

**Social Media recognizes work that leverages the power of social platforms to communicate a brand's message and interact with its targeted audience.**

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. Social Media categories require one of the following:

- » **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.
- » **URL:** An active link that must remain unchanged through the One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study information are acceptable.
- » **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.
- » **CASE STUDY VIDEO WITH SUPPLEMENTAL URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. **NOTE:** The live site will be viewed at the judges' discretion.

## 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 Media 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.
- » If your original Content Video is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.
- » URLs to a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
<b>SOCIAL CHANNEL</b>			
<b>V01 Social Channel</b> <i>A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.</i>	Single (1)	1 Case Study Video less than 2 minutes OR 1 Case Study Video less than 2 minutes + URL to social page	1-5
<b>SOCIAL POST</b>			
<b>V02 Single</b> <i>A single branded post on a social network, utilizing that particular network's individual qualities or strengths.</i>	Single (1)	1 Case Study Video less than 2 minutes OR 1 Case Study Video less than 2 minutes + URL to social post	1-5
<b>V03 Campaign</b> <i>A campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.</i>	Campaign (3-10)	1 Case Study Video less than 2 minutes	3-10
<b>V04 Real-time Response</b> <i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	Single (1) OR Campaign (3-10)	1 Case Study Video less than 2 minutes	1-10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
<b>LIVESTREAM</b>			
<b>V05 Livestream</b> <i>An online video that documents a brand's live event via real-time video on a social platform.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
<b>SOCIAL ENGAGEMENT</b>			
<b>V06 User-Generated Content</b> <i>Branded social content that is derived from user-submitted materials.</i>	Single (1) OR Campaign (3-10)	1 Case Study Video less than 2 minutes	1-10
<b>V07 Community Building</b> <i>Branded social content that encourages a response or other active participation from users to trigger engagement and interaction with the brand.</i>	Single (1) OR Campaign (3-10)	1 Case Study Video less than 2 minutes	1-10
<b>V08 Stunts &amp; Activations</b> <i>A real-world stunt or activation intended to trigger social media response and interaction.</i>	Single (1)	1 Case Study Video less than 2 minutes	1-10
<b>CRAFT</b>			
<b>V09 Writing</b> <i>Exemplary writing applied to a social media post or campaign.</i>	Single (1) OR Campaign (3-10)	1-10 Digital Images OR 1 Case Study Video less than 2 minutes	1-10 N/A if submitting Digital Images for judging
<b>V10 Use of Visuals</b> <i>Exemplary use of visuals applied to a social media post or campaign. Includes static or dynamic elements.</i>	Single (1) OR Campaign (3-10)	1-10 Digital Images OR 1 Case Study Video less than 2 minutes	1-10 N/A if submitting Digital Images for judging
<b>INNOVATION IN SOCIAL MEDIA</b>			
<b>V11 Innovation in Social Media</b> <i>Social media posts or campaigns that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline.</i>	Single (1) OR Campaign (3-10)	1 Case Study Video less than 2 minutes	1-10