

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 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 name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » **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"
- » **Description:** Descriptions (150 words or less) will be viewed by the jury.
- » **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 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 VIDEO 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.

ENTRY FEES

Entries in the Branded Entertainment discipline have the following entry fees:

- » **Single:** \$550
- » **Campaign:** \$700
- » **Single or Campaign:** \$550

NOTE: A late fee of \$75 per entry will be applied to all entries created after January 31, 2019

NOTES FOR SUBMISSION MEDIA

- » Case Study videos should be no longer than 2 minutes.
- » Commercial spots that aired on television should be entered into the Film discipline.
- » If your original Content Video is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.
- » Branded Entertainment Craft entries should be submitted into the Moving Image Craft discipline.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
SHORT FORM VIDEO			
A01 Single <i>A single piece of online or broadcast video content with a brand integrated into the script, plot, or broader themes. Short form is reserved for submissions that are no longer than 3 minutes.</i>	Single (1)	1 Content Video less than 3 minutes	3
A02 Campaign / Series / Episodic <i>3-5 pieces of online or broadcast video content with a brand integrated into the script, plot, or broader themes. Short form is reserved for submissions that are no longer than 3 minutes.</i>	Campaign (3-5)	3-5 Content Videos less than 3 minutes each	9-15 (3 images of each video)
LONG FORM VIDEO			
A03 Single <i>A single piece of online or broadcast video content with a brand integrated into the script, plot, or broader themes. Long form is reserved for submissions that are over 3 minutes and less than 20 minutes.</i>	Single (1)	1 Content Video longer than 3 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
A04 Campaign / Series / Episodic <i>3-5 pieces of online or broadcast video content with a brand integrated into the script, plot, or broader themes. Long form is reserved for submissions that are over 3 minutes and less than 20 minutes.</i>	Campaign (3-5)	3-5 Content Videos OR 1 Cut-down Video less than 5 minutes + URL to full length	9-15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
FULL LENGTH BROADCAST & VOD			
A05 Series / Episodic <i>3-5 pieces of broadcast, VOD, or online video content with a brand integrated into the script, plot, or broader themes. Full length is reserved for submissions that are longer than 20 minutes.</i>	Campaign (3-5)	3-5 Cut-down Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)
FEATURE LENGTH			
A06 Narrative & Documentary <i>Films or features with a brand integrated into the script, plot, or broader themes of the content. Includes fiction and non-fiction work. Feature length is reserved for submissions that are longer than 40 minutes.</i>	Single (1)	1 Cut-down Video less than 5 minutes + OR 1 Cut-down Video less than 5 minutes + URL to full length	3
LIVE WEBCAST			
A07 Live Webcast <i>An online video that documents a brand's live event via webcast, in real-time or pre-recorded.</i>	Single (1)	1 Case Study Video less than 2 minutes OR 1 Case Study Video less than 2 minutes + URL OR 1 Content Video less than 5 minutes	3
LOCATION-SPECIFIC VIDEO			
A08 Location-Specific Video <i>A video created for exclusive viewing by a target audience. Includes work done for lobby displays, events, amusement parks, etc.</i>	Single (1)	1 Case Study Video less than 2 minutes OR 1 Content Video less than 5 minutes	3
NOTE: Cannot have also appeared online, over broadcast television, or in cinemas.			
MUSIC VIDEOS			
A09 Music Videos <i>Live-action or animated videos created to promote a brand, musician or musical act.</i>	Single (1)	1 Content Video less than 5 minutes	3

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
AUDIO			
A10 Audio <i>Broadcast or online audio content with a brand integrated into the script, plot, or broader themes.</i>	Single (1) OR Campaign (3–5)	1–5 Audio Files less than 5 minutes each OR 1 Case Study Video less than 2 minutes	1–5
MOBILE APPS			
A11 Mobile Apps <i>An application on a mobile platform that features a brand as an integral component.</i>	Single (1)	1 Case Study Video less than 2 minutes	3
GAMING			
A12 Digital Games <i>Digital gaming that features a brand as an integral component of gameplay. Includes online, mobile, console, computer and other digital games.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
NOTE: No special equipment will be used for judging. You must submit the required case study video to showcase the game.			
A13 Physical Games <i>Physical games that feature a brand as an integral component of gameplay.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
NOTE: Physical materials will not be used for judging. You must submit the required case study video to showcase the game.			
A14 Immersive Games <i>Immersive games that feature a brand as an integral component of gameplay and require participants to interact with a specific environment.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
NOTE: Gaming events without active participatory gameplay should be entered into category A15: Live Events.			
EXPERIENTIAL			
A15 Live Events <i>Live events that feature and promote a brand.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
A16 Brand Installations <i>Temporary or permanent immersive 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>	Single (1)	1 Case Study Video less than 2 minutes	3–10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
USE OF TECHNOLOGY			
A17 Use of Technology <i>New or existing digital technologies applied to branded content and experiences.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
NOTE: No special equipment will be used for judging. You must submit the required case study video to showcase the technology. NOTE: Entries submitted in this category cannot be entered into category A18: Use of Technology - AR, VR, MR.			
A18 Augmented, Virtual and Mixed Reality (AR, VR, MR) <i>Use of Augmented Reality, Virtual Reality, or Mixed Reality in branded content and experiences.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
NOTE: No special equipment will be used for judging. You must submit the required case study video to showcase the technology. NOTE: Entries submitted in this category cannot be entered into category A17: Use of Technology.			
USER-GENERATED CONTENT			
A19 User-Generated Content <i>Branded content that is derived from customer/user submitted materials. Can be stand-alone or woven into a larger plot or narrative.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos less than 5 minutes each OR 1 Case Study Video less than 2 minutes	3-10
INNOVATION			
A20 Innovation in Branded Entertainment <i>Branded content that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-10