

Since 2009, The One Show has been awarding the Green Pencil for the most environmentally-minded advertising. This includes, but is not limited to, awareness and messaging, product design, and eco-friendly production techniques.

All entries must include project information and media for judging.

## 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. four posters count as four elements, three commercials count as three elements. **NOTE:** Case Study Videos do not count as one 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. Green Pencil entries 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 for Green Pencil have the following entry fees:

- » **Single or Campaign:** \$400

**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
<b>GREEN PENCIL</b>			
<b>Y01 Green Pencil</b> <i>Work that supports or contributes to environmentally-sustainable efforts. Includes, but is not limited to, awareness and messaging, product design, and eco-friendly production techniques.</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