

Health, Wellness & Pharma recognizes communications created specifically to educate, promote and/or assist in a person's health and well-being.

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. Health, Wellness & Pharma 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.
- » **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 5 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.
- » **CUT-DOWN VIDEO WITH SUPPLEMENTAL URL:** For long form videos, you may submit a 5-minute "best of" cut of the content. This will be used as your primary judging media. With this option, you may provide a URL to the full length work. **NOTE:** The full length work will be viewed at the judges' discretion.
- » **AUDIO:** An audio-only file without a visual component.
- » **PDF:** A document using text and images that provides a summary of the project. It should focus on the idea of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. **NOTE:** PDF files must be a maximum of 3 pages and must not contain active links to websites.

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 Health, Wellness & Pharma discipline have the following entry fees:

- » **Single:** \$550
- » **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.
- » URLs to a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
BRANDED CONTENT			
J01 Branded Content <i>Health, Wellness or Pharma work in which the brand is incorporated into the story and goes beyond traditional product placement or sponsorship.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos OR 1 Cut-down Video less than 5 minutes + URL to full length	3-15 (3 images of each video)
NOTE: If your original Content Video is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.			
EXPERIENTIAL / IMMERSIVE / EVENTS			
J02 Experiential / Immersive / Events <i>A planned public event, competition or social gathering centered around a Health, Wellness or Pharma brand. Includes installations, such as kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</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
PRODUCTS			
J03 Products <i>A physical or digital product used to communicate, promote and/or assist in the user's Health and Wellness. Includes physical and digital integration.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
BRANDING			
J04 Branding <i>Elements of an identity system for a Health, Wellness or Pharma brand, including business cards, stationery, logo, branding guidelines, prospectus, etc.</i>	Single (1) OR Campaign (3–10)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
PACKAGING			
J05 Packaging <i>Packaging for a commercially available Health, Wellness or Pharma product or line of products.</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
DIRECT MARKETING			
J06 Direct Marketing <i>Physical or digital marketing that targets a specific audience, created to promote a Health, Wellness or Pharma brand, product or service.</i>	Single (1) OR Campaign (3–10)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
NOTE: Non-broadcast videos should be entered entered in categories J07 or J08: Film.			
FILM			
J07 Health & Wellness <i>Broadcast, online or non-broadcast videos created on behalf of a Health, Wellness or Pharma brand, product, service, or message.</i>	Single (1) OR Campaign (3–5)	1–5 Content Videos	3–15 (3 images of each video)
NOTE: 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.			
J08 Pharma <i>Broadcast, online or non-broadcast videos created to promote a Pharma brand, product, service, or message.</i>	Single (1) OR Campaign (3–5)	1–5 Content Videos	3–15 (3 images of each video)
NOTE: 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.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
DIGITAL			
J09 Web & Mobile <i>A website or mobile application created to promote a Health, Wellness or Pharma brand, product, or service.</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	3–5
J10 Social Media <i>Work that leverages the power of social platforms to communicate a Health, Wellness or Pharma-related message and engage its targeted audience.</i>	Single (1) OR Campaign (3–10)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
J11 Use of Technology <i>Specialized digital technologies applied to a Health, Wellness or Pharma brand, product or service.</i>	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	1–10
NOTE: No special equipment will be used for judging. You must submit the required case study video to showcase the technology.			
PRINT			
J12 Health & Wellness <i>Traditional print advertising to promote a Health and Wellness brand, product, service, or message. Includes newspaper, magazine, or poster advertisements.</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 or digital images to showcase the work.			
J13 Pharma <i>Traditional print advertising to promote a Pharma brand, product, service, or message. Includes newspaper, magazine, or poster advertisements.</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 or digital images to showcase the work.			
OUT OF HOME			
J14 Health & Wellness <i>Out-of-home advertising created to promote a Health and Wellness brand, product, service, or message. Includes billboards, vehicle wraps, transit, point-of-purchase 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
J15 Pharma <i>Out-of-home advertising created to promote a Pharma brand, product, service, or message. Includes billboards, vehicle wraps, transit, point-of-purchase 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

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
PUBLIC RELATIONS			
J16 Public Relations <i>Campaigns, programs and tactics promoting a Health, Wellness or Pharma-related brand, product, service, or message that actively engage consumers/audiences and demonstrate the highest levels of strategic planning, creativity and business results.</i>	Single (1) OR Campaign (3-5)	1-10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1-10 N/A if submitting Digital Images for judging
RADIO & AUDIO			
J17 Radio & Audio <i>Advertising in the form of audio-based content such as broadcast or online commercial spots and podcasts for a Health, Wellness or Pharma-related brand, product, service, or message.</i>	Single (1) OR Campaign (3-5)	Audio Files: Single: 1 Campaign: 3-5 OR 1 Case Study Video less than 2 minutes	0-3
INTEGRATED BRANDING			
J18 Integrated Branding <i>A fully integrated Health, Wellness or Pharma brand 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.			
INNOVATION			
J19 Innovation in Health & Wellness <i>Work for a Health, Wellness or Pharma-related brand, product, service, or message 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	1-10