

Integrated recognizes creative concepts and messaging unified across multi-channel campaigns.

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. Integrated categories require one of the following:

- » **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 Integrated discipline have the following entry fees:

- » **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.
- » Case study videos should include all elements of the campaign.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INTEGRATED CAMPAIGNS			
K01 Integrated Branding <i>A fully integrated 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
K02 Online <i>A purely digital integrated campaign consisting of 3-10 elements, executed in at least 3 digital mediums. Mediums can include, but are not limited to websites, mobile, social media, or online video.</i>	Campaign (3-10) including at least 3 different digital mediums	1 Case Study Video less than 2 minutes	3-10
BRAND TRANSFORMATION			
K03 Brand Transformation <i>An integrated campaign restructuring a brand's image that changes the way that consumers perceive the brand or organization.</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 explain the transformation from the original to updated brand image. NOTE: A rebrand of a visual identity should be entered into D04: Design - Rebranding.			
CO-PROMOTIONS			
K04 Co-Promotions <i>Integration of two or more different brands working together to create a single unified project. Mediums can include but are not limited to television, experiential and digital.</i>	Campaign (3-10)	1 Case Study Video less than 2 minutes	3-10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
CRAFT			
K05 Art Direction <i>Communication of the overall visual appearance of an integrated campaign.</i>	Campaign (3–10) including at least 3 different mediums	1 Case Study Video less than 2 minutes	3–10
K06 Writing <i>Writing across an integrated campaign.</i>	Campaign (3–10) including at least 3 different mediums	1 Case Study Video less than 2 minutes	3–10
INNOVATION			
K07 Innovation in Integrated Branding <i>An integrated campaign that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Campaign (3–10) including at least 3 different mediums	1 Case Study Video less than 2 minutes	3–10