exemplary editing of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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
<b>J06</b>	<b>Editing – Campaign</b> <i>Exemplary editing of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J07</b>	<b>Cinematography – Single</b> <i>Exemplary cinematography of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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
<b>J08</b>	<b>Cinematography – Campaign</b> <i>Exemplary cinematography of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J09</b>	<b>Animation – Single</b> <i>Exemplary animation applied to a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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
<b>J10</b>	<b>Animation – Campaign</b> <i>Exemplary animation applied to a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J11</b>	<b>Visual Effects – Single</b> <i>Exemplary visual effects applied to a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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

# CATEGORIES & FEES

## MOVING IMAGE CRAFT

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>J12</b>	<b>Visual Effects – Campaign</b> <i>Exemplary visual effects applied to a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J13</b>	<b>Sound Design – Single</b> <i>Exemplary sound design of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel 5 minutes or less + 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
<b>J14</b>	<b>Sound Design – Campaign</b> <i>Exemplary sound design of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J15</b>	<b>Use of Music – Original Music – Single or Campaign</b> <i>Exemplary use of original music in commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Single: 1 Campaign: 3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J16</b>	<b>Use of Music – Licensed / Adapted Music – Single or Campaign</b> <i>Exemplary use or adaptation of licensed music in commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Single: 1 Campaign: 3–5	Content Video OR Highlight Reel 5 minutes or less + URL	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
<b>J17</b>	<b>Innovation in Moving Image Craft – Visual</b> <i>Visual craft used in commercial spots or branded content videos that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>	1	Case Study Video 2 minutes or less	1	3		\$550
<b>J18</b>	<b>Innovation in Moving Image Craft – Audio</b> <i>Audio craft used in commercial spots or branded content videos that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>	1	Case Study Video 2 minutes or less	1	3		\$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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✂ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 it 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			
<b>K01</b>	<b>Publishing – Newspaper – Single</b>						
	<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
<b>K02</b>	<b>Publishing – Newspaper – Campaign</b>						
	<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
<b>K03</b>	<b>Publishing – Magazine – Single</b>						
	<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
<b>K04</b>	<b>Publishing – Magazine – Campaign</b>						
	<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
<b>K05</b>	<b>Publishing – Trade Publication – Single or Campaign</b>						
	<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
<b>K06</b>	<b>Promotional / Collateral – Posters – Single</b>						
	<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
<b>K07</b>	<b>Promotional / Collateral – Posters – Campaign</b>						
	<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
<b>K08</b>	<b>Promotional / Collateral – Promotional Items – Single or Campaign</b>						
	<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
<b>K09</b>	<b>Ambient Media (Indoor &amp; Outdoor) – P.O.P. &amp; In-Store – Single</b>						
	<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
<b>K10</b>	<b>Ambient Media (Indoor &amp; Outdoor) – P.O.P. &amp; In-Store – Campaign</b>						
	<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
<b>K11</b>	<b>Ambient Media (Indoor &amp; Outdoor) – Billboards &amp; Transit – Single</b>						
	<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 OR Case Study Video 2 minutes or less	1	1–4	Work that includes digital components should be entered in category K13: Dynamic Billboards & Transit.  Work submitted in this category cannot be entered in category K14: Experiential & Installations – Single.	\$550

