

2016 AWARD ENTRY GUIDELINES



KEY DATES

CFE OPENS: MONDAY 3RD OCTOBER 2016

EARLYBIRD CLOSSES (10% DISCOUNT): 5PM MONDAY 17TH OCTOBER 2016

CFE CLOSSES: 5PM FRIDAY 2ND DECEMBER 2016

EXTENDED & FINAL DEADLINE (15% LATE FEE APPLIES): 5PM MONDAY 12TH DEC 2016

ELIGIBILITY DATES: 6TH NOVEMBER 2015 - 31ST JANUARY 2017

CATEGORIES

- A. FILM & VIDEO
- B. CRAFT IN ADVERTISING
- C. PRINT
- D. INTEGRATED CAMPAIGN
- E. POSTER & OUTDOOR
- F. PUBLIC RELATIONS
- G. RADIO
- H. DIRECT MARKETING
- I. DESIGN
- J. DIGITAL
- K. INNOVATION
- L. PROMOTION & EXPERIENTIAL
- M. MARKET DISRUPTION & PRODUCT / SERVICE DEVELOPMENT
- N. BRANDED ENTERTAINMENT & CONTENT
- O. CREATIVITY FOR GOOD

IMPORTANT: PLEASE READ THE ENTRY AND MATERIALS FOR SUBMISSION AT THE END OF THIS DOCUMENT

A FILM & VIDEO		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
NOTE:		<i>ALL CAMPAIGN ENTRIES MUST CONSIST OF 3 OR MORE ADS.</i>		
		<i>ALL FILM & TELEVISION CHARITY WORK MUST BE ENTERED INTO A.09 OR A.10 AND NO OTHER SUB-CATEGORY.</i>		
ENTRY MATERIALS	MANDATORY			
	THE WORK (UPLOAD MOV FILE)			
	AWARD SHOW FILM (UPLOAD 45 SEC EDIT FOR USE AT AWARD CEREMONY IF OVER 45 SECS).			
	4 X JPG IMAGES/STILLS			
	CLIENT APPROVAL LETTER (UPLOAD PDF)			
	COMPLETE ONLINE 100 WORD DESCRIPTION/SYNOPSIS (MANDATORY FOR A.11 & A.12, OPTIONAL FOR ALL OTHER SUB-CATEGORIES)			
A.01	TELEVISION COMMERCIAL, INDIVIDUAL. LESS THAN 30 SECONDS	\$300	\$400	\$364
A.02	TELEVISION COMMERCIAL, INDIVIDUAL. 30 SECONDS	\$300	\$400	\$364
A.03	TELEVISION COMMERCIAL, INDIVIDUAL. OVER 30 SECONDS	\$300	\$400	\$364
A.04	TELEVISION COMMERCIAL, CAMPAIGN. LESS THAN 30 SECONDS	\$400	\$500	\$455
A.05	TELEVISION COMMERCIAL, CAMPAIGN. 30 SECONDS	\$400	\$500	\$455
A.06	TELEVISION COMMERCIAL, CAMPAIGN. ANY LENGTH	\$400	\$500	\$455
A.07	LARGE FORMAT SCREENS, INDIVIDUAL. ANY LENGTH INCLUDES CINEMA & OUTDOOR LCD ETC.	\$300	\$400	\$364
A.08	LARGE FORMAT SCREENS, CAMPAIGN. ANY LENGTH INCLUDES CINEMA & OUTDOOR LCD ETC.	\$400	\$500	\$455
A.09	CHARITY, INDIVIDUAL. ANY LENGTH	\$300	\$400	\$364

A.10	CHARITY, CAMPAIGN. ANY LENGTH	\$400	\$500	\$455
A.11	INTERACTIVE FILM, INDIVIDUAL. ANY LENGTH	\$300	\$400	\$364
A.12	INTERACTIVE FILM, CAMPAIGN. ANY LENGTH	\$400	\$500	\$455
<i>A.11 & A.12 ARE MEANT FOR FILM & VIDEO SPECIFICALLY DESIGNED TO CREATE DIRECT USER INVOLVEMENT - IT SHOULD BE CLEARLY DEMONSTRATED HOW THE VIEWER WAS ABLE TO INTERACT WITH THE MEDIUM.</i>				

B CRAFT IN ADVERTISING				
NOTE:	<p><i>IN THIS CATEGORY THE JUDGES WILL BE LOOKING PRIMARILY AT THE CONTRIBUTION THE SPECIFIC CRAFT HAS MADE WITHIN THE OVERALL CONTEXT OF THE WORK.</i></p> <p><i>CHARITY ADS ARE ELIGIBLE IN ALL CRAFT SUB-CATEGORIES.</i></p> <p><i>IN CRAFT CATEGORIES; THE WORK MUST HAVE BEEN CREATED BY A PRODUCTION, POST PRODUCTION, MUSIC COMPANY OR RELEVANT CRAFTSPERSON FROM ASIA, NEW ZEALAND OR AUSTRALIA</i></p>			
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
FILM				
NOTE:	<p><i>THERE ARE NO CAMPAIGN OPTIONS IN THIS SUB-CATEGORY. FILMS PART OF A CAMPAIGN MUST BE ENTERED INDIVIDUALLY.</i></p> <p><i>WORK MUST HAVE BEEN CREATED BY A PRODUCTION, POST PRODUCTION, MUSIC COMPANY OR RELEVANT CRAFTSPERSON FROM ASIA, NEW ZEALAND OR AUSTRALIA</i></p> <p><i>DIRECTORS CUTS, AGENCY VERSIONS AND ALIKE ARE NOT PERMITTED. ALL WORK MUST HAVE AIRED AND THIS NEEDS TO BE VERIFIED BY THE CLIENT (PLEASE REFER TO MANDATORY CLIENT LETTER TEMPLATE ON PAGE 16 OF THIS BOOKLET)</i></p>			
ENTRY MATERIAL	<p>MANDATORY:</p> <p>THE WORK (UPLOAD MOV FILE)</p> <p>AWARD SHOW FILM (UPLOAD 45 SEC EDIT FOR USE AT AWARD CEREMONY IF OVER 45 SEC)</p> <p>4 X JPG IMAGES/STILLS</p> <p>CLIENT APPROVAL LETTER (UPLOAD PDF)</p> <p>B.05 - MANDATORY BEFORE AND AFTER MAKING OF VIDEO (MAX 2 MINS)</p> <p>OPTIONAL: COMPLETE ONLINE 100 WORD DESCRIPTION</p>			
B.01	DIRECTION INCLUDES DESIGN AND VISUAL STYLE EXECUTION, CHARACTERISATION, PERFORMANCE AND STORY-TELLING EXECUTION.	\$300	\$400	\$364
B.02	CINEMATOGRAPHY OUTSTANDING IN-CAMERA PHOTOGRAPHY	\$300	\$400	\$364
B.03	EDITING	\$300	\$400	\$364
B.04	ANIMATION INCLUDES COMPUTER GENERATED 3D, 3D MODELLING, STOP-FRAME AND CEL ANIMATION.	\$300	\$400	\$364
B.05	DIGITAL VISUAL EFFECTS OUTSTANDING DIGITAL PRODUCTION TECHNIQUES FOR COMPOSITING OF LIVE ACTION AND DIGITAL ELEMENTS.	\$300	\$400	\$364
NOTE:	<i>IT IS MANDATORY THAT ALL ENTRIES INTO B.05 INCLUDE A BEFORE & AFTER/MAKING OF VIDEO NO MORE THAN 2 MINUTES IN LENGTH. A WRITTEN DESCRIPTION ONLY WILL NOT BE SUFFICIENT FOR THE JUDGING OF THIS SUB-CATEGORY.</i>			
B.06	ORIGINAL MUSIC A TRACK THAT IS SPECIFICALLY SCORED FOR A PARTICULAR PROJECT.	\$300	\$400	\$364
B.07	BEST USE AND/OR ARRANGEMENT OF EXISTING MUSIC AN EXISTING PIECE OF MUSIC CHOSEN OR RE-ARRANGED THAT CONTRIBUTES TO THE COMMUNICATION.	\$300	\$400	\$364
B.08	SOUND DESIGN	\$300	\$400	\$364
B.09	MUSIC VIDEO	\$300	\$400	\$364

