

### ENTRY FEES

Fees vary by Discipline and Category. Reference the chart below.

All fees are listed in U.S. Dollars.

All entry fees are non-refundable and non-transferable. Whether you select online or offline payment, you are committing to pay for your entries in full.

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

ELEMENTS ACCEPTED IN CATEGORY:				
DISCIPLINE	SINGLE ONLY	CAMPAIGN/SERIES ONLY	SINGLE OR CAMPAIGN/SERIES	EXTENDED OR INTEGRATED
<b>Branded Entertainment</b>				
Film				
Interactive & Online	\$550	\$700	\$550	—
Moving Image Craft				
Radio & Audio				
Social Media				
<b>Direct Marketing</b>	\$550	\$700	\$550	\$800
Print & Outdoor				
<b>Experiential &amp; Immersive</b>	\$550	—	—	—
Intellectual Property				
<b>Creative Effectiveness</b>	—	—	\$550	—
Creative Use of Data				
<b>Digital Craft</b>	\$550	—	\$550	—
Mobile				
<b>Public Relations</b>	\$550	\$550	\$550	\$800
<b>Social Influencer Marketing</b>	\$550	\$550	\$550	—
<b>Integrated</b>	—	—	—	\$800
<b>Health, Wellness &amp; Pharma</b>	\$550	—	\$550	\$800
<b>Design</b>	\$400	\$550	\$400	\$650
<b>SPECIAL CATEGORIES</b>				
<b>Cultural Driver</b>	—	—	\$700	—
<b>Green Pencil</b>	—	—	\$400	—
<b>Penta Pencil</b>	—	\$1500	—	—

## CATEGORIES

Detailed information on entering each category can be found on its corresponding Discipline page in this guide.

Click a Category to launch the One Show entry website and start an entry for that category.

<b>BRANDED ENTERTAINMENT</b>	
<b>Short Form Video</b>	A01 Single
	A02 Campaign / Series / Episodic
<b>Long Form Video</b>	A03 Single
	A04 Campaign / Series / Episodic
<b>Full Length Broadcast &amp; VOD</b>	A05 Series / Episodic
<b>Feature Length</b>	A06 Narrative & Documentary
<b>Live Webcast</b>	A07 Live Webcast
<b>Location-Specific Video</b>	A08 Location-Specific Video
<b>Music Videos</b>	A09 Music Videos
<b>Audio</b>	A10 Audio
<b>Mobile Apps</b>	A11 Mobile Apps
<b>Gaming</b>	A12 Digital Games
	A13 Physical Games
	A14 Immersive Games
<b>Experiential</b>	A15 Live Events
	A16 Brand Installations
<b>Use of Technology</b>	A17 Use of Technology
	A18 Augmented, Virtual and Mixed Reality (AR, VR, MR)
<b>User-Generated Content</b>	A19 User-Generated Content
<b>Innovation</b>	A20 Innovation in Branded Entertainment

<b>CREATIVE EFFECTIVENESS</b>	
<b>Creative Effectiveness</b>	B01 Creative Effectiveness
	B02 Single Country or Region
	B03 Multi-Country or Global

### CREATIVE USE OF DATA

<b>Creative Use of Data</b>	C01	Data Visualization
	C02	Targeting
	C03	Storytelling
	C04	Social Media
	C05	Real-Time

### DESIGN

<b>Branding</b>	D01	Logo
	D02	Branded Item
	D03	Identity System
	D04	Rebranding
	D05	Corporate Communications
	D06	Brand Installations
<b>Editorial</b>	D07	Books
	D08	Magazines & Newspapers
	D09	Digital Publications
<b>Typography</b>	D10	Typeface Design
	D11	Static
	D12	Dynamic / In Motion
<b>Promotional</b>	D13	Posters – Single
	D14	Posters – Series
	D15	Posters – Extended Series
	D16	Print Advertisements
	D17	Booklets & Brochures
	D18	Collateral Items
<b>Packaging</b>	D19	Mass-market
	D20	Specialty
<b>Data Visualization</b>	D21	Static or Dynamic
<b>Digital Design</b>	D22	Digital Design

DESIGN	
<b>Experiential / Environmental</b>	D23 Out of Home – Single
	D24 Out of Home – Series
	D25 Indoor Spaces
	D26 Outdoor Spaces
	D27 Wayfinding
<b>Moving Image</b>	D28 Single
	D29 Series
	D30 Title Sequences
<b>Craft</b>	D31 Art Direction
	D32 Illustration
	D33 Photography
	D34 Animation
	D35 Printing & Paper Craft
<b>Innovation</b>	D36 Innovation in Design

DIGITAL CRAFT	
<b>Web UX / UI</b>	E01 Utility
	E02 User Experience
	E03 Interface Design
<b>Mobile UX / UI</b>	E04 Utility
	E05 User Experience
	E06 Interface Design
<b>Use of Digital Devices</b>	E07 Smart Devices & Platforms
<b>Cross-Channel UX / UI</b>	E08 Digital
	E09 Digital / Physical
<b>Visual &amp; Audio Craft</b>	E10 Visual Effects
	E11 Animation
	E12 Music
	E13 Sound
<b>Innovation</b>	E14 Innovation in Digital Craft