# CATEGORIES & FEES

## PRINT & OUTDOOR

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>K12</b>	<b>Ambient Media (Indoor &amp; Outdoor) – Billboards &amp; Transit – Campaign</b>  <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 OR Case Study Video 2 minutes or less	1	3–10	Work that includes digital components should be entered in category K13: Dynamic Billboards & Transit.  Work submitted in this category cannot be entered in category K15: Experiential & Installations – Campaign.	\$700
<b>K13</b>	<b>Ambient Media (Indoor &amp; Outdoor) – Dynamic Billboards &amp; Transit – Single or Campaign</b>  <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: Experiential & Installations.	\$550
<b>K14</b>	<b>Ambient Media (Indoor &amp; Outdoor) – Experiential &amp; Installations – Single</b>  <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	3–10	Work submitted in this category cannot be entered in category K11: Billboards & Transit – Single or K13: Dynamic Billboards & Transit.	\$550
<b>K15</b>	<b>Ambient Media (Indoor &amp; Outdoor) – Experiential &amp; Installations – Campaign</b>  <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 & Transit – Campaign or K13: Dynamic Billboards & Transit.	\$700
<b>K16</b>	<b>Extended Campaign – Posters &amp; Ambient Media</b>  <i>A series of 6-20 posters or pieces of ambient media created for a brand to promote a product or service.</i>	6–20	Digital Images	0	6–20		\$800
<b>K17</b>	<b>User-Generated Campaign</b>  <i>A campaign of 3-5 pieces of print or ambient media that is derived from customer/user submitted materials.</i>	3–5	Digital Images OR Case Study Video 2 minutes or Less	1	3–5		\$700
<b>K18</b>	<b>Craft – Art Direction – Single or Campaign</b>  <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	Physical Materials OR Digital Images	0	1–5		\$550
<b>K19</b>	<b>Craft – Writing – Single or Campaign</b>  <i>Exemplary writing in a print or ambient media piece or campaign.</i>	Single: 1 Campaign: 3–5	Physical Materials OR Digital Images	0	1–5		\$550
<b>K20</b>	<b>Craft – Illustration – Single or Campaign</b>  <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	Physical Materials OR Digital Images	0	1–5		\$550
<b>K21</b>	<b>Craft – Photography – Single or Campaign</b>  <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	Physical Materials OR Digital Images	0	1–5	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$550

# CATEGORIES & FEES

## PRINT & OUTDOOR

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>K22</b>	<b>Craft – Typography – Single or Campaign</b> <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	Physical Materials OR Digital Images	0	1–5		\$550
<b>K23</b>	<b>Craft – Printing / Production – Single or Campaign</b> <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 OR Content Video OR Case Study Video 2 minutes or less	1	1–5		\$550
<b>K24</b>	<b>Craft – Use of Digital Technology – Single or Campaign</b> <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
<b>K25</b>	<b>Innovation in Print &amp; Outdoor – Print</b> <i>Print advertising that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</i>	Single: 1 Campaign: 3–5	Case Study Video 2 minutes or less	1	3–10		\$550
<b>K26</b>	<b>Innovation in Print &amp; Outdoor – Ambient Media</b> <i>Ambient media that explores new ideas, devices, or methods in its execution and pushes the boundaries of the medium.</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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 one 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	<b>Media Relations</b> <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	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L02	<b>Events &amp; Experiential</b> <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	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L03	<b>Community Building</b> <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	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L04	<b>Internal Communications</b> <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	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L05	<b>Brand Voice</b> <i>The combination of verbal, visual, emotional, and other tools to tell a brand's narrative and to maintain and increase engagement.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L06	<b>Reputation Management</b> <i>A public relations campaign designed to enhance, promote or improve the long-term reputation of a brand or organization.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L07	<b>Real-Time Response / Activity – Crisis Communications</b> <i>A public relations campaign designed to preserve the reputation of a brand or organization, in response to an event or issue that requires immediate and careful attention.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L08	<b>Real-Time Response / Activity – Proactive Communications</b> <i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L09	<b>Integrated Campaign</b> <i>An integrated public relations campaign across at least 3 channels. Channels can include, but are not limited to media relations, events, community building, etc.</i>	3-10	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L10	<b>Innovation in Public Relations</b> <i>A public relations campaign that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### **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			
<b>M01</b>	<b>Broadcast – Any Length – Single</b> <i>A commercial spot broadcast over national, regional, or satellite radio stations.</i>	1	Audio	1	0–1		\$550
<b>M02</b>	<b>Broadcast – Any Length – Campaign</b> <i>A campaign of 3 commercial spots broadcast over national, regional, or satellite radio stations.</i>	3	Audio	3	0–1		\$700
<b>M03</b>	<b>Online – Streaming Audio – Single or Campaign</b> <i>Commercial spots broadcast over an internet radio station or platform.</i>	Single: 1 Campaign: 3	Audio	1–3	0–1		\$550
<b>M04</b>	<b>Online – Branded Podcast</b> <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
<b>M05</b>	<b>Custom Content</b> <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	1–3		\$550
<b>M06</b>	<b>Experiential Radio</b> <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	3–10		\$550
<b>M07</b>	<b>Craft – Writing – Single</b> <i>Exemplary writing of a single audio-based piece.</i>	1	Audio	1	0–1		\$550
<b>M08</b>	<b>Craft – Writing – Campaign</b> <i>Exemplary writing of a series of 3 audio-based pieces.</i>	3	Audio	3	0–1		\$700
<b>M09</b>	<b>Craft – Sound Design – Single or Campaign</b> <i>Exemplary sound design of audio-based pieces.</i>	Single: 1 Campaign: 3	Audio	1–3	0–1		\$550
<b>M10</b>	<b>Craft – Use of Music – Single or Campaign</b> <i>Exemplary use of original or adapted music in audio-based pieces.</i>	Single: 1 Campaign: 3	Audio	1–3	0–1		\$550
<b>M11</b>	<b>Innovation in Radio</b> <i>Radio advertising that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</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 integrate digital technology with a physical structure. The work should react to a user's activation, to the structure itself, or environmental triggers.

