

# SUBMISSION REQUIREMENTS

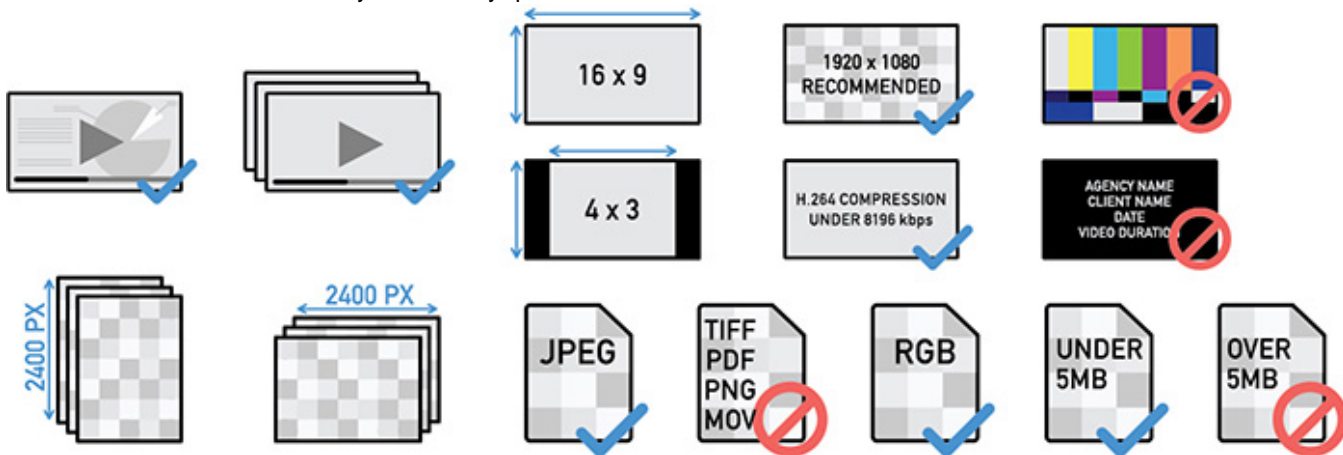
## Penta Pencil V01. Penta Pencil

Elements Required: 5 or more

### SUBMISSION MEDIA

Files Required: 1 - 20

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.



- **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: Multiple Case Study Videos - 2 minutes or less each**

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.

### REFERENCE IMAGES

Reference Images Required: 5 - 50

