Spikes Asia
FESTIVAL OF CREATIVITY

ENTRY KIT 2021

Part 1: Categories & Material Guidelines

LAST UPDATED
21 OCTOBER 2021

CONTENTS

BRAND EXPERIENCE & ACTIVATION

The Brand Experience & Activation Spikes celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.
- The same piece of work can be entered up to three times in Brand Experience & Activation. However, the same piece of work may only be entered once in 'A. Brand Experience & Activation: Sectors'.

A. Brand Experience & Activation: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose & Social Responsibility category in section G: Culture & Context.	

B. Channels	Materials
The strategic use of channels across a brand experience or activation.	

B01. Use of Ambient Media: Small Scale Including items in bars & restaurants and all other hand-held (or equivalent in size) items. 'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Use of Ambient Media: Large Scale Non-traditional outdoor / billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscapes, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. 'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.	
B03. Use of Broadcast Brand experience or activations using Cinema, TV, Online or Audio.	
B04. Use of Print or Outdoor Brand experience or activations using Print or Outdoor. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.	

C. Use of Brand Experience & Activation	Materials
These categories focus on strategic planning and execution of brand experiences.	

C01. Guerrilla Marketing & Stunts Brand experience or activations using guerrilla marketing, short / one-off live pop up events and executions, street teams, publicity stunts and street stunts to drive customers' engagement.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Live Shows / Concerts / Festivals Brand experience or activations using large-scale events to engage with customers such as sport, festivals, concerts, corporate entertainment, built stages, etc.	
C03. Exhibitions / Installations Brand experience or activations creating a space or using a more permanent spatial feature to drive customer engagement. Including but not limited to, galleries, exhibitions, fairs, trade shows, vending machines, signage, floor graphics, etc.	
C04. Competitions & Promotional Games Competitions or promotional incentives used to drive customer engagement.	
C05. Customer Retail / In-Store Experience In-store and retail activities including, but not limited to, product launches, demonstrations, sampling activities and pop-ups that engage and guide consumers across all channels of their path to purchase.	
C06. 360 integrated Brand Experience Online and offline multi-channel experiences which engage and amplify a brand's message, product or service.	
C07. Customer Acquisition & Retention NEW Work that pushes boundaries, creating meaningful, engaging experiences and activations in order to attract or maintain customers, encourage customer activity and increase overall transaction value.	

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D. Touchpoints & Technology	Materials
The use of technology and multiple touchpoints across a brand experience or activation.	
D01. Tech-led Brand Experience Entries in this category should demonstrate how the use of new or existing technology enhanced a brand experience or activation.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D02. Use of Mobile & Devices Entries in this category should describe how a mobile app, portable device or mobile technology created or enhanced the interaction with customers at a brand experience or activation. **D03. Use of Social & Digital Platforms** Entries into this category should demonstrate how the use of social and digital platforms enhanced a brand experience or activation.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
D04. Digital Installations Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with consumers. This can include, but is not limited to VR / AR installations, motion chairs, multi-screen and multi-dimensional experiences.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D05. New Realities & Voice Activation The creative application of augmented reality, virtual reality, mixed reality or voice activation in a brand experience. Please provide a demo film of the technology for the jury.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Demo Film • Digital Supporting Content • Digital Supporting Images

E. Strategy	Materials
These categories focus on strategic planning and execution of a brand experience or activation.	
E01. Launch / Re-Launch Brand experiences or activations created to launch or re-launch a brand, product or service.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
E02. Sponsorship & Brand Partnership Partnerships / sponsorships that create immediate and long term brand experiences or activations.	

F. Campaign	Materials
F01. Integrated Campaign led by Brand Experience & Activation Work that uses multiple platforms which is initiated, led or driven predominantly by a brand experience or activation. Entries in this category must contain different media and will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

G. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context.	
G01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
G02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
G03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
G04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
G05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
G06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
G07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
G08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

CREATIVE eCOMMERCE

The Creative eCommerce Spikes celebrates creative, commercial eCommerce, payment solutions and innovation. Entries should demonstrate how the innovation and optimisation of the customer journey led to increased consumer engagement and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% Idea, 20% strategy, 20% execution, 30% results.
- The same piece of work can be entered up to three times in Creative eCommerce. However, the same piece of work may only be entered once in 'A. Creative eCommerce: Sectors'.

A. Creative eCommerce: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or C07. Corporate Purpose & Social Responsibility category in section C: Culture & Context	

B. Experience & Engagement	**Materials**
B01. Conversational Interfaces NEW Work which uses messaging services, chatbots and customer assistance to improve the online shopping experience through real-time, personalised customer engagement.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Customer Acquisition & Retention Work which creatively utilises digital and social media platforms and networks to attract or maintain customers, encourage customer activity and increase overall transaction value. This may include but is not limited to loyalty programmes, promo codes, competitions etc.	
B03. Payment Solutions Payment solutions which effectively incentivise purchasing and/or engage consumers (including social verification & biometric data). Including but not limited to, software & apps, mobile wallets and reward programs automation, delegated authority, hyper convenience and order buttons etc.	
B04. Personalised Campaigns Dynamic content based on consumer data and insight which enriched the user's online shopping experience by driving engagement. Including, but not limited to, content from websites, videos, emails, social and blogs etc.	
B05. Retail Promotions & In-store Integration Multi-channel digital technology to enhance the in-store experience including, but not limited to, promotions, gaming proximity activation, geofencing, app and social integration and VR experiences etc.	
B06. Social Commerce Work which harnesses social platforms to engage consumers and drive business results.	

C. Culture & Context Work that is brought to life through cultural insights and regional context.	**Materials**
C01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
C03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
C04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
C05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
C06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
C07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

C08. Market Disruption Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

CREATIVE EFFECTIVENESS

The Creative Effectiveness Spikes celebrates the measurable impact of creativity. Entries should demonstrate how the work drove long-term tangible business results, was instrumental to cultural change or integral in the achievement of brand purpose

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- To be eligible your work must have won or been shortlisted at Spikes Asia in 2017, 2018 or 2019.
- The same piece of work can be entered up to three times in Creative Effectiveness

A. Creative Effectiveness	Materials
A01. Creative Effectiveness Celebrating the measurable impact of creative work. Entries should demonstrate how creative work drove tangible business results and was instrumental to cultural change or integral to the achievement of a brand's purpose.	**Compulsory** • Digital Presentation Image • Entry Document • Client Approval Letter
A02. Creative Effectiveness for Good Celebrating the measurable impact of creative work with social purpose at the heart. The work should be for a charity, non-profit or government body or for brands who can demonstrate they worked in partnership with a not-for-profit organisation. Entries should illustrate how the campaign drove tangible results, was instrumental to cultural change or integral to achieving a brand's purpose.	**Highly Recommended (Optional)** • Appendix **Optional** • URL
A03. Long-Term Creative Effectiveness Celebrating the long-term impact of creative work. Entries should demonstrate how a long running campaign drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose. Entries in this category must show results over several years.	
A04. Collaborative Creative Effectiveness Celebrating the measurable impact of creative work that is the result of a collaboration between brands and agencies, or partner agencies that worked together to achieve a business goal. Entrants should demonstrate how the collaborative effort drove tangible business results and was instrumental to cultural change or integral to achieving a brand's purpose.	
A05. Multi-Market Creative Effectiveness Celebrating the measurable impact of creative work created for different markets. Entries should demonstrate how the work was tailored for multiple markets (minimum of 3) drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose.	

B. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context.	
B01. Local Brand NEW Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image • Entry Document • Client Approval Letter
B02. Challenger Brand NEW Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game–changing work that uses progressive thinking and innovative creativity.	**Highly Recommended (Optional)** • Appendix **Optional** • URL
B03. Single-market Campaign NEW Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
B04. Social Behaviour NEW Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
B05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
B06. Breakthrough on a Budget NEW Strategic and creative use of modest budgets and/or resources to create maximum impact.	
B07. Corporate Purpose & Social Responsibility NEW Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
B08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

CREATIVE STRATEGY *NEW*

The Creative Strategy Spikes celebrates the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture. Entries should demonstrate exceptional interpretation of the business / brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

- A number of criteria will be considered during judging and weighted as follows: 30% interpretation of business/brand challenge, 30% insight/breakthrough thinking, 20% creative idea, 20% outcome/results.
- The same piece of work can be entered up to three times in Creative Strategy.
- For Creative Strategy Spikes the eligibility dates are 1 July 2017 – 30 January 2021. The strategy must have first been implemented within this eligibility period.

A. Insights & Research	Materials
A01. Data & Analytics & Insight NEW Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem / opportunity. Including, but not limited to, the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data etc.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

B. Challenges & Breakthroughs	Materials
Work that is brought to life through cultural insights and regional context.	
B01. Challenger Brand Strategy NEW Celebrating the success of disruptive, game-changing work for an aspiring brand that uses progressive thinking and innovative strategy to challenge the status quo. Entries should demonstrate the core strategic thought and its positive effect on brand value by challenging the dominant narrative conventions in their category.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Breakthrough on a Budget NEW Creative use of modest budgets and / or resources to create maximum impact. How fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
B03. Multi-market Strategy NEW Successful translation and integration of strategy across multiple markets. Entries should demonstrate how a global strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose. Entries should identify a minimum of three countries / regions the strategy was applied to.	
B04. Long-term Strategy NEW Celebrating the creativity of long-term strategy. Entries should demonstrate how a long-running strategy was instrumental to achieving a brand's purpose, driving engagement and shaping brand identity. Entries in this category must demonstrate strategic planning over three or more years.	
B05. Corporate Purpose & Social Responsibility NEW Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
B06. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

C. Partnerships & Perspectives	Materials
C01. Brave Brands NEW Rewarding outstanding brand bravery including progressive thinking relating to a brief. Entries should demonstrate risk-taking that produced tangible results for the brand.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

D. Transformation	Materials
D01. Strategic Transformation NEW Innovative strategic solutions to business challenges that have a tangible impact on the business model, culture, customer / employee experience, business operations etc. Entries should demonstrate a comprehensive change in business process or structure through strategic transformation.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

DESIGN

The Design Spikes celebrates visual craftsmanship. Entries should demonstrate how design has been used to define a brand or communicate its key messages; work in which a unique visual identity leads to consumer recognition or understanding.