PRINT		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
NOTE: BOOKS AND ANNUALS ARE NOT PERMITTED IN THIS CATEGORY BUT CAN BE ENTERED INTO SPECIFIC CATEGORIES IN I.DESIGN ON PAGE 8 OF THIS BOOKLET.				
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE/S (JPG) B.16 & B.17 - BEFORE AND AFTER MAKING OF DIGITAL PRESENTATION IMAGE (JPG) AND 100 WORD DESCRIPTION CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL (EXCEPT B.16 & B.17): 100 WORD DESCRIPTION			
B.10	COPYWRITING, INDIVIDUAL	\$300	\$400	\$364
B.11	COPYWRITING, CAMPAIGN	\$400	\$500	\$455
B.12	ART DIRECTION, INDIVIDUAL	\$300	\$400	\$364
B.13	ART DIRECTION, CAMPAIGN	\$400	\$500	\$455
B.14	PHOTOGRAPHY, INDIVIDUAL	\$300	\$400	\$364
B.15	PHOTOGRAPHY, CAMPAIGN	\$400	\$500	\$455
B.16	DIGITAL ENHANCEMENT AND MANIPULATION, INDIVIDUAL	\$300	\$400	\$364
B.17	DIGITAL ENHANCEMENT AND MANIPULATION, CAMPAIGN	\$400	\$500	\$455
ILLUSTRATION		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL: COMPLETE ONLINE 100 WORD DESCRIPTION, URL (B.20), SAMPLES (B.23)			
B.18	BILLBOARDS	\$300	\$400	\$364
B.19	DIGITAL POSTERS (OUT OF HOME)	\$300	\$400	\$364
B.20	DIGITAL ILLUSTRATION	\$300	\$400	\$364
B.21	POSTER ADVERTISING	\$300	\$400	\$364
B.22	PRESS ADVERTISING	\$300	\$400	\$364
B.23	INSERTS & WRAPS	\$300	\$400	\$364
B.24	INTEGRATED CAMPAIGNS	\$400	\$500	\$455
TYPOGRAPHY		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) B.31 - THE WORK (MOV) OPTIONAL: COMPLETE ONLINE 100 WORD DESCRIPTION, SAMPLES (B.29)			
B.25	BILLBOARDS	\$300	\$400	\$364
B.26	DIGITAL POSTERS (OUT OF HOME)	\$300	\$400	\$364
B.27	POSTER ADVERTISING	\$300	\$400	\$364
B.28	PRESS ADVERTISING	\$300	\$400	\$364
B.29	INSERTS & WRAPS	\$300	\$400	\$364
B.30	INTEGRATED CAMPAIGNS	\$400	\$500	\$455
B.31	ON SCREEN (ANY FILM OR BRANDED CONTENT WHERE THE TYPOGRAPHY IS INTERGRAL TO THE OVERALL CRAFT OF THE WORK).	\$300	\$400	\$364

DIGITAL		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
ENTRY MATERIAL	MANDATORY: THE WORK - URL ADDRESS 4 X IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL: 2 MIN CASE STUDY - PROVIDED ON A URL ADDRESS (YOUTUBE/VIMEO/LANDING PAGE) UPLOAD MOV VERSION + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) COMPLETE ONLINE 100 WORD DESCRIPTION			
B.32	DIGITAL ADVERTS	\$300	\$400	\$364
B.33	DIGITAL UTILITIES AND TOOLS	\$300	\$400	\$364
B.34	GAMES	\$300	\$400	\$364
B.35	SOCIAL MEDIA	\$300	\$400	\$364
B.36	WEBSITES	\$300	\$400	\$364
B.37	MOBILE ADVERTS	\$300	\$400	\$364
B.38	APPS	\$300	\$400	\$364
B.39	MOBILE WEB	\$300	\$400	\$364
B.40	ANIMATION	\$300	\$400	\$364
B.41	FILM FOR INTERACTIVE	\$300	\$400	\$364
B.42	TECHNOLOGICAL INNOVATION	\$300	\$400	\$364
BRANDED ENTERTAINMENT AND CONTENT		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
NOTE:	<i>THE JUDGES WILL BE EVALUATING THE OVERALL IMPACT CRAFT HAS HAD ON THE WORK.</i>			
ENTRY MATERIALS	MANDATORY: THE WORK (UPLOAD MOV FILE) AWARD SHOW FILM (UPLOAD 45 SEC EDIT FOR USE AT AWARD CEREMONY). 4 X JPG IMAGES/STILLS CLIENT APPROVAL LETTER (UPLOAD PDF) COMPLETE ONLINE 100 WORD DESCRIPTION/SYNOPSIS			
B.43	BRANDED ENTERTAINMENT AND CONTENT	\$300	\$400	\$364

