

# 2017 AWARD ENTRY GUIDELINES



## KEY DATES

CFE OPENS: FRIDAY 29TH SEPTEMBER 2017  
 EARLYBIRD CLOSSES (10% DISCOUNT): 5PM MONDAY 16TH OCTOBER 2017  
 CFE CLOSSES: 5PM FRIDAY 1ST DECEMBER 2017  
 EXTENDED & FINAL DEADLINE (15% LATE FEE APPLIES): 5PM MONDAY 11TH DEC 2017

ELIGIBILITY DATES: 1ST JANUARY 2017 - 31ST DECEMBER 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**

**\*\*ALL CREATIVE WORK WILL BE EVALUATED ON THE CREATIVITY OF THE IDEA, AND HOW WELL IT WAS EXECUTED. CRAFT CATEGORIES ARE AWARDED TO WORK WHICH RAISES INDUSTRY STANDARDS IN A PARTICULAR FIELD.\*\***

<b>A FILM &amp; VIDEO</b>				
<b>NOTE:</b> <i>IN THIS CATEGORY THE JUDGES WILL BE EVALUATING THE IDEA AND NOT THE FILM CRAFT.</i>				
<i>ALL CAMPAIGN ENTRIES MUST CONSIST OF 3 OR MORE ADS.</i>				
<i>ALL FILM &amp; TELEVISION CHARITY WORK MUST BE ENTERED INTO A.09 OR A.10 AND NO OTHER SUB-CATEGORY.</i>				
<b>ENTRY MATERIALS</b>	<b>MANDATORY</b> THE WORK (UPLOAD MOV FILE/S) 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)			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>A.01</b>	<b>TELEVISION COMMERCIAL, INDIVIDUAL. LESS THAN 30 SECONDS</b>	\$300	\$450	\$414
<b>A.02</b>	<b>TELEVISION COMMERCIAL,INDIVIDUAL. 30 SECONDS</b>	\$300	\$450	\$414
<b>A.03</b>	<b>TELEVISION COMMERCIAL, INDIVIDUAL. OVER 30 SECONDS</b>	\$300	\$450	\$414
<b>A.04</b>	<b>TELEVISION COMMERCIAL, CAMPAIGN. LESS THAN 30 SECONDS</b> Must include 3 or more executions	\$400	\$550	\$505

<b>A.05</b>	<b>TELEVISION COMMERCIAL, CAMPAIGN. 30 SECONDS</b> Must include 3 or more executions	\$400	\$550	\$505
<b>A.06</b>	<b>TELEVISION COMMERCIAL, CAMPAIGN. ANY LENGTH</b> Must include 3 or more executions	\$400	\$550	\$505
<b>A.07</b>	<b>LARGE FORMAT SCREENS, INDIVIDUAL. ANY LENGTH</b> <b>INCLUDES CINEMA &amp; OUTDOOR LCD ETC.</b> Judges will evaluate how the work would have benefited from the large screen format as opposed to only airing on TV.	\$300	\$450	\$414
<b>A.08</b>	<b>LARGE FORMAT SCREENS, CAMPAIGN. ANY LENGTH</b> <b>INCLUDES CINEMA &amp; OUTDOOR LCD ETC.</b> Judges will evaluate how the campaign would have benefited from the large screen format as opposed to only airing on TV. Must include 3 or more executions	\$400	\$550	\$505
<b>A.09</b>	<b>CHARITY, INDIVIDUAL. ANY LENGTH</b>	\$300	\$450	\$414
<b>A.10</b>	<b>CHARITY, CAMPAIGN. ANY LENGTH</b> Must include 3 or more executions	\$400	\$550	\$505
<b>A.11</b>	<b>INTERACTIVE FILM, INDIVIDUAL. ANY LENGTH</b> Direct user involvement should be clearly demonstrated (how the viewer was able to interact with the medium). Entries may include 360, VR, and online interactive film etc.	\$300	\$450	\$414
<b>A.12</b>	<b>INTERACTIVE FILM, CAMPAIGN. ANY LENGTH</b> Direct user involvement should be clearly demonstrated (how the viewer was able to interact with the medium). Entries may include 360, VR, and online interactive film etc. Must include 3 or more executions	\$400	\$550	\$505

<b>B CRAFT IN ADVERTISING</b>				
<b>NOTE:</b>	<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>THE CRAFT MUST ADD TO THE IDEA AND FURTHER DEVELOP THE EXECUTION.</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>			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>FILM</b>				
<b>NOTE:</b>	<p><i>THERE ARE NO CAMPAIGN OPTIONS IN THIS SUB-CATEGORY. FILMS PART OF A CAMPAIGN MUST BE ENTERED INDIVIDUALLY.</i></p> <p><i>LONG FORM BRANDED FILM CONTENT MUST BE ENTERED INTO B.42 (NOT B.01 - B.11)</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>DIRECTOR'S 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 23 OF THIS BOOKLET)</i></p>			

<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK (UPLOAD MOV FILE) 4 X JPG IMAGES/STILLS CLIENT APPROVAL LETTER (UPLOAD PDF) B.05 - MANDATORY BEFORE AND AFTER MAKING OF VIDEO (MAX 2 MINS) <b>OPTIONAL: COMPLETE ONLINE 100 WORD DESCRIPTION</b>			
<b>B.01</b>	<b>DIRECTION</b> Includes design and visual style execution, characterisation, performance and storytelling execution.	\$300	\$450	\$414
<b>B.02</b>	<b>CINEMATOGRAPHY</b> Outstanding in-camera photography	\$300	\$450	\$414
<b>B.03</b>	<b>EDITING</b> All aspects of the film's edit will be considered, including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling. Judges award innovation and flair in the editing decisions, and think about the part that the edit has played in the success of the final execution.	\$300	\$450	\$414
<b>B.04</b>	<b>ANIMATION</b> Includes computer generated 3D, 3D modelling, stop-frame and cel animation.	\$300	\$450	\$414
<b>B.05</b>	<b>DIGITAL VISUAL EFFECTS</b> Outstanding digital production techniques for compositing of live action and digital elements. 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.	\$300	\$450	\$414
<b>B.06</b>	<b>ORIGINAL MUSIC</b> A track that is specifically scored for a particular project.	\$300	\$450	\$414
<b>B.07</b>	<b>BEST USE AND/OR ARRANGEMENT OF EXISTING MUSIC</b> An existing piece of music chosen or re-arranged that contributes to the communication. Music videos are not eligible in this sub-category.	\$300	\$450	\$414
<b>B.08</b>	<b>SOUND DESIGN</b> The process of specifying, acquiring, manipulating or generating audio elements. Including sound effects, location recordings, 'atmos', etc.	\$300	\$450	\$414
<b>B.09</b>	<b>MUSIC VIDEO</b> A film produced specifically to market a song for a musician. Music videos need to be primarily made and used as a marketing device intended to promote the sale of music recordings.	\$300	\$450	\$414
<b>B.10</b>	<b>PRODUCTION DESIGN (NEW)</b> Set design, location selection, and the overall ability to showcase the brand through the visual storytelling.	\$300	\$450	\$414
<b>B.11</b>	<b>CASTING (NEW)</b> Judges will consider the vision and achievement of the casting. This category includes the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent.	\$300	\$450	\$414

