

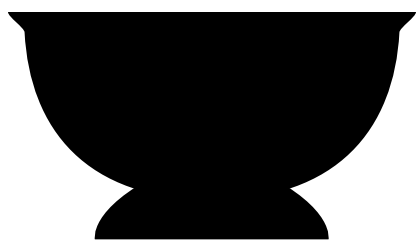
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# HATCH<sup>57</sup>

E N T R Y   K I T

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## ABOUT THE HATCH AWARDS

Celebrating its 57th year, the Hatch Awards is New England's annual awards for creative branding and marketing. With award categories ranging from print to TV, broadcast to digital, mobile, and web-based content, the Hatch Awards continue the tradition of celebrating the very best in creative excellence in the region.

## GUIDELINES

### Call for Entries

**Open:** May 22, 2017, 12:00am EDT

**Close:** June 23, 2017, 11:59pm EDT

### Who May Enter

Any New England-based individual, brand, or client responsible for the creation of advertising, design, direct marketing and/or interactive material, such as an advertising agency, in-house agency, design studio, advertiser, broadcaster, publisher, production house, or freelancer.

### What May be Entered

Any advertising, design, direct or interactive materials first published, broadcast, distributed, or posted between **May 1, 2016 and June 1, 2017**. The creative concept must have roots in New England, whether it be work from a New England-based agency or for a New England-based client.

## Categorization

The Hatch Committee reserves the right to re-categorize any entries. Such entries will be placed into their appropriate category as defined here in the Call for Entries. Any piece that is moved by the Committee may be done so without notification.

## Entry Pricing (per entry)

**\$175:** Non-Members

**\$125:** Ad Club Members

Members of The Ad Club can access member-only pricing using the promo code **ADCLUBMEMBER** during check-out.

## Additional Hatch Bowls

Winners will receive two Hatch bowls on stage the evening of the awards show. Additional bowls can be [purchased here](#).

## Additional Prizes

Prizes for winners will be determined and donated by the Hatch event sponsors.

## Questions?

Please direct any questions regarding entries to Meredith ([meredith@adclub.org](mailto:meredith@adclub.org)). For any questions regarding tickets for The Hatch Awards show, please contact Christiana ([christiana@adclub.org](mailto:christiana@adclub.org)).

# AWARD CATEGORIES & DESCRIPTIONS

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[App Development](#)

[Best Use of Branded Content](#)

[Business-to-Business Campaign](#)

[Business-to-Business Single Entry](#)

[Cause Related Marketing Campaign](#)

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[Website: Social Network/Community](#)

# CATEGORIES

## Annual Reports

Annual report for a company, including non-profit organizations.

Accepted Media:

- Print: PDF or JPEG
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## App Development

At least one, but no more than five, interactive apps developed specifically for mobile media across the same creative campaign. Including mobile, desktop, social and widget apps.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Best Use of Branded Content

Creative executions that fuse advertising and editorial content as a way to communicate a brand's message or values to its target audience. Branded Content can have appeared in any media form. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Business-to-Business Campaign

At least three, but no more than five, creative messages designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, jobbers, advertising agencies, etc. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Business-to-Business Single Entry

**Creative messaging designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, jobbers, advertising agencies, etc. [All Media]**

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Cause Related Marketing Campaign

**At least three, but no more than five, pieces of marketing created on behalf of a brand for a greater cause. [All Media]**

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Cause Related Marketing Single Entry

**Marketing created on behalf of a brand for a greater cause. [All Media]**

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Corporate Communications

**At least one, but no more than five, creative executions developed by advertising or marketing agencies, in-house agencies, design studios, interactive firms, technical/production studios and media suppliers of any size to promote (or recruit for) themselves or trade associations, such as The Ad Club. [All Media]**

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Creating a Movement

Best use of crowdsourcing tactics to creatively produce content that mobilizes people behind a shared purpose and makes a change in thought or behavior to benefit a product or campaign.

[All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Digital: Advertising Campaign

At least three, but no more than five, digital ads of any size, designed for web.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Digital: Advertising Single Entry

Digital ad of any size, designed for web.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Digital: Games

Games created with the purpose of promoting a brand.