### 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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			
<b>N01</b>	<b>Architecture Enhancement</b> <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
<b>N02</b>	<b>User Activation</b> <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
<b>N03</b>	<b>Use of Technology</b> <i>New or existing digital technologies applied to a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10	Entries submitted in this category cannot be entered into any other Responsive Environments – Use of Technology category.	\$550
<b>N04</b>	<b>Use of Technology – Virtual Reality (VR)</b> <i>Use of a computer-generated, three-dimensional environment to enhance interaction with a physical space in a seemingly real way.</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.  Entries submitted in this category cannot be entered into any other Responsive Environments – Use of Technology category.	\$550
<b>N05</b>	<b>Use of Technology – Augmented Reality (AR)</b> <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	No special equipment will be used for judging. You must submit the required case study video to showcase the AR experience.  Entries submitted in this category cannot be entered into any other Responsive Environments – Use of Technology category.	\$550
<b>N06</b>	<b>Use of Technology – Integration with Social Platforms</b> <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	Entries submitted in this category cannot be entered into any other Responsive Environments – Use of Technology category.	\$550
<b>N07</b>	<b>Craft – Storytelling</b> <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
<b>N08</b>	<b>Craft – Dynamic Data Visualization</b> <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
<b>N09</b>	<b>Innovation in Responsive Environments</b> <i>A responsive environment that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550

# CATEGORIES & FEES

## SOCIAL INFLUENCER MARKETING - GENERAL INFO

Social Influencer Marketing recognizes the partnership with an established social media influencer to enhance or promote a brand through that influencer's audience and style.

### 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 Influencer Marketing categories require digital uploads of one of the following:

- ✍ **Social Post URLs:** Direct link to an individual post on a social media channel. Links must go to the original post and may not link to self-hosted videos nor link to a download.
- ✍ **Social Post URLs + Case Study Video:** Direct link to an individual post on a social media channel. Links must go to the original post and may not link to self-hosted videos nor link to a download. These posts can be supplemented with a video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. This video 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