PRINT		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
<b>NOTE:</b> BOOKS AND ANNUALS ARE NOT PERMITTED IN THIS CATEGORY BUT CAN BE ENTERED INTO SPECIFIC CATEGORIES IN I.DESIGN				
<b>ENTRY MANDATORY:</b> <b>MATERIAL</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE/S (JPG) B.18 & B.19 - BEFORE AND AFTER MAKING OF DIGITAL PRESENTATION IMAGE/S (JPG) AND 100 WORD DESCRIPTION CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL (EXCEPT B.16 &amp; B.17):</b> 100 WORD DESCRIPTION UPLOAD 2 MIN CASE STUDY (MOV)				
B.12	<b>COPYWRITING, INDIVIDUAL</b>	\$300	\$450	\$414
B.13	<b>COPYWRITING, CAMPAIGN</b> Must include 3 or more executions	\$400	\$550	\$505
B.14	<b>ART DIRECTION, INDIVIDUAL</b>	\$300	\$450	\$414
B.15	<b>ART DIRECTION, CAMPAIGN</b> Must include 3 or more executions	\$400	\$550	\$505
B.16	<b>PHOTOGRAPHY, INDIVIDUAL</b>	\$300	\$450	\$414
B.17	<b>PHOTOGRAPHY, CAMPAIGN</b> Must include 3 or more executions	\$400	\$550	\$505
B.18	<b>DIGITAL ENHANCEMENT AND MANIPULATION, INDIVIDUAL</b> Must include a before and after image that clearly demonstrates the digital enhancement / manipulation.	\$300	\$450	\$414
B.19	<b>DIGITAL ENHANCEMENT AND MANIPULATION, CAMPAIGN</b> Must include a before and after image that clearly demonstrates the digital enhancement / manipulation. Must include 3 or more executions	\$400	\$550	\$505
ILLUSTRATION		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
<b>NOTE:</b> BOTH INDIVIDUAL AND CAMPAIGNS CAN BE ENTERED INTO ILLUSTRATION SUB-CATEGORIES.				
<b>ENTRY MANDATORY:</b> <b>MATERIAL</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) IN SITU IMAGE (REQUIRED FOR B.20, B.21 AND B.23 ONLY) <b>OPTIONAL:</b> COMPLETE ONLINE 100 WORD DESCRIPTION, URL (B.22) UPLOAD 2 MIN CASE STUDY (MOV)				
B.20	<b>BILLBOARDS</b> Please provide an in situ image of where the billboard ran to show where it was displayed.	\$300	\$450	\$414
B.21	<b>DIGITAL POSTERS</b> Please provide an in situ image of where the poster ran to show where it was displayed.	\$300	\$450	\$414
B.22	<b>DIGITAL ILLUSTRATION</b> Judges will consider how the illustration was applied to both online content as well as digital design.	\$300	\$450	\$414
B.23	<b>POSTER ADVERTISING</b> The poster must have been developed for promotional use and/or brand communication. It must have been illustration developed specifically for the poster execution being entered. Please provide an in situ image of where the poster ran to show where it was displayed.	\$300	\$450	\$414
B.24	<b>PRESS ADVERTISING</b>	\$300	\$450	\$414
B.25	<b>INSERTS &amp; WRAPS</b>	\$300	\$450	\$414

<b>B.26</b>	<b>INTEGRATED CAMPAIGNS (NEW)</b> Must include 3 or more executions in 2 or more different mediums	\$400	\$550	\$505
<b>TYPOGRAPHY</b>		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>NOTE:</b> BOTH INDIVIDUAL AND CAMPAIGNS CAN BE ENTERED INTO TYPOGRAPHY SUB-CATEGORIES.				
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) B.33 - THE WORK (MOV) <b>OPTIONAL:</b> COMPLETE ONLINE 100 WORD DESCRIPTION, SAMPLES (B.31) UPLOAD 2 MIN CASE STUDY (MOV)			
<b>B.27</b>	<b>BILLBOARDS</b> Please provide an in situ image of where the billboard ran to show where it was displayed.	\$300	\$450	\$414
<b>B.28</b>	<b>DIGITAL POSTERS</b> Please provide an in situ image of where the poster ran to show where it was displayed.	\$300	\$450	\$414
<b>B.29</b>	<b>POSTER ADVERTISING</b> The poster must have been developed for promotional use and/or brand communication. It must have been typography developed specifically for the poster execution being entered. Please provide an in situ image of where the poster ran to show where it was displayed.	\$300	\$450	\$414
<b>B.30</b>	<b>PRESS ADVERTISING</b>	\$300	\$450	\$414
<b>B.31</b>	<b>INSERTS &amp; WRAPS</b>	\$300	\$450	\$414
<b>B.32</b>	<b>INTEGRATED CAMPAIGNS</b> Must include 3 or more executions in 2 or more different mediums	\$400	\$550	\$505
<b>B.33</b>	<b>ON SCREEN</b> Any digital content, film, or branded content where the typography is integral to the overall craft of the work. This can include online and social content.	\$300	\$450	\$414
<b>DIGITAL</b>		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK - URL ADDRESS/S 4 X IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL:</b> 2 MIN CASE STUDY (UPLOAD MOV FILE) COMPLETE ONLINE 100 WORD DESCRIPTION			
<b>B.34</b>	<b>DIGITAL ADVERTS</b> Display advertising in paid-for online spaces (can include banners, pop-ups, take overs etc.) Online branded film is not eligible in this category (film should be entered in relevant branded entertainment and film categories)	\$300	\$450	\$414
<b>B.35</b>	<b>DIGITAL UTILITIES AND TOOLS</b> Awarded to the tool or utility technology which solves a problem while delivering an elegant user experience.	\$300	\$450	\$414
<b>B.36</b>	<b>GAMES</b> Games specifically created for a brand that are designed for an online platform	\$300	\$450	\$414

<b>B.37</b>	<b>WEBSITES</b> Awarded to websites which deliver a superior combination of world-class functionality, UX, and visual design. Judges will consider the user experience and the difficulty in the creation process and how they work alongside the website design.	\$300	\$450	\$414
<b>B.38</b>	<b>MOBILE ADVERTS</b> Display advertising in paid-for online mobile specific spaces	\$300	\$450	\$414
<b>B.39</b>	<b>APPS</b> Awarded to the app which delivers a superior combination of world-class mobile functionality, UX, and visual design. Judges will consider the app's experience and the difficulty in the creation process and how the design elements come in to play.	\$300	\$450	\$414
<b>B.40</b>	<b>ANIMATION</b> Any animated execution developed specifically for and housed in an online environment. TVC's and branded content/films should not be entered in this sub-category but entered into either B.04 or B.42	\$300	\$450	\$414
<b>B.41</b>	<b>TECHNOLOGICAL INNOVATION</b> The entry must show genuine innovation in a digital media / platform and demonstrate how the craft elevated the execution.	\$300	\$450	\$414
<b>BRANDED ENTERTAINMENT AND CONTENT</b>		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>NOTE:</b>	<i>THE JUDGES WILL BE EVALUATING THE OVERALL IMPACT CRAFT HAS HAD ON THE WORK. THIS COULD INCLUDE DIRECTION, CINEMATOGRAPHY, EDITING, MUSIC ETC.</i>			
<b>ENTRY MATERIALS</b>	<b>MANDATORY:</b> THE WORK (UPLOAD MOV FILE) 4 X JPG IMAGES/STILLS CLIENT APPROVAL LETTER (UPLOAD PDF) COMPLETE ONLINE 100 WORD DESCRIPTION/SYNOPSIS			
<b>B.42</b>	<b>BRANDED ENTERTAINMENT AND CONTENT</b> The execution must be primarily developed as a piece of branded content and not a stand-alone TVC (which should be entered into B.01 - B.11) Judges can award a piece of content for any craft they think the work excels in and is relevant.	\$300	\$450	\$414

