

Film recognizes advertising in the form of commercial spots that aired on television, in cinemas, or online.

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. Film categories require 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 3 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 Film discipline have the following entry fees:

- » **Single:** \$550
- » **Campaign:** \$700
- » **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.
- » If your original Content Video is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.
- » Film Craft entries should be submitted into the Moving Image Craft discipline.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
TELEVISION & VOD			
H01 Short Form – Single <i>A commercial spot airing on television or video-on-demand platforms. Short form is reserved for submissions that are less than 45 seconds.</i>	Single (1)	1 Content Video less than 45 seconds	3
H02 Short Form – Campaign <i>A campaign of 3-5 commercial spots airing on television or video-on-demand platforms. Short form is reserved for submissions that are less than 45 seconds each.</i>	Campaign (3–5)	3–5 Content Videos less than 45 seconds each	9–15 (3 images of each video)
H03 Long Form – Single <i>A commercial spot airing on television or video-on-demand platforms. Long form is reserved for submissions that are 45 seconds or longer.</i>	Single (1)	1 Content Video 45 seconds or longer	3
H04 Long Form – Campaign <i>A campaign of 3-5 commercial spots airing on television or video-on-demand platforms. Long form is reserved for submissions that are 45 seconds or longer each.</i>	Campaign (3–5)	3–5 Content Videos 45 seconds or longer each	9–15 (3 images of each video)
H05 Varying Length Campaign <i>A campaign of 3-5 commercial spots of varying lengths, airing on television or video-on-demand platforms.</i>	Campaign (3–5)	3–5 Content Videos of varying lengths	9–15 (3 images of each video)
NOTE: Campaigns submitted in this category cannot be entered into other television campaign categories.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
ONLINE FILMS & VIDEO			
H06 Short Form – Single <i>An online video created on behalf of a brand or organization. Short form is reserved for submissions that are less than 45 seconds.</i>	Single (1)	1 Content Video less than 45 seconds	3
H07 Short Form – Campaign <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Short form is reserved for submissions that are less than 45 seconds each.</i>	Campaign (3–5)	3–5 Content Videos less than 45 seconds each	9–15 (3 images of each video)
H08 Long Form – Single <i>An online video created on behalf of a brand or organization. Long form is reserved for submissions that are 45 seconds or longer.</i>	Single (1)	1 Content Video 45 seconds or longer	3
H09 Long Form – Campaign <i>A campaign of 3-5 online videos created on behalf of a brand or organization. Long form is reserved for submissions that are 45 seconds or longer each.</i>	Campaign (3–5)	3–5 Content Videos 45 seconds or longer each	9–15 (3 images of each video)
H10 Varying Length Campaign <i>A campaign of 3-5 online videos of varying lengths created on behalf of a brand or organization.</i>	Campaign (3–5)	3–5 Content Videos of varying lengths	9–15 (3 images of each video)
NOTE: Campaigns submitted in this category cannot be entered into other online campaign categories.			
H11 Pre-Roll – Single <i>An online advertisement that plays before the start of a video.</i>	Single (1)	1 Content Video	3
H12 Pre-Roll – Campaign <i>A campaign of 3-5 online advertisements that play before the start of a video.</i>	Campaign (3–5)	3–5 Content Videos	9–15 (3 images of each video)
CINEMA ADVERTISING			
H13 Cinema Advertising <i>A commercial spot shown in a cinema before a feature film.</i>	Single (1) OR Campaign (3–5)	1–5 Content Videos OR 1 Case Study Video less than 2 minutes	3–15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
LOCATION-SPECIFIC VIDEO			
H14 Location-Specific Video <i>A video created for exclusive viewing by a target audience. Includes work done for lobby displays, events, amusement parks, etc.</i>	Single (1)	1 Content Video OR 1 Case Study Video less than 2 minutes	3
NOTE: Cannot have also appeared online, over broadcast television, or in cinemas.			
UNDER 100K BUDGET			
H15 Under 100K Budget <i>Commercial spots with a production budget of \$100,000 USD or less per piece. Includes broadcast, cinema, online, or mobile.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos	3-15 (3 images of each video)
USER-GENERATED CONTENT			
H16 User-Generated Content <i>A video that is derived from customer/user submitted content, created on behalf of a brand or organization. Includes broadcast, cinema, and online.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos OR 1 Case Study Video less than 2 minutes	3-15 (3 images of each video)
INNOVATION			
H17 Innovation in Film <i>Commercial spots that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-15 (3 images of each video)