

Print & Outdoor recognizes advertising communicated through printed publications and other collateral, or ambient media such as billboards and installations.

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. Print & Outdoor categories require one of the following:

- » **PHYSICAL MATERIALS:** For work originally released as a physical item, physical materials should be submitted for judging. This includes 2-dimensional and 3-dimensional pieces such as posters, packaging, promotional items, publications, etc.
- » **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.
- » **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 Print & Outdoor discipline have the following entry fees:

- » **Single:** \$550
- » **Campaign:** \$700
- » **Single or Campaign:** \$550
- » **Extended 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.
- » Physical work should be submitted when possible. These pieces should **not** be mounted.
- » Physical and digital media cannot be submitted for the same entry.
- » Digital Images should be submitted for oversize physical work larger than 24" x 36".

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
PUBLISHING			
R01 Newspaper – Single <i>A single newspaper advertisement to promote a product, service, or message. Full page, spread, or small space may be entered here.</i>	Single (1)	1 Physical Print	1
R02 Newspaper – Campaign <i>A campaign of 3-5 newspaper advertisements to promote a product, service, or message. Full page, spread, or small space may be entered here.</i>	Campaign (3–5)	3–5 Physical Prints	3–5
R03 Magazine – Single <i>A single magazine advertisement to promote a product, service, or message. Full page, spread, small space, or supplements may be entered here.</i>	Single (1)	1 Physical Print	1
R04 Magazine – Campaign <i>A campaign of 3-5 magazine advertisements to promote a product, service, or message. Full page, spread, small space, or supplements may be entered here.</i>	Campaign (3–5)	3–5 Physical Prints	3–5
R05 Trade Publication <i>Business-to-business or business-to-consumer advertisements appearing in an industry-specific publication. Full page, spread, small space, or supplements may be entered here.</i>	Single (1) OR Campaign (3–5)	1–5 Physical Prints	1–5

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
PROMOTIONAL / COLLATERAL			
R06 Posters – Single <i>A single poster advertisement to promote a product, service, or message. Includes guerilla postings.</i>	Single (1)	1 Physical Print OR 1 Digital Image	1 N/A if submitting Digital Images for judging
NOTE: A poster submitted in this category cannot be entered in category R09: P.O.P. & In-Store - Single.			
R07 Posters – Campaign <i>A campaign of 3-5 poster advertisements to promote a product, service, or message. Includes guerilla postings.</i>	Campaign (3–5)	3–5 Physical Prints OR 3–5 Digital Images	3–5 N/A if submitting Digital Images for judging
NOTE: A poster submitted in this category cannot be entered in category R10: P.O.P. & In-Store - Campaign. NOTE: Campaigns with more than 5 posters should be entered into category R16: Extended Campaign.			
R08 Promotional Items <i>Physical items created for a brand to promote a product, service, or message.</i>	Single (1) OR Campaign (3–5)	1–5 Physical Items OR 1–10 Digital Images	1–10 N/A if submitting Digital Images for judging
NOTE: Commercial packaging should be entered in Design category D19 or D20: Packaging.			
OUT-OF-HOME			
R09 P.O.P. & In-Store – Single <i>A single poster, shelf banner, 3D display, or other promotion placed in-store or at point-of-sale.</i>	Single (1)	1 Physical Item OR 1–5 Digital Images	1–5 N/A if submitting Digital Images for judging
NOTE: A poster submitted in this category cannot be entered in category R06: Posters - Single.			
R10 P.O.P. & In-Store – Campaign <i>A campaign of 3-5 posters, shelf banners, 3D displays, or other promotions placed in-store or at point-of-sale.</i>	Campaign (3–5)	3–5 Physical Items OR 3–10 Digital Images	3–10 N/A if submitting Digital Images for judging
NOTE: A poster campaign submitted in this category cannot be entered in category R07: Posters - Campaign.			
R11 Billboards & Transit – Single <i>A single static advertisement which appears in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.</i>	Single (1)	1–5 Digital Images	N/A
NOTE: Work that includes digital or other moving components should be entered in category R13: Dynamic Billboards & Transit. NOTE: Work submitted in this category cannot be entered in category R14: Experiential & Installations - Single.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
OUT-OF-HOME			
R12 Billboards & Transit – Campaign <i>A campaign of 3-5 static advertisements which appear in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.</i>	Campaign (3–5)	3–10 Digital Images	N/A
NOTE: Work that includes digital or other moving components should be entered in category R13: Dynamic Billboards & Transit. NOTE: Work submitted in this category cannot be entered in category R15: Experiential & Installations - Campaign.			
R13 Dynamic Billboards & Transit <i>Advertising which incorporates digital or electronic components that move or change. Includes digital and motorized billboards and other dynamic displays.</i>	Single (1) OR Campaign (3–5)	1 Case Study Video less than 2 minutes	3–10
NOTE: Work entered in this category cannot be entered into R11 & R12: Billboards & Transit or R14 & R15: Experiential & Installations.			
R14 Experiential & Installations – Single <i>A single piece of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</i>	Single (1)	1–5 Digital Images OR 1 Case Study Video less than 2 minutes	1–5 N/A if submitting Digital Images for judging
NOTE: Work submitted in this category cannot be entered in category R11: Billboards & Transit - Single or R13: Dynamic Billboards & Transit.			
R15 Experiential & Installations – Campaign <i>A campaign of 3-5 pieces of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and constructed public environments.</i>	Campaign (3–5)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
NOTE: Work submitted in this category cannot be entered in category R12: Billboards & Transit – Campaign or R13: Dynamic Billboards & Transit.			
EXTENDED CAMPAIGN - POSTERS & OUT OF HOME			
R16 Extended Campaign – Posters & Out of Home <i>A series of 6-20 posters or pieces of ambient media created for a brand to promote a product or service.</i>	Campaign (6–20)	6–20 Digital Images	N/A
USER-GENERATED CAMPAIGN			
R17 User-Generated Campaign <i>A campaign of 3-5 pieces of print or ambient media that is derived from customer/user submitted materials.</i>	Campaign (3–5)	3–5 Digital Images OR 1 Case Study Video less than 2 minutes	3–5 N/A if submitting Digital Images for judging

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
CRAFT			
R18 Art Direction <i>Communication of the brand's overall visual appearance in a print or out-of-home piece or campaign.</i>	Single (1) OR Campaign (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
R19 Writing <i>Writing in a print or out-of-home piece or campaign.</i>	Single (1) OR Campaign (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
R20 Illustration <i>Illustration within a print or out-of-home piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single (1) OR Campaign (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
R21 Photography <i>Photography within a print or out-of-home piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single (1) OR Campaign (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.			
R22 Typography <i>Use of typography within a print or out-of-home piece or campaign. Can be a stand-alone work or incorporated into a larger layout.</i>	Single (1) OR Campaign (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
R23 Printing & Production <i>Specialized printing or production techniques applied to a print or out-of-home piece or campaign.</i>	Single (1) OR Campaign (3-5)	1-5 Physical Items OR 1-5 Digital Images OR 1 Case Study Video less than 2 minutes	1-5 N/A if submitting Digital Images for judging
R24 Use of Digital Technology <i>Specialized digital technologies applied to a print or out-of-home piece or campaign.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	1-5
NOTE: No special equipment will be used for judging. You must submit the required case study video or digital images to showcase the technology.			
INNOVATION			
R25 Innovation in Print & Outdoor <i>Print and out-of-home advertising 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	3-10