<b>C PRINT</b>				
<b>NOTE:</b>	<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>			
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> 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) <b>OPTIONAL:</b> COMPLETE ONLINE 100 WORD DESCRIPTION UPLOAD 2 MIN CASE STUDY (MOV)			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>C.01</b>	<b>CONSUMER MAGAZINE, INDIVIDUAL</b>	\$300	\$400	\$414
<b>C.02</b>	<b>CONSUMER MAGAZINE, CAMPAIGN</b>	\$400	\$550	\$505
<b>C.03</b>	<b>NEWSPAPER, INDIVIDUAL. BLACK AND WHITE OR SPOT COLOUR</b>	\$300	\$400	\$414

C.04	NEWSPAPER, INDIVIDUAL. COLOUR	\$300	\$400	\$414
C.05	NEWSPAPER, CAMPAIGN	\$400	\$550	\$505
C.06	TRADE & PROFESSIONAL, INDIVIDUAL	\$300	\$400	\$414
C.07	TRADE & PROFESSIONAL, CAMPAIGN	\$400	\$550	\$505
C.08	CHARITY, INDIVIDUAL	\$300	\$400	\$414
C.09	CHARITY, CAMPAIGN	\$400	\$550	\$505
C.10	NEWSPAPER SUPPLEMENT, INDIVIDUAL	\$300	\$400	\$414
C.11	NEWSPAPER SUPPLEMENT, CAMPAIGN	\$400	\$550	\$505
C.12	INTEGRATED CAMPAIGN (NEW) Campaigns where the printed execution/s played a significant role in a broader campaign. Judges will evaluate how the print ads contributed to the overall campaign.	\$400	\$550	\$505

<b>D INTEGRATED CAMPAIGN</b>				
<b>NOTE:</b> 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.				
<b>ENTRY MANDATORY:</b> <b>MATERIAL</b> 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) <b>OPTIONAL (RECOMMENDED):</b> UPLOAD 2 MIN CASE STUDY (MOV)				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
D.01	INTEGRATED CAMPAIGN	\$400	\$550	\$505
D.02	INTEGRATED CAMPAIGN, CHARITY	\$400	\$550	\$505

<b>E POSTER &amp; OUTDOOR</b>				
<b>NOTE:</b> ALL CHARITY WORK MUST BE ENTERED INTO E.13 & E.14 AND NO OTHER SUB-CATEGORY.  ALL ENTRIES MUST PROVIDE AN INSITU IMAGE TO DEMONSTRATE WHERE THE WORK RAN.				
<b>ENTRY MANDATORY:</b> <b>MATERIAL</b> UNMOUNTED PROOF - THE POSTER/WORK - PRINTED ON FLEXIBLE A2 PAPER THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES - <b>MUST INCLUDE IN SITU IMAGE (JPG)</b> CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL:</b> UPLOAD 2 MIN CASE STUDY (MOV) COMPLETE ONLINE 100 WORD DESCRIPTION				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
E.01	OUTDOOR SUPERSITE & SPECTACULAR, MAXISCAPE & LANDMARK, INDIVIDUAL	\$300	\$450	\$414
E.02	OUTDOOR SUPERSITE & SPECTACULAR, MAXISCAPE & LANDMARK, CAMPAIGN Must include 3 or more executions.	\$400	\$550	\$505
E.03	STREET FURNITURE INCLUDING SUPERLITE, CITYLIGHT & METROLITE, INDIVIDUAL	\$300	\$450	\$414

<b>E.04</b>	<b>STREET FURNITURE INCLUDING SUPERLITE, CITYLIGHT &amp; METROLITE, CAMPAIGN</b> Must include 3 or more executions.	\$400	\$550	\$505
<b>E.05</b>	<b>TRANSIT, INDIVIDUAL</b>	\$300	\$450	\$414
<b>E.06</b>	<b>TRANSIT, CAMPAIGN</b> Must include 3 or more executions.	\$400	\$550	\$505
<b>E.07</b>	<b>24-SHEET AND 6-SHEET POSTER, INDIVIDUAL</b>	\$300	\$450	\$414
<b>E.08</b>	<b>24-SHEET AND 6-SHEET POSTER, CAMPAIGN</b> Must include 3 or more executions.	\$400	\$550	\$505
<b>E.09</b>	<b>OUTDOOR, INDIVIDUAL. ANY FORMAT.</b> Any traditional single outdoor execution that doesn't fit within E.01 - E.08. Could include exterior of shopping centres, phonebooths, airports, sporting stadiums, office towers, roadside, bicycle stands, petrol stations, freestanding panels etc.	\$300	\$450	\$414
<b>E.10</b>	<b>OUTDOOR, CAMPAIGN. ANY FORMAT</b> Any traditional outdoor campaign that doesn't fit within E.01 - E.08. Could include exterior of shopping centres, phonebooths, airports, sporting stadiums, office towers, universities, roadside, bicycle stands, petrol stations, freestanding panels etc. Must include 3 or more components.	\$400	\$550	\$505
<b>E.11</b>	<b>TARGETED INDOOR, INDIVIDUAL</b> Any indoor execution that doesn't fit within E.01 - E.10. Could include interior of shopping centres, airports, universities, office towers, lifts, public toilets, restaurants, freestanding panels etc.	\$300	\$450	\$414
<b>E.12</b>	<b>TARGETED INDOOR, CAMPAIGN</b> Any indoor campaign that doesn't fit within E.01 - E.10. Could include interior of shopping centres, airports, universities, office towers, lifts, public toilets, restaurants, freestanding panels etc. Must include 3 or more components.	\$400	\$550	\$505
<b>E.13</b>	<b>CHARITY, INDIVIDUAL. ANY SIZE/FORMAT/MEDIUM</b>	\$300	\$450	\$414
<b>E.14</b>	<b>CHARITY, CAMPAIGN. ANY SIZE/FORMAT/MEDIUM</b> Must include 3 or more executions.	\$400	\$550	\$505
<b>E.15</b>	<b>INTERACTIVE AND/OR MOVING OUTDOOR, INDIVIDUAL</b> The entry must clearly showcase how the execution was moving / able to be interacted with.	\$300	\$450	\$414
<b>E.16</b>	<b>INTERACTIVE AND/OR MOVING INDOOR, INDIVIDUAL</b> The entry must clearly showcase how the execution was moving / able to be interacted with.	\$300	\$450	\$414
<b>E.17</b>	<b>INTERACTIVE AND/OR MOVING POINT OF SALE, INDIVIDUAL</b> The entry must clearly showcase how the execution was able to be interacted with and how it was point of sale.	\$300	\$450	\$414
<b>E.18</b>	<b>INTERACTIVE AND/OR MOVING, CAMPAIGN (NEW)</b> Can include indoor, outdoor and point of sale.	\$400	\$550	\$505
<b>E.19</b>	<b>ALTERNATIVE MEDIA, INDIVIDUAL (NEW)</b> Any execution (i.e. ambient) that does not fit within any other category. Could include use of poster and outdoor at pop ups, promotional events, festivals, installations, special purpose builds/sites etc.	\$300	\$450	\$414