<b>DIRECT MARKETING</b>	
<b>Physical Items</b>	F01 Physical Items
<b>Out of Home</b>	F02 P.O.P. & In-Store
	F03 Billboards & Transit
<b>Experiential</b>	F04 Brand Installations
	F05 Live Events
<b>Digital &amp; Online</b>	F06 Websites & Mobile
	F07 Email & Newsletters
	F08 Banners & Pop-ups
	F09 Social Media & Viral Marketing – Single
	F10 Social Media & Viral Marketing – Campaign
	F11 Use of Smart Devices
<b>Non-traditional &amp; Guerrilla Marketing</b>	F12 Non-traditional & Guerrilla Marketing
<b>Integrated Campaign</b>	F13 Integrated Campaign
<b>Craft</b>	F14 Art Direction
	F15 Writing
	F16 Printing / Production
	F17 Use of Digital Technology
	F18 Data-Driven Personalization
<b>Innovation</b>	F19 Innovation in Direct Marketing

<b>EXPERIENTIAL &amp; IMMERSIVE</b>	
<b>Events &amp; Competitions</b>	G01 Events & Competitions
<b>Spaces &amp; Immersive</b>	G02 Brand Installations
	G03 Brand-Owned Experiences
<b>Responsive Environments</b>	G04 Architecture Enhancement
	G05 User Activation
<b>Use of Technology</b>	G06 Use of Technology
	G07 Augmented, Virtual and Mixed Reality (AR, VR, MR)

### EXPERIENTIAL & IMMERSIVE

<b>Craft</b>	G08	Art Direction
	G09	Writing
	G10	Storytelling
	G11	Use of Sound
	G12	Dynamic Data Visualization
<b>Innovation</b>	G13	Innovation in Experiential

### FILM

<b>Television &amp; VOD</b>	H01	Short Form – Single
	H02	Short Form – Campaign
	H03	Long Form – Single
	H04	Long Form – Campaign
	H05	Varying Length Campaign
<b>Online Films &amp; Video</b>	H06	Short Form – Single
	H07	Short Form – Campaign
	H08	Long Form – Single
	H09	Long Form – Campaign
	H10	Varying Length Campaign
	H11	Pre-Roll – Single
	H12	Pre-Roll – Campaign
<b>Cinema Advertising</b>	H13	Cinema Advertising
<b>Location-Specific Video</b>	H14	Location-Specific Video
<b>Under 100K Budget</b>	H15	Under 100K Budget
<b>User-Generated Content</b>	H16	User-Generated Content
<b>Innovation</b>	H17	Innovation in Film

### HEALTH, WELLNESS & PHARMA

<b>Branded Content</b>	J01	Branded Content
<b>Experiential / Immersive / Events</b>	J02	Experiential / Immersive / Events
<b>Products</b>	J03	Products
<b>Branding</b>	J04	Branding
<b>Packaging</b>	J05	Packaging
<b>Direct Marketing</b>	J06	Direct Marketing
<b>Film</b>	J07	Health & Wellness
	J08	Pharma
<b>Digital</b>	J09	Web & Mobile
	J10	Social Media
	J11	Use of Technology
<b>Print</b>	J12	Health & Wellness
	J13	Pharma
<b>Out of Home</b>	J14	Health & Wellness
	J15	Pharma
<b>Public Relations</b>	J16	Public Relations
<b>Radio &amp; Audio</b>	J17	Radio & Audio
<b>Integrated Branding</b>	J18	Integrated Branding
<b>Innovation</b>	J19	Innovation in Health & Wellness

### INTEGRATED

<b>Integrated Campaigns</b>	K01	Integrated Branding
	K02	Online
<b>Brand Transformation</b>	K03	Brand Transformation
<b>Co-Promotions</b>	K04	Co-Promotions
<b>Craft</b>	K05	Art Direction
	K06	Writing
<b>Innovation</b>	K07	Innovation in Integrated Branding

### INTELLECTUAL PROPERTY

<b>Physical Product</b>	L01 Physical Product
<b>Digital Product</b>	L02 Digital Product
<b>Integrated Digital &amp; Physical Product</b>	L03 Integrated Digital & Physical Product
<b>Experimental</b>	L04 Experimental / Internal Projects / R&D

### INTERACTIVE & ONLINE

<b>Websites</b>	M01 Websites
	M02 Utility
	M03 E-Commerce
<b>Online Advertising</b>	M04 Native Ads
	M05 Display Ads
	M06 Email Marketing
<b>Online Video</b>	M07 Interactive Video
	M08 Pre-roll – Single
	M09 Pre-roll – Campaign
	M10 Online-only Video – Single
	M11 Online-only Video – Campaign
<b>Digital Experiential &amp; Immersive</b>	M12 Interactive Installations
	M13 Immersive Installations
	M14 Augmented, Virtual and Mixed Reality (AR, VR, MR)
<b>Gaming</b>	M15 Branded Games
<b>Craft</b>	M16 Art Direction
	M17 Writing
<b>Innovation</b>	M18 Innovation in Interactive



