

SINGLE AND CAMPAIGN ENTRIES ARE JUDGED SEPERATELY

	SUB CATEGORY	DESCRIPTION	FILE ACCEPTED	100 WORD DESCRIPTION	SINGLE PRICE	CAMPAIGN PRICE
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 Channel Idents	<i>Idents created by a channel for their channel</i>	.MOV			£350
	10 Best Title Sequence	<i>Movie title sequence</i>	.MOV		£250	
FILM CRAFT	11 Best Direction*	<i>Film direction where the idea is brought to life through the director's innovation and vision.</i>	.MOV		£250	£350
	12 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

13 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
14 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
15 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
16 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
17 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
18 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
19 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
20 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
21 Best Colourist*	<i>Where the grading adds to the creative execution</i>	.MOV	£250	£350
MUSIC VIDEO				
22 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
23 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
24 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
25 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

	26 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
	27 Best Music Video Animation	<i>Best Music Video Animation. This category is strictly for music videos promoting a band or artist</i>	.MOV		£250	£350
	28 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
	29 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						
	30 Best Radio 0-30secs*	<i>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.</i>	MP3		£225	£300 Headed Script
	31 Best Radio over 30secs*	<i>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.</i>	MP3		£225	£300 Headed Script
	32 Best use of Medium*	<i>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.</i>	MP3	Mandatory	£225	£300 Headed Script
	33 Best Radio Sound Design*	<i>Radio Sound Designn that is integral to the work and brings the idea to life.</i>	MP3		£225	£300 Headed Script
WRITING						
	34 Best Film script Writing*	<i>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.</i>	.MOV		£225	£300 Headed Script
	35 Best Radio script Writing*	<i>Option to enter a single or campaign. Script writing in Radio</i>	MP3		£225	£300 Headed Script
	36 Best Headline, all mediums*	<i>Option to enter a single or campaign. Headline from all printed and digital diciplines</i>	JPEG		£225	£300
	37 Best Body Copy, all mediums*	<i>Option to enter a single or campaign. Body Copy from all printed and digital diciplines</i>	JPEG		£225	£300
CHARITY + PUBLIC SERVICE						
	38 Best Charity/Public Service Film*	<i>Option to enter a single or campaign. Charity/Public Service Film Single or campaigns. The entry must be as it ran.</i>	.MOV		£250	£350
	39 Best Charity/Public Service Press*	<i>Option to enter a single or campaign. Charity/Public Service Press ad. Single or campaigns. The entry must be as it appeared.</i>	JPEG/PDF		£225	£300
	40 Best Charity/Public Service Poster*	<i>Option to enter a single or campaign. Charity/Public Service Poster. Single or campaigns. The entry must be as it appeared.</i>	JPEG/PDF		£225	£300

41 Best Charity/Public Service Radio*	<i>Option to enter a single or campaign. Charity/Public Service Radio. Single or campaigns. The entry must be as it ran.</i>	MP3		£225	£300	Headed Script
42 Best Charity/Public Service Online*	<i>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.</i>	URL/.MOV/JPEG/PDF		£225	£300	
43 Best Charity/Public Service Design*	<i>Option to enter a single or campaign. Charity/Public Service Design elements. Single or campaigns. The entry must be as it appeared.</i>			£225	£250	
44 Best Charity/Public Service Direct Campaign	<i>Charity/Public Service Direct Campaign. The entry must be as it appeared.</i>				£250	
45 Best Charity/Public Service Integrated Campaign	<i>Charity/Public Service Integrated Campaign. The entry must be as it appeared.</i>				£350	

PRESS

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

PRESS CRAFT

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

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OUTDOOR

57 Best Poster Single	<i>Single Poster execution.</i>	JPEG		£225		
58 Best Poster Campaign	<i>A campaign of posters. These can be of the same or different formats.</i>	JPEG			£300	
59 Best use of Medium*	<i>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.</i>	JPEG/.MOV		£225	£300	