C PRINT				
NOTE:	<i>A PRINT AD CAN BE ENTERED EITHER IN CONSUMER OR TRADE/PROFESSIONAL AND NOT BOTH. ALL CAMPAIGN ENTRIES MUST CONSIST OF 3 OR MORE COMPONENTS. ALL CHARITY PRINT WORK MUST BE ENTERED INTO C.08 OR C.09 AND NO OTHER SUB-CATEGORY.</i>			
ENTRY MATERIAL	MANDATORY: UNMOUNTED PROOF - THE WORK - PRINTED ON FLEXIBLE A2 PAPER THE SIZE THE PRINT AD RAN DIGITAL PRESENTATION IMAGE/S (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL: COMPLETE ONLINE 100 WORD DESCRIPTION			
		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
C.01	CONSUMER MAGAZINE, INDIVIDUAL	\$300	\$400	\$364
C.02	CONSUMER MAGAZINE, CAMPAIGN	\$400	\$500	\$455
C.03	NEWSPAPER, INDIVIDUAL. BLACK AND WHITE OR SPOT COLOUR	\$300	\$400	\$364
C.04	NEWSPAPER, INDIVIDUAL. COLOUR	\$300	\$400	\$364
C.05	NEWSPAPER, CAMPAIGN	\$400	\$500	\$455
C.06	TRADE & PROFESSIONAL, INDIVIDUAL	\$300	\$400	\$364
C.07	TRADE & PROFESSIONAL, CAMPAIGN	\$400	\$500	\$455
C.08	CHARITY, INDIVIDUAL	\$300	\$400	\$364
C.09	CHARITY, CAMPAIGN	\$400	\$500	\$455
C.10	NEWSPAPER SUPPLEMENT, INDIVIDUAL	\$300	\$400	\$364
C.11	NEWSPAPER SUPPLEMENT, CAMPAIGN	\$400	\$500	\$455

D INTEGRATED CAMPAIGN				
NOTE: AN ADVERTISING IDEA THAT IS INTEGRATED ACROSS DIFFERENT MEDIA. ALL ENTRIES MUST CONSIST OF 3 OR MORE COMPONENTS. FOR THIS CATEGORY THE COMPONENTS MUST INCLUDE 2 OF THE FOLLOWING MEDIUMS: FILM/TV, PRINT, RADIO, POSTER/OUTDOOR, DIGITAL AND DIRECT MARKETING. ALL CHARITY WORK MUST BE ENTERED INTO D.02.				
ENTRY MANDATORY: MATERIAL THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) COMPLETE ONLINE 100 WORD DESCRIPTION CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL (RECOMMENDED): UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY)				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
D.01	INTEGRATED CAMPAIGN	\$400	\$500	\$455
D.02	INTEGRATED CAMPAIGN, CHARITY	\$400	\$500	\$455

E POSTER & OUTDOOR				
NOTE: ALL CHARITY WORK MUST BE ENTERED INTO E.08 & E.09 AND NO OTHER SUB-CATEGORY.				
ENTRY MANDATORY: MATERIAL UNMOUNTED PROOF - THE WORK - PRINTED ON FLEXIBLE A2 PAPER THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES - MUST INCLUDE IN SITU IMAGE (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL: UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) COMPLETE ONLINE 100 WORD DESCRIPTION				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
E.01	OUTDOOR SUPERSITE & SPECTACULAR, MAXISCAPE & LANDMARK, INDIVIDUAL	\$300	\$400	\$364
E.02	STREET FURNITURE INCLUDING SUPERLITE,CITYLIGHT & METROLITE, INDIVIDUAL	\$300	\$400	\$364
E.03	TRANSIT, INDIVIDUAL	\$300	\$400	\$364
E.04	24-SHEET AND 6-SHEET POSTER, INDIVIDUAL	\$300	\$400	\$364
E.05	OUTDOOR, CAMPAIGN. ANY FORMAT	\$400	\$500	\$455
E.06	TARGETED INDOOR, INDIVIDUAL	\$300	\$400	\$364
E.07	TARGETED INDOOR, CAMPAIGN	\$400	\$500	\$455
E.08	CHARITY, INDIVIDUAL. ANY SIZE/FORMAT	\$300	\$400	\$364
E.09	CHARITY, CAMPAIGN. ANY SIZE/FORMAT	\$400	\$500	\$455
E.10	INTERACTIVE AND/OR MOVING OUTDOOR, INDIVIDUAL	\$300	\$400	\$364
E.11	INTERACTIVE AND/OR MOVING INDOOR, INDIVIDUAL	\$300	\$400	\$364
E.12	INTERACTIVE AND/OR MOVING POINT OF SALE, INDIVIDUAL	\$300	\$400	\$364

F PR				
NOTE: CAMPAIGNS WITH 3 OR MORE ELEMENTS OR CHANNELS THAT ARE PREDOMINANTLY PR DRIVEN. ENTRANTS WILL BE JUDGED ON HOW SUCCESSFULLY THEY HAVE INTEGRATED THE CHOSEN ELEMENTS OR CHANNELS THROUGHOUT THE CAMPAIGN, AND MUST DEMONSTRATE HOW WELL THE DIFFERENT TYPES COMPLEMENT AND BUILD ON EACH OTHER TO COMMUNICATE THE BRAND'S MESSAGE AND/OR CHANGE CONSUMER AWARENESS AND ATTITUDES.				
ALL CHARITY WORK MUST BE ENTERED INTO F.02.				
ENTRY MATERIAL MANDATORY:				
THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) UPLOAD 2 MIN CASE STUDY (MOV) + UPLOAD AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) CLIENT APPROVAL LETTER (UPLOAD PDF) COMPLETE ONLINE 100 WORD DESCRIPTION				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
F.01	BEST INTEGRATED CAMPAIGN LED BY PR	\$400	\$500	\$455
F.02	CHARITY (AS ABOVE)	\$400	\$500	\$455

G RADIO				
NOTE: CHARITY WORK IN THIS CATEGORY CAN ONLY BE ENTERED INTO G.04, G.05 AND CRAFT CATEGORIES: G.06, G.07 & G.10				
IF RECORDED IN A LANGUAGE OTHER THAN ENGLISH, PLEASE PROVIDE A HARDCOPY OF THE SCRIPT TRANSLATED IN ENGLISH.				
ENTRY MATERIAL MANDATORY:				
THE WORK - WAV FILE/S + 45 SEC EDIT FOR USE AT AWARD CEREMONY (IF OVER 45 SEC) CLIENT APPROVAL LETTER (UPLOAD PDF) G.08 - THE SCRIPT (UPLOAD PDF) OPTIONAL: COMPLETE ONLINE 100 WORD DESCRIPTION				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
G.01	UP TO AND INCLUDING 30 SECONDS	\$300	\$400	\$364
G.02	OVER 30 SECONDS	\$300	\$400	\$364
G.03	CAMPAIGN	\$400	\$500	\$455
G.04	CHARITY, INDIVIDUAL. ANY LENGTH	\$300	\$400	\$364
G.05	CHARITY, CAMPAIGN. ANY LENGTH	\$400	\$500	\$455
G.06	PRODUCTION IN RADIO, INDIVIDUAL DIRECTION, PERFORMANCE, CASTING AND SOUND.	\$300	\$400	\$364
G.07	PRODUCTION IN RADIO, CAMPAIGN DIRECTION, PERFORMANCE, CASTING AND SOUND.	\$400	\$500	\$455
NOTE: ADS PART OF A CAMPAIGN MUST BE ENTERED INDIVIDUALLY IN THE BELOW SUB-CATEGORIES				
G.08	COPYWRITING	\$300	\$400	\$364
G.09	INNOVATIVE USE OF RADIO INCLUDES NON-TRADITIONAL RADIO ADVERTISING: NON-BROADCAST RADIO, ADVERTISING THAT AIRED IN STADIUMS, AIRPORTS, IN-STORE, PODCASTS, ONLINE, ETC.	\$300	\$400	\$364
G.10	SOUND DESIGN	\$300	\$400	\$364
G.11	BEST USE OF MUSIC INCLUDES MUSIC, LYRICS AND VOICE.	\$300	\$400	\$364