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Digital: Rich Media Campaign

At least three, but no more than five, rich media banners, interstitials and superstitials, any size media unit, that use rich media (Flash, rollover/click-to-expand technologies, video, etc.) to encourage interaction.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Digital: Rich Media Single Entry

Rich media banners, interstitials and superstitials, any size media unit, that use rich media (Flash, rollover/click-to-expand technologies, video, etc.) to encourage interaction.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Digital: Video Long Form Campaign

A campaign comprised of at least three, but no more than five, videos each 1 minute in length or longer, produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Digital: Video Long Form Single Entry

Video 1 minute in length or longer produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Digital: Video Short Form Campaign

A campaign comprised of at least three, but no more than five, videos each under 1 minute in length, produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Digital: Video Short Form Single Entry

Video under 1 minute in length produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills



## Elements of Advertising: Illustration & Animation

Entries in any media type featuring outstanding executions of Illustration or Animation as a key component to the creative.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Elements of Advertising: Music

Entries featuring outstanding use of original or positioned Music as a key component to the creative.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Elements of Advertising: Special Effects & Photo Editing

Entries in any media type featuring outstanding executions of Special Effects or Photo Editing as a key component to the creative.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Elements of Advertising: Videography

Entries featuring outstanding Videography as a key component to the creative.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Experiential: Consumer Activations

Creative activations that target a physical interaction or engagement between a brand and its target audience (the consumer), with the goal of eliciting an emotion, action, or response. Entries in this category could include guerrilla, mobile, pop-up, sports, and entertainment activations. [All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Experiential: Live Events

Live events that create engagement between a brand and its target audience (the consumer). The goal of the engagement is to elicit an emotion, action, or response from the target audience. Entries in this category would include events such as conferences, product launches, and special events. [All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Experiential: Other

Any physical environment, space, or experience that connects the brand with the consumer that does not categorize as a Live Event or Consumer Activation. [All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Identity System

At least three, but no more than five, samples of the logo execution, such as letterhead, envelope, business card, animation, flash execution, out of home, etc. for any company, including non-profit organizations.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Innovative Use of Media Campaign

At least three, but no more than five pieces that use media vehicles in a new or exciting way to execute their message. In this category the medium is very much part of the creative. [All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Innovative Use of Media Single Entry

A single piece that uses a media vehicle in a new or exciting way to execute its message. In this category the medium is very much part of the creative. [All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Logo Design

Logo designed for any company or brand.

Accepted Media:

- Print: PDF or JPEG

## Mobile: Advertising Campaign

At least three, but no more than five, creative executions developed exclusively to run on mobile media.

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Mobile: Advertising Single Entry

Creative execution developed exclusively to run on mobile media.

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Multi-Platform Campaign

Campaigns involving multiple formats (i.e. print, television, interactive, viral, video, social, radio, etc.) that fall under a singular, cohesive brand message promoting any one company, product, or service, including public service. Submissions must be a cohesive integrated idea across various formats. [All Media]

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Out-of-Home Campaign

At least three, but no more than five, pieces of printed or digital outdoors and transit posters, billboards, 2-sheets, car cards, TDI posters, bumper stickers or advertising posters.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Out-of-Home Single Entry

Printed or digital outdoor and transit posters, individual billboard, 2-sheets, car cards, TDI posters, bumper stickers or advertising posters.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Packaging & Point-of-Purchase Campaign

At least three, but no more than five, creative executions designed to stimulate on-site purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional or freestanding displays for any audience.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Packaging & Point-of-Purchase Single Entry

Physical creative messaging designed to stimulate on-site purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional, digital, or freestanding displays for any audience.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Personal Branding

At least one, but no more than five, self-promotion creative executions in any media for an individual or freelance professional. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## **Print: Company Literature**

At least one, but no more than five, brochures, sales kit, booklets, or catalogs for any audience or company.

Accepted Media:

- Print: PDF or JPEG

## **Print: Consumer Magazine Single Page or Smaller Campaign**

At least three, but no more than five, single magazine ads, in any size, appearing in general consumer magazines.

Accepted Media:

- Print: PDF or JPEG

## **Print: Consumer Magazine Single Page or Smaller Single Entry**

Single magazine ads, any size, appearing in general consumer magazines.

Accepted Media:

- Print: PDF or JPEG

## **Print: Consumer Magazine Spread Campaign**

At least three, but no more than five, magazine ads, spread size, appearing in general consumer magazines. (Continuous-page advertisements are to be submitted in this category if the advertiser is identified on only one portion of the ad.)