<b>E.20</b>	<b>ALTERNATIVE MEDIA, CAMPAIGN (NEW)</b> Any execution (i.e. ambient) that does not fit within any other category. Could include use of poster and outdoor at pop ups, promotional events, festivals, installations, special purpose builds/sites etc.	\$400	\$550	\$505
-------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------	-------	-------

<b>F PR</b>				
<b>NOTE:</b>	<i>ENTRIES WILL BE JUDGED ON THE CREATIVITY OF THE PR ACTIVATION, AND ITS INNOVATION IN GENERATING BRAND INTERACTION.</i>			
	<i>ENTRANTS WILL BE JUDGED ON HOW SUCCESSFULLY THEY HAVE INTEGRATED THE CHOSEN ELEMENTS OR CHANNELS THROUGHOUT THE CAMPAIGN, AND MUST DEMONSTRATE HOW WELL THEY BUILD AND COMMUNICATE THE BRAND'S MESSAGE AND/OR CHANGE CONSUMER AWARENESS AND ATTITUDES.</i>			
	<i>ALL CHARITY WORK MUST BE ENTERED INTO F.08 OR F.10</i>			
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) COMPLETE ONLINE 100 WORD DESCRIPTION <b>OPTIONAL (RECOMMENDED):</b> UPLOAD 2 MIN CASE STUDY (MOV)			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>F.01</b>	<b>BEST INTEGRATED CAMPAIGN LED BY PR.</b> Awarded to a creative campaign which utilizes PR (3 different channels utilized) which cleverly showcases a brand's message to its target market. The entry must clearly showcase how PR practices were used to garner engagement. PR should be the lead activity in the campaign	\$400	\$550	\$505
<b>F.02</b>	<b>BEST USE OF PR AMPLIFICATION FOR A CAMPAIGN (NEW)</b> Judges will award entries where PR has had a major impact on amplifying a campaign which is launched or has a majority activity in different channels.	\$300	\$450	\$414
<b>F.03</b>	<b>BEST USE OF PAID INFLUENCERS (NEW)</b> Awarded to the PR communication which skilfully utilizes paid influencer/s to forge a connection between the brand and their target audience.	\$300	\$450	\$414
<b>F.04</b>	<b>BEST USE OF UNPAID INFLUENCERS (NEW)</b> Awarded to the PR communication which skilfully utilizes unpaid influencer/s to forge a connection between the brand and their target audience.	\$300	\$450	\$414
<b>F.05</b>	<b>BEST SPONSORSHIP AND/OR BRAND PARTNERSHIP (NEW)</b> Excludes partnerships with influencers. Awarded to campaigns which utilizes a partnership (licensed, sports, entertainment, or other) as the primary marketing tool. The sponsorship/partnership must be clearly identified in your entry.	\$300	\$450	\$414
<b>F.06</b>	<b>BEST USE OF CONTENT IN A PR ACTIVATION (NEW)</b> This includes branded video, blog, online articles, social posts, influencer created content, and user generated.	\$300	\$450	\$414

<b>F.07</b>	<b>BEST USE OF A PROMOTIONAL EVENT LED BY PR (NEW)</b> Awarded to promotional events which clearly communicate a brand promise through interactions throughout the event. Open to festivals, community, volunteer, athletic, and promotional events etc. PR needs to be the first/major activity in market	\$300	\$450	\$414
<b>F.08</b>	<b>BEST CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN LED BY PR (NEW)</b> Non-product focused communications aimed to showcase a brand's support for a social, ethical, environmental, or community cause. Charity work is eligible in this sub-category.	\$300	\$450	\$414
<b>F.09</b>	<b>BEST ADVOCACY CAMPAIGN LED BY PR (NEW)</b> This includes elections, and political/ social cause groups. (excludes charity organizations which must only be entered into F.08 or F.10)	\$300	\$450	\$414
<b>F.10</b>	<b>CHARITY (CAN INLCUDE ANY OF THE ABOVE)</b>	\$300	\$450	\$414

<b>G RADIO</b>				
<b>NOTE:</b> CHARITY WORK IN THIS CATEGORY CAN ONLY BE ENTERED INTO G.04, G.05 AND CRAFT CATEGORIES: G.06, G.07, G.08, G.09 & G.11  IF RECORDED IN A LANGUAGE OTHER THAN ENGLISH, PLEASE PROVIDE A HARDCOPY OF THE SCRIPT TRANSLATED IN ENGLISH.				
<b>ENTRY MATERIAL MANDATORY:</b> THE WORK - WAV FILE/S CLIENT APPROVAL LETTER (UPLOAD PDF) G.08 - THE SCRIPT (UPLOAD PDF) <b>OPTIONAL:</b> COMPLETE ONLINE 100 WORD DESCRIPTION				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
<b>G.01</b>	<b>UP TO AND INCLUDING 30 SECONDS</b>	\$300	\$450	\$414
<b>G.02</b>	<b>OVER 30 SECONDS</b>	\$300	\$450	\$414
<b>G.03</b>	<b>CAMPAIGN</b> Must include 3 or more executions	\$400	\$550	\$505
<b>G.04</b>	<b>CHARITY, INDIVIDUAL. ANY LENGTH</b>	\$300	\$450	\$414
<b>G.05</b>	<b>CHARITY, CAMPAIGN. ANY LENGTH</b> Must include 3 or more executions	\$400	\$550	\$505
<b>G.06</b>	<b>PRODUCTION IN RADIO, INDIVIDUAL</b> Direction, performance, casting and sound.	\$300	\$450	\$414
<b>G.07</b>	<b>PRODUCTION IN RADIO, CAMPAIGN</b> Direction, performance, casting and sound. Must include 3 or more executions	\$400	\$550	\$505
<b>G.08</b>	<b>COPYWRITING, INDIVIDUAL</b>	\$300	\$450	\$414
<b>G.09</b>	<b>COPYWRITING, CAMPAIGN (NEW)</b> Must include 3 or more executions	\$400	\$550	\$505
<b>NOTE:</b> ADS PART OF A CAMPAIGN MUST BE ENTERED INDIVIDUALLY IN THE BELOW SUB-CATEGORIES				
<b>G.10</b>	<b>INNOVATIVE USE OF RADIO</b> An innovative and creative use of broadcast radio (i.e. radio stations broadcasting on am, fm, dab or dab+ services)	\$300	\$450	\$414
<b>G.11</b>	<b>SOUND DESIGN</b>	\$300	\$450	\$414

<b>G.12</b>	<b>BEST USE OF MUSIC</b> Includes music, lyrics and voice.	\$300	\$450	\$414
<b>G.13</b>	<b>BEST USE OF AUDIO (NEW)</b> Includes but is not limited to online only streaming or on demand services, websites, podcasts,ivr, outdoor, in-store, stadiums, airports etc. Also includes audio logos & brand songs.	\$300	\$450	\$414

