

Mobile recognizes applications, websites, and other digital media tailored for mobile devices.

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. Mobile 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.
- » **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 Mobile discipline have the following entry fees:

- » **Single:** \$550
- » **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.
- » No special equipment will be used for judging. You must submit the required case study video to showcase the work.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
WEBSITES			
N01 Websites <i>A mobile site created to promote a brand, product, or service.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
APPLICATIONS			
N02 Applications <i>A mobile application created to promote a brand, product, or service.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
UTILITY			
N03 Utility <i>A branded mobile tool in-app or on a mobile site that facilitates a useful function for the user.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
NOTE: E-commerce utilities should be entered in category N04: E-commerce.			
N04 E-Commerce <i>A branded mobile tool in-app or on a mobile site that facilitates the buying, selling, or trading of goods or services.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
MOBILE ADVERTISING			
N05 Mobile Advertising <i>A digital advertisement formatted for a mobile site or application, created to promote a brand, product, or service.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
MOBILE-FIRST VIDEO			
N06 Under 3 Seconds <i>A mobile-first vertical video, up to 3 seconds in length, which is comprehensible with and without sound and created to promote a brand, product or service.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos 3 seconds or less in length OR 1 Case Study Video less than 2 minutes	3-15 (3 images of each video)
NOTE: Entries submitted in this category cannot be entered into any other Mobile First Video category.			
N07 Under 6 Seconds <i>A mobile-first vertical video, between 3 and 6 seconds in length, which is comprehensible with and without sound and created to promote a brand, product or service.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos 6 seconds or less in length OR 1 Case Study Video less than 2 minutes	3-15 (3 images of each video)
NOTE: Entries submitted in this category cannot be entered into any other Mobile First Video category.			
N08 Under 15 Seconds <i>A mobile-first vertical video, between 6 and 15 seconds in length, which is comprehensible with and without sound and created to promote a brand, product or service.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos 15 seconds or less in length OR 1 Case Study Video less than 2 minutes	3-15 (3 images of each video)
NOTE: Entries submitted in this category cannot be entered into any other Mobile First Video category.			
N09 Over 15 Seconds <i>A mobile-first vertical video, over 15 seconds in length, which is comprehensible with and without sound and created to promote a brand, product or service.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos over 15 seconds in length OR 1 Case Study Video less than 2 minutes	3-15 (3 images of each video)
NOTE: Entries submitted in this category cannot be entered into any other Mobile First Video category.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
GAMING			
N10 Gaming <i>A game created for a mobile platform that features a brand as an integral component of gameplay.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
USE OF TECHNOLOGY			
N11 Use of Technology <i>The use of new or existing technology on a mobile platform.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
NOTE: Entries submitted in this category cannot be entered into other Mobile Use of Technology categories N10 or N11.			
N12 Augmented, Virtual and Mixed Reality (AR, VR, MR) <i>Use of Augmented Reality, Virtual Reality, or Mixed Reality using mobile platforms and/or devices.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
NOTE: Entries submitted in this category cannot be entered into category N09: Use of Technology.			
N13 Physical Product & Mobile Integration <i>A physical product integrated with a mobile platform, enhancing the user experience or use of the product.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
NOTE: Entries submitted in this category cannot be entered into category N09: Use of Technology.			
CRAFT			
N14 Art Direction <i>Communication of the overall visual appearance in mobile-based work.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
N15 Writing <i>Writing in mobile-based work.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5
INNOVATION			
N16 Innovation in Mobile <i>Mobile advertising, applications, or sites that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-5