H DIRECT MARKETING				
NOTE: TO BE ELIGIBLE IN THIS CATEGORY EACH PIECE OF WORK MUST HAVE A SPECIFIC MEASURABLE CALL TO ACTION. DIRECT MARKETING IS ADVERTISING THAT COMMUNICATES STRAIGHT TO A SINGLE CONSUMER. DIRECT RESPONSE IS MASS COMMUNICATION THAT'S DESIGNED TO GENERATE AN IMMEDIATE RESPONSE FROM A CONSUMER.				
CHARITY WORK IN THIS CATEGORY CAN ONLY BE ENTERED IN H.06 AND H.07 AND NO OTHER SUB-CATEGORY.				
A CAMPAIGN ENTRY CANNOT BE ENTERED INTO BOTH H.10 AND H.12				
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) COMPLETE ONLINE 100 WORD DESCRIPTION CLIENT APPROVAL LETTER (UPLOAD PDF) SAMPLES (MANDATORY FOR H.01, H.02) OPTIONAL (RECOMMENDED): UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY)			
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
H.01	FLAT DIRECT MAIL ALL ENTRIES MUST BE OF A COMMERCIAL NATURE AND BE SUBMITTED COMPLETE, EXACTLY AS THEY WERE MAILED, INCLUDING ANY OUTER ENVELOPE, LETTER, BROCHURE AND RESPONSE MECHANISM.	\$300	\$400	\$364
H.02	DIMENSIONAL DIRECT MAIL ALL ENTRIES MUST BE OF A COMMERCIAL NATURE AND BE SUBMITTED COMPLETE, EXACTLY AS THEY WERE MAILED, INCLUDING ANY OUTER ENVELOPE, LETTER, BROCHURE AND RESPONSE MECHANISM.	\$300	\$400	\$364
H.03	DIRECT RESPONSE ADVERTISING, INDIVIDUAL INCLUDES PRINT, TELEVISION, RADIO ETC. ALL ENTRIES MUST CONTAIN A RESPONSE MECHANISM.	\$300	\$400	\$364
H.04	DIRECT RESPONSE ADVERTISING, CAMPAIGN. SINGLE MEDIUM THREE OR MORE EXECUSIONS IN A SINGLE MEDIUM E.G. ONLY USING TV. ALL ENTRIES MUST CONTAIN A RESPONSE MECHANISM.	\$400	\$500	\$455
H.05	NON COMMERCIAL DIRECT MAIL AGENCY PROMOTION, SELF PROMOTION, CHRISTMAS CARD, INVITATION, ANNOUNCEMENT ETC.	\$300	\$400	\$364
H.06	CHARITY, INDIVIDUAL	\$300	\$400	\$364
H.07	CHARITY, CAMPAIGN	\$400	\$500	\$455
H.08	COPYWRITING FOR DIRECT, INDIVIDUAL	\$300	\$400	\$364
H.09	ART DIRECTION FOR DIRECT, INDIVIDUAL	\$300	\$400	\$364
H.10	INTEGRATED SOLUTIONS THREE OR MORE DIFFERENT MEDIA IN ONE INTEGRATED CAMPAIGN. AT LEAST ONE ELEMENT MUST CONTAIN A RESPONSE MECHANISM. CAMPAIGNS WITH MORE THAN ONE TRADITIONAL MEDIA ELEMENT MUST BE ENTERED IN THIS SUB-CATEGORY AND NOT IN H.12 ALTERNATIVE MEDIA CAMPAIGN.	\$400	\$500	\$455

H.11	ALTERNATIVE MEDIA, INDIVIDUAL NON-TRADITIONAL MEDIA INCLUDING OUTDOOR AND NEVER BEFORE USED MEDIA.	\$300	\$400	\$364
H.12	ALTERNATIVE MEDIA, CAMPAIGN. THREE OR MORE EXECUTIONS IN NON-TRADITIONAL MEDIA. IF THE CAMPAIGN CONTAINS MORE THAN ONE TRADITIONAL USE OF MEDIA (E.G. PRINT, TV, RADIO ETC.) THEN IT MUST BE ENTERED INTO H.10 INTEGRATED SOLUTIONS.	\$400	\$500	\$455
H.13	DIGITAL DIRECT RESPONSE, INDIVIDUAL MUST INCLUDE A BENEFIT REQUIRING INTERACTION WITH THE ONLINE CREATIVE, OR A SOLICITATION FOR ANOTHER MEASURABLE ACTION.	\$300	\$400	\$364
H.14	DIGITAL DIRECT RESPONSE, CAMPAIGN AS ABOVE (H.13) AND MUST INCLUDE 3 OR MORE COMPONENTS.	\$400	\$500	\$455
H.15	ELECTRONIC DIRECT MAIL	\$300	\$400	\$364

I DESIGN				
NOTE: <i>IN THIS CATEGORY THE JUDGES WILL CONSIDER BOTH THE IDEA AND THE TECHNIQUE. CHARITY ENTRIES ARE ELIGIBLE IN ALL SUB-CATEGORIES. WORK ENTERED INTO I.22 CANNOT BE ENTERED INTO ANY OTHER DESIGN SUB-CATEGORY</i>				
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) SAMPLES (MANDATORY FOR I.01, 1.02, 1.04, 1.05, 1.06, 1.13, 1.14) OPTIONAL: UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) COMPLETE ONLINE 100 WORD DESCRIPTION			
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
I.01	ANNUAL REPORT AND PROSPECTUS	\$300	\$400	\$364
I.02	BROCHURE AND CATELOGUE	\$300	\$400	\$364
I.03	POSTER DESIGN	\$300	\$400	\$364
I.04	PACKAGING, INDIVIDUAL	\$300	\$400	\$364
I.05	PACKAGING, RANGE	\$400	\$500	\$455
I.06	SUSTAINABLE PACKAGING DESIGN	\$300	\$400	\$364
I.07	INTEGRATED DESIGN CROSS MEDIUM SOLUTION. NEEDS TO COVER AT LEAST 2 MEDIUMS. E.G. INTERACTIVE AND PRINT.	\$400	\$500	\$455
I.08	ENTERTAINMENT DESIGN (MUSIC/ART/SPORT)	\$300	\$400	\$364
I.09	LARGE IDENTITY AND APPLICATION (ABOVE \$50,000)	\$300	\$400	\$364
I.10	MEDIUM IDENTITY AND APPLICATION (\$20,000 - \$50,000)	\$300	\$400	\$364
I.11	SMALL IDENTITY AND APPLICATION (LESS THAN \$20,000)	\$300	\$400	\$364
I.12	ENVIRONMENTAL DESIGN	\$300	\$400	\$364
I.13	PRODUCT DESIGN	\$300	\$400	\$364
I.14	PUBLICATION DESIGN INCLUDES MAGAZINES, NEWSPAPERS AND BOOKS.	\$300	\$400	\$364
I.15	INNOVATIVE TYPOGRAPHY, INDIVIDUAL	\$300	\$400	\$364

