

Social Influencer Marketing recognizes the partnership with an established social media influencer to enhance or promote a brand through that influencer's audience and style.

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"
- » **Influencer:** The influencer(s) who partnered in the project.
- » **Entry Background:** Background information to add context for your submission, including the insight, challenge, and idea behind the project. 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. Experiential & Immersive categories require one of the following:

- » **SOCIAL POST URLS:** Direct link to an individual post on a social media channel. Links must go to the original post and may not link to self-hosted videos nor link to a download.
- » **SOCIAL POST URLS + CASE STUDY VIDEO:** Direct link to an individual post on a social media channel. Links must go to the original post and may not link to self-hosted videos nor link to a download. These posts can be supplemented with a video that provides an explanation of the project. It should focus on the idea of the project and its creative execution. This video 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 Social Influencer Marketing discipline have the following entry fees:

- » **Campaign:** \$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.
- » Social Post URLs should go directly to the original post.
- » URLs that require a login to be viewed should not be submitted.
- » The influencer must have played an integral role in the creative process.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INFLUENCER MARKETING			
U01 Single Channel <i>Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on a single social platform.</i>	Single (1) OR Campaign (3-10)	1-10 Social Post URLs OR 1-10 Social Post URLs + 1 Case Study Video less than 2 minutes	1-10
U02 Multi-Channel <i>Partnering with an established social media influencer to enhance or promote a brand through that influencer's audience and style, released on a variety of social platforms.</i>	Campaign (3-10) including at least 2 different platforms	3-10 Social Post URLs OR 3-10 Social Post URLs + 1 Case Study Video less than 2 minutes	3-10
U03 Episodic <i>Partnering with an established social media influencer to enhance or promote a brand through an ongoing content series, within a single or across multiple social platforms.</i>	Campaign (3-10)	3-10 Social Post URLs OR 3-10 Social Post URLs + 1 Case Study Video less than 2 minutes	3-10