

**SINGLE AND
CAMPAIGN
ENTRIES ARE
JUDGED
SEPERATELY**

	SUB CATEGORY	DESCRIPTION	FILE ACCEPTED	100 WORD DESCRIPTION	SINGLE PRICE	CAMPAIGN PRICE	NOTE
FILM	1 Best TV 60secs & over*	<i>TV 60secs or over. Option to enter a single or campaign. The entry must be as it ran on TV. Campaigns can be of the same or different durations. This is a non charity category. For charity see category 25.</i>	.MOV		£250	£350	
	2 Best TV 30-60secs*	<i>TV 30-59sec. (30 to 59secs). Option to enter a single or campaign. The entry must be as it ran on TV. Campaigns can be of the same or different durations. This is a non charity category. For charity see category 25.</i>	.MOV		£250	£350	
	3 Best TV under 30secs*	<i>TV under 30secs. (0 to 29 secs) Non charity. Option to enter a single or campaign. The entry must be as it ran on TV. Campaigns can be of the same or different durations.</i>	.MOV		£250	£350	
	4 Best Tactical Film	<i>Film with a tactical message. Option to enter a single or campaign. The entry must be as it ran on TV or Online. Campaigns can be of the same or different durations. This is a non charity category. For charity see category 25.</i>	.MOV		£250	£350	
	5 Best Cinema*	<i>Cinema Film. Option to enter a single or campaign. The entry must be as it ran at the cinema. This is a non charity category. For charity see category 25.</i>	.MOV		£250	£350	
	6 Best Online Advertising Film. Up to 1 minute*	<i>Online film that has been made purposefully for online. Option to enter a single or campaign.</i>	.MOV		£250	£350	
	7 Best Online Advertising Film 1 minute or over*	<i>Online film that has been made purposefully for online. Option to enter a single or campaign.</i>	.MOV		£250	£350	
	8 Best Idents	<i>Short spots that show the sponsorship of a TV programme (usually at the beginning, breaks and end). Also sponsorship ads shown in cinemas (usually outside the advertising reel and trailers).</i>	.MOV			£350	
	9 Best Title Sequence	<i>Movie title sequences</i>	.MOV		£250		
FILM CRAFT	10 Best Direction*	<i>Film direction where the idea is brought to life through the director's innovation and vision.</i>	.MOV		£250	£350	
	11 Best Editing*	<i>Work that brings an idea to life through the innovation and flair in the editing. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV		£250	£350	

12 Best Cinematography*	<i>Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
13 Best Production Design*	<i>Production design (set design, location builds, etc.) that brings an idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
14 Best Casting*	<i>Casting that brings an idea to life through the pre-production process. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
15 Best FX/CGI*	<i>FX/CGI in film that is integral to the work and brings the idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
16 Best Animation*	<i>Animation in film that is integral to the work and brings the idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
17 Best Original Music*	<i>Original Music in film that brings the idea to life, and works perfectly with the picture. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions</i>	.MOV	£250	£350
18 Best use of Music*	<i>Music in film that brings the idea to life, and works perfectly with the picture. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
19 Best Sound Design*	<i>Sound design that is integral to the work and brings the idea to life. Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</i>	.MOV	£250	£350
20 Best Colourist*	<i>Where the grading adds to the creative execution</i>	.MOV	£250	£350

MUSIC VIDEO

21 Best Music Promo Film	<i>Music videos, including interactive videos. This category is strictly for music videos promoting a band or artist.</i>	.MOV	£250	£350
22 Best Concert/Live Film	<i>Best Concert/Live Film. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350
23 Best Achievement in Music Video Production	<i>Best Music Video Production. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350
24 Best Music Video Cinematography	<i>Best Music Video Cinematography. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350
25 Best Music Video Editing	<i>Best Music Video Editing. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350
26 Best Music Video Animation	<i>Best Music Video Animation. This category is strictly for music videos promoting a band or artist</i>		£250	£350
27 Best Music Video Visual Effects	<i>Best Music Video Visual Effects. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350
28 Best Music Video Choreography	<i>Best Music Video Choreography. This category is strictly for music videos promoting a band or artist</i>	.MOV	£250	£350

