ONE SHOW ENTERTAINMENT

One Show Entertainment celebrates the year's most surprising, creative, and innovative unions of advertising and entertainment in the field of branded content. The purpose of One Show Entertainment is to acknowledge and honor content that communicates a brand's core values in television, film, gaming, and all other forms of branded entertainment beyond traditional product placement.

FOR MORE INFORMATION, GO TO:

www.oneshowentertainment.org

SUBMISSIONS DEADLINE:

December 11, 2009

SEND ENTRIES TO:

ATTN: One Show Entertainment
The One Club
21 East 26th Street, 5th Floor
New York, NY 10010
Tel: 212 979 1900
www.oneclub.org

QUALIFICATIONS

All work must be produced for the first time between August 1, 2008 and December 1, 2009. Work produced on behalf of The One Club or the One Show is not eligible. Entries may be submitted by any industry professional connected to the creation of a piece of work. Filmed or recorded entries should be longer than 15 seconds and less than 10 minutes—and therefore should be edited for judging. Web-based entries can involve a URL, as long as the work is live during the judging in January 2010.

ENTRY FEES

Before completing your entries, please make sure your work is eligible. Entry fees are non-refundable. The cost to enter One Show Entertainment is $250 per entry.

FORMAT REQUIREMENTS

All entries must be submitted on a NTSC Beta SP tape, or URL for web entries.
Affix all corresponding entry labels and itemized list with the reel entered.
For complete format requirements go to www.oneshowentertainment.org.

NOTIFICATION

ENTRY RECEIPT

All entrants will receive email notification when entries have been received and processed. Entries will not be processed until all assets have been received and payment has been verified.

FINALIST NOTIFICATION

All finalists will be notified by mail or email. The primary and secondary contact registered for the agency, production company or studio will receive the notifications. All finalists are requested to confirm credits online, and provide material to screen at the awards ceremony if necessary.

AWARDS

One Show Entertainment will award a Gold, Silver or Bronze Pencil for each winning entry. Additional awards for directors and writers can be purchased after the awards show.

CATEGORIES

1. TELEVISION

Work in a broadcast format that clearly identifies a brand and furthers its position.

A. Scripted series that follows an established storyline.
B. Unscripted series - where the brand becomes an integral character or contributes to the plot line of the story (including reality shows).
C. Specials - This includes one-time screenings of an entertainment production.

2. FILM

A. Theatrical and DVD releases - Commercial film or animated feature. Integration of branded content in either a first-time theatrical release or DVD release. Entries should provide a written synopsis (200 words or less) and have an edited mini-movie of the feature length film no longer than 10 minutes that outlines the brand integration.
B. Documentaries - Integration of a brand in the story line of a documentary either for theatrical release or on DVD.

3. GAMING AND BRANDED APPLICATIONS

A. Online gaming - A Web site or banner that incorporates a brand as an integral component of a game.
B. Offline gaming - Stand alone, DVD or console games that incorporate a brand identity as an integral component of the game.
C. Branded applications (mobile or desktop) - Stand alone games or applications that incorporate brand identity as an integral component of the game or application.

4. ONLINE BRANDED ENTERTAINMENT

Online videos, movies, webisodes or podcasts that clearly identify a brand and further its position (music branded entertainment should be entered into the music category below).

5. MUSIC

Integration of a brand in a music environment intended for commercial release.

6. EVENTS AND INSTALLATIONS

Creative positioning of a brand outside traditional or online media, such as museum installations, events and outdoor environments.

ONE SHOW ENTERTAINMENT GALA

The second annual One Show Entertainment ceremony will be held February 17, 2010 at the American Cinematheque's Egyptian Theatre in Hollywood, CA. Gold, Silver and Bronze Pencils will be awarded for the best branded entertainment created during the past year.

LEGAL

All entries become the property of The One Club for Art & Copy, Inc., and will not be returned. The One Club will require verification for all work selected as finalists. The One Club has the right to request proof of initial publication and/or airdate 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 club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into One Show Entertainment. If any network or local television or radio station shall agree to telecast a news or other program relating to One Show Entertainment, 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 One Show Entertainment as stated in this Call for Entry. Decisions of judges on all matters during judging, including qualifications and categories, are final. After judging all disputes will be decided by the Board of Directors.

ONE SHOW ENTERTAINMENT