I.16	INNOVATIVE TYPOGRAPHY, CAMPAIGN	\$400	\$500	\$455
I.17	ONLINE PUBLICATION	\$300	\$400	\$364
I.18	DESIGN FOR FILM AND TELEVISION MOVIE TITLES, OPENING TITLES, STATION ID ETC.	\$300	\$400	\$364
I.19	WRITING FOR DESIGN	\$300	\$400	\$364
I.20	LOGOS	\$300	\$400	\$364
I.21	POINT OF SALE	\$300	\$400	\$364
I.22	WEIRD AND WONDERFUL DOESN'T BELONG IN ANY OTHER CATEGORY.	\$300	\$400	\$364

J DIGITAL

IMPORTANT *IN THIS CATEGORY THE JUDGES WILL CONSIDER BOTH THE IDEA AND THE TECHNIQUE.*
CHARITY WORK CAN ONLY BE ENTERED IN CHARITY SUB-CATEGORIES
ENSURE ALL URLS FOR SUBMITTED WORK ARE LIVE TILL 15TH APRIL 2017. IF THIS IS NOT POSSIBLE THEN A SELF CONTAINED SITE ON YOUR SERVER MUST BE CREATED.
AWARD WILL NOT BE RESPONSIBLE FOR URLS SUBMITTED LIVE THAT DO NOT FUNCTION POST ENTRY PROCESSING AND ON JUDGING DAYS.

ENTRY MATERIAL **MANDATORY:**
 THE WORK - URL ADDRESS
 4 X IMAGES (JPG)
 CLIENT APPROVAL LETTER (UPLOAD PDF)
OPTIONAL: OVERVIEW URL ADDRESS
 2 MIN CASE STUDY - PROVIDED ON A URL ADDRESS (YOUTUBE/VIMEO/LANDING PAGE)
 UPLOAD (MOV) VERSION + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY)
 COMPLETE ONLINE 100 WORD DESCRIPTION

	MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
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STANDALONE WEBSITES - COMPANY/CORPORATE WEBSITES WITH OR WITH-OUT E-COMMERCE FUNCTIONALITY THAT ARE *PERMANENT*.

J.01	BUSINESS TO CONSUMER INCLUDES MAIN COMPANY WEBSITES, SUB-DIRECTORY SITE OR MICRO-SITE CREATED FOR GENERAL CONSUMER. CAN INCLUDE SITES SPECIFICALLY CREATED FOR DIFFERENT DEVICES E.G. TABLET OR MOBILE.	\$300	\$400	\$364
J.02	BUSINESS TO BUSINESS MAIN OR MICRO-SITE TARGETED AT BUSINESSES. CAN INCLUDE SITES CREATED FOR OTHER SPECIFIC DEVICES E.G. TABLET OR MOBILE. INCLUDES SUB-SITES FOR SPECIFIC PRODUCTS WITHIN A LARGER BRAND.	\$300	\$400	\$364
J.03	CHARITY	\$300	\$400	\$364

STANDALONE MICROSITES - WEBSITES WITH OR WITHOUT E-COMMERCE FUNCTIONALITY THAT ARE PART OF A *TEMPORARY/SHORT-TERM* ADVERTISING CAMPAIGN.

J.04	BUSINESS TO CONSUMER	\$300	\$400	\$364
J.05	BUSINESS TO BUSINESS	\$300	\$400	\$364
J.06	CHARITY	\$300	\$400	\$364

DIGITAL CAMPAIGN - A MINIMUM OF 3 DIFFERENT DIGITAL ELEMENTS

J.07	BUSINESS TO CONSUMER	\$400	\$500	\$455
J.08	BUSINESS TO BUSINESS	\$400	\$500	\$455
J.09	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$400	\$500	\$455

ONLINE AD				
J.10	BANNER AD OR OVER THE PAGE, INDIVIDUAL INCLUDING EXPANDERS, SEQUENTIAL AND SYCHRONISED.	\$300	\$400	\$364
J.11	BANNER AD OR OVER THE PAGE, CAMPAIGN	\$400	\$500	\$455
J.12	ONLINE PROMOTION AN ONLINE ADVERTISEMENT THAT HAS A SINGLE OFFER OR RESPONSE MECHANISM E.G. COMPETITION.	\$300	\$400	\$364
J.13	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$300	\$400	\$364
GAMES				
J.14	MOBILE	\$300	\$400	\$364
J.15	ONLINE ANY GAMES DEVELOPED FOR WEB THAT ARE NOT APPS. E.G. DEVELOPED PRIMARILY IN FLASH, UNITY OR HTML5.	\$300	\$400	\$364
J.16	OTHER ANY GAME THAT DOESN'T FIT INTO MOBILE OR ONLINE. THIS MAY INCLUDE CONSOLE, HANDHELD, INTERACTIVE INSTALLATIONS, PHYSICAL REAL-WORLD GAMES E.G. SOCIAL HUNTS.	\$300	\$400	\$364
J.17	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$300	\$400	\$364
OTHER				
J.18	MOBILE ANY MOBILE CREATIVE EXECUTION INCLUDING APPS OR WEBSITES THAT IS NOT A GAME.	\$300	\$400	\$364
J.19	MOBILE, CHARITY AS ABOVE	\$300	\$400	\$364
J.20	DIGITAL KIOSK, POINT OF SALE, ON-SITE, OUTDOOR DIGITAL ANY BESPOKE INSTALLATION WHETHER IT BE ANIMATED OR INTERACTIVE. THIS MAY INCLUDE THINGS LIKE: AN INFORMATION TOUCH-SCREEN FOR A MUSEUM EXHIBIT OR AN INTERACTIVE DISPLAY FOR VIRTUALLY TRYING ON CLOTHES.	\$300	\$400	\$364
J.21	DIGITAL KIOSK, POINT OF SALE, ON-SITE, OUTDOOR DIGITAL, CHARITY AS ABOVE	\$300	\$400	\$364
J.22	ONLINE PROMOTION, CAMPAIGN RESPONSE BASED DIGITAL PROMOTION WHICH INCLUDES MULTIPLE ENTRY MECHANICS. FOR EXAMPLE MOBILE APP, WEBSITES, SOCIAL, DIGITAL POS, KIOSK ETC.	\$400	\$500	\$455
J.23	ONLINE PROMOTION - CHARITY, CAMPAIGN AS ABOVE	\$400	\$500	\$455
ONLINE FILM				
NOTE: FILMS PART OF A CAMPAIGN MUST BE ENTERED INDIVIDUALLY				
J.24	ONLINE FILM, 30 SECONDS OR LESS.	\$300	\$400	\$364
J.25	ONLINE FILM, 3 MINUTES OR LESS.	\$300	\$400	\$364
J.26	ONLINE FILM, OVER 3 MINUTES.	\$300	\$400	\$364
J.27	CHARITY (ANY OF THE ABOVE)	\$300	\$400	\$364
J.28	SOCIAL MEDIA IDEAS/CAMPAIGNS DESIGNED FOR SOCIAL CHANNELS E.G. FACEBOOK, INSTAGRAM, TWITTER ETC.	\$300	\$400	\$364
J.29	SOCIAL MEDIA, CHARITY	\$300	\$400	\$364

