

Radio & Audio recognizes advertising in the form of audio-based content such as broadcast or online commercial spots and podcasts.

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. Radio & Audio categories require one of the following:

- » **AUDIO:** An audio-only file without a visual component.
- » **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

Entries in certain Radio & Audio categories require high res digital images. These images will be used for reference but will not be judged. Audio-only categories do not require images, but they may be submitted with your entry.

### ENTRY FEES

Entries in the Radio & Audio 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.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
<b>BROADCAST</b>			
<b>T01 Single</b> <i>A commercial spot broadcast over national, regional, or satellite radio stations.</i>	Single (1)	1 Audio File less than 3 minutes	0-1
<b>T02 Campaign</b> <i>A campaign of 3-5 commercial spots broadcast over national, regional, or satellite radio stations.</i>	Campaign (3-5)	3-5 Audio Files less than 3 minutes each	0-1
<b>ONLINE</b>			
<b>T03 Streaming Audio</b> <i>Commercial spots broadcast over an internet radio station or platform.</i>	Single (1) OR Campaign (3-5)	1-5 Audio Files less than 3 minutes each	0-1
<b>T04 Branded Podcast</b> <i>A single or episodic podcast that integrates a brand into its content.</i>	Single (1)	1 Audio File less than 3 minutes OR 1 Case Study Video less than 2 minutes	0-1
<b>CUSTOM CONTENT</b>			
<b>T05 Custom Content</b> <i>Content customized to an audience familiar with the brand. Can be stand-alone or woven into a larger plot or narrative. Includes user-generated content.</i>	Single (1) OR Campaign (3-5)	1-5 Audio Files less than 3 minutes OR 1 Case Study Video less than 2 minutes	0-5

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
<b>EXPERIENTIAL RADIO &amp; AUDIO</b>			
<b>T06 Experiential Radio &amp; Audio</b> <i>Broadcast or online audio content that triggers action from the listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes	1-5
<b>CRAFT</b>			
<b>T07 Writing – Single</b> <i>Writing of a single audio-based piece.</i>	Campaign (3-5)	1 Audio File less than 3 minutes	0-1
<b>T08 Writing – Campaign</b> <i>Writing of a series of 3-5 audio-based pieces.</i>	Campaign (3-5)	3-5 Audio Files less than 3 minutes each	0-1
<b>T09 Sound Design</b> <i>Sound design of audio-based pieces.</i>	Single (1) OR Campaign (3-5)	1 Audio File less than 3 minutes	0-1
<b>T10 Use of Music</b> <i>Use of original or adapted music in audio-based pieces.</i>	Single (1) OR Campaign (3-5)	3-5 Audio Files less than 3 minutes each	0-1
<b>INNOVATION</b>			
<b>T11 Innovation in Radio &amp; Audio</b> <i>Radio 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	1-5