## SOCIAL INFLUENCER MARKETING

KEY	CATEGORY - SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>P01</b>	<b>Single Channel</b> <i>Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on a single social platform.</i>	Single: 1 Campaign: 3-10	Social Post URLs OR Social Post URLs + Case Study Video 2 minutes or less	1	1-10	Influencer must have played an integral role in the creative process.	\$550
<b>P02</b>	<b>Multi-Channel</b> <i>Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on a variety of social platforms.</i>	3-10, in at least 2 platforms	Social Post URLs OR Social Post URLs + Case Study Video 2 minutes or less	1	3-10	Influencer must have played an integral role in the creative process.	\$550
<b>P03</b>	<b>Episodic</b> <i>Partnering with an established social media influencer to enhance or promote a brand through an ongoing content series, within a single or across multiple social platforms.</i>	3-10	Social Post URLs OR Social Post URLs + Case Study Video 2 minutes or less	1	3-10	Influencer must have played an integral role in the creative process.	\$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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✂ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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 social channel and single post entries, you may submit a case study video that provides an explanation of the project. This will be used as your primary judging media. With this option, you may also provide a URL link to the live post or channel. \***Note:** The URL link 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			
R01	<b>Branded Social Channel</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	1-5		\$550
	<i>A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.</i>	1					
R02	<b>Branded Social Post – Single</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	1-3	If your post is a video, the entire video should be included in your case study.	\$550
	<i>A single branded post on a social network, utilizing that particular network's individual qualities or strengths.</i>	1					
R03	<b>Branded Social Post – Campaign</b>		Case Study Video 2 minutes or less	1	3-10		\$700
	<i>A campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.</i>	3-10					
R04	<b>Branded Social Post – Real-Time Response</b>		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>	Single: 1 Campaign: 3-10					
R05	<b>Social Engagement – User-Generated Content</b>		Case Study Video 2 minutes or less	1	1-10		\$550
	<i>Branded social content that is derived from user-submitted materials.</i>	Single: 1 Campaign: 3-10					
R06	<b>Social Engagement – Community Building</b>		Case Study Video 2 minutes or less	1	1-10		\$550
	<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					
R07	<b>Craft – Writing</b>		Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>Exemplary writing applied to a social media post or campaign.</i>	Single: 1 Campaign: 3-10					
R08	<b>Craft – Use of Visuals</b>		Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>Exemplary use of visuals applied to a social media post or campaign. Includes static or dynamic elements.</i>	Single: 1 Campaign: 3-10					
R09	<b>Innovation in Social Media</b>		Case Study Video 2 minutes or less	1	3-10		\$550
	<i>Social media posts or campaigns that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline.</i>	Single: 1 Campaign: 3-10					

# 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### 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			
<b>S01</b>	<b>Web – Utility</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3–10		\$550
	<i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating systems, etc.</i>	1					
<b>S02</b>	<b>Web – User Experience</b>		URL OR Case Study Video 2 minutes or less OR URL + Case Study Video 2 minutes or less	1	3–10		\$550
	<i>The overall user experience of a brand's website.</i>	1					
<b>S03</b>	<b>Mobile – Utility</b>		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 systems, etc.</i>	1					
<b>S04</b>	<b>Mobile – User Experience</b>		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					
<b>S05</b>	<b>Cross-Channel – Digital Cross-Channel</b>		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>	2–5, in at least 2 digital mediums					
<b>S06</b>	<b>Cross-Channel – Digital / Physical Cross-Channel</b>		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>	2–5, with at least 1 digital and 1 physical medium					
<b>S07</b>	<b>Craft – Interface Design</b>		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					
<b>S08</b>	<b>Craft – Information Architecture</b>		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					
<b>S09</b>	<b>Craft – Dynamic Data Visualization</b>		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					
<b>S10</b>	<b>Innovation in UX / UI – Single Channel</b>		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 explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	1					
<b>S11</b>	<b>Innovation in UX / UI – Cross-Channel</b>		Case Study Video 2 minutes or less	1	3–10		\$550
	<i>Visual design or user experience across multiple channels that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</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.

### ELIGIBILITY

At least one of the campaigns included must have been launched within the current 2018 One Show eligibility dates: **January 1, 2017 – March 4, 2018.**

# 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 (USD)
			TYPE	FILES			
V01	Agency/Brand Collaboration – Five Year	5 or more	Case Study Video 5 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 exist 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 it. It should not have copied trends, but created new ones.

For example, was your work delivered in such a powerful way that it was responsible for a new dance? Gave birth to a new street term? Influenced fashion? 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) are displayed in the Entry Showcase and may be used by The One Show to promote entries.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

### ELIGIBILITY

The work must have been launched within the current 2018 One Show eligibility dates:  
**January 1, 2017 – March 4, 2018.**

# 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.

#### ✂ 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.

### 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 (USD)
			TYPE	FILES			
T01	New Trends	Single: 1 Campaign: 3-5	Case Study Video 2 minutes or less OR Content Video	1-5	3-10		\$700
<i>The Cultural Driver award recognizes influential ideas and executions that had a huge impact in their respective cultures and environments. Entries should exist outside the traditional categories in advertising and design. They should not have copied cultural trends, but created new ones.</i>							