RADIO	29 Best Radio 0-30secs*	Option to enter a single or campaign. The entry/entries must be as it ran on Radio. This is a non charity category. For charity see category 31.	MP3		£225	£300	
	30 Best Radio over 30secs*	Option to enter a single or campaign. The entry/entries must be as it ran on Radio. This is a non charity category. For charity see category 31.	MP3		£225	£300	Headed Script
	31 Best use of Medium*	Option to enter a single or campaign. Use of Radio Medium that pushes the boundaries of the radio medium, using it in a novel way to promote a brand.	MP3	Mandatory	£225	£300	Headed Script
	32 Best Radio Sound Design*	Radio Sound Designn that is integral to the work and brings the idea to life.	MP3		£225	£300	Headed Script
WRITING	33 Best Film script Writing*	Option to enter a single or campaign. Scripts for and visible copy within TV or cinema ads. TV and cinema ads, long form content (over 4 minutes), online branded films, programme promotions and sponsorship credits.	.MOV		£225	£300	
	34 Best Radio script Writing*	Option to enter a single or campaign. Script writing in Radio	MP3		£225	£300	Headed Script
	35 Best Headline, all mediums*	Option to enter a single or campaign. Headline from all printed and digital diciplines	JPEG		£225	£300	Headed Script
	36 Best Body Copy, all mediums*	Option to enter a single or campaign. Body Copy from all printed and digital diciplines	JPEG		£225	£300	
CHARITY + PUBLIC SERVICE	37 Best Charity/Public Service Film*	Option to enter a single or campaign. Charity/Public Service Film Single or campaigns. The entry must be as it ran.	.MOV		£250	£350	
	38 Best Charity/Public Service Press*	Option to enter a single or campaign. Charity/Public Service Press ad. Single or campaigns. The entry must be as it appeared.	JPEG/PDF		£225	£300	
	39 Best Charity/Public Service Poster*	Option to enter a single or campaign. Charity/Public Service Poster. Single or campaigns. The entry must be as it appeared.	JPEG/PDF		£225	£300	
	40 Best Charity/Public Service Radio*	Option to enter a single or campaign. Charity/Public Service Radio. Single or campaigns. The entry must be as it ran.	MP3		£225	£300	
	41 Best Charity/Public Service Online*	Option to enter a single or campaign. Charity/Public Service Online execution including Social Media. Single or campaigns. The entry must be as it appeared.	URL/.MOV/JPEG/PDF		£225	£300	Headed Script
	42 Best Charity/Public Service Design*	Option to enter a single or campaign. Charity/Public Service Design elements. Single or campaigns. The entry must be as it appeared.	URL/.MOV/JPEG/PDF		£225	£250	
	43 Best Charity/Public Service Direct Campaign	Charity/Public Service Direct Campaign. The entry must be as it appeared	URL/.MOV/JPEG/PDF			£250	
	44 Best Charity/Public Service Integrated Campaign	Charity/Public Service Integrated Campaign. The entry must be as it appeared	URL/.MOV/JPEG/PDF			£350	

PRESS

45 Best Press Single	Single Press Ad	JPEG		£225	
46 Best Press Campaign	Press Campaign	JPEG			£300
47 Best Tactical Press*	Rapid response press advertising that reacts to current news and events. Option to enter a single or campaign.	JPEG	Mandatory	£225	£300
48 Best Regional Press*	Regional Press execution. Option to enter a single or campaign.	JPEG	Mandatory	£225	£300
49 Best Trade Press*	Trade Press execution. Option to enter a single or campaign.	JPEG	Mandatory	£225	£300
50 Best Insert or Wraps	An insert or press publication wrap	JPEG	Mandatory	£225	£300

PRESS CRAFT

51 Best Art Direction*	Press Ads where the Art Direction brings the creative idea to life.	JPEG		£225	£300
52 Best Typography*	Press Ads where the Typography brings the creative idea to life.	JPEG		£225	£300
53 Best Illustration*	Press Ads where illustration brings the creative idea to life.	JPEG		£225	£300
54 Best Photography*	Press Ads where photography brings the creative idea to life.	JPEG		£225	£300
55 Best Image Manipulation*	Press Ads where Image Manipulation brings the creative idea to life.	JPEG		£225	£300

OUTDOOR

56 Best Poster Single	Single Poster execution.	JPEG		£225	
57 Best Poster Campaign	A campaign of posters. These can be of the same or different formats.	JPEG			£300
58 Best use of Medium*	Use of Poster Medium that pushes the boundaries of the medium, using it in a novel way to promote a brand. Option to enter a single or campaign.	JPEG/.MOV		£225	£300
59 Best Digital Poster*	A poster on a digital site and not in the printed form	JPEG/.MOV		£225	£300
60 Best Special Build*	Special Build poster/site. Option to enter a single or campaign.	JPEG/.MOV		£225	£300
61 Best Transport Poster*	Transport Poster that has appeared on vehicles or at stations bus depots etc. Option to enter a single or campaign.	JPEG		£225	£300
62 Best Regional Poster*	Regional Poster. Option to enter a single or campaign.	JPEG	Mandatory	£225	£300