Accepted Media:

- Print: PDF or JPEG

## **Print: Consumer Magazine Spread Single Entry**

Single magazine ads, spread size, appearing in general consumer magazines. (Continuous-page advertisements are to be submitted in this category if the advertiser is identified on only one portion of the ad.)

Accepted Media:

- Print: PDF or JPEG

## Print: Newspaper Campaign

At least three, but no more than five, single newspaper ads, any size. (Ads from Sunday supplements are to be entered in the Consumer Magazines category.)

Accepted Media:

- Print: PDF or JPEG

## Print: Newspaper Single Entry

Single newspaper ads, any size. (Ads from Sunday supplements are to be entered in the Consumer Magazines category.)

Accepted Media:

- Print: PDF or JPEG

## Print: Posters Campaign

At least three, but no more than five, posters with a creatively related concept.

Accepted Media:

- Print: PDF or JPEG

## Print: Posters Single Entry

Individual poster.

Accepted Media:

- Print: PDF or JPEG

## Public Service Campaign

At least three, but no more than five, creative executions produced for a non-profit organization for the purpose of the public good. Public Service does not attempt to sell product or promote a corporate image. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs



## Public Service Single Entry

Any creative execution produced for a non-profit organization for the purpose of the public good. Public Service does not attempt to sell a product or promote a corporate image. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Radio Single Entry

Individual commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted)

Accepted Media:

- Audio: .MP3 PLUS the script

## Social Media: Earned

Social media programs that did not receive paid placement or a budget, and received only organic reach. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Social Media: Multi-Platform

Social media campaigns that span multiple social platforms, and are comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Social Media: Paid

Paid social media advertising, which received paid placements or boosts. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

For this category, entrants may include a brief video explanation in addition to the other materials. A supporting document is also allowed but not required.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Student Campaign

At least three, but no more than five, entries of work in any media. All work submitted in these categories must be speculative. All students still enrolled in college are eligible, as are students of The Ad Club classes and other professional development programs. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Entrants in this category cannot have worked in the creative field for more than 2 years. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Student Single Entry

Single entry of work in any media. All work submitted in these categories must be speculative. All students still enrolled in college are eligible, as are students of The Ad Club classes and other professional development programs. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Entrants in this category cannot have worked in the creative field for more than 2 years. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## TV: Budget Under \$50,000 Campaign

At least three, but no more than five, individual commercials promoting any product or service, where the client's production budget was under \$50,000.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## TV: Budget Under \$50,000 Single Entry

Individual commercials promoting any product or service, where the client's production budget was under \$50,000.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## TV: National Campaign

At least three, but no more than five, individual commercials promoting any product or service. TV that runs in a national spot market is considered national TV.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## TV: National Single Entry

Individual commercials promoting any product or service, either corporate or retail. TV that runs in a national spot market is considered national TV.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## TV: Regional Campaign

At least three, but no more than five, individual commercials promoting any regional product or service, that are produced and aired solely for regional promotion (note: this does not include regional tagging on otherwise national spots).

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## TV: Regional Single Entry

Individual commercials promoting any regional product or service that are produced and aired solely for regional promotion (note: this does not include regional tagging on otherwise national spots).

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

## Unconventional Format

This category is specifically designed for “big idea” branding projects and formats that don’t necessarily fit into other categories. Entries in this category must be larger brand ideas that go beyond traditional advertising (i.e., something that will take the judges by surprise). [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Website: eCommerce

A website created for the primary purpose of explaining and selling products and/or services. Site must include the ability to purchase the product and/or service.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Website: Editorial

A website or blog created to distribute a non-tangible product including news, advice, opinions, reviews and/or independent editorial.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Website: Non-Profit

A website created for a non-profit cause or NGO, including public service and educational advertising.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Website: Product/Goods/Service Promotion

A website created to explain or promote tangible or virtual products or services including electronics, cars, clothing, footwear, equipment, applications, games and/or software.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Website: Self Promotion

A website created by an agency, individual or group for the purposes of promoting themselves.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs

## Website: Social Network/Community

A website created to bring together a group of people to engage in dialog and/or collaborative experiences.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites, and six screen grabs