## **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, AND REQUIRES SPECIFIC EXPERIENCE WITH A BRAND.*

*DIRECT RESPONSE IS MASS COMMUNICATION THAT'S DESIGNED TO GENERATE AN IMMEDIATE RESPONSE FROM A CONSUMER.*

*ENTRIES SHOULD CLEARLY IDENTIFY THE CUSTOMER'S JOURNEY THROUGH THE INTERACTIONS WITH THE BRAND, IF THERE WAS MORE THAN ONE TOUCH POINT. A SUCCESSFUL CONSUMER INTERACTION CAN INCLUDE A CLICK, LIKE, SHARE, COMMENT, CALL, EMAIL, PURCHASE, VISIT TO STORE, ETC. JUDGES WILL CONSIDER THE LEVEL OF CONSUMER ENGAGEMENT TO COMPLETE THE DESIRED RESPONSE, AND THE DIFFICULTY IN PARTICIPATING.*

*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 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)  
 SAMPLES (MANDATORY FOR H.01, H.02)  
**OPTIONAL (RECOMMENDED):** UPLOAD 2 MIN CASE STUDY (MOV)

		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
<b>H.01</b>	<b>FLAT DIRECT MAIL</b> 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	\$450	\$414
<b>H.02</b>	<b>DIMENSIONAL DIRECT MAIL</b> 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	\$450	\$414
<b>H.03</b>	<b>DIRECT RESPONSE ADVERTISING, INDIVIDUAL</b> Includes print, television, radio etc. All entries must contain a response mechanism.	\$300	\$450	\$414
<b>H.04</b>	<b>DIRECT RESPONSE ADVERTISING, CAMPAIGN. SINGLE MEDIUM</b> Three or more executions in a single medium e.g. only using tv. All entries must contain a response mechanism.	\$400	\$550	\$505
<b>H.05</b>	<b>NON COMMERCIAL DIRECT MAIL</b> Agency promotion, self promotion, Christmas card, invitation, announcement etc.	\$300	\$450	\$414

H.06	<b>CHARITY, INDIVIDUAL</b>	\$300	\$450	\$414
H.07	<b>CHARITY, CAMPAIGN</b>	\$400	\$550	\$505
H.08	<b>COPYWRITING FOR DIRECT, INDIVIDUAL</b>	\$300	\$450	\$414
H.09	<b>ART DIRECTION FOR DIRECT, INDIVIDUAL</b>	\$300	\$450	\$414
H.10	<b>INTEGRATED SOLUTIONS</b> 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	\$550	\$505
H.11	<b>ALTERNATIVE MEDIA, INDIVIDUAL</b> Non-traditional media including outdoor and never before used media.	\$300	\$450	\$414
H.12	<b>ALTERNATIVE MEDIA, CAMPAIGN.</b> 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	\$550	\$505
H.13	<b>DIGITAL DIRECT RESPONSE, INDIVIDUAL</b> Must include a benefit requiring interaction with the online creative, or a solicitation for another measurable action.	\$300	\$450	\$414
H.14	<b>DIGITAL DIRECT RESPONSE, CAMPAIGN</b> As above (H.13) and must include 3 or more components.	\$400	\$550	\$505
H.15	<b>ELECTRONIC DIRECT MAIL</b>	\$300	\$450	\$414
H.16	<b>BEST SPONSORSHIP, INFLUENCER OR ADVOCACY CAMPAIGN FOR DIRECT (NEW)</b> Awarded to partnership campaigns that generate an engaged interaction with a brand.	\$400	\$550	\$505
H.17	<b>BEST USE OF A LOYALTY OR REWARDS PROGRAM (NEW)</b>	\$300	\$450	\$414

<b>I DESIGN</b>				
<b>NOTE:</b> <i>IN THIS CATEGORY THE JUDGES WILL CONSIDER BOTH THE IDEA AND TECHNIQUE WORK ENTERED INTO I.23 CANNOT BE ENTERED INTO ANY OTHER DESIGN SUB-CATEGORY</i>				
<i>CHARITY ENTRIES ARE ELIGIBLE IN ALL SUB-CATEGORIES.</i>				
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> 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, I.02, I.05, I.06) <b>OPTIONAL:</b> UPLOAD 2 MIN CASE STUDY (MOV) COMPLETE ONLINE 100 WORD DESCRIPTION			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
I.01	<b>ANNUAL REPORT AND PROSPECTUS</b>	\$300	\$450	\$414
I.02	<b>BROCHURE AND CATALOGUE</b>	\$300	\$450	\$414
I.03	<b>POSTER DESIGN, INDIVIDUAL</b>	\$300	\$450	\$414
I.04	<b>POSTER DESIGN, CAMPAIGN (NEW)</b>	\$400	\$550	\$505
I.05	<b>PACKAGING, INDIVIDUAL</b>	\$300	\$450	\$414
I.06	<b>PACKAGING, RANGE</b>	\$400	\$550	\$505

<b>I.07</b>	<b>SUSTAINABLE PACKAGING DESIGN</b> Judges will evaluate the sustainability and environmental impact the design elements play. They will consider design ideas which have a positive impact on the environment and nature, e.g. environmental / energy saving, disaster relief, products reducing climate change effects, etc. Entries should demonstrate the results and the scale of the potential environmental impact.	\$300	\$450	\$414
<b>I.08</b>	<b>INTEGRATED DESIGN</b> Cross medium solution. Needs to cover at least 2 mediums. E.g. interactive and print.	\$400	\$550	\$505
<b>I.09</b>	<b>ENTERTAINMENT DESIGN</b> Any design execution for big-scale events such as sport events, festivals, concerts, corporate entertainment, built stages, etc. to engage with customers.	\$300	\$450	\$414
<b>I.10</b>	<b>LARGE IDENTITY AND APPLICATION (ABOVE \$50,000)</b>	\$300	\$450	\$414
<b>I.11</b>	<b>MEDIUM IDENTITY AND APPLICATION (\$20,000 - \$50,000)</b>	\$300	\$450	\$414
<b>I.12</b>	<b>SMALL IDENTITY AND APPLICATION (LESS THAN \$20,000)</b>	\$300	\$450	\$414
<b>I.13</b>	<b>ENVIRONMENTAL DESIGN</b> Judges will evaluate how design enhances the particular environment and how the space is curated to enhance experiences and interactions with the client/brand.	\$300	\$450	\$414
<b>I.14</b>	<b>PRODUCT DESIGN</b> Judges will evaluate how the design elements enhanced the creative execution and the overall product development.	\$300	\$450	\$414
<b>I.15</b>	<b>PUBLICATION DESIGN</b> Includes magazines, newspapers and books.	\$300	\$450	\$414
<b>I.16</b>	<b>INNOVATIVE TYPOGRAPHY, INDIVIDUAL</b>	\$300	\$450	\$414
<b>I.17</b>	<b>INNOVATIVE TYPOGRAPHY, CAMPAIGN</b>	\$400	\$550	\$505
<b>I.18</b>	<b>ONLINE PUBLICATION DESIGN</b>	\$300	\$450	\$414
<b>I.19</b>	<b>DESIGN FOR FILM AND TELEVISION</b> Movie titles, opening titles, station id etc.	\$300	\$450	\$414
<b>I.20</b>	<b>WRITING FOR DESIGN</b>	\$300	\$450	\$414
<b>I.21</b>	<b>LOGOS</b>	\$300	\$450	\$414
<b>I.22</b>	<b>POINT OF SALE</b>	\$300	\$450	\$414
<b>I.23</b>	<b>WEIRD AND WONDERFUL</b> Doesn't belong in any other category.	\$300	\$450	\$414