OUTDOOR CRAFT

63 Best Art Direction*	Posters where the Art Direction brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
64 Best Typography*	Posters where the Typography brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
65 Best Illustration*	Posters where illustration brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
66 Best Photography*	Posters where photography brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300
67 Best Image Manipulation*	Posters where Image Manipulation brings the creative idea to life. Option to enter a single or campaign.	JPEG		£225	£300

DIGITAL

68 Best Site/Microsite	Websites launched as part of a promotional campaign, not a brand's main site. Sometimes called microsities.	URL/.MOV/JPEG		£225	
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69 Best Digital-led Campaign	<i>A campaign that is led by the digital campaign.</i>	URL/.MOV/JPEG	Mandatory		£300
70 Best Online Display ad*	<i>Online Display ad. Option to enter a single or campaign.</i>	URL/.MOV/JPEG		£225	£300
71 Best Mobile Campaign	<i>A campaign created for the mobile medium.</i>	.MOV	Mandatory		£300
72 Best Mobile App/Game	<i>Mobile App/Game. Branded or promotional games or apps. Can be played on a mobile device.</i>	.MOV	Mandatory	£225	
73 Best Online App/Game	<i>Branded or promotional games or apps. Can be downloaded or played online.</i>	.MOV	Mandatory	£225	
74 Best Social	<i>Social media based advertising solutions.</i>	.MOV	Mandatory		£300
75 Best use of DOOH*	<i>Use of DOOH. Option to enter a single or campaign.</i>	.MOV	Mandatory	£225	£300
76 Best Pre Roll*	<i>Online Pre Roll ads</i>	.MOV		£225	£300
77 Best Digital Activation	<i>Best Digital Activation</i>	.MOV		£225	£300
78 Best Conceptual Idea	<i>Best Conceptual Idea</i>	.MOV		£225	£300
79 Best User Experience	<i>Best User Experience online</i>	.MOV		£225	£300

DIGITAL CRAFT

80 Best Art Direction*	<i>Online or Mobile Art Direction where the Art Direction brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG		£225	£300
81 Best Typography*	<i>Online or Mobile Typography where the Typography brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG		£225	£300
82 Best Illustration*	<i>Online or Mobile Illustration where the Illustration brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG		£225	£300
83 Best Photography*	<i>Online or Mobile Photography where the Photography brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG		£225	£300
84 Best Image Manipulation*	<i>Online or Mobile Image Manipulation where the Image Manipulation brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG		£225	£300
85 Best FX/CGI*	<i>Online or Mobile FX/CGI where the FX/CGI brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG		£225	£300

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86 Best Animation*	<i>Online or Mobile Animation where the Animation brings the creative idea to life. Option to enter a single or campaign. Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games, Mobile ads, apps and sites, SMS ads...</i>	URL/.MOV/JPEG	£225	£300
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DESIGN

87 Best Packaging Design*	<i>Packaging Design. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
88 Best Spatial/Exhibition Design*	<i>Design of permanent or temporary exhibitions/instalation. Option to enter a single or campaign.</i>	JPEG	£225	£250
89 Best Identity Design*	<i>Design elements of a company identity</i>	Hardcopy/JPEG	£225	£250
90 Best Flyer/Ticket/Card*	<i>Best Designed Flyer/Ticket/Card. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
91 Best Book/Publication/Annual*	<i>Best Designed Book/Publication/Annual. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
92 Best Book/Publication/Annual Cover*	<i>Best Designed Book/Publication/Annual Cover. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250

DESIGN CRAFT

93 Best Art Direction*	<i>Art Direction in non Press, Outdoor or Digital mediums. Where the Art Direction brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... Option to enter a single or campaign.</i>	JPEG	£225	£250
94 Best Typography*	<i>Typography in non Press, Outdoor or Digital mediums. Where the Typography brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... Option to enter a single or campaign.</i>	JPEG	£225	£250
95 Best Illustration*	<i>Illustration in non Press, Outdoor or Digital mediums. Where the Illustration brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... This category is not for self-promotional Illustration publications, but for publications where illustration complements the design. Option to enter a single or campaign.</i>	JPEG	£225	£250

