

# The Young Ones Entry Instructions

# The Young Ones Competitions

For more than thirty years, The One Club has been passionate about showcasing the creativity of students and young professionals. Through our annual Young Ones Competitions, Education Festival, and other ongoing programs, we have launched many successful careers in the advertising industry.

The Young Ones Competitions are one of the world's most highly acclaimed competitive showcases for students of advertising, communication, and design. There are now two strands. Participants in the Young Ones Brief Competition must create a piece of work that supports a social cause and/or brand challenge. The Young Ones Portfolio Competition is a new initiative that requires students to submit samples from their portfolio. A number of creative disciplines are permitted.

**The application deadline is Friday March 3, 2017.**

You never know where the next great ad is going to come from — maybe your imagination! **APPLY NOW.**

E  
N  
T  
R  
Y  
  
I  
N  
S  
T  
R  
U  
C  
T  
I  
O  
N  
S  
  
2  
/  
7



## Eligibility

Entrants must be 18 or older.

Entrants must be enrolled in an academic program (provide proof of current registration at certified university, school, and/or portfolio program).

Entrants from non-accredited advertising or design programs must be approved by The One Club prior to the submission of entries. Students do not have to be a member of The One Club in order to participate in the Young Ones Competition.

Students working at an agency as a copywriter, art director or other professional position are not eligible. Interns may seek approval.

## Important Dates

The entry deadline for the Young Ones Competitions is 11:59PM EST on Friday March 4, 2017.

Young Ones Competitions entries will be accepted from Tuesday September 12, 2016 through Friday March 3, 2017.

Winners will be announced in mid-April 2017.

The winners will be invited to attend the Young Ones Education Festival and Awards Ceremony in NYC on Monday May 8, 2017 and Tuesday May 9, 2017.

## Entry Fee

A fee of US\$60 will be charged per entry, whether the work submitted is a single item or a whole campaign. Each category counts as ONE entry.

Students can enter work in more than one category but will be charged an entry fee for each. For example, if you submit an entry for the Print category and another for the Integrated Branding Campaign category, you will incur an entry fee of US\$120. Portfolio Competition entrants must submit 4-5 examples for each of the categories they enter under.

A US\$10 late fee will be charged for each entry registered after the deadline of Friday March 3, 2017.

E  
N  
T  
R  
Y  
  
I  
N  
S  
T  
R  
U  
C  
T  
I  
O  
N  
S  
  
3  
/  
7

# Entry Process

Entries will only be accepted through the online entry system at [www.theyoungones.org](http://www.theyoungones.org)

All materials submitted must be digital. No physical materials are allowed.

Incomplete entries, and any that do not meet the entry criteria, will be disqualified.

The decisions of the Young Ones Competitions Judges are final, including determinations as to eligibility.

## Payment

### Option A:

Students register and pay for their own entries.

This can be done in two ways:

1. **ONLINE PAYMENT:** At the end of the online entry process, you can pay by credit card online.
2. **OFFLINE PAYMENT:** At the end of the online entry process, select OFFLINE PAYMENT. You will be asked to send a check or money order to The One Club, along with a copy of your invoice.

### Option B:

Students register their own entries and the school pays for them.

This can be done in two ways:

1. **GROUP PAYMENT CODE:** A unique code is created for each school or class. Students use the code to enter their work. When the school administrator is ready, the code can be turned off and a single invoice generated, covering all the student entries.

NOTE: A cap can be placed on the number of times the code can be used.

2. **OFFLINE PAYMENT:** Students select the OFFLINE PAYMENT option at the end of the online entry process. The school then collects an invoice from each of the students and sends them together with a payment for all of the entries.

### Option C:

The school registers and pays for their students' submissions.

This can be done in two ways:

1. **ONLINE PAYMENT:** At the end of the online entry process, the school pays by credit card online.
2. **OFFLINE PAYMENT:** At the end of the online entry process, the school selects OFFLINE PAYMENT and sends a check or money order to The One Club along with a copy of the invoice.

E  
N  
T  
R  
Y  
  
I  
N  
S  
T  
R  
U  
C  
T  
I  
O  
N  
S  
  
4  
/  
7

## Ownership and Usage Rights

Students can only enter work that is original and that he/she has the right or authority to submit and publish. No professional entries are allowed.

For the Brief Competition, all entries become the property of The One Club and will not be returned.

The One Club will act as a liaison, ensuring that clients can contact entrants if they decide to publish or produce any work entered for the competition.

For the Portfolio Competition, each entrant retains ownership of all ideas and materials/images uploaded to our website.

The work of competition finalists will be retained by The One Club for use in The One Show Annual. The entrant also grants permission to The One Club (and others licensed by them) to show, edit and publish their entries whenever and however The One Club deems appropriate.