J.30	APPS FUNCTIONALITY AND UTILITY BASED APPS FOR ANY PLATFORM OR DEVICE.	\$300	\$400	\$364
J.31	APPS, CHARITY	\$300	\$400	\$364
J.32	EMERGING DIGITAL/ CONNECTED PRODUCTS PRODUCTS AND DEVICES ARE BECOMING MORE CONNECTED, AND WILL EVENTUALLY BECOME SMART PRODUCTS AS THEY LEARN ABOUT THE USER AND THEIR CONTEXT. THESE PLATFORMS OR PRODUCTS NEED TO BE MORE THAN JUST AN IMPRESSIVE DEVICE, THEY NEED TO BE CONVERSATIONAL AND ENGAGE USERS IN A DIALOGUE TO REALLY UNDERSTAND WHAT IT IS THEY WANT.	\$300	\$400	\$364
J.33	EMERGING DIGITAL/ CONNECTED PRODUCTS, CHARITY	\$300	\$400	\$364

K INNOVATION				
NOTE: IDEAS THAT COMBINE TECHNOLOGY AND CREATIVITY IN NEW ENTERTAINING, INFORMATIVE AND USEFUL EXPERIENCES OR SERVICES TO THE WORLD. IT SHOULD BE AN IDEA ABOVE AND BEYOND THE EXPECTATIONS OF THE MARKETING AND COMMUNICATIONS INDUSTRY.				
CHARITY ENTRIES ARE ELIGIBLE IN ALL SUB-CATEGORIES.				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL (RECOMMENDED): UPLOAD 2 MIN CASE STUDY (MOV)+ AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) COMPLETE ONLINE 100 WORD DESCRIPTION			
K.01	CREATIVE / TECHNOLOGICAL INNOVATION	\$300	\$400	\$364
K.03	PRODUCT INNOVATION	\$300	\$400	\$364

L PROMOTION AND EXPERIENTIAL				
NOTE: IN THIS CATEGORY THE WORK WILL BE JUDGED SPECIFICALLY ON HOW THE MEDIUM WAS USED TO EVOKE CONSUMER ACTIVATION. CHARITY WORK CAN ONLY BE ENTERED INTO L.07				
ENTRY MATERIAL MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL IN SITU SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL (RECOMMENDED): UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) SAMPLES COMPLETE ONLINE 100 WORD DESCRIPTION				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
L.01	BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN INCLUDING EXHIBITIONS, POP-UP RETAIL SOLUTIONS, SPORTS EVENTS, MUSIC FESTIVALS, CONCERTS, TRADE SHOWS, PUBLICITY STUNTS, INTERACTIVE EVENTS AND INSTALMENTS.	\$300	\$400	\$364
L.02	BEST USE OF AMBIENT AND/OR GUERILLA MARKETING IN A PROMOTIONAL CAMPAIGN INCLUDING SMALL SCALE AMBIENT MEDIA SUCH AS OUT-OF-STORE SAMPLING, GLASSES, BEER MATS, FLYERS, STICKERS AND SIGNAGE. STREET TEAMS, STREET ART, STREET FURNITURE AND TRANSIT ADVERTISING. SUPERSIZE SITES, 3D AND NON-TRADITIONAL SITES, TICKET BARRIERS, FLOOR MEDIA, SIGNAGE, WALLSCAPE, DIGITAL BILLBOARDS, WINDOW CLINGS AND HELICOPTER BANNERS ETC.	\$300	\$400	\$364
L.03	BEST NEW PRODUCT LAUNCH AND RE-LAUNCH OR MULTI-PRODUCT PROMOTION AT RETAIL THIS INCLUDES ALL NEW PRODUCTS LAUNCHED ON THE MARKET FOR THE FIRST TIME, PRODUCTS PLACED AGAIN ON THE MARKET AFTER ADAPTING THEM TO CHANGING MARKET CONDITIONS AND PROMOTION ACTIVITIES THAT ENCOMPASS MULTIPLE BRANDS AND CATEGORIES AT THE SAME TIME.	\$300	\$400	\$364
L.04	BEST SPONSORSHIP OR PARTNERSHIP CAMPAIGN FOR A CAMPAIGN THAT UTILIZED A SPONSORSHIP OR TIE-IN PARTNER E.G. SPORTS AND ENTERTAINMENT.	\$300	\$400	\$364
L.05	BEST USE OF OTHER DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN INCLUDING BLUETOOTH, MMS, SMS, WAP, PDA, GPS, TABLET, MP3 PLAYERS, MOBILE GAMES AND APPLICATIONS, QR CODES, WIDGETS, MOBILE MARKETING, OTHER MOBILE COMMUNICATION, DIGITAL INSTALLATIONS.	\$300	\$400	\$364
L.06	BEST USE OF SOCIAL MEDIA MARKETING IN A PROMOTIONAL CAMPAIGN SOCIAL NETWORKING SITES, BLOGS, WIKIS, VIDEO-SHARING SITES, HOSTED SERVICES, WEB APPLICATIONS. ONLINE FILM, BLOGS, ETC.	\$300	\$400	\$364

L.07	BEST USE OF PROMOTION AND EXPERIENTIAL MARKETING IN A CHARITY CAMPAIGN INCLUDES ALL OF THE ABOVE FORMATS.	\$300	\$400	\$364
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M MARKET DISRUPTION & PRODUCT/SERVICE DEVELOPMENT

ANY NEW PRODUCT OR SERVICE, PRODUCED AND DISTRIBUTED FOR A SPECIFIC CLIENT OR BRAND. THE PRODUCT OR SERVICE MUST REPRESENT GENUINE INNOVATION, CHANGE A CATEGORY OR CREATE A NEW ONE.