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96 Best Photography*	<i>Photography in non Press, Outdoor or Digital mediums. Where the Photography brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... This category is not for self-promotional photography publications, but for publications where photography complements the design. Option to enter a single or campaign.</i>	JPEG	£225	£250
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	97 Best Image Manipulation*	<i>Image Manipulation in non Press, Outdoor or Digital mediums. Where the Image Manipulation brings the creative idea to life. Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications... Option to enter a single or campaign.</i>	JPEG		£225	£250
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DIRECT

	98 Best Direct Campaign	<i>A direct campaign that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG/.MOV			£250
	99 Best High Vol Mailing*	<i>High Vol Physical direct mail that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG		£225	£250
	100 Best Low Vol Mailing*	<i>Low Vol (under 2000) Physical direct mail that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG		£225	£250

DIRECT CRAFT

	101 Best Art Direction*	<i>Art Direction on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
	102 Best Typography*	<i>Typography on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
	103 Best Illustration*	<i>Illustration on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
Sponsored By Curious Productions	104 Best Photography*	<i>Photography on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250
	105 Best Image Manipulation*	<i>Image Manipulation on a physical Direct mail communication that brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG/Hardcopy		£225	£250

EXPERIENTIAL

	106 Best use of Ambient/Guerilla*	<i>Use of Ambient/Guerilla, Non-traditional, out-of-home marketing. Must stand alone to communicate the idea. Experienced in the real world, not online. Stunts, special builds, street furniture, live events, pop-up shops, temporary installations...</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	107 Best Event/Product Launch*	<i>Best Event/Product Launch</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	108 Best Event Led Campaign	<i>A campaign that is led by the event</i>	.MOV	Mandatory		£300
Sponsored By FreemanXP	109 Best Branded Environment*	<i>Best Branded Environment</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	110 Best Brand activity at a public event*	<i>Best Brand activity at a public event</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	111 Best Experiential Craft	<i>Production Craft at an Experiential experience</i>	.MOV	Mandatory	£225	£300

INNOVATION

112	Best Innovation/Use of New Technology*	<i>Innovation/Use of New Technology to communicate a marketing message. Campaigns that push the boundaries of the use of media channels, using them in a novel way to promote a brand.</i>	URL/.MOV/JPEG	Mandatory	£225	£300
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GENERAL

113	Best Branded Entertainment*	<i>Branded Entertainment execution that was conceived and written where the brand acts as a sponsor</i>	.MOV	Mandatory	£225	£300
114	Best Integrated Campaign	<i>Campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.</i>	URL/.MOV/JPEG	Mandatory		£300
115	Best Low Budget Idea*	<i>Best Low Budget Idea where the production costs are £30k or below</i>	URL/.MOV/JPEG	Mandatory	£225	£300
116	Best Uncategorized entry*	<i>Little gems that don't conform to the standard categories, work that surprises and delights</i>	URL/.MOV/JPEG	Mandatory	£225	£300

NEW TALENT

Judged purely online by the online judges

117	Best up and coming Female Commercial Film Director	<i>A Director that is in their first 2 years of directing commercial work. To be demonstrated with 3 examples of their commercial work.</i>	.MOV	Mandatory		£300
118	Best up and coming Male Commercial Film Director	<i>A Director that is in their first 2 years of directing commercial work. To be demonstrated with 3 examples of their commercial work.</i>	.MOV	Mandatory		£300
119	Most Promising Female Creative Newcomer	<i>An agency Creative that is in their first 2 years of work. To be demonstrated with at least 2 examples of their work.</i>	URL/.MOV/JPEG	Mandatory		£300
120	Most Promising Male Creative Newcomer	<i>An agency Creative that is in their first 2 years of work. To be demonstrated with at least 2 examples of their work.</i>	URL/.MOV/JPEG	Mandatory		£300

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COMPANY AWARDS

The winner of this award is assessed by the results of Gold of Gold, Gold, Silver and Bronze won by each entrant

121	Most Creative Agency	<i>This award is calculated by the accumulated scores of each entrant</i>			FREE	
122	Most Creative Production Company	<i>This award is calculated by the accumulated scores of each entrant</i>			FREE	
123	Most Creative Post Production Company	<i>This award is calculated by the accumulated scores of each entrant</i>			FREE	
124	Champions of Creativity	<i>Client or channel that demonstrates an understanding of creativity</i>	URL/.MOV/JPEG	Mandatory	FREE	

*These Categories are to accept both Single and Campaign Entries