The One Club reserves the right to remove an entry from the competition for any reason and without notice.

## The Jury

For the Brief Competition, a group of top creative professionals will select the winning submissions.

For the Portfolio Competition, the jury will be comprised of experts in each of the 10 categories, as well as top creatives from agencies around the world.

## Judging Criteria

The judges are looking to reward work that is smart and compelling.

Within the parameters of the competition briefs, they are asked to look at the full range of entries submitted, and identify those that stand out from the crowd.

For the Portfolio Competition, entries will be judged as examples of the student's work, but could include collaborative creations as well as individual work. Entries will be judged using the following criteria: overall presentation, technical skills, industry skills, variety of content, and questionnaire responses.

All work will be judged anonymously.

E  
N  
T  
R  
Y  
  
I  
N  
S  
T  
R  
U  
C  
T  
I  
O  
N  
S  
  
5  
/  
7

## Judging Process

Judging for the 2017 Young Ones Competition will take place over two rounds during the first week of April.

Finalists for the Young Ones Competition will be announced mid-April.  
The primary contact for each finalist will be notified by email.

## Awards & Honors

All awards will be presented during the 2017 Young Ones Education Festival, to be held in New York City.

All finalists will receive a year's membership for The One Club, and will be featured in The One Club Online Archives.

For the Brief Competition, winners will receive a One Show pencil and will be featured in The One Show Annual. Merit certificates will also be awarded at the jury's discretion.

For the Portfolio Competition, an award will be made in each category.  
All winners will be featured in The One Club Online Archives.

E  
N  
T  
R  
Y  
  
I  
N  
S  
T  
R  
U  
C  
T  
I  
O  
N  
S  
  
6  
/  
7

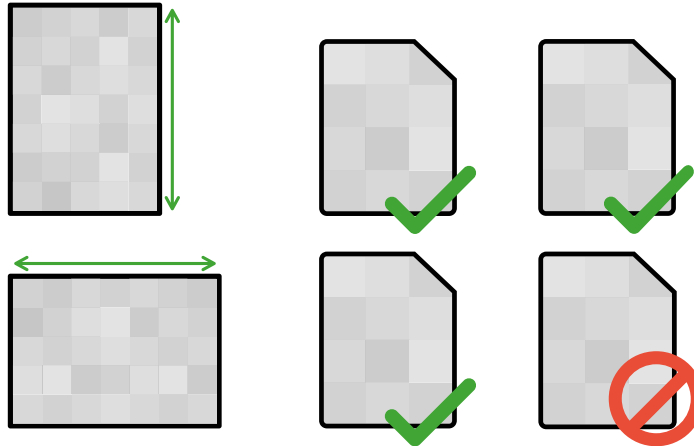
# Digital Files For Upload

You must upload digital files for ALL entries. This will be required during the online entry process. Depending on the category, digital images or videos are accepted for judging.

NOTE: Digital Images will be required for video entries as well, but they will not be used for judging.

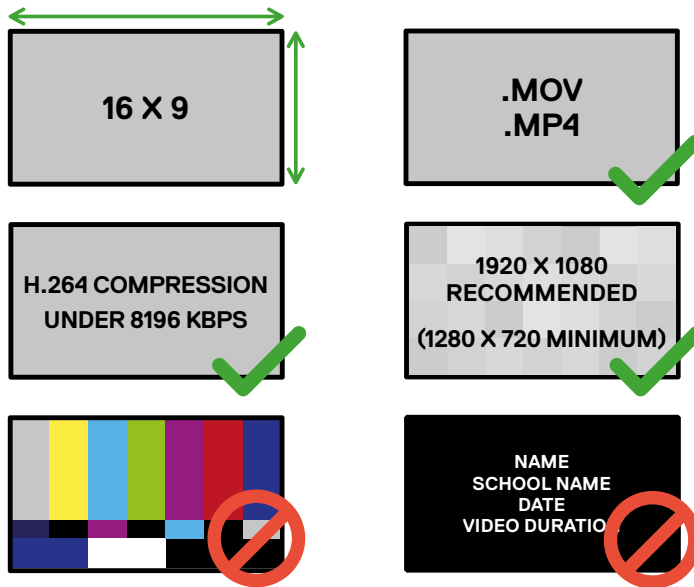
## Images

- High resolution JPEG
- 5MB maximum
- RGB color mode
- The longest side should be between 2400 - 4800 pixels



## Videos

- Quicktime files (.mov)
- H.264 compression
- 1920 x 1080
- No more than 8196 kbps
- No slates before the video



NOTE: For Print entries, submit your work as digital images.