

**Creative Effectiveness recognizes work that produced measurable results and was integral to achieving a brand's purpose.**

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:** The Entry Description limit for this category is increased to 1,000 words to allow for a detailed explanation of the results and impact of your campaign. The description is not required, but is highly recommended. Descriptions 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. Creative Effectiveness categories require one of the following:

- » **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 Creative Effectiveness discipline have the following entry fees:

- » **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.
- » An Entry Description of 1,000 words or less is highly recommended for a detailed explanation of the results and impact of your campaign.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
<b>CREATIVE EFFECTIVENESS</b>			
<b>B01 Creative Effectiveness</b> <i>Work that produced measurable results and was integral to achieving a brand's purpose.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-10
<b>B02 Single Country or Region</b> <i>Work that produced measurable results and was integral to achieving a brand's purpose. Entries must highlight the effectiveness in a single country or cultural region.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-10
NOTE: Entries submitted in this category cannot be entered into category B03: Multi-Country or Global.			
<b>B03 Multi-Country or Global</b> <i>Work that produced measurable results and was integral to achieving a brand's purpose. Entries must highlight the effectiveness in 2 or more countries.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-10
NOTE: Entries submitted in this category cannot be entered into category B02: Single Country or Region.			