ENTRY MANDATORY:
MATERIAL THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG)
 UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG)
 CLIENT APPROVAL LETTER (UPLOAD PDF)
OPTIONAL (RECOMMENDED): UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY)
 SAMPLES

		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
M.01	CONSUMER PRODUCT/SERVICE	\$300	\$400	\$364
M.02	INTERACTIVE DESIGN FOR PRODUCT/SERVICE	\$300	\$400	\$364
M.03	INNOVATIVE PRODUCT/SERVICE DEVELOPMENT	\$300	\$400	\$364
M.04	SUSTAINABLE PRODUCT/SERVICE DEVELOPMENT	\$300	\$400	\$364
M.05	INDUSTRY OR CATEGORY DISRUPTION	\$300	\$400	\$364
M.06	CHARITY (ANY OF THE ABOVE)	\$300	\$400	\$364

N BRANDED ENTERTAINMENT & CONTENT

BRANDED CONTENT IS LIKEABLE, CREATIVE AND SHAREABLE. THIS FORM OF ENTERTAINMENT SHOULD SUPPORT THE BRAND'S CORE VALUES. IF THE BRANDED CONTENT EVOKES A STRONG FEELING OF POSITIVITY TOWARDS THE BRAND, REGARDLESS OF THE BRAND'S PRESENCE IN THE CONTENT IT HAS BEEN SUCCESSFUL.
 CHARITY WORK CAN ONLY BE ENTERED IN THE RELEVANT CHARITY SUB-CATEGORIES.

ENTRY MANDATORY:
MATERIALS THE WORK (UPLOAD MOV FILE)
 AWARD SHOW FILM (UPLOAD 45 SEC EDIT FOR USE AT AWARD CEREMONY).
 4 X JPG IMAGES/STILLS
 COMPLETE ONLINE 100 WORD DESCRIPTION/SYNOPSIS
 CLIENT APPROVAL LETTER (UPLOAD PDF)

		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
N.01	USER GENERATED	\$300	\$400	\$364
N.02	MOBILE	\$300	\$400	\$364
N.03	GAMING	\$300	\$400	\$364
N.04	RADIO	\$300	\$400	\$364
N.05	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$300	\$400	\$364
DOCUMENTARIES				
N.06	TV	\$300	\$400	\$364
N.07	TV, CAMPAIGN/SERIES	\$400	\$500	\$455
N.08	ONLINE	\$300	\$400	\$364
N.09	ONLINE, CAMPAIGN/SERIES	\$400	\$500	\$455
N.10	FILM	\$300	\$400	\$364
N.11	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$300	\$400	\$364
ENTERTAINMENT				
N.12	TV	\$300	\$400	\$364
N.13	TV, CAMPAIGN/SERIES	\$400	\$500	\$455
N.14	ONLINE	\$300	\$400	\$364

N.15	ONLINE, CAMPAIGN/SERIES	\$400	\$500	\$455
N.16	FILM	\$300	\$400	\$364
N.17	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$300	\$400	\$364
EXPERIENTIAL				
N.18	INSTALLATION	\$300	\$400	\$364
N.19	EVENT	\$300	\$400	\$364
N.20	INTERACTIVE	\$300	\$400	\$364
N.21	CHARITY (ANY OF THE ABOVE MEDIUMS)	\$300	\$400	\$364

O CREATIVITY FOR GOOD				
THE JUDGES ARE LOOKING FOR AN OUTSTANDING IDEA THAT RECOGNISES SUSTAINABLE, ETHICAL, INEQUALITY AND HUMANITARIAN SOLUTIONS IN BOTH ADVERTISING AND DESIGN INDUSTRIES. CHARITY WORK IS ELIGIBLE IN BOTH SUB-CATEGORIES				
ENTRY MATERIAL	MANDATORY: THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL (RECOMMENDED): UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) SAMPLES COMPLETE ONLINE 100 WORD DESCRIPTION			
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
O.01	ADVERTISING & MARKETING COMMUNICATIONS	\$300	\$400	\$364
O.02	DESIGN	\$300	\$400	\$364

ENTRY MATERIAL AND INSTRUCTIONS	
CAMPAIGN ENTRIES MUST INCLUDE 3 OR MORE COMPONENTS TO BE ELIGIBLE.	
CLIENT LETTER - EACH ENTRY MUST UPLOAD A PDF OF THEIR SIGNED CLIENT APPROVAL LETTER (TEMPLATE BELOW). IT MUST BE PROVIDED ON CLIENT LETTER HEAD <i>WORK WILL NOT BE JUDGED IF A CLIENT LETTER IS NOT UPLOADED</i>	
DIGITAL JUDGING PRESENTATION IMAGE <i>THIS SHOULD INCLUDE ALL COMPONENTS OF THE CAMPAIGN . THIS IMAGE WILL BE PRESENTED TO THE JUDGES DIGITALLY SO PLEASE ENSURE FONT IS CLEAR AND LARGE ENOUGH TO READ ON A SCREEN. ALL IMAGES MUST BE SUPPLIED IN HIGH RES JPG FORMAT NOTE: A2 PRESENTATION BOARDS WILL NOT BE USED IN JUDGING THIS YEARS AWARDS</i>	
UP TO 3 X SUPPORTING IMAGES <i>THESE IMAGES MAY BE USED TO REPRESENT YOUR WORK TO THE JUDGES; AT THE AWARD SHOW OR IN THE ONLINE AWARD ANNUAL SHOULD YOU BECOME A FINALIST. ALL IMAGES MUST BE SUPPLIED IN HIGH RES JPG FORMAT</i>	
INSITU IMAGE <i>THIS IMAGE NEEDS TO SHOW THE WORK IN PLACE WHERE IT RAN OR WAS FEATURED (FOR POSTER AND OUTDOOR)</i>	

CASE STUDIES - MUST BE NO LONGER THAN 2 MINUTES IN LENGTH

WHERE POSSIBLE ENTRANTS ARE ENCOURAGED TO SUPPLY A 2 MIN CASE STUDY FILM

YOU MUST UPLOAD TO EVERY ENTRY YOU WANT IT SCREENED AT FOR JUDGING (EVEN IF YOU ARE ENTERING THE SAME CAMPAIGN INTO MULTIPLE CATEGORIES)

CASE STUDIES MUST ALSO BE PROVIDED ON A URL FOR ALL **DIGITAL** CATEGORIES (AS JUDGING IS DONE ONLINE). THIS CAN BE PROVIDED ON AN OVERVIEW URL/YOUTUBE/VIMEO ETC.

CASE STUDIES WILL NOT BE SHOWN FOR **RADIO; PRINT; FILM & VIDEO; CRAFT IN ADVERTISING (FILM) OR BRANDED ENTERTAINMENT AND CONTENT (APART FROM NON FILM SUB-CATEGORIES)** UNLESS IT IS ABSOLUTELY INTEGRAL TO UNDERSTANDING THE WORK

AWARD SHOW FILM - ALL ENTRANTS WHO PROVIDE A VIDEO FILE/S (TVC OR CASE STUDY) MUST ALSO SUPPLY A 45 SEC EDIT (IF OVER 45 SECS) FOR USE AT THE AWARD SHOW IF YOUR WORK IS AWARDED. PLEASE ALSO SUPPLY A 45 SEC EDIT/ HIGHLIGHT REEL COMBINING CAMPAIGN ENTRIES WITH MORE THAN ONE AD.

