

Direct Marketing recognizes targeted communications, delivered via physical or digital mediums.

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. Direct Marketing categories require one of the following:

- » **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.
- » **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 Direct Marketing discipline have the following entry fees:

- » **Single:** \$550
- » **Campaign:** \$700
- » **Single or Campaign:** \$550
- » **Integrated Campaign:** \$800

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
PHYSICAL ITEMS			
F01 Physical Items <i>A physical piece of advertising that targets a specific audience. Includes pieces delivered via mail, messenger, handouts, postings, etc.</i>	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
NOTE: Physical materials will not be used for judging. You must submit the required case study video to showcase the work.			
OUT OF HOME			
F02 P.O.P. & In-Store <i>Promotions placed in-store or at point-of-sale, targeting a specific audience. Includes posters, shelf banners, 3D displays, etc.</i>	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
F03 Billboards & Transit <i>Advertisements which appears in or around transit, targeting a specific audience. Includes billboards, bus shelters, subways, taxis, and airports.</i>	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

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
EXPERIENTIAL			
F04 Brand Installations <i>Immersive advertising targeted for a specific audience, in which each user determines their own experience based on their interaction with the work. Includes kiosks, live experiences, and constructed public environments, etc.</i>	Single (1)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
F05 Live Events <i>A planned live event, competition or social gathering centered around a brand, in which the user is part of a larger targeted audience.</i>	Single (1)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
DIGITAL & ONLINE			
F06 Websites & Mobile <i>The use of a website, microsite, or mobile application as a tool for direct contact with a brand's targeted demographic.</i>	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes OR 1 Case Study Video less than 2 minutes + URL	3–10
F07 Email & Newsletters <i>The use of email communications as a tool for direct contact with a brand's targeted demographic.</i>	Single (1) OR Campaign (3–5)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
F08 Banners & Pop-ups <i>The use of an online banner advertisement as a tool for direct contact with a brand's targeted demographic.</i>	Single (1) OR Campaign (3–5)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
F09 Social Media & Viral Marketing – Single <i>The use of a single social media post or online video as a tool for direct contact with a brand's targeted demographic.</i>	Single (1)	1 Case Study Video less than 2 minutes	1–5
F10 Social Media & Viral Marketing – Campaign <i>The use of a social media channel, series of social posts or online videos as a tool for direct contact with a brand's targeted demographic.</i>	Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10
F11 Use of Smart Devices <i>The use of a smart device as a tool for direct contact with a brand's targeted demographic. Includes wearables, home gadgets, etc.</i>	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
NON-TRADITIONAL & GUERRILLA MARKETING			
F12 Non-traditional & Guerrilla Marketing <i>The use of unconventional, imaginative, and/or low budget techniques outside of standard marketing strategy to engage people with a brand's targeted audience. Includes postings, stunts, etc.</i>	Single (1) OR Campaign (3-5)	3-10 Digital Images OR 1 Case Study Video less than 2 minutes	3-10 N/A if submitting Digital Images for judging
INTEGRATED CAMPAIGN			
F13 Integrated Campaign <i>A fully integrated direct marketing campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to, television, print, online, outdoor, or radio.</i>	Campaign (3-10) including at least 3 different mediums	1 Case Study Video less than 2 minutes	3-10
NOTE: Case study videos should include at least 3 different mediums in the campaign.			
CRAFT			
F14 Art Direction <i>Communication of the overall visual appearance of a work or works in a direct marketing piece or campaign.</i>	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
F15 Writing <i>Writing in a direct marketing piece or campaign.</i>	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
F16 Printing / Production <i>Specialized printing or production techniques applied to a physical direct marketing piece or campaign.</i>	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
F17 Use of Digital Technology <i>Specialized digital technologies applied to a direct marketing piece or campaign.</i>	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
NOTE: No special equipment will be used for judging. You must submit the required case study video or digital images to showcase the technology.			
F18 Data-Driven Personalization <i>Use of a specific data set to personalize advertising in a direct marketing piece or campaign.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INNOVATION			
F19 Innovation in Direct Marketing <i>Direct marketing 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