<b>J</b>	<b>DIGITAL</b>
<b>NOTE:</b>	<p><i>IN THIS CATEGORY THE JUDGES WILL CONSIDER BOTH THE IDEA AND THE TECHNIQUE.</i></p> <p><i>CHARITY WORK CAN ONLY BE ENTERED IN CHARITY SUB-CATEGORIES</i></p> <p><i>ENSURE ALL URLS FOR SUBMITTED WORK ARE LIVE UNTIL 31ST MARCH 2018. IF THIS IS NOT POSSIBLE THEN A SELF CONTAINED SITE ON YOUR SERVER MUST BE CREATED.</i></p> <p><i>AWARD WILL NOT BE HELD RESPONSIBLE FOR URLS SUBMITTED LIVE THAT DO NOT FUNCTION ON JUDGING DAYS.</i></p>
<b>ENTRY MATERIAL</b>	<p><b>MANDATORY:</b></p> <p>THE WORK - URL ADDRESS</p> <p>4 X IMAGES (JPG)</p> <p>CLIENT APPROVAL LETTER (UPLOAD PDF)</p> <p>OPTIONAL: OVERVIEW URL ADDRESS</p> <p>2 MIN CASE STUDY (MOV)</p> <p>COMPLETE ONLINE 100 WORD DESCRIPTION</p>

		MEMBER PRICE	NON- MEMBER	INTERNATIONAL (AUD ex GST)
<b>STANDALONE WEBSITES</b>				
Company/corporate websites with or with-out e-commerce functionality that are permanent.				
J.01	<b>BUSINESS TO CONSUMER</b> Main company websites that are permanent and not part of a short term advertising campaign, that are permanent.	\$300	\$450	\$414
J.02	<b>BUSINESS TO BUSINESS</b> Main company websites that are permanent and not part of a short term advertising campaign, that are permanent.	\$300	\$450	\$414
J.03	<b>CHARITY</b>	\$300	\$450	\$414
<b>STANDALONE MICROSITES</b>				
Websites with or without e-commerce functionality that are part of a temporary/short-term advertising campaign (a small auxiliary website designed to function as a supplement to a primary website).				
J.04	<b>BUSINESS TO CONSUMER</b>	\$300	\$450	\$414
J.05	<b>BUSINESS TO BUSINESS</b>	\$300	\$450	\$414
J.06	<b>CHARITY</b>	\$300	\$450	\$414
<b>DIGITAL CAMPAIGN</b>				
A minimum of 3 different digital elements from the same campaign. E.g. website, microsite, seo, apps, social, banner ad, and online film. Can also include mobile, tablet, emerging technology, kiosks or outdoor digital display.				
J.07	<b>BUSINESS TO CONSUMER</b>	\$400	\$550	\$505
J.08	<b>BUSINESS TO BUSINESS</b>	\$400	\$550	\$505
J.09	<b>CHARITY</b>	\$400	\$550	\$505
<b>ONLINE AD</b>				
J.10	<b>BANNER AD OR OVER THE PAGE, INDIVIDUAL</b> Including expanders, sequential, synchronised, social ads (ads built to social specs), in app promotions etc. This excludes sponsored social content posts.	\$300	\$450	\$414
J.11	<b>BANNER AD OR OVER THE PAGE, CAMPAIGN</b> Must include 3 or more executions	\$400	\$550	\$505
J.12	<b>ONLINE PROMOTION</b> An online advertisement that has a single offer or response mechanism e.g. Competition.	\$300	\$450	\$414
J.13	<b>NATIVE ADVERTISING (NEW)</b> Content which naturally fits within an online platform. This includes advertorials, sponsored content, in-feed ads, product placement, online videos, or other forms of branded content etc. Entries will be judged on the creativity of the core communication idea, how well it fits within the selected online space, and the quality of the execution.	\$300	\$450	\$414
J.14	<b>CHARITY (ANY OF THE ABOVE MEDIUMS)</b>	\$300	\$450	\$414
<b>GAMES</b>				
J.15	<b>MOBILE</b>	\$300	\$450	\$414
J.16	<b>ONLINE</b> Any games developed for web that are not apps. E.g. developed primarily in flash, unity or html5.	\$300	\$400	\$414
J.17	<b>OTHER</b> 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	\$414
J.18	<b>CHARITY (Any of the above mediums)</b>	\$300	\$400	\$414

<b>SOCIAL MEDIA (NEW)</b>				
<b>J.19</b>	<b>BEST USE OF SOCIAL MEDIA IN A PROMOTIONAL CAMPAIGN (NEW)</b> Can include contests etc.	\$300	\$450	\$414
<b>J.20</b>	<b>BEST INTEGRATED SOCIAL CAMPAIGN (NEW)</b> Utilises at least 2 different social media platforms with 3 or more components.	\$400	\$550	\$505
<b>J.21</b>	<b>ONLINE FILM, INDIVIDUAL (NEW)</b> Video content specifically developed for online social platforms or websites. The film must be shareable, likeable content likely to garner viral popularity.	\$300	\$450	\$414
<b>J.22</b>	<b>ONLINE FILM, CAMPAIGN (NEW)</b> Video campaigns specifically developed for online social platforms or websites. The film must be shareable, likeable content likely to garner viral popularity. Must include 3 or more executions.	\$400	\$550	\$505
<b>J.23</b>	<b>CO-CREATION / USER GENERATED CONTENT (NEW)</b> Includes influencer created social content.	\$300	\$450	\$414
<b>J.24</b>	<b>INNOVATIVE USE OF SOCIAL MEDIA (NEW)</b> The development of new and creative ways to target audiences through social media platforms. Descriptions should clearly articulate how the work was innovative / creative.	\$300	\$450	\$414
<b>J.25</b>	<b>CHARITY (NEW)</b> (Any of the above mediums)	\$300	\$450	\$414
<b>OTHER</b>				
<b>J.26</b>	<b>BEST USE OF SEARCH (NEW)</b> Must showcase a masterful use of organic and/or paid SEO/SEM to generate a clear action from consumers. Judges will award entries that showcase a clever use of targeting, messaging, and/or algorithm innovation etc. Entrants should focus on the creative use of search to connect with customers in a new way.	\$300	\$450	\$414
<b>J.27</b>	<b>BEST USE OF SEARCH, CHARITY (NEW)</b> See above	\$300	\$450	\$414
<b>J.28</b>	<b>APPS</b> Functionality and utility based apps for any platform or device. Apps must be live / downloadable in order for judges to evaluate the work.	\$300	\$450	\$414
<b>J.29</b>	<b>APPS, CAMPAIGN (NEW)</b> Any app/s developed where the app is integral to an overall marketing campaign. Judges will evaluate how the app functioned and what role it played within the overall campaign. Apps must be live / downloadable in order for judges to evaluate the work.	\$400	\$550	\$505
<b>J.30</b>	<b>APPS, CHARITY</b> Apps must be live / downloadable in order for judges to evaluate the work.	\$300	\$450	\$414
<b>J.31</b>	<b>MOBILE</b> Must showcase a mobile-first creative execution which has been optimised for use on a mobile device.	\$300	\$450	\$414
<b>J.32</b>	<b>MOBILE, CHARITY</b> As above	\$300	\$450	\$414

