

Experiential & Immersive recognizes temporary or permanent brand experiences utilizing physical spaces to connect people to a brand. Includes physical and digital elements and responsive environments.

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. Experiential & Immersive 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 Experiential & Immersive discipline have the following entry fees:

» **Single:** \$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
EVENTS & COMPETITIONS			
G01 Events & Competitions <i>A planned public event, competition or social gathering centered around a brand.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
SPACES & IMMERSIVE			
G02 Brand Installations <i>Installations centered around a brand within a larger environment. Includes pop-ups, takeovers, kiosks, trade show booths, 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
G03 Brand-Owned Experiences <i>Immersive environments owned by a brand. Includes exhibitions, trade shows, expos, and other large scale branded experiences.</i>	Single (1)	3-10 Digital Images OR 1 Case Study Video less than 2 minutes	3-10
RESPONSIVE ENVIRONMENTS			
G04 Architecture Enhancement <i>Digital elements integrated into a new or existing physical structure, used to enhance an individual's experience of a brand. Includes projection mapping and custom-built structures.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
G05 User Activation <i>An environment that incorporates digital elements which respond to changes (touch, movement, light, temperature, sound, etc.) caused by the user.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
USE OF TECHNOLOGY			
G06 Use of Technology <i>New or existing digital technologies applied to experiential work.</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 G07: Use of Technology – AR, VR, MR.			
G07 Augmented, Virtual and Mixed Reality (AR, VR, MR) <i>Use of Augmented Reality, Virtual Reality, or Mixed Reality in brand 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 G06: Use of Technology.			
CRAFT			
G08 Art Direction <i>Communication of the overall visual appearance of a brand experience.</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
G09 Writing <i>Writing within a brand experience.</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
G10 Storytelling <i>The integration of words, visuals, and audio within a brand experience to tell a story.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
G11 Use of Sound <i>The use of audio within a brand experience. Includes sound design, sound effects, music, etc.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
G12 Dynamic Data Visualization <i>Use of information graphics that respond to a user's input in real time within a brand experience.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10
INNOVATION			
G13 Innovation in Experiential <i>A brand experience that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Single (1)	1 Case Study Video less than 2 minutes	3–10