

The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas and the clients who trust them. The Penta Pencil celebrates the impact and essence of this partnership.

It will be awarded to a team of Agency and Brand who, together, have created stellar work for the last five years.

Entries must feature campaigns produced by one agency, for one brand, through a continuous five-year period. You must document at least one award-winning campaign per year (more is encouraged), indicating the year when it launched and the awards it won. All entries must include project information and media for judging.

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:** A descriptive and unique title for each campaign submitted.
 - » **Campaign Type:** For each work submitted, you need to specify the main execution of the idea. i.e. Print, Website, Television, Multiple Media, Immersive, etc.
 - » **Launch Year:** For each work submitted, you need to provide the year it originally launched. **NOTE:** Five consecutive years must be represented.
 - » **Awards:** Include any awards (One Show or other) or media recognition the work received.
- » **Description:** Use this to explain the evolution of the brand and agency work over the full five+ year span. This (500 words maximum) description will be viewed by the jury.

ELIGIBILITY

At least one of the campaigns included must have been launched within the current 2019 One Show eligibility dates:

January 1, 2018 – February 24, 2019

All work must have been launched between **January 1, 2014 – February 24, 2019**.

SUBMISSION MEDIA

Includes material and content that the jury will be reviewing. Penta Pencil submissions require one of the following:

» **OPTION 1: Case Study Video (5 minutes or less)**

Explain the relationship between the Agency and Brand, the success of the work created together, and showcase that work. It should focus on the collaboration behind the projects and their creative execution. These videos may also include cultural background, explanation and results.

» **OPTION 2: Case Study Video (2 minutes or less)**

For each Campaign Title submitted, provide 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.

» **OPTION 3: Multiple PDF files**

For each Campaign Title submitted, provide an explanation of the project along with images. It should focus on the idea of the project and its creative execution. These PDF files may also include cultural background, explanation and results. PDF files must not contain active links to websites.

» **OPTION 4: Digital Images**

For each Campaign Title submitted, provide images of the original artwork, installation images showing the placement, digital project boards, or a combination of these. It is recommended that at least one image showcase the evolution of the Agency/Brand relationship.

NOTE: Due to the highly specific nature of this category, the work can be submitted in a variety of formats. Please contact The One Show if you have any queries.

REFERENCE IMAGES

All entries require high res digital images. These images will be used for reference but will not be judged.

ENTRY FEES

Entries for Penta Pencil have the following entry fees:

- » **Campaign:** \$1500

NOTE: A late fee of \$75 per entry will be applied to all entries created after January 31, 2019

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
PENTA PENCIL			
X01 Five Year <i>Award-winning work that is the result of a successful collaboration between creatives with great ideas, and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more continuous years.</i>	Campaign (5 or more)	Various	5-20