

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 must include project information and media for judging.

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. four posters count as four elements, three commercials count as three elements. **NOTE:** Case Study Videos do not count as one 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:

- » **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.

ENTRY FEES

Entries in the Social Media discipline have the following entry fees:

- » **Single or Campaign:** \$700

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.
- » 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.
- » Entries must feature the cultural context for the work, the work itself and explanation of the impact it had on pop culture.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
CULTURAL DRIVER			
W01 New Trends <i>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>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes OR 1-5 Content Videos less than 3 minutes each	3-10