IF THIS IS NOT SUPPLIED ONLY THE FIRST 45 SECS OF YOUR VIDEO CONTENT WILL BE SCREENED ON THE NIGHT, AND AWARD WILL NOT BE HELD RESPONSIBLE IF THE VERSION DOES NOT ADEQUATELY REPRESENT THE WORK.

UNMOUNTED PROOFS & SAMPLES - NEED TO BE POSTED TO THE AWARD OFFICE BY THE RELEVANT CUT OFF DATES

NO A2 BOARDS WILL BE SHOWN AT JUDGING - SEND SAMPLES ONLY IF REQUIRED. **UNMOUNTED PROOFS ARE ONLY REQUIRED FOR C. PRINT AND E. POSTER & OUTDOOR. FOR C. PRINT THE WORK MUST BE PRINTED THE SIZE THE ACTUAL PRINT AD RAN.**

PLEASE MAKE SURE YOU DOWNLOAD AND PRINT A LABEL FROM THE 'MANAGE ENTRIES' SECTION AND ATTACH TO THE BACK OF YOUR PROOF/SAMPLE WITH THE ENTRY NUMBER - YOU MUST SEND A SAMPLE FOR EVERY RELEVANT ENTRY (PROOFS / SAMPLES CAN NOT BE MOVED BETWEEN CATEGORIES DURING JUDGING).

VIA COURIER:

ATT. JEAN PROBERT

AWARD CALL FOR ENTRY

COMMUNICATIONS COUNCIL

MEZZANINE LEVEL, 65 YORK STREET, SYDNEY, 2000

VIA POST (small items only)

ATT. JEAN PROBERT

AWARD CALL FOR ENTRY

COMMUNICATIONS COUNCIL

PO BOX Q1389 SYDNEY NSW 1230

URL ADDRESSES - MUST BE LIVE UNTIL 15TH APRIL 2017

AWARD WILL NOT BE HELD RESPONSIBLE FOR URL ADDRESSES THAT DO NOT WORK DURING JUDGING. MAKE SURE THERE IS NO AGENCY BRANDING (EVEN IN THE URL FILE PATH).

IF THE SITE IS NO LONGER LIVE THEN A SELF-CONTAINED VERSION SHOULD BE MADE AVAILABLE ON YOUR OWN SERVER.

THE URL PATH MUST CONTAIN NO AGENCY BRANDING

FOR DIGITAL SUB-CATEGORIES IF YOU WISH TO SHOW A CASE STUDY THIS MUST BE PROVIDED ON A URL ADDRESS AS JUDGING IS DONE ONLINE. PLEASE ALSO UPLOAD AN MOV FILE VERSION.

OVERVIEW URL - A SITE SPECIFICALLY MADE TO SHOWCASE YOUR ENTRY TO THE JUDGING PANEL. THIS CAN INCLUDE DESCRIPTIONS/IMAGES ETC.

100 WORD DESCRIPTIONS

MUST BE PROVIDED IN THE ONLINE ENTRY FORM IF NEEDED (DO NOT UPLOAD WORD OR PDF VERSION). THIS WILL BE PROVIDED TO THE JUDGES TO HELP EVALUATE YOUR WORK.

CREDITS - PLEASE ENSURE THAT THESE ARE DONE CORRECTLY AND IN FULL (NO ABBREVIATIONS)

THE CREDITS YOU ENTER WILL BE USED IN ALL AWARD COLLATERAL SHOULD YOUR WORK BE AWARDED.

DON'T FORGET TO LIST ANY COLLABORATING PARTNERS (PRODUCTION COMPANY / AGENCY ETC.) AS THIS MAY NEGATIVELY IMPACT THEIR CHANCES OF WINNING PRODUCTION COMPANY/AGENCY OF THE YEAR AWARDS IF THEY ARE LEFT OFF.

REMOVE ALL AGENCY BRANDING FROM ENTRY MATERIAL

NO ITEMS SUBMITTED FOR JUDGING CAN REFER TO THE ENTRANT COMPANY. THIS INCLUDES URL PATHS, WEBSITES, DESCRIPTIONS, CASE STUDIES ETC.

DO NOT USE ABBREVIATIONS - PLEASE ENSURE ALL COMPANY/CLIENT NAMES ARE CORRECT AND IN FULL.

CHARITY DEFINITION - PLEASE ENSURE ALL CHARITY WORK IS ENTERED INTO THE RELEVANT SUB-CATEGORIES

A CHARITY IS ANY CLIENT THAT IS A REGISTERED CHARITY FOR TAXATION PURPOSES. PLEASE CHECK WITH THE CLIENT AND ON THE WEBSITE PROVIDED BELOW, AS SOMETIMES EVEN A NOT-FOR-PROFIT ORGANISATION (I.E. FESTIVAL) IS ACTUALLY A REGISTERED CHARITY.

http://www.acnc.gov.au/ACNC/FindCharity/Search_the_ACNC_Register/ACNC/OnlineProcessors/Online_register/Search_the_register.aspx?id=11003429338

PLEASE READ THE FULL LIST OF AWARD'S TERMS AND CONDITIONS ON THE CALL-FOR-ENTRIES WEBSITE HERE:

<http://www.awardonline-cfe.com/content/index/p/eligibility-rules/>

AWARD DOES NOT PROVIDE REFUNDS UNDER ANY CIRCUMSTANCES

PLEASE USE THE BELOW FILE TYPES FOR ALL ENTRIES

IMAGES: JPGS (300 dpi)
 High Resolution
 Ideally images should be larger than 2000 pixels (wide or high)

VIDEO: MOV or MP4
 Format: QuickTime H.264
 HD 1080p 25
 Frame Size: 1920 * 1080
 Frame Rate: 25 fps
 Progressive
 Bit rate: VBR 32Mbps
 Audio: 48kHz, Stereo, 16 bit

RADIO: WAV
 Ensure entry is submitted in Stereo, in a high quality WAV, 48khz at 16 bits or more.
 Please ensure the file extension reads .wav or the file will not be accepted by the system.
 Use the approximate file size guide that 1 second = 400 kb
 Please ensure one file contains one commercial only - please do not send multiple commercials in one file.

CLIENT LETTER TEMPLATE

ALL CLIENT LETTERS MUST BE ON CLIENT LETTERHEAD AND USE THE BELOW TEMPLATE. PLEASE SCAN AND UPLOAD WITH YOUR ENTRIES

To whom it may concern,

This letter is to verify that(work/campaign title).....(media – print,TV,outdoor etc.) is legitimate and was created for ...(client company) by ..(insert agency) and was/will be first published/on air/live on (insert date). We approve of it being entered into the AWARD awards.

Regards,

(client name)

and signature)

(Client mobile and email)