60 Best Digital Poster*	<i>A poster on a digital site and not in the printed form</i>	JPEG/.MOV		£225	£300
61 Best Special Build*	<i>Special Build poster/site. Option to enter a single or campaign.</i>	JPEG/.MOV		£225	£300
62 Best Transport Poster*	<i>Transport Poster that has appeared on vehicles or at stations bus depots etc. Option to enter a single or campaign.</i>	JPEG		£225	£300
63 Best Regional Poster*	<i>Regional Poster. Option to enter a single or campaign.</i>	JPEG	Mandatory	£225	£300
OUTDOOR CRAFT					
64 Best Art Direction*	<i>Posters where the Art Direction brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG		£225	£300
65 Best Typography*	<i>Posters where the Typography brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG		£225	£300
66 Best Illustration*	<i>Posters where illustration brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG		£225	£300
Sponsored By Curious Productions	67 Best Photography*	<i>Posters where photography brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG	£225	£300
Sponsored By Curious Productions	68 Best Image Manipulation*	<i>Posters where Image Manipulation brings the creative idea to life. Option to enter a single or campaign.</i>	JPEG	£225	£300
DIGITAL					
69 Best Site/Microsite	<i>Websites launched as part of a promotional campaign, not a brand's main site. Sometimes called microsites.</i>	URL/.MOV/JPEG		£225	
70 Best Digital-led Campaign	<i>A campaign that is led by the digital campaign.</i>	URL/.MOV/JPEG	Mandatory		£300
71 Best Online Display ad*	<i>Online Display ad. Option to enter a single or campaign.</i>	URL/.MOV/JPEG		£225	£300
72 Best Mobile Campaign	<i>A campaign created for the mobile medium.</i>	.MOV	Mandatory		£300
73 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	
74 Best Online App/Game	<i>Branded or promotional games or apps. Can be downloaded or played online.</i>	.MOV	Mandatory	£225	
75 Best Social	<i>Social media based advertising solutions.</i>	.MOV	Mandatory		£300
76 Best use of DOOH*	<i>Use of DOOH. Option to enter a single or campaign.</i>	.MOV	Mandatory	£225	£300
77 Best Pre Roll*	<i>Online Pre Roll ads</i>	.MOV		£225	£300
78 Best Digital Activation	<i>Best Digital Activation</i>	.MOV	Mandatory	£225	£300
79 Best Conceptual Idea	<i>Best Online Conceptual idea</i>	.MOV	Mandatory	£225	£300
80 Best User Experience	<i>Best User Experience Online</i>	.MOV	Mandatory	£225	£300
81 Best Pod Cast	<i>Most Creative Pod Cast</i>	.MOV	Mandatory	£225	£300
DIGITAL CRAFT					
82 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

	83 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
	84 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
Sponsored By Curious Productions	85 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
Sponsored By Curious Productions	86 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
	87 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
	88 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
DESIGN					
	89 Best Packaging Design*	<i>Packaging Design. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
	90 Best Spatial/Exhibition Design*	<i>Design of permanent or temporary exhibitions/instalation. Option to enter a single or campaign.</i>	JPEG	£225	£250
	91 Best Identity Design*	<i>Design elements of a company identity</i>	Hardcopy/JPEG		£250
	92 Best Flyer/Ticket/Card*	<i>Best Designed Flyer/Ticket/Card. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
	93 Best Book/Publication/Annual*	<i>Best Designed Book/Publication/Annual. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250
	94 Best Book/Publication/Annual Cover*	<i>Best Designed Book/Publication/Annual Cover. Option to enter a single or campaign.</i>	Hardcopy/JPEG	£225	£250

	95 Best Design for Positive Change	<i>Design elements for a campaign to influence positive change</i>	Hardcopy/JPEG	£225	£250
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DESIGN CRAFT

	96 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
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	97 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
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	98 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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	99 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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	100 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

	101 Best Direct Campaign	<i>A direct campaign that drives a specific 'call to action' or targets a specific audience.</i>	Hardcopy/JPEG/.MOV		£250
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	102 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
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	103 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
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Category	Entry ID	Entry Name	Description	Format	Requirement	Prize	Entry Fee
DIRECT CRAFT	104	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
	105	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
	106	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	107	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
Sponsored By Curious Productions	108	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	109	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	110	Best Event/Product Launch*	<i>Best Event/Product Launch</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	111	Best Event Led Campaign	<i>A campaign that is led by the event</i>	.MOV	Mandatory		£300
Sponsored By FreemanXP	112	Best Branded Environment*	<i>Best Branded Environment</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	113	Best Brand activity at a public event*	<i>Best Brand activity at a public event</i>	.MOV	Mandatory	£225	£300
Sponsored By FreemanXP	114	Best Experiential Craft	<i>Production Craft at an Experiential experience</i>	.MOV	Mandatory	£225	£300
INNOVATION	115	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
GENERAL	116	Best Branded Entertainment*	<i>Branded Entertainment execution that was conceived and written where the brand acts as a sponsor</i>	.MOV	Mandatory	£225	£300
	117	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
	118	Best Low Budget Idea*	<i>Best Low Budget Idea where the production costs are £30k or below</i>	URL/.MOV/JPEG	Mandatory	£225	£300
	119	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

120 Best PR Led Creative Idea	PR Led Creative Idea			Mandatory	£300
121 Best Creative Campaign for Positive Change	<i>A Creative campaign to influence positive change</i>			Mandatory	£300

NEW TALENT

<i>Judged purely online by the online judges</i>					
122 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 one of which should be commercial work.</i>	.MOV		Mandatory	FREE
123 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 one of which should be commercial work.</i>	.MOV		Mandatory	FREE

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124 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	FREE
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Sponsored by Shrager Creative

125 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	FREE
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COMPANY AWARDS

<i>The winner of this award is assessed by the results of Gold of Gold, Gold, Silver and Bronze won by each entrant</i>					
126 Most Creative Agency	<i>This award is calculated by the accumulated scores of each entrant</i>				FREE
127 Most Creative Production Company	<i>This award is calculated by the accumulated scores of each entrant</i>				FREE
128 Most Creative Post Production Company	<i>This award is calculated by the accumulated scores of each entrant</i>				FREE
129 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