

Intellectual Property recognizes new digital or physical products brought to market as part of integrated advertising and communications 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. Intellectual Property 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 Intellectual Property discipline have the following entry fees:

» **Single:** \$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.
- » The same work cannot be entered into multiple Intellectual Property categories.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
PHYSICAL PRODUCT			
L01 Physical Product <i>A physical product or object used to communicate a brand's personality or story.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
DIGITAL PRODUCT			
L02 Digital Product <i>A digital product used to communicate a brand's personality or story. Includes software, applications, games, services, platforms, etc.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
INTEGRATED DIGITAL & PHYSICAL PRODUCT			
L03 Integrated Digital & Physical Product <i>A physical product that integrates with a digital product, complementing and enhancing the user experience and/or use of the physical object. Must be used to communicate a brand's personality or story.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
EXPERIMENTAL / INTERNAL PROJECTS / R&D			
L04 Experimental / Internal Projects / R&D <i>A new digital or physical invention not yet released in the marketplace. Must be in service of a brand.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
NOTE: Entries submitted in this category cannot be entered into any other One Show category.			