- A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution; 20% results.
- There is no overall limit to how many times the same piece of work can be entered into Design as long as the categories chosen are relevant.

A. Comprehensive Branding Programmes	Materials
Celebrating work across multiple brand touchpoints and media platforms. Entries should demonstrate the brand experience across a variety of media including, but not limited to, packaging, print, brand collateral, digital content, environments and film content.	
A01. Creation of a new Brand Identity Creation of a new brand or corporate identity for any product, service or organisation. Please provide at least 3 examples of the new branding in situ.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Rebrand / Refresh of an existing Brand Rebrand / refresh of an existing brand identity for any product, service or organisation. Please provide examples of the previous branding for comparison.	

B. Communication Design	Materials
Please supply a demo film showcasing the design element of the work.	
B01. Books Including editorial and cover design for printed books. Entries should indicate in the submission whether the cover or the whole book should be considered / judged. E-Books should be entered into C01 Digital & Interactive Design.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Publications & Brand Collateral Including but not limited to magazines, newspapers, brochures, articles, press/media kits, computer games, record sleeves, letterheads, business cards, etc. Online publications should be entered into C01 Digital & Interactive Design.	
B03. Posters Poster design for the use of promotion and brand communication. The item should have been created as a poster, not a concept conceived for another medium and applied to a poster format. Poster campaigns of 2+ executions should be entered together as a single entry.	
B04. Self-promotion Any type of media format designed by agencies to promote themselves.	

C. Digital & Interactive Design	Materials
C01. Digital & Interactive Design Digital design including but not limited to websites, microsites, online publications, digital installations, apps, data visualisation etc. In order to avoid your work being withdrawn from the festival your URL must be accessible online until 31st May 2021.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images

D. Brand Environment & Experience Design	Materials
The Brand Environment & Experience Design categories are focused on the personal experience of the brand story or message as told in space and in time. The work should convey why the target audience find their experience remarkable, meaningful and memorable.	
D01. Retail Environment & Experience Design The design and construction of a permanent or temporary retail space / installation. Entries should demonstrate functionality, presentation of the brand values and ease of sale. Including, but not limited to, pop-up stores, seasonal displays, mobile demo units, department and specialist stores, banks, salons etc. Please supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if possible.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D02. Point of Sales, Consumer Touchpoints & In-store Collateral In-store communications in order to drive immediate sales including, but not limited to, posters, on-shelf communication, physical or digital POS, visual merchandising, product displays, retail fixtures, shopping bags, gift wrapping, catalogues and other post-purchase collateral. Entries should show the work within a sales environment.	
D03. Events Storytelling The attendees physical and emotional journey that enhances the key messaging of the event through narrative and storytelling. The elements of focus include the use of technology, interactivity and the multisensory experience.	
D04. Spatial & Sculptural Exhibitions and Experiences Exhibitions / experiences that make use of community & public spaces. Including, but not limited to, how the space is curated, designed and built to enhance the experience of the attendee.	
D05. Multi-Channel Experience NEW Work designed for multiple online or offline channels which demonstrates a holistic user experience across multiple touchpoints.	

E. Packaging	Materials
Please provide a demo film of the physical samples for the jury to experience.	
E01. Food / Drink All food / drink packaging.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
E02. Other FMCG Cleaning products, household goods and other FMCG.	
E03. Beauty / Healthcare Beauty products & cosmetics, pharma, OTC drugs and wellness.	
E04. Consumer Durables Consumer technology, homeware, furniture, lighting, toys, fashion, home appliances, other durables.	

F. Products	Materials
Design that increases brand value through functional and aesthetic resolution demonstrating brand qualities / product identity through form, function, usability, aesthetics, problem solving, production, research and manufacturability. Products must have been available for purchase within the festival's eligibility dates. Please provide a demo film of the physical samples for the jury to experience.	
F01. Consumer Products Consumer technology, homeware, furniture, lighting, toys, fashion, home appliances, other durables.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
F02. Environmental / Social Impact The use of product design to positively impact society. This may include but is not limited to, education, health, medical, global social challenges etc.	
F03. Innovation & Solution Innovation refers to the use of new technologies, depth of development, techniques, methods and materials to create a truly innovative product. Solution refers to product design solutions that enhance the quality of life through their functionality, problem solving, ease of use, ergonomics and product compliance with appropriate standards.	

DIGITAL

The Digital Spikes celebrates creativity which is online, social and enhanced by the digital environment; work originating from online platforms and innovatively utilising associated technologies to deliver brand message.

- Criteria considered during judging will predominantly be the idea, execution and results.
- There is no overall limit to how many times the same piece of work can be entered into Digital as long as the categories chosen are relevant. However, the same piece of work can be entered only once in section 'A. Digital: Sectors' and up to three times into 'E. Social & Influencer'.

A. Digital: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or I07. Corporate Purpose & Social Responsibility category in section I: Culture & Context.	

B. Web Platforms	**Materials**
Single executions including microsites.	

| **B01. Websites / Microsites**
Long-term or short term site destinations for a brand, product or service.

B02. Web Service / App
Software applications and services provided to a target audience to improve their experience and engagement with a brand.

Mobile apps should be entered into Mobile Spikes B02. | **Compulsory**
• Digital Presentation Image
• URL

Highly Recommended (Optional)
• Case Film

Optional
• Digital Supporting Content
• Digital Supporting Images |

C. Online Ad	**Materials**
Single executions of paid online display advertising.	

| **C01. Online Ad**
Including, but not limited to, display advertising, web banners, native advertising etc.

A campaign of banners should be submitted under A. Digital: Sectors. | **Compulsory**
• Digital Presentation Image
• URL

Highly Recommended (Optional)
• Case Film

Optional
• Digital Supporting Content
• Digital Supporting Images |

D. Online Video	**Materials**
The online context and audience engagement strategy will specifically be considered by the jury. Work in this section must have been commissioned and exclusively created for online execution.	

| **D01. Social Video**
Online videos specifically created for social platforms and widespread sharing. Results and number of views will be taken into consideration.

Each video in a series must be submitted and paid for individually.

D02. Interactive Video
Online videos in which interactivity is at the core of the idea: conversational, customisable, narrative, or explorative.

Each video in a series must be submitted and paid for individually.

D03. Web Series
A series of online videos.

Each episode must be submitted and paid for individually and a minimum of two episodes must be entered.

D04. Brand / Product Video
One-off videos, product demonstrations, tutorials, brand videos, etc.

Each video in a series must be submitted and paid for individually. | **Compulsory**
• Film
• URL

Optional
• Digital Supporting Content
• Digital Supporting Images |

E. Social & Influencer	Materials
Work with social thinking at its core, where levels of engagement, social reach and the creative use of social networks result in a successful commercial effect. Creative solutions that utilise social components / activity as a secondary element should not be entered.	
E01. Social Commerce Work which harnesses social platforms to engage consumers and drive business results.	**Compulsory** • Digital Presentation Image • URL
E02. Social Purpose Work specifically designed to engage consumers through authentic alignments with a social purpose / cause. Work should demonstrate how the core values of the brand align with the cause or wider social purpose.	**Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
E03. Innovative Use of Community Creative utilisation or interpretation of existing social platforms and / or online communities to impact business objectives and / or to enhance relationships with a brand, community or consumers. Levels of engagement, social reach and the creative strategy will all be considered.	
E04. Real-time Response Targeted social activity that utilises social platforms to respond to world events, public affairs and other real-time activity in a meaningful, time sensitive and creative way, which prompts social sharing and engagement.	
E05. Influencer / Talent Social initiatives or executions that utilise a celebrity, social ambassador, or social influencer in order to engage with a specific audience.	
E06. Co-Creation & User Generated Content Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative to enhance loyalty and engagement.	
E07. Content Placement The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	
E08. Community Building & Management Social activity that is designed to engage, build or maintain an online social community. Engagement levels and the relevance of targeted communications directed at active / non-active users will all be considered.	
E09. Social Data & Insight Work elevated through the use of data and insights to engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of social data/analytics will be considered.	
E10. Emerging Platforms Creative use of emerging social platforms to impact business objectives and / or to enhance relationships with a brand, community or consumers.	

F. Branded Games

	Materials
F01. Branded Games Games specifically created for a brand. Games that have not been specifically made for a brand will not be accepted.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images

G. Branded Tech

Branded technology or digital solutions that have been utilised or harnessed as part of a brand's creative strategy. Please note: if your submission is a Mobile/Tablet app, please see Mobile categories.