<b>MOBILE</b>	
<b>Websites</b>	N01 Websites
<b>Applications</b>	N02 Applications
<b>Utility</b>	N03 Utility
	N04 E-Commerce
<b>Mobile Advertising</b>	N05 Mobile Advertising
<b>Mobile-First Video</b>	N06 Under 3 Seconds
	N07 Under 6 Seconds
	N08 Under 15 Seconds
	N09 Over 15 Seconds
<b>Gaming</b>	N10 Gaming
<b>Use of Technology</b>	N11 Use of Technology
	N12 Augmented, Virtual and Mixed Reality (AR, VR, MR)
	N13 Physical Product & Mobile Integration
<b>Craft</b>	N14 Art Direction
	N15 Writing
<b>Innovation</b>	N16 Innovation in Mobile

<b>MOVING IMAGE CRAFT</b>	
<b>Direction</b>	P01 Single
	P02 Campaign
<b>Writing</b>	P03 Single
	P04 Campaign
<b>Editing</b>	P05 Single
	P06 Campaign
<b>Cinematography</b>	P07 Single
	P08 Campaign
<b>Animation</b>	P09 Single
	P10 Campaign
<b>Title Sequences</b>	P11 Title Sequences

### MOVING IMAGE CRAFT

<b>Visual Effects</b>	P12	Single
	P13	Campaign
<b>Sound Design</b>	P14	Single
	P15	Campaign
<b>Use of Music</b>	P16	Original Music
	P17	Licensed / Adapted Music
<b>Innovation</b>	P18	Innovation in Moving Image Craft

### PRINT & OUTDOOR

<b>Publishing</b>	R01	Newspaper – Single
	R02	Newspaper – Campaign
	R03	Magazine – Single
	R04	Magazine – Campaign
	R05	Trade Publication
<b>Promotional / Collateral</b>	R06	Posters – Single
	R07	Posters – Campaign
	R08	Promotional Items
<b>Out-of-Home</b>	R09	P.O.P. & In-Store – Single
	R10	P.O.P. & In-Store – Campaign
	R11	Billboards & Transit – Single
	R12	Billboards & Transit – Campaign
	R13	Dynamic Billboards & Transit
	R14	Experiential & Installations – Single
	R15	Experiential & Installations – Campaign
<b>Extended Campaign – Posters &amp; Out of Home</b>	R16	Extended Campaign – Posters & Out of Home
<b>User-Generated Campaign</b>	R17	User-Generated Campaign

### PRINT & OUTDOOR

<b>Craft</b>	R18	Art Direction
	R19	Writing
	R20	Illustration
	R21	Photography
	R22	Typography
	R23	Printing & Production
	R24	Use of Digital Technology
<b>Innovation</b>	R25	Innovation in Print & Outdoor

### PUBLIC RELATIONS

<b>Media Relations</b>	S01	Media Relations
<b>Events &amp; Experiential</b>	S02	Events & Experiential
<b>Community Building</b>	S03	Community Building
<b>Internal Communications</b>	S04	Internal Communications
<b>Brand Voice</b>	S05	Brand Voice
<b>Reputation Management</b>	S06	Reputation Management
	S07	Crisis Communication
<b>Current Event Response</b>	S08	Current Event Response
<b>Integrated PR Campaign</b>	S09	Integrated PR Campaign
<b>Innovation</b>	S10	Innovation in Public Relations

### RADIO & AUDIO

<b>Broadcast</b>	T01	Single
	T02	Campaign
<b>Online</b>	T03	Streaming Audio
	T04	Branded Podcast
<b>Custom Content</b>	T05	Custom Content
<b>Experiential Radio &amp; Audio</b>	T06	Experiential Radio & Audio

### RADIO & AUDIO

<b>Craft</b>	T07	Writing – Single
	T08	Writing – Campaign
	T09	Sound Design
	T10	Use of Music
<b>Innovation</b>	T11	Innovation in Radio & Audio

### SOCIAL INFLUENCER MARKETING

<b>Influencer Marketing</b>	U01	Single Channel
	U02	Multi-Channel
	U03	Episodic

### SOCIAL MEDIA

<b>Social Channel</b>	V01	Social Channel
<b>Social Post</b>	V02	Single
	V03	Campaign
	V04	Real-time Response
<b>Livestream</b>	V05	Livestream
<b>Social Engagement</b>	V06	User-generated Content
	V07	Community Building
	V08	Stunts & Activations
<b>Craft</b>	V09	Writing
	V10	Use of Visuals
<b>Innovation</b>	V11	Innovation in Social Media

### SPECIAL AWARDS – CULTURAL DRIVER

<b>Cultural Driver</b>	W01	New Trends
<b>Penta Pencil</b>	X01	Agency/Brand Collaboration – Five Year
<b>Green Pencil</b>	Y01	Green Pencil