<b>J.33</b>	<b>DIGITAL KIOSK, POINT OF SALE, ON-SITE, OUTDOOR DIGITAL</b> 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. Please provide images of the work in situ.	\$300	\$450	\$414
<b>J.34</b>	<b>DIGITAL KIOSK, POINT OF SALE, ON-SITE, OUTDOOR DIGITAL, CHARITY</b> As above	\$300	\$450	\$414
<b>J.35</b>	<b>ONLINE PROMOTION, CAMPAIGN</b> Response based digital promotion which includes multiple entry mechanics. For example mobile app, websites, social, digital pos, kiosk etc.	\$400	\$550	\$505
<b>J.36</b>	<b>ONLINE PROMOTION - CHARITY, CAMPAIGN</b> As above	\$400	\$550	\$505
<b>J.37</b>	<b>EMERGING DIGITAL/ CONNECTED PRODUCTS</b> Products and devices that are highly connected, smart products that can 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. Use of technology to engage with consumers, could include wearable tech, connected devices, iot, vr, 360 videos, ar, gps, rfid, nfc, bluetooth, and etc.	\$300	\$450	\$414
<b>J.38</b>	<b>EMERGING DIGITAL/ CONNECTED PRODUCTS, CHARITY</b> As above	\$300	\$450	\$414

<b>K INNOVATION</b>				
<b>NOTE:</b> <i>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.</i>				
<i>CHARITY ENTRIES ARE ELIGIBLE IN ALL SUB-CATEGORIES.</i>				
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL (RECOMMENDED):</b> UPLOAD 2 MIN CASE STUDY (MOV) COMPLETE ONLINE 100 WORD DESCRIPTION			
<b>K.01</b>	<b>CREATIVE / TECHNOLOGICAL INNOVATION</b> Any creative execution that is remarkably innovative in it's approach to providing a service or creating brand interaction.	\$300	\$450	\$414
<b>K.02</b>	<b>PRODUCT INNOVATION</b> Any product which is remarkably innovative while also creating brand interaction.	\$300	\$450	\$414



<b>L PROMOTION AND EXPERIENTIAL</b>				
<b>NOTE:</b> <i>IN THIS CATEGORY THE WORK WILL BE JUDGED SPECIFICALLY ON HOW THE MEDIUM WAS USED TO EVOKE CONSUMER ACTIVATION.</i>				
<i>CHARITY WORK CAN ONLY BE ENTERED INTO L.06</i>				
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL IN SITU SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL (RECOMMENDED):</b> UPLOAD 2 MIN CASE STUDY (MOV) SAMPLES COMPLETE ONLINE 100 WORD DESCRIPTION			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
<b>L.01</b>	<b>BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN</b> Including exhibitions, pop-up retail solutions, sports events, music festivals, concerts, trade shows, publicity stunts, interactive events and instalments.	\$300	\$450	\$414
<b>L.02</b>	<b>BEST USE OF AMBIENT AND/OR GUERRILLA MARKETING IN A PROMOTIONAL CAMPAIGN</b> 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	\$450	\$414
<b>L.03</b>	<b>BEST NEW PRODUCT LAUNCH AND RE-LAUNCH OR MULTI-PRODUCT PROMOTION AT RETAIL</b> 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	\$450	\$414
<b>L.04</b>	<b>BEST SPONSORSHIP OR PARTNERSHIP CAMPAIGN</b> For a campaign that utilized a sponsorship or tie-in partner e.g. Sports, live shows, festivals, concerts and entertainment.	\$300	\$450	\$414
<b>L.05</b>	<b>BEST USE OF MOBILE AND OTHER DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN</b> Including social media, bluetooth, mms, sms, wap, pda, gps, tablet, mp3 players, mobile games and applications, qr codes, widgets, mobile marketing, other mobile communication, digital installations.	\$300	\$450	\$414
<b>L.06</b>	<b>BEST USE OF PROMOTION AND EXPERIENTIAL MARKETING IN A CHARITY CAMPAIGN</b> Includes any of the above mediums	\$300	\$450	\$414

<b>M MARKET DISRUPTION &amp; PRODUCT/SERVICE DEVELOPMENT</b>				
<b>NOTE:</b> 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.				
<b>ENTRY MANDATORY:</b>				
<b>MATERIAL</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL (RECOMMENDED):</b> UPLOAD 2 MIN CASE STUDY (MOV) SAMPLES				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
<b>M.01</b>	<b>CONSUMER PRODUCT/SERVICE</b> Any product or service developed to engage a target market that breaks existing patterns of behaviour / disrupts a market. The work must clearly demonstrate creativity in the way it engages its audience.	\$300	\$450	\$414
<b>M.02</b>	<b>INTERACTIVE DESIGN FOR PRODUCT/SERVICE</b> Any product or service which specifically engages interaction with a target audience. The entry must clearly demonstrate innovation and creativity in the way the target market was able to interact with the work.	\$300	\$450	\$414
<b>M.03</b>	<b>INNOVATIVE PRODUCT/SERVICE DEVELOPMENT</b> Any product or service which is remarkably innovative in the way it provides a service or creates brand interaction. The entry must demonstrate true innovation within a market, with the development of entirely new and/or unique products and services to engage its target market.	\$300	\$450	\$414
<b>M.04</b>	<b>SUSTAINABLE PRODUCT/SERVICE DEVELOPMENT</b> Focus should be placed on the sustainability and environmental impact the product or service plays. Judges will consider innovative ideas which have a positive impact on the environment and nature, e.g. environmental / energy saving, disaster relief, products reducing climate change effects. Entries need to demonstrate how the creative execution would have a genuine impact on changing behaviour. Entries should demonstrate the potential results and the scale of the environmental impact and consumer awareness.	\$300	\$450	\$414
<b>M.05</b>	<b>CHARITY</b> Any of the above.	\$300	\$450	\$414