	Materials
G01. Tangible Tech Digital products, utilities and tools that create brand value and enhance lifestyle or behaviour. Including, but not limited to robotics, biotech, wearable tech, etc. **G02. Spatial Tech** Digital activations in an outdoor / offline space. This may include, but is not limited to, installations, exhibitions, interactive screens, etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
G03. New Realities & Voice Activation NEW The creative application of augmented reality, virtual reality, mixed reality or voice activation Please provide a demo film of the technology for the jury.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Demo Film • Digital Supporting Content • Digital Supporting Images

H. Campaign

	Materials
H01. Integrated Campaign Led by Digital Work across multiple platforms led by digital.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images

I. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context.	
I01. Local Brand NEW Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
I02. Challenger Brand NEW Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
I03. Single-market Campaign NEW Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
I04. Social Behaviour NEW Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
I05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
I06. Breakthrough on a Budget NEW Strategic and creative use of modest budgets and/or resources to create maximum impact.	
I07. Corporate Purpose & Social Responsibility NEW Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
I08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

DIGITAL CRAFT

The Digital Craft Spikes celebrates technological artistry. Entries should demonstrate exceptional form and function in a digital context; work with flawless design, masterful execution and outstanding user experience created for all digital environments.

- Criteria considered during judging will predominantly be the execution and experience.
- There is no overall limit to how many times the same piece of work can be entered into Digital Craft as long as the categories chosen are relevant.

A. Form	Materials
The overall creative aesthetic value of the work entered in both sound and visuals.	
A01. UI The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film **Optional** • Digital Supporting Content • Digital Supporting Images
A02. Digital Illustration Creative application of illustration within a digital context, including 3D modelling.	
A03. Video / Moving Image Creative use of online video and digital footage with technical skill involved, including 360 and interactive video.	
A04. Digital Image Design Creative use of still images including photography, artwork, image manipulation.	
A05. Music / Sound Design Creative use of music and / or sound design including sonic branding and music initiated work etc.	
A06. Overall Aesthetic Design The overall achievement in aesthetic composition and fluidity of graphic design.	

B. Function	Materials
The practical use and/or purpose in the creative design, operation and performance. All digital entries including mobile can be entered multiple times in this section.	
B01. UX & Journey Design Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film **Optional** • Digital Supporting Content • Digital Supporting Images
B02. Native & Built-in Feature Integration The creative use of built-in and existing integral features of a mobile, desktop or other digital device including cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS etc.	
B03. Experience Design: Multi-platform Immersive digital experiences and events which engage and strengthen relationships with the consumer. This may include, but is not limited to VR, AR, installations, motion chairs, multi-screen and multi-dimensional experiences.	
B04. Overall Functional Design The overall excellence in performance of all user functions of a digital product or service.	

C. Data	Materials
The presentation of data and artificial intelligence utilised to enhance brand experience.	
C01. Curation of Data The creative tracking and / or collection of personal and big data to enhance user experience, design and content in a significant way. This may include but is not limited to, non-traditional interface, transactional / non-transactional, active / passive user data capture, social listening / analytics, GPS, internet of things, biometrics etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film **Optional** • Digital Supporting Content • Digital Supporting Images
C02. Data Storytelling The creative use of data to convey a brand story. Focus will be placed on how the curated data / insight was used in order to engage or develop a meaningful relationship with a specific audience, culture or community.	
C03. Data Visualisation Creative visual representation and presentation of digital data and insights.	

D. Technology	Materials
The value of the applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	
D01. New Realities & Voice Activation The creative application of augmented reality, virtual reality, mixed reality or voice activation. Please provide a demo film of the technology for the jury	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film **Optional** • Digital Supporting Content • Digital Supporting Images
D02. Innovative Use of Technology The inovative use of an existing or new digital technology in order to enhance the user experience and/or brand communication.	
D03. Technological Achievement in Digital Craft Digital work that balances aesthetic craft with technical understanding / advancement in digital communications / experiences.	

DIRECT

The Direct Spikes celebrate targeted and response-driven creativity. Entries should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

- A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times in Direct. However, the same piece of work may only be entered once in 'A. Direct: Sectors'.

A. Direct: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose & Social Responsibility category in section G: Culture & Context.	

B. Use of Direct	Materials
Work in these categories will be judged specifically on how the medium was used as a piece of direct communication for a brand.	
B01. Mailing One dimensional and multi-dimensional mailings. This may include, but is not limited to, greeting cards, invitations, samples, pop ups and all other types of mailed collateral. Please provide a demo film of the physical samples for the jury to experience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Use of Ambient Media: Small Scale Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. 'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution. Please provide a demo film of the physical samples for the jury to experience.	
B03. Use of Ambient Media: Large Scale Non-traditional media, including stunts, street teams, events, outdoor / ambient media and other mediums which encourage direct interaction and seek a measurable response. 'Large Scale' refers to the physical size of the ambient item, not the scale of the distribution.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B04. Use of Broadcast Direct led work using cinema, TV or audio. Entries should demonstrate how the chosen medium led the other direct elements.	
B05. Use of Print / Outdoor Direct work using Print or Outdoor. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space. Augmented billboards should be entered into B03 Use of Ambient Media: Large Scale.	
B06. Use of Technology Other technology methods, including ad production, dynamic ads, and creative optimization techniques.	

C. Digital & Social	Materials
Work in these categories will be judged on how well the digital and social mediums and techniques were used as a piece of direct communication for a brand.	
C01. Use of Social / Digital Platforms Use of digital platforms or social networks to create and / or enhance relationships with a community / consumers.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Use of Mobile & Devices Targeted communication with a clearly identifiable call to action or response mechanism delivered through mobile / portable devices.	
C03. Real-time Response Targeted social activity which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
C04. Co-creation & User Generated Content Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative through a clear call to action.	

D. Data

Work in these categories should demonstrate how a direct campaign was enhanced or driven by the creative use of data or technology which enhanced the customer experience and led to measurable business results.

Materials

D01. Data Strategy
The application of data which significantly forms the basis of a direct strategy. Entries should provide evidence of how their data-driven strategy helped to profile customer's behaviour and segmentation, which ultimately led to successful direct marketing activities.

D02. Data-driven Targeting
The interpretation and analysis of data used to build a targeted communication for a specific audience. This may include, but is not limited, to hyper-targeting, precision targeting, audience mapping and targeting segmentation.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Digital Supporting Content
- Digital Supporting Images

E. Strategy

Work in these categories should demonstrate how a significant consumer response was generated through the use of a specific direct strategy.

Materials

E01. Acquisition & Retention
Direct marketing used to maintain, drive new and reinvigorate lapsed relationships with B2B and B2C audiences.

E02. Launch / Re-launch
Direct work created to launch or re-launch a product or service.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Digital Supporting Content
- Digital Supporting Images

F. Campaign

Materials

F01. Integrated Campaign Led by Direct
Work which uses multiple platforms and is initiated, led or driven predominantly by direct marketing.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Digital Supporting Content
- Digital Supporting Images

G. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context.	
G01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
G02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
G03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
G04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
G05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
G06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
G07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
G08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

ENTERTAINMENT

The Entertainment Spikes celebrates creativity that turns content into culture. Entries should demonstrate ideas that are unskippable; work which captivates in order to cut-through, communicate a brand message or connected with consumers in a new way.

- Criteria considered during judging will predominantly be the idea, brand integration and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment as long as the categories chosen are relevant.

A. Entertainment	Materials
A01. Fiction & Non-Fiction Film: Up to 5 minutes Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spike Award.	**Compulsory** • Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Fiction & Non-Fiction Film: 5-30 minutes Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spike Award.	
A03. Fiction & Non-Fiction Film: Over 30 minutes Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spike Award.	
A04. New Realities: Film or Series Fiction films, documentaries or series created for emerging platforms including VR and AR. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Please provide a demo film of the technology used for the jury.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A05. Audio Content Content created for radio, podcasts or other audio platforms.	**Compulsory** • MP3 Original Language **Optional** • URL • Digital Supporting Content • Digital Supporting Images

	Materials
A06. Co-Creation & User Generated Content Initiatives that use content created by an audience in order to provide message amplification.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A07. Use of Talent Collaboration between a brand and talent (i.e. influencers, celebrities, personalities, etc.) to co-create and develop entertaining and engaging content to further brand's reach, increase awareness and drive business.	
A08. Live Brand Experience Original live entertainment with brand experience at the core that enables a brand to provide message amplification and engage with a public/audience. Including original events and shows, festivals, flash mobs, etc.	
A09. Branded Games Console, online and mobile games specifically created for a brand, including emerging tech for games.	
A10. Use of Digital & Social Branded websites or social initiatives, including mobile, that enable a brand to provide message amplification and engage with a target audience.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A11. Brand or Product Integration into Existing Content The integration of a brand / product as an element of existing content, including films, TV shows and online series.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A12. Audience Engagement & Distribution Strategy Focus will be placed on content creation, scheduling, releasing and adjusting to market trends to reach audiences in effective ways.	
A13. Excellence in Partnerships Focus will be placed on how the producer and the brand / product / talent each benefitted from the partnership and how audiences were involved in compelling ways (incl. content quality and page/view performance).	
A14. Innovation in Branded Content Ground-breaking and unparalleled branded content.	

