

Interactive & Online recognizes advertising communicated through digital channels including websites, gaming, and other digital media.

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. Interactive & Online 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.
- » **URL:** An active link that must remain unchanged through the One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study information are acceptable..
- » **CASE STUDY VIDEO WITH SUPPLEMENTAL URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. **NOTE:** The live site will be viewed at the judges' discretion.
- » **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.

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 Interactive & Online 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.
- » URLs to a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)
- » 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
WEBSITES			
M01 Websites <i>A website, microsite, or webpage created to promote a brand, product, or service.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-5
M02 Utility <i>A branded online tool or website that facilitates a useful function for the user.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-5
M03 E-Commerce <i>A branded online tool or website that facilitates the buying, selling, or trading of goods or services.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-5

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
ONLINE ADVERTISING			
M04 Native Ads <i>Online advertisements that match the appearance and function of the platform in which they appear.</i>	Single (1) OR Campaign (3-5)	1-5 Digital Images OR 1 Case Study Video less than 2 minutes	1-5
M05 Display Ads <i>Online banner advertisements created for a brand, product or service.</i>	Single (1) OR Campaign (3-5)	1-5 Digital Images OR 1 Case Study Video less than 2 minutes	1-5
M06 Email Marketing <i>The use of email communications as a tool to promote a brand, product, or service.</i>	Single (1) OR Campaign (3-5)	1-5 Digital Images OR 1 Case Study Video less than 2 minutes	1-5
ONLINE VIDEO			
M07 Interactive Video <i>An online video that requires user interaction to enhance the story or experience.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-5
NOTE: Online videos without an interactive component should be entered into the Film discipline or categories M10 and M11: Online-only Video. NOTE: Entries submitted in this category cannot be entered into categories M10 or M11: Online-only Video.			
M08 Pre-Roll – Single <i>An online advertisement that plays before the start of a video.</i>	Single (1)	1 Content Video less than 3 minutes	3
M09 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 less than 3 minutes each	9-15 (3 images of each video)
M10 Online-only Video – Single <i>A video created specifically to be viewed online.</i>	Single (1)	1 Content Video less than 3 minutes	3
M11 Online-only Video – Campaign <i>A campaign of 3-5 videos created specifically to be viewed online.</i>	Campaign (3-5)	3-5 Content Videos less than 3 minutes each	9-15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
DIGITAL EXPERIENTIAL & IMMERSIVE			
M12 Interactive Installations <i>A standalone digital installation that requires user interaction. Includes kiosks, mupis, etc.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-5
NOTE: Full immersive spaces and experiences should be entered into category M13: Immersive Installations.			
M13 Immersive Installations <i>Immersive environments built around interactive, digital elements and centered around a brand.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-5
M14 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	3-5
NOTE: No special equipment will be used for judging. You must submit the required case study video to showcase the technology.			
USE OF TECHNOLOGY			
M15 Branded Games <i>Gaming that features a brand as an integral component of gameplay. Includes online, console, computer and other digital games.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	3-5
CRAFT			
M16 Art Direction <i>Communication of the overall visual appearance of an interactive piece or campaign.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-5
M17 Writing <i>Writing in an interactive piece or campaign.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-5

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INNOVATION			
M18 Innovation in Interactive <i>Interactive work 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	3-5