<b>N BRANDED ENTERTAINMENT &amp; CONTENT</b>				
<b>NOTE:</b> <i>BRANDED CONTENT IS LIKEABLE, CREATIVE AND SHAREABLE CONTENT WHICH ENTERTAINS CONSUMERS WHILE SHARING THE BRAND'S VALUES. IF THE BRANDED CONTENT EVOKES A STRONG FEELING OF POSITIVITY TOWARDS THE BRAND OR ITS MESSAGE, REGARDLESS OF THE BRAND'S PRESENCE IN THE CONTENT IT HAS BEEN SUCCESSFUL.</i>				
<i>CHARITY WORK CAN ONLY BE ENTERED IN THE RELEVANT CHARITY SUB-CATEGORIES.</i>				
<b>ENTRY MANDATORY:</b>				
<b>MATERIALS</b> THE WORK (UPLOAD MOV FILE/S) 4 X JPG IMAGES/STILLS COMPLETE ONLINE 100 WORD DESCRIPTION/SYNOPSIS CLIENT APPROVAL LETTER (UPLOAD PDF) OPTIONAL: UPLOAD 2 MIN CASE STUDY (MOV)				
		MEMBER PRICE	NON-MEMBER	INTERNATIONAL (AUD ex GST)
<b>N.01</b>	<b>CO-CREATION/USER GENERATED CONTENT</b> Includes influencer created content.	\$300	\$450	\$414
<b>N.02</b>	<b>MOBILE</b> Creative developed for a mobile only experience, or developed primarily for use on a mobile device.	\$300	\$450	\$414
<b>N.03</b>	<b>GAMING</b> Any game developed to promote a client or brand.	\$300	\$450	\$414
<b>N.04</b>	<b>RADIO</b> Can include any radio/audio platforms (podcasts included).	\$300	\$450	\$414
<b>N.05</b>	<b>CHARITY</b> Any of the above mediums.	\$300	\$450	\$414
<b>DOCUMENTARIES</b>				
<b>NOTE:</b> <i>DOCUMENTARIES CAN BE ENTERED INTO ONE DOCUMENTARY SUB-CATEGORY ONLY</i>				
<b>N.06</b>	<b>TV</b> A branded documentary developed specifically for television	\$300	\$450	\$414
<b>N.07</b>	<b>TV, CAMPAIGN/SERIES</b> A branded documentary campaign developed specifically for television (must include 3 or more executions).	\$400	\$550	\$505
<b>N.08</b>	<b>ONLINE</b> A branded documentary developed specifically for an online platform	\$300	\$450	\$414
<b>N.09</b>	<b>ONLINE, CAMPAIGN/SERIES</b> A branded documentary developed specifically for an online platform (must include 3 or more executions).	\$400	\$550	\$505
<b>N.10</b>	<b>FILM</b> Any branded documentary with a cinema release	\$300	\$450	\$414
<b>N.11</b>	<b>CHARITY</b> Any of the above mediums.	\$300	\$450	\$414
<b>ENTERTAINMENT</b>				
<b>N.12</b>	<b>TV</b> Any branded content piece (that is not a documentary) developed specifically for television	\$300	\$450	\$414
<b>N.13</b>	<b>TV, CAMPAIGN/SERIES</b> A branded content campaign (that is not a documentary) developed specifically for television (must include 3 or more executions).	\$400	\$550	\$505

<b>N.14</b>	<b>ONLINE</b> Any single creative execution housed online that provides a genuine source of consumer enjoyment, entertainment or user involvement. Could include interactive websites, tools, apps, competitions etc. Webisodes can not be entered in this category (see N.16 and N.17 below)	\$300	\$450	\$414
<b>N.15</b>	<b>ONLINE, CAMPAIGN/SERIES</b> 3 or more creative executions housed online that provide a genuine source of consumer enjoyment, entertainment or user involvement. Could include interactive websites, tools, apps, competitions etc. Webisodes can not be entered in this category (see below)	\$400	\$550	\$505
<b>N.16</b>	<b>WEBISODE (NEW)</b> Any online video that promotes a product, service, film, television series etc.	\$300	\$450	\$414
<b>N.17</b>	<b>WEBISODE, CAMPAIGN/SERIES (NEW)</b> An online video campaign that promotes a product, service, film, television series etc. (must include 3 or more executions).	\$400	\$550	\$505
<b>N.18</b>	<b>FILM</b> Any branded film produced that is not a TVC or webisode e.g. work produced for film festivals, special events, short films etc.	\$300	\$450	\$414
<b>N.19</b>	<b>CHARITY</b> Any of the above mediums	\$300	\$450	\$414
<b>EXPERIENTIAL</b>				
<b>N.20</b>	<b>INSTALLATION</b>	\$300	\$450	\$414
<b>N.21</b>	<b>EVENT</b>	\$300	\$450	\$414
<b>N.22</b>	<b>INTERACTIVE</b>	\$300	\$450	\$414
<b>N.23</b>	<b>CHARITY</b> ANY OF THE ABOVE MEDIUMS	\$300	\$450	\$414

<b>O CREATIVITY FOR GOOD</b>				
<b>NOTE:</b>	<i>THE JUDGES ARE LOOKING FOR AN OUTSTANDING IDEA THAT RECOGNISES SUSTAINABLE, ETHICAL, INEQUALITY AND HUMANITARIAN SOLUTIONS IN BOTH ADVERTISING AND DESIGN INDUSTRIES. THIS CAN INCLUDE EXECUTIONS DEVELOPED TO ENHANCE THE WORK OF CHARITABLE ORGANISATIONS AND COMPANIES CONCERNED WITH OR SEEKING TO PROMOTE HUMAN WELFARE.</i>			
	<i>CHARITY WORK IS ELIGIBLE IN BOTH SUB-CATEGORIES</i>			
<b>ENTRY MATERIAL</b>	<b>MANDATORY:</b> THE WORK - DIGITAL JUDGING PRESENTATION IMAGE (JPG) UP TO 3 X ADDITIONAL SUPPORT IMAGES (JPG) CLIENT APPROVAL LETTER (UPLOAD PDF) <b>OPTIONAL (RECOMMENDED):</b> UPLOAD 2 MIN CASE STUDY (MOV) + AWARD SHOW FILM (45 SEC EDIT FOR USE AT AWARD CEREMONY) SAMPLES COMPLETE ONLINE 100 WORD DESCRIPTION			
		<b>MEMBER PRICE</b>	<b>NON-MEMBER</b>	<b>INTERNATIONAL (AUD ex GST)</b>
O.01	ADVERTISING & MARKETING COMMUNICATIONS	\$300	\$400	\$414
O.02	DESIGN	\$300	\$400	\$414

## 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**

*Work will not be judged if a client letter is not uploaded*

**OVER VIEW IMAGE / DIGITAL JUDGING PRESENTATION IMAGE**

*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*

**UP TO 3 X SUPPORTING IMAGES**

*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*

**INSITU IMAGE**

*This image needs to show the work in place where it ran or was featured.*

**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 shown at for judging (even if you are entering the same campaign into multiple categories).*

*Case studies will not be shown for radio; film & video; craft in advertising (film) unless it is absolutely integral to understanding the work.*

**UNMOUNTED PROOFS & SAMPLES**

*Need to be posted to the award office by the relevant cut off dates*

*No hard mounted 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 on the paper the size the actual print ad ran.*

*Please make sure you label the back of your unmounted proofs and your samples with your entry number and title - 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 31TH MARCH 2018**

*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*

*Please also upload an MOV file versions of any film content/case studies as they may be required for the award show.*

### **OVERVIEW URL**

Entrants may like to provide an overview URL to showcase your entry to the judging panel. This can include descriptions/images etc. Must be live until 31st March 2018. AWARD will not be held responsible for URL's that do not function during judging.

### **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 (if in Australia), 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](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**

Please use the following naming convention for all your uploaded files:

{entry-id}\_{title}.extension

Example: 1-A.01\_mytitle.pdf

**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: 1920x1080  
                    Frame Rate: 25 fps  
                    Progressive  
                    Bit rate: VBR 32Mbps  
                    Audio: 48kHz, Stereo, 16 bit  
                    Max 250 mb

**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.  
Max 250 mb

**DOCS:** PDF or Word (radio scripts)

### **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.) executions are 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)