B. Sports & eSports

	Materials
Creativity that taps into fan culture and leverages the power of sports and eSports in connecting people to brands.	
B01. Sports: Film, Series & Audio Films, documentaries, series, live streams or audio content with sports at their core that aim to amplify a brand's message and increase engagement with an audience. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spike.	**Compulsory** • Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

B02. Sports: Live Experience Brand or sponsor integration into live sport or eSport events, shows, stunts and installations that enables a brand to provide message amplification and engage with an audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B03. Sports: Digital, Social & Emerging Tech Digital, mobile and social media initiatives with sports at their core. Sports entertainment designed for VR, AR or other emerging technologies or platforms.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
B04. Brand Integration & Sponsorship / Partnership Integration of a brand into existing sports entertainment, such as sports events or sports TV shows and content. **B05. Audience Targeting or Distribution Strategy** Sports campaigns elevated through their use of targeting methods, including insights through data, grassroots initiatives and distribution strategies to engage or develop a meaningful relationship with a specific audience or community. **B06. Sports for Good** The use of sports in collaboration with a brand, athlete, team, or sports organisation for a social purpose, including grassroots initiatives.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

FILM

The Film Spikes celebrates the creativity of the moving image. Entries should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Film as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section 'A. TV / Cinema Film: Sectors' and once into section 'B. Online Film: Sectors'.
- In sections A & B each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections C, D, E & F multiple executions can be entered as one entry however all Film executions must have run within the eligibility period.

A. TV/Cinema Film: Sectors	Materials
Films aired on TV or in cinemas. All films must be 180 seconds or less. The same piece of work may only be entered once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains	**Compulsory** • Film
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Challenges & Breakthroughs	

B. Online Film: Sectors	Materials
Films that aired online including pre-roll adverts. The same piece of work may only be entered once in this section.	
B01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains	**Compulsory** • Film • URL
B02. Healthcare Pharma, OTC drugs, wellness.	
B03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
B04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
B05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
B07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Challenges & Breakthroughs	

C. Other Film Content	Materials
C01. Viral Film Films created with the primary intention of being shared and/or user-distributed online. If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.	**Compulsory** • Film • URL **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Micro-film Short-form films made for social platforms including, but not limited to, Facebook, Instagram, Twitter, TikTok etc. Multiple executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 10 seconds in length	

C03. Screens & Events Films aired on screens other than TV, cinema or the internet. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.*	**Compulsory** • Film **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C04. New Realities: Film or Series Fiction films, documentaries or series created for emerging platforms including VR and AR. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.*	

D. Branded Content & Entertainment	**Materials**
D01. Branded Content & Entertainment Film Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films or music videos. The brand does not necessarily have to be revealed in the film. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.*	**Compulsory** • Film **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

E. Use of Film	**Materials**
E01. Use of Film Innovative use of the film medium to communicate a brand's message. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.*	**Compulsory** • Film **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

F. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context. If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.	
F01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Film **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity .	
F03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
F04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
F06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
F08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

FILM CRAFT

The Film Craft Spikes celebrates onscreen artistry. Entries should demonstrate exceptional filmmaking; work in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.

- Criteria considered during judging will predominantly be the execution.
- There is no overall limit to how many times the same piece of work can be entered into Film Craft.
- Each execution constitutes one entry and all executions must have run within the eligibility period.

A. Production	Materials
A01. Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content
A02. Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions, including how successfully the script delivers on the creative idea and supports the final execution. You are required to provide a written English translation of the script as part of your submission.	
A03. Casting 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. It is highly recommended to provide a two minute Demo Film showcasing the casting process in addition to the film as it aired.	
A04. Production Design / Art Direction The aesthetic of the production design / art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components.	
A05. Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
A06. Use of Original Music The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of the track itself will be considered, along with its contribution to the piece as a whole.	
A07. Use of Licensed / Adapted Music The selection of licensed or adapted music. The way a track supports the script, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	
A08. Achievement in Production The overall success of a film, assessed within the context of its individual ambitions and challenges. Entries should include a detailed description of the production process, including how the production team made best use of resources available to them to achieve the final execution. Entries should include information on the following areas; scale of production, budget constraints, technical issues, challenges faced during the production process and how elements of the filmmaking process were used to fulfil the ambitions of the brief. It is highly recommended to provide a two minute Demo Film showcasing the production process e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.	

B. Post Production	Materials
B01. Editing The technical and creative success of the edit. All aspects of the film's edit will be considered including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content
B02. Colour Correction / Grading NEW The overall achievement in colour correction and grading to create consistent and stylised colour schemes that evoke a specific emotion and transform the final look of the film. Including, but not limited to, how the grading works cohesively with the lighting, production design and direction to affect and enhance the mood, feel and interpretation of the final footage. It is highly recommended to provide a two minute Demo Film showcasing the before and after effects of correction / grading.	
B03. Sound Design The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.	
B04. Animation The use and aesthetic of animation in film. All types of animation, including cell, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. For films that include both animation and live action, it will be the animation that is judged.	
B05. Visual Effects The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage. It is highly recommended to provide a two minute Demo Film showcasing how the visual effects were created.	

GLASS: THE AWARD FOR CHANGE

Glass: The Award for Change celebrates culture-shifting creativity. Entries should demonstrate ideas intended to change the world; work which sets out to positively impact ingrained gender inequality, imbalance or injustice.

The Glass Award recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising.

- The same piece of work can only be entered once into Glass.
- Entries into Glass can be for any commercial or non-commercial client, regardless of the product or service being advertised, or the medium of communication.
- All entry fees for Glass are donated to related-charities which will be announced nearer to the festival dates.

A. Glass: The Award for Change	Materials
A01. Glass Entries can be for any product or service and designed for any medium, but will in some way represent a shift towards more positive, progressive and gender-aware communication. We recognise the power of creativity to positively impact not only businesses and brands, but also the world at large. This Award rewards creative work which rejects gender stereotypes and confronts prejudice and inequality by representing the gendering of individuals people in a progressive or socially conscious way.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

HEALTHCARE

The Healthcare Spikes celebrates creativity found in consumer healthcare as well as the more regulated pharmaceutical industry.

Consumer Healthcare entries should demonstrate an inspired approach to exceptionally engaging work which publicly educates, promotes non-prescription products, allows self-diagnosis or facilitates pro-active personal care.

Pharma entries should demonstrate ideas that inform and engage health practitioners, patients and targeted consumers; work that brings science and innovation to life, facilitating diagnosis, prescription, disease mitigation or illness management.

- Criteria considered during judging will be medium dependent.
- There is no overall limit to how many times the same piece of work may be entered into Healthcare as long as the categories and mediums chosen are relevant. However, the same piece of work may only be entered as Health & Wellness in sections A, B, C & D or as Pharma Section E.
- All entrants must provide regulatory requirements for your region in relation to your submission.

A. Health & Wellness: Consumer Products Promotion

Work aimed at consumers for products that do not require prescriptions but provide a meaningful health benefit.

A01. OTC Medicines
Non-prescription drugs, OTC medicines & tablets, digestive health.

A02. OTC Applications
Insect repellents, skin remedies (non-cosmetic), corn treatments, wart & verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.

A03. OTC Products / Devices
Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, hearing aids, pregnancy tests, fertility testing kits / products, TENS machines, thermometers, drug free pain relief, other health and wellness products.

A04. Nutraceuticals
Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.

A05. Health & Wellness Tech
Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.

B. Health & Wellness: Awareness & Advocacy

Work created for the public to promote general health awareness, encourage proactive personal care or inspire advocacy and donations for legitimate health related causes.

B01. Brand-led Education & Awareness
Brand / Client funded communications to promote health awareness and encourage proactive personal care. Entries such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

B02. Non-profit / Foundation-led Education & Awareness
Public health awareness messages and non-profit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing.

B03. Fundraising & Advocacy
Health and Wellness charity and institutions fundraising, patient advocacy (to general public), disease and condition advocacy, treatment literature, blood and organ donations, volunteers. It must be shown clearly that this is for the attention of consumers.

C. Health & Wellness: Health Services & Corporate Communications

Work created to communicate a health brand ethos through public facing corporate image campaigns; or directly promote public health services and facilities, medical insurance and financial plans.

C01. Corporate Image & Communication
Corporate image campaigns for health & wellness products, companies, producers, clinics, hospitals, retail and facilities.

C02. Health Services & Facilities
Communications directly promoting consumer facilities, including: hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians & gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms, fitness & yoga studios.

C03. Insurance
Medical insurance and financial plans.

D. Health & Wellness: Animal Health

D01. Animal Health
Pets and other animal health products and services for the attention of consumers that show a meaningful health benefit. Includes veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.

E. Pharma: Promotion, Awareness & Engagement

Work created for pharmaceutical brands to engage patients, healthcare professionals and targeted consumers through the promotion of products, awareness and understanding of disease / medical conditions and the advancement of healthcare through engagement.

E01. Direct to Patient
Work targeted direct to patient and created to launch and / or promote a regulated product or service.

Entries here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. If you wish to enter an OTC or general wellbeing product or service, please see Health & Wellness.

E02. Direct to Healthcare Professional
Work targeted direct to healthcare professionals and created to launch and / or promote a regulated product or service.

Entries here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. If you wish to enter an OTC or general wellbeing product or service, please see Health & Wellness.

E03. Disease Awareness & Understanding
Work created to raise awareness and understanding of a disease / medical condition, change perceptions or overcome social stigma. This may include, but is not limited to, providing education on the signs and symptoms of various diseases / disorders / conditions and encouraging responsible, proactive action and initiative. To include branded and unbranded communications.

E04. Healthcare Professional Engagement
Work aimed at healthcare professionals to establish and continue scientific education, drive industry advancement and adopt technologies and programs associated to the development and distribution of research and treatment options. This may include, but is not limited to, communication tools and devices to assist healthcare professionals with patient adherence, monitoring, data collection, analysis and reporting. It would be expected that entries here would convey a brand ethos as well as result in better patient outcomes.

E05. Patient Engagement
Work aimed at patients intended to support adherence, drive proper and responsible usage of treatment, improve patient experience and drive better outcomes while building a positive reputation for a client and / or brand. This may include, but is not limited to, enhancement of the patient journey, compliance programmes, screening services, psychosocial support services etc.

HEALTH MEDIUM

Brand Experience & Activation	Materials
A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.	
Brand Experience & Activation Creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Branded Content & Entertainment	Materials
Criteria considered during judging will predominantly be the idea, brand integration and the execution.	
Branded Content & Entertainment: Digital & Social Digital content that communicates a health brand or product through the creation of engaging digital or social entertainment. To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
Branded Content & Entertainment: Film, TV and Online Film Content Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. Work created to amplify a brand's message and increase engagement through entertainment. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film medium.	**Compulsory** • Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
Branded Content & Entertainment: Live Experience Original live entertainment content where the health brand is creatively positioned. Entries can include original events and shows, installations, festivals.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Digital

Digital	Materials
Criteria considered during judging will predominantly be the idea, execution and results.	
Digital Work which is online, social and enhanced by the digital environment. Entries should show work originating from digital platforms and innovatively utilising associated technologies to deliver a brand message.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images

Digital Craft

Digital Craft	Materials
Criteria considered during judging will predominantly be the execution and experience.	
Digital Craft: Interface & Navigation (UI) The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction. **Digital Craft: User Experience (UX)** Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film **Optional** • Digital Supporting Content • Digital Supporting Images

Direct

Direct	Materials
A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	
Direct Targeted and response-driven creativity. Entries should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Film

Film	Materials
Criteria considered during judging will predominantly be the idea and the execution. Each film execution constitutes one entry	
Film: Cinema, TV and Digital Film Content Creativity of the moving image. Entries should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.	**Compulsory** • Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Film Craft	Materials
Criteria considered during judging will predominantly be the idea and the execution. Each film execution constitutes one entry	
Film Craft: Production Design / Art Direction The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
Film Craft: Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health related information.	
Film Craft: Use of Music / Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising.	
Film Craft: Animation / Visual Effects All forms and styles of animation and visual effects created for film.	
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	

Industry Craft	Materials
All Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor craft. Criteria considered during judging will predominantly be the execution. For Standard Print and Outdoor entries each execution constitutes one entry. For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Art Direction The overall design, direction and visual execution.	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
Industry Craft: Copywriting How the copywriting brings the creative idea to life.	
Industry Craft: Illustration The creative impact of the illustration.	
Industry Craft: Photography Engagement through use of photography and creative expression.	
Industry Craft: Typography Design aesthetics and storytelling conveyed through the use of typography.	

Integrated

Criteria considered during judging will predominantly be the idea, strategy, execution and results.

	Materials
Integrated Campaign Work that uses multiple media platforms. Entries should demonstrate the integration of chosen elements or channels throughout the campaign, and how the different media complemented and built on each other to drive tangible business results, were instrumental to cultural change or integral in the achievement of brand purpose.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Mobile

Criteria considered during judging includes: idea, execution, platform relevance, impact and results.

	Materials
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms; work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Images • Digital Supporting Content

Outdoor

Criteria considered during judging will predominantly be the idea and the execution. For Standard Outdoor entries each execution constitutes one entry. For all Outdoor entries all executions must have run within the eligibility period.

	Materials
Outdoor: Ambient Non-standard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. Including, but not limited to, small scale solutions, special build, installations, live advertising and events.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
Outdoor : Standard Content intended for static and digital billboards, posters, bus stops, in store posters, point of sale, signage, transit solutions, banners etc.	**Compulsory** • Digital Proof **Optional** • URL • Digital Supporting Content • Digital Supporting Images

PR	Materials
A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.	
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organisation or brand.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Print & Publishing	Materials
Criteria considered during judging will predominantly be the idea and the execution. For Standard Print entries each execution constitutes one entry. For all Print & Publishing entries all executions must have run within the eligibility period.	
Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
Print & Publishing: Standard Content intended for published printed media including, but not limited to; newspaper, magazines, medical journals and inserts.	**Compulsory** • Digital Proof **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Product Innovation	Materials
A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution; 20% results.	
Product Innovation Products, devices and service innovations that have helped solve a business or patient issue for a health brand, or have been produced/developed in order to solve a brands communication need.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Radio & Audio	Materials
Criteria considered during judging will predominantly be the idea and the execution. Each execution constitutes one entry.	
Radio & Audio Work that communicates a brand message across the airwaves and digital streams, through audio excellence, sonic innovation and/or superior aural storytelling.	**Compulsory** • MP3 Original Language **Optional** • URL • Digital Supporting Content • Digital Supporting Images

Use of Technology	Materials
Criteria considered will predominately be the idea, execution and results of the technology on the brand, product or service	
Use of Technology Use of existing or new technology to execute or support a brand campaign. Including, but not limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech.	**Compulsory** • Digital Presentation Image **Highly Recommended** **(Optional)** • Case Film • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

INDUSTRY CRAFT

The Industry Craft Spikes celebrates the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.

- Criteria considered during judging will predominantly be the execution.
- Single executions of Packaging, Print & Publishing and Outdoor should only be entered into the relevant category. However if they form part of a wider campaign they will be accepted into Brand Communication and Design.
- For Standard Print and Outdoor entries each execution constitutes one entry.
- For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry.
- There is no overall limit to how many times the same piece of work can be entered into Industry Craft.

A. Typography	Materials
Entries in these categories will focus on how design aesthetics and storytelling are conveyed through the use of typography.	
A01. Brand & Communications Design NEW Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Outdoor NEW Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **A03. Print & Publishing NEW** Any print or published work.	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A04. Packaging Design NEW Any packaging. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

B. Art Direction	**Materials**
Entries in these categories will focus on the overall design, direction and visual execution.	
B01. Brand & Communications Design NEW Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Outdoor NEW Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **B03. Print & Publishing** NEW Any print or published work.	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B04. Packaging Design NEW Any packaging. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

C. Illustration	**Materials**
Entries in these categories will focus on the creative impact of the illustration.	
C01. Brand & Communications Design NEW Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

	Materials
C02. Outdoor NEW Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C03. Print & Publishing NEW Any print or published work.	
C04. Packaging Design NEW Any packaging. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

D. Photography Entries in these categories will focus on engagement through creative expression.	**Materials**
D01. Brand & Communications Design NEW Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D02. Outdoor NEW Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D03. Print & Publishing NEW Any print or published work.	

E. Copywriting	Materials
Entries in these categories will focus on how the copywriting brings the creative idea to life.	
E01. Brand & Communications Design NEW Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please provide a demo film of the physical samples for the jury to experience	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
E02. Outdoor NEW Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **E03. Print & Publishing NEW** Any print or published work.	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
E04. Packaging Design NEW Any packaging. Please provide a demo film of the physical samples for the jury to experience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

INNOVATION

The Innovation Spikes celebrates ground-breaking innovation, technology and problem solving. Standalone technological solutions including tools, products, models, platforms and other forms of ad tech will also be recognised, as well as creative campaigns utlising new tech.

- Technology entered must be at least at a prototype/pre-production stage. Pre-development ideas/concepts are not eligible. Entrants must be in a position to fully demonstrate the technology.
- The same piece of work can only be entered once into Innovation.
- Shortlisted entrants will be required to attend a virtual Q&A with the jury,

A. Innovation	Materials
A01. Innovative Technology Standalone, technological solutions not in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this section is non-brand-aligned, breakthrough technology or solutions that advance, enrich or improve. The Innovative Technology category will also recognise, but is not limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions.	**Compulsory** • 10 Minute Presentation • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Applied Innovation Innovative solutions in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this category is brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to brand problems. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business issue for a brand or have been produced / developed in order to propel a brand forward.	
A03. Scaled Innovation Entries into this category will focus on how the technology / innovation has overcome challenges and improved within the eligibility dates. They may also focus on the scaling out of an innovation enhanced by new tech or forward thinking ideas, showing how the innovation has moved beyond its original objectives and goals to reach new heights. You may have entered Innovation Spikes in previous years but must show a marked development in your innovation since your previous submission.	
A04. Early-stage Technology Entries into this category are still in the testing, prototype and beta stages of their creation. They may still be attracting funding or only operating at a fraction of their projected scale. Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.	
A05. Brand Strategy & Experience Innovative strategic solutions to brand challenges that have a tangible impact on customer experience. Entries should demonstrate how brand positioning was achieved through the launch of a new product/service, customer experience or relationship model as part of a branded communications campaign.	

INTEGRATED

The Integrated Spikes celebrates work that uses multiple media platforms. Entries should demonstrate the integration of chosen elements or channels throughout the campaign, and how the different media complemented and built on each other to drive tangible business results, were instrumental to cultural change or integral in the achievement of brand purpose.

A. Integrated	Materials
A01. Integrated The definition of Integrated for the purpose of Spikes is a fully integrated campaign executed across multiple platforms.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

MEDIA

The Media Spikes celebrates the context of creativity. Entries should demonstrate an inspiring and innovative implementation of ideas; work which is enhanced and amplified by a game-changing channel strategy.

- A number of criteria will be considered during judging and weighted as follows: 30% insight and idea, 20% strategy and targeting; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times in Media. However, the same piece of work may only be entered once in 'A. Media: Sectors'.

A. Media: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose & Social Responsibility category in section G: Culture & Context.	

B. Channels	Materials
Work in these categories will be judged on creativity and innovation within a channel.	
B01. Use of TV & Other Screens Including TV, video-on-demand platforms (VOD) and other online service providers. Screens other than TV might include, but are not limited to, screens that require interaction with the consumer e.g. touch screens and responsive displays.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film • Demo Film (B04 Only) **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Use of Audio Platforms Including, but not limited to, radio, podcasts and other audio technology.	
B03. Use of Print / Outdoor Including, but not limited to, newspapers, magazines, inserts and trade journals. Outdoor channels include traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.	
B04. Use of Ambient Media: Small Scale Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. 'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution. Please provide a demo film of the physical samples for the jury to experience.	
B05. Use of Ambient Media: Large Scale Work created for non-standard, ambient sites which leverage public spaces, objects and environments. 'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.	
B06. Use of Events / Stunts Including, but not limited to, live shows, festivals, concerts, sporting events, event sponsorship, guerrilla marketing, large and small scale stunts, one off experiential events, etc.	
B07. Use of Digital Platforms Online platforms or associated technologies and the harnessing of a digital environment in a media campaign. This may include, but is not limited to, websites, microsites, games, search engines, banner ads and instant messaging etc. Social media led campaigns should be entered into B09. Use of Social Platforms.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
B08. Use of Mobile & Devices Mobile technology including smartphones, tablets, Bluetooth, GPS, mobile games and applications, etc.	
B09. Use of Social Platforms Work that uses social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and / or enhance relationships with consumers. Work entered in this category should be planned and executed on Social Platforms as opposed to campaigns that went social.	
B10. Use of Technology Use of existing or new technology to execute or support a media campaign. Including, but not limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

C. Data

	Materials
Entries in these categories should demonstrate how a media execution was enhanced or driven by data.	
C01. Use of Data-Driven Insight The use of data to uncover or generate insights that contribute to the effectiveness of a media campaign. **C02. Use of Real-Time Data** The use of data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship. **C03. Data-Driven Targeting** The creative use or interpretation of data delivered effective targeting. Entries should show how data contributed either to programmatic targeting, or provided a key quantitative insight that helped define the target, brand message or channel.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

D. Branded Content & Entertainment

	Materials
Work in these categories will be judged on how successfully the placement of the content was used to engage with the consumers and deliver measurable results. Please note that the entries in these categories will not be judged on the content itself, but the role of media in creating, leveraging, and amplifying the content.	
D01. Use of Brand or Product Integration into a Programme or Platform Including, but not limited to, product placement and branding in film, TV, mini-series, web series, music video, online / digital, sponsorship, etc. **D02. Use of Branded Content created for Digital or Social** Including, but not limited to, branded social media, websites, microsites, mobile applications, games, native advertising, etc.	**Compulsory** • Digital Presentation Image • URL (D02 Only) **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

E. Campaign

	Materials
E01. Use of Integrated Media Integration of chosen media throughout a campaign. Entries should demonstrate how well the different mediums complement and build on each other to communicate the brand's message.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

F. Excellence in Media	Materials
F01. Media Insights & Strategy The use of unlocked insights and understanding of consumer behaviour / needs in order to develop a customised media strategy to meet a brands specific business objectives, marketing goals and overall brand's positioning.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
F02. Media Planning The sourcing and selection of media platforms to deliver a brand's message. Entries should detail reach, penetration and frequency of the message to generate the desired response.	
F03. Media Execution Entries should demonstrate how media thinking and skilful negotiations with media owners contributed to the execution of a campaign across selected channels and achieved business goals. Consideration will be given to the buying of media as part of brand storytelling and to the creative delivery.	

G. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
G01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
G02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
G03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
G04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
G05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
G06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
G07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
G08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

MOBILE

The Mobile Spikes celebrates device-driven creativity. Entries should demonstrate performance in portable platforms; work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.

- Criteria considered during judging includes: idea, execution, platform relevance, impact and results.
- There is no overall limit to how many times the same piece of work can be entered into Mobile as long as the categories chosen are relevant.

A. Technology	Materials
The creative application of mobile technology to enrich a brand, product or service.	
A01. Activation by Location Use of GPS, geolocation and / or proximity technologies to activate a mobile experience.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
A02. AR Work that uses augmented realities to enhance the user experience through real-time integration and layering of digital information on top of real-world environments. Please provide a demo film of the physical samples for the jury to experience. **A03. New Realities & Voice Activation** The creative application of virtual reality, mixed reality or voice activation. Please provide a demo film of the physical samples for the jury to experience.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • Digital Supporting Content • Digital Supporting Images
A04. Connected Devices / Wearables Work that uses one or more connected or networked mobile device to engage the consumer or enhance the experience. Including, but not limited to, wearables, drivables, sports devices, smart watches, flyables, household objects, screens, smart TV's, digital billboards and all other 'Internet of Things'. **A05. Data / Insight** The creative use of personal data to arrive at creative mobile solutions in order to target, engage or develop a meaningful relationship with a specific audience or community. **A06. Innovative use of Technology** The creative application of mobile technologies, including innovative use of in-built features. These might include, but are not limited to, touchscreen, accelerometer, camera, speaker, microphone and other haptic technologies. **A07. Advanced Learning Technologies** Creative applications of mobile based intelligent technology, this can include, but is not limited to, AI, bots, facial recognition, cloud technologies etc. **A08. mCommerce NEW** The creative application of mobile commerce solutions which led to the optimisation of the customer journey, increased engagement and commercial success. This can include but not limited to apps, wallets, reward programs and hyper convenience.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images

B. Use of Mobile	Materials
B01. Mobile Websites All mobile websites including single execution websites and websites created as part of a wider campaign.	**Compulsory** • Digital Presentation Image • URL
B02. Mobile Apps Any application (native, hybrid, web-based or pre-installed) for a mobile device or Smart TV that can be accessed via the web or downloaded from app stores and other mobile software distribution platforms.	**Highly Recommended (Optional)** • Case Film **Optional** • Demo Film (B06 only)
B03. Social Content for User Engagement NEW Social activity using video, streaming video, photo sharing, images, GIFs or other content designed to engage, entertain, build, maintain or seed through an online social community for enhanced brand affinity.	• Digital Supporting Content • Digital Supporting Images
B04. Social Commerce NEW Creative social activity that utilises the power of an online community to impact business objectives and/or to enhance relationships with a brand, community or consumers. This may include content, operations, intelligence, resourcing, sales, product development and other aspects of the value chain.	
B05. Targeted Communication NEW Social activity customised for predefined communities, groups or individuals based on social era insight material such as behaviour, interests, friendships, geo-location etc. This can include, but is not limited to, native advertising and programmatic campaigns, audience insights, the customisation of the social message, its relevance and its creative execution etc.	
B06. Games Games either specifically made for a brand or the strategic and creative integration of a brand into a game designed for and played on a mobile device. Please provide a demo film of the physical samples for the jury to experience.	

C. Campaign	Materials
Mobile first campaigns and communication (not one-off executions) to enrich a brand, product or service.	
C01. Integrated Mobile Campaigns Work which utilises mobile technology alongside other mediums. Entries in this category should demonstrate how the mobile component of the campaign interacted with the other channels. This can include, but is not limited to, TV, omni-channel experiences, press, outdoor, web, omni-channel experiences etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film
C02. Messaging Campaign Work which utilises messaging platforms including, but not limited to, instant messaging, push notifications, video messaging, photo sharing, SMS etc.	**Optional** • Digital Supporting Content • Digital Supporting Images

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Music

The Music Spikes celebrate creative musical collaborations and original music content. Entries should demonstrate original production, promotion or distribution of music for brands; work where a recording artist or platform is creatively leveraged to communicate with consumers.

- There is no overall limit to how many times the same piece of work can be entered into Music Spikes as long as the categories chosen are relevant.

A. Music Content	Materials
Original music content to promote a track, album or artist.	
A01. Excellence in Music Video Entries should demonstrate exceptional examples of original music videos and interactive music videos.	**Compulsory** • Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Brand or Product Integration into Music Content Relevant and symbiotic brand integration into music videos or other music content.	

B. Community	Materials
Initiatives to promote a track, album or artist, created to engage new or existing fans.	
B01. Music Live Experience The design and production of experiences with music at its core, including but not limited to, concerts, stunts, installations and activations.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
B02. Fan Engagement / Community Building Strategic initiatives designed to engage, build and/or maintain an artist's fanbase / community that may result in an enhanced brand affinity. Community activity (passive fans vs active fans), engagement levels and the appropriateness of targeted conversation / communication directed at active / non-active users will all be considered.	

C. Innovation in Music	Materials
Creative use of music platforms and technology for a brand or artist. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service.	
C01. Use of Music Streaming Platform or Video Hosting Service Creative use of music streaming platforms, video hosting service and playlist strategies to promote a brand or an artist.	**Compulsory** • Digital Presentation Image • URL (C01) **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Use of Music Technology or Innovation Creation or use of apps, devices and new technology in the promotion of a brand or an artist.	

D. Excellence in Music	Materials
Collaboration between a brand and music artists to co-create and develop entertaining and engaging content to further a brand's reach, increase awareness and drive business.	
D01. Use of Original Composition The impact and success of original music compositions created specifically for a brand's use. The artistic achievement of the track itself will be considered as well as its successful use in branded communications.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D02. Use of Licensed / Adapted Music Placement of a track that has been licensed or adapted by, but not specifically created for, a brand for use in it's communications. The sourcing and suitability of the music for the brand will be considered.	
D03. Artist as a Brand or Cause Ambassador Collaborations between a brand or charity / non-profit organisation and music artists to increase a brand's reach or awareness for a cause. Entries in this category should demonstrate how the brand's spokesperson / ambassador played an integral part in the building of the brand persona.	
D04. Production of Exclusive Artist Content in Partnership with a Brand or a Cause Collaborations between a brand or charity / non-profit organisation and a music artist to produce exclusive content to increase the brand's reach and awareness. This can also include work created for all mediums including live events, concerts, tours etc.	
D05. Brand Partnership / Endorsement Exceptional strategic partnerships between brands and music artists that mutually benefit everyone involved.	

OUTDOOR

The Outdoor Spikes celebrates creativity experienced out of home. Entries will need to demonstrate ideas that engage in-the-field; work which leverages public spaces to communicate a message or immerse consumers in a brand experience.

- · Criteria considered during judging will predominantly be the idea and the execution.
- · There is no overall limit to how many times the same piece of work can be entered into Outdoor as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Sectors: Billboards' and/or 'B. Sectors: Posters'.
- · In sections A and B each execution constitutes one entry and all executions must have run within the eligibility period.
- · In Sections C, D, E and F multiple executions can be entered as one entry however all Outdoor executions must have run within the eligibility period.

A. Billboards: Sectors	Materials
Classic 2-dimensional sheet and static digital billboards made for standard billboard spaces including roadsides, highways and transit sides.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Proof **Optional** • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F: Culture & Context.	

B. Posters: Sectors	Materials
Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports, etc.	
B01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in B04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Proof **Optional** • Digital Supporting Images
B02. Healthcare Pharma, OTC drugs, wellness.	
B03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
B04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
B05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
B07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F: Culture & Context.	

C. Digital Screens	Materials
All standard digital out of home (DOOH) advertising involving the use of non-static digital display screens to convey a message. For static digital billboards/posters please enter A. Billboards: Sectors or B. Posters: Sectors.	
C01. Animated Digital Screens DOOH that uses linear motion picture / content or animation in the outdoor environment including, but not limited to, digital billboards, posters, transit displays and LED displays.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Interactive / Dynamic Digital Screens DOOH that requires either interaction and active consumer engagement through the use of digital touchscreens, motion technology, social media and mobile integration or dynamic DOOH that uses personalised or real-time data that informs updateable content such as data-driven visualisation, responsive displays, conditional content.	

D. Innovation in Outdoor	**Materials**
The creative and/or innovative use of the out of home medium to communicate the brand's message.	
D01. Standard Sites Work created for standard out of home sites which pushes boundaries or broadens the scope of traditional out of home mediums including, but not limited to, billboards, posters, transit advertising, commuter rail, wallscapes, displays, street advertising. If you are submitting more than one execution please upload all executions in a single digital presentation image.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D02. Ambient Outdoor Work created for non-standard, ambient out of home sites which leverage public spaces, objects and environments and are forward thinking in their innovation.	
D03. Technology Innovative use of technology to create out of home experiences, including but not limited to, the use of mobile with a strong out of home touch-point, holographic images, drones, AR, computer-generated imagery, algorithms and AI.	

E. Ambient	**Materials**
Non-standard and free-format out of home work that leverages the use of public spaces, objects and environments in an unconventional manner. Work designed for traditional advertising sites E.g. billboards/posters are not accepted in this category.	
E01. Displays Content on display including objects and promotional artwork designed to make a significant brand impact within the out of home environment. Work may be viewable in public spaces including exhibitions, installations and in-store displays.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
E02. Promotional Items & Printed Media Promotional items and brand merchandise distributed in the out of home environment. Including, but not limited to, giveaways at events, retail stores, exhibitions etc. Please provide a demo film of the physical samples for the jury to experience	
E03. Special Build Physical constructions and adaptations of out of home sites including building exteriors, street furniture, the environment and large scale signage. Including but not limited to, supersize sites, pop-up shops, 3D / non-standard shaped sites, ticket barriers and floor media.	
E04. Live Advertising & Events Out of home activations that involve something live on the part of the advertiser and are witnessed by an audience in real-time. Entries may include, but is not limited to live performances, demonstrations, branded concerts and promotional events.	
E05. Interactive & Immersive Experiences Out of home activations that involve consumers. Including, but not limited to, experiential marketing, consumer and audience participation, physical interaction and interactive games, immersive storytelling, use of mobile, VR/AR, installations and multidimensional experiences.	
E06. Transit Non-standard or free-format advertising using vehicles or transit sites / locations. Entries may include the use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit and commuter advertising sites such as car parks, airports, stations (bus & train), ferry ports, roads and driving tracks.	

F. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context. If you are submitting more than one execution, please upload all executions in a single digital presentation image.	
F01. Local Brand NEW Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
F02. Challenger Brand NEW Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
F03. Single-market Campaign NEW Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
F04. Social Behaviour NEW Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality. If you are submitting more than one execution, please upload all executions in a single digital presentation image.	
F06. Breakthrough on a Budget NEW Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility NEW Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
F08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

F. Culture & Context	

PR

The PR Spikes celebrates the craft of strategic and creative communication. Entries should demonstrate how original thinking, transformative insight and a strategy rooted in earned has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organisation or brand.

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times in PR. However, the same piece of work may only be entered once in 'A. PR: Sectors'.

A. PR: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F: Culture & Context.	

B. Social Engagement & Influencer Marketing	Materials
Entries should focus on how social / digital platforms were leveraged to support or execute the PR campaign.	
B01. Social Engagement NEW Celebrating Public Relations and social media storytelling that builds brand awareness and advocacy. Entries should demonstrate how social media was harnessed to increase brand awareness and relevance.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Digital Supporting Content • Digital Supporting Images
B02. Community Management Recognising the development, maintenance and nurturing of brand relationships. Entries should demonstrate how engaging with a brands online community / targeted audience built its reputation and established trust & authority within the online community.	
B03. Real-time Response Real-time social activity designed to respond and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.	
B04. Content Creation & Production NEW Content created and produced to entertain, inspire or educate. Entries should demonstrate how the content created was audience relevant and engaging as well as in line with brand messaging.	
B05. Content Discovery & Amplification NEW Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. Entries should demonstrate how a combination of earned, paid, shared and owned media contributed to increased brand engagement and awareness.	
B06. Innovative Use of Influencers The creative and innovative use of influencers to drive brand message and awareness to a specific audience.	

C. Insights & Measurement	Materials
Effectiveness in using data to drive creative inspiration and communications strategies. Entries should focus on the deliberate and thoughtful introduction of insights and measurements to develop campaigns that have had a real impact on the performance of an organisation. Entries should demonstrate the success of activities that tackles the wide range of reputational and stakeholder challenges that non-advertising communications have to address.	
C01. Research, Data & Analytics Research, data-led or actionable insight that provides a meaningful contribution or input to a public relations program. Entries should provide evidence of research or insight, quality of thinking and the development of a strategy.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. PR Effectiveness Recognises creative work that has a proven impact on business and reputation. Entries should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.	

D. PR Techniques

Entries should focus on the creative implementation of the chosen PR technique in order to increase reach and achieve desired campaign outcomes.

Materials

D01. Media Relations
PR that puts journalism at the forefront of the campaign, with evidence of a high-degree of innovation intended to engage, educate or influence editorial. Entries should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Film

Optional
• URL
• Digital Supporting Content
• Digital Supporting Images

D02. Use of Events & Stunts
Work which uses stunts, events, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, live streamed events, festivals etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.

D03. Launch / Re-launch
Work created to launch or re-launch a product or service.

D04. Brand Voice & Strategic Storytelling
Customised strategies designed to communicate a particular point of view / story of a brand / organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.

D05. Use of Technology
Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign, including artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.

E. Excellence: PR Craft

Entries should focus on the demonstration of exceptional and creative best practice within the chosen PR specialism.

Materials

E01. Corporate Image, Communication & Reputation Management
Work which builds the image / raise the profile and shape the perceptions of a corporate brand, organisation or corporation.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Film

Optional
• URL
• Digital Supporting Content
• Digital Supporting Images

E02. Public Affairs & Lobbying
Work planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies, as well as political or ballot initiatives.

E03. Crisis Communications & Issue Management
The planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation. Entries should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved.

Content of entries in this category can be kept entirely confidential and used for judging purposes only.

E04. Internal Communications & Employee Engagement NEW
Engaging internal communications and activities, including change management, intended to connect employees with a company identity or message. Entries should demonstrate how activities translated into measurable results, employee satisfaction, and business growth.

E05. Sponsorship & Brand Partnership
Work which utilised sponsorship and/or partnership programs in order to meet specific awareness / business goals as well as to enhance the image of a brand, organisation or corporation.

F. Campaign	Materials

F01. Integrated Campaign led by PR
Programmes that use multiple media platforms in one campaign which is initiated, led or driven predominantly by PR. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Digital Supporting Content
- Digital Supporting Images

G. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context.	

G01. Local Brand
Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Digital Supporting Content
- Digital Supporting Images

G02. Challenger Brand
Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.

G03. Single-market Campaign
Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.

G04. Social Behaviour
Work inspired by a specific audience / community, hinging on identifiable social behaviour.

G05. Cultural Insight NEW
Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.

G06. Breakthrough on a Budget
Strategic and creative use of modest budgets and/or resources to create maximum impact.

G07. Corporate Purpose & Social Responsibility
Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.

G08. Market Disruption NEW
Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.

PRINT & PUBLISHING

The Print & Publishing Spikes celebrates creativity in circulation. Entries should demonstrate ideas that leap off the page; work that exhibits ingenuity and outstanding craftsmanship in published media.

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Print & Publishing as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Print: Sectors'.
- In section A each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections B and C multiple executions can be entered as one entry however all Print & Publishing executions must have run within the eligibility period.

A. Print & Publishing: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • Digital Proof **Optional** • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or C07. Corporate Purpose & Social Responsibility category in section C: Culture & Context.	

B. Innovation in Print & Publishing	Materials
B01. Innovative & Adapted use of Print & Publishing Innovative & adapted print ads. This may include, but is not limited to, print ads with digital and interactive elements including downloadable applications, QR codes, augmented reality and NFC. Print ads which has been modified or adapted to have physically active elements. Please provide a demo film of the physical samples for the jury to experience If you are submitting more than one execution please upload all executions in a single digital presentation image.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images

C. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context. If you are submitting more than one execution, please upload all executions in a single digital presentation image.	
C01. Local Brand NEW Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
C02. Challenger Brand NEW Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
C03. Single-market Campaign NEW Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
C04. Social Behaviour NEW Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
C05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
C06. Breakthrough on a Budget NEW Strategic and creative use of modest budgets and/or resources to create maximum impact.	
C07. Corporate Purpose & Social Responsibility NEW Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
C08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

RADIO & AUDIO

The Radio & Audio Spikes celebrates creativity that is wired for sound. Entries should demonstrate work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Radio & Audio as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Radio & Audio: Sectors'.
- In sections A and C each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections B and D multiple executions can be entered as one entry however all Radio & Audio executions must have run within the eligibility period.

A. Radio & Audio: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG. All fast food entries should go in A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains.	**Compulsory** • MP3 Original Language **Optional** • URL • Digital Supporting Content • Digital Supporting Images
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Durable Consumer Goods Including Automotive All clothing and accessories, furniture, consumer electronics and cars and automotive products & services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A06. Consumer Services / Business to Business Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A07. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose & Social Responsibility category in section D: Culture & Context.	

B. Innovation in Radio & Audio	Materials
Innovative use of the radio/audio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the radio/audio content.	
B01. Use of Radio & Audio as a Medium The innovative or creative use of radio or audio as a medium. Entries in this category should demonstrate how the medium was used in a creative and innovative way to communicate the brand's message.	**Compulsory** • MP3 Original Language **Highly Recommended (Optional)** • Demo Film
B02. Use of Audio Technology / Voice Activation Forward thinking ideas which directly enhance the experience of the listener. Including, but not limited to, use of apps or mobile, voice technology, web technology, software development and all other technology that demonstrates a development in the production process and distribution of audio.	**Optional** • URL • Digital Supporting Content • Digital Supporting Images
B03. Branded Content / Podcasts Paid-for, sponsored or brand funded content / programming on all audio platforms including radio stations, streaming platforms, podcasts or programme sponsorship. The content should exemplify the brand message / ethos, as well as enhance the experience of the listener. Please supply a sample audio file of up to 30 minutes.	

C. Excellence in Radio & Audio	Materials
C01. Use of Music Including, but not limited to, original composition, licensed recordings or adapted / altered versions of an existing recording.	**Compulsory** • MP3 Original Language **Highly Recommended (Optional)** • Demo Film
C02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'atmos' etc.	**Optional** • URL • Digital Supporting Content • Digital Supporting Images
C03. Script Scripts that bring to life a brand idea or message into an audio context. Scripts should be specific to the audio medium. Scripts for film work will not be accepted here unless it ran as a standalone audio content.	
C04. Casting & Performance The overall delivery of the script through performance. Including, but not limited to, tone and pacing, use of accents or impersonation etc.	

D. Culture & Context	Materials
Work that is brought to life through cultural insights and regional context. If you are submitting more than one execution please upload all executions in a single mp3 with a gap to denote each new execution.	
D01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • MP3 Original Language **Highly Recommended (Optional)** • Case Film **Optional** • URL • Digital Supporting Content • Digital Supporting Images
D02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.	
D03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
D04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
D05. Cultural Insight NEW Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
D06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
D07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
D08. Market Disruption NEW Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

SUPPORTING MATERIAL GUIDELINES

Supporting materials are the most important elements of your entry. This is what the judges will examine, watch and read during their decision-making. Each Spikes Award has different material requirements. In some cases, they are mandatory and in some, they are recommended or optional.

It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your entry. Please make sure you are absolutely ready to submit before you pay. If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form before 1st February 2021.

This does not apply to entry media e.g. case films and JPGs, which cannot be updated under any circumstances. In order to avoid your work being withdrawn from the festival, please adhere to the following guidelines:

- All case films and presentation images must be in English.
- Work which was not originally published in English (TVCs, print ads, billboards etc.) can be translated or subtitled exactly as it was published or aired, so that they can be understood by the English-speaking jury.
- If translating original video work, please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.
- Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.

IMAGE FILE FORMAT GUIDELINES

PRESENTATION IMAGE
The digital presentation image is a visual presentation of your work, including images and text (100 words max covering the brief, execution and results).
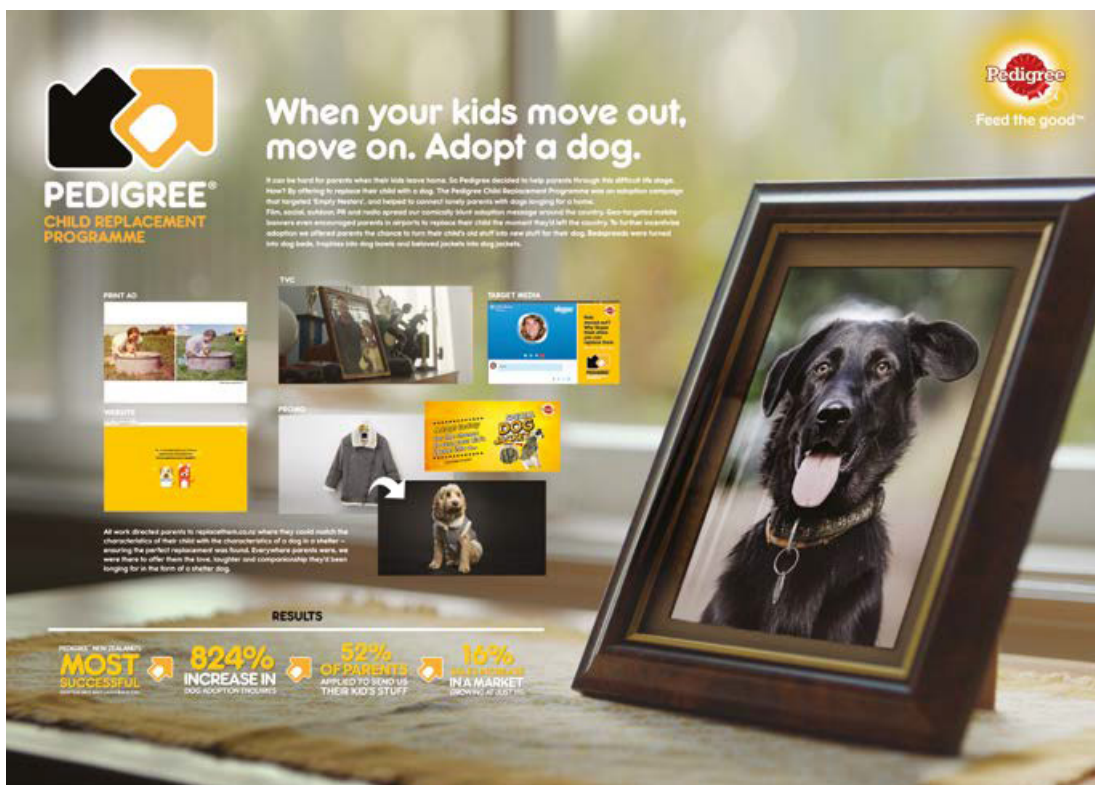
DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results.
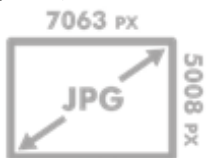Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 – 15MB
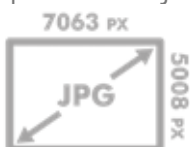
PROOF EXAMPLE

The digital version of the original advertisement or execution, exactly as it ran.

DIGITAL PROOF

The digital version of the original advertisement or execution, exactly as it ran. **Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 – 15MB**

SUPPORTING IMAGES

Digital images that may help support your entry in the jury room. Maximum 5. Only to be included if necessary and relevant.
Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 – 15MB

VIDEO FILE FORMAT GUIDELINES

Please supply a high quality video as .MOV or .MP4. The maximum file size is 350MB

	Aspect Ratio	Resolution	Format / Codec	Audio
Preferred	Full HD 1080p	1920 x 1080	.MOV / H.264	AAC, Stereo, 48kHz
	HD 720p	1280 x 720		
Accepted	4:3 or 16:9	1024x576	.MP4 / H.264	AAC, Stereo, 48kHz
		720x576		
		854x480		
		640x480		

CASE FILM (120 SECONDS MAXIMUM)

A short film explaining your work. Content includes the brief, execution and results. This will be used in judging and displayed publicly. **Specifications: .MOV / MP4, 350MB.**
Example Case Film

FILM

The original film advertisement or content, exactly as it aired. No extra slates or information. Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.
Specifications: .MOV / MP4, 350MB.
Example Film Entry

DEMO FILM (120 SECONDS MAXIMUM)

Depending on the Spikