CATEGORIES & FEES
CREATIVE USE OF DATA

Creative Use of Data recognizes work in which data played an integral role in its development and execution.

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. 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.

» **DIGITAL IMAGES:** Content images of the work as it was originally placed, installation images showing the placement, digital project boards, or a combination of these are acceptable. **NOTE:** These will also be used as Reference Images for your entry.

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 Use of Data 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.

CATEGORY		ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
CREATIVE USE OF DATA				
C01	**Data Visualization** *Creative visual representation of data. Can be static or dynamic forms of charts, maps, graphs, custom content, etc.*	Single (1) OR Campaign (3–5)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
C02	**Targeting** *Work for which data was used and interpreted to target a specific audience. Data must have played an integral role in defining the audience for the brand's message.*	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10
C03	**Storytelling** *Work for which data was used and interpreted to create or enhance a brand narrative. Data must have played an integral role in telling a brand's story.*	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10
C04	**Social Media** *Work for which data generated from social media platforms was used and interpreted to target or engage with a specific audience. Data must have played an integral role in defining the brand's message.*	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10
C05	**Real-Time** *Work for which data was gathered, interpreted, and used in real time to engage with an audience. Data must have played an integral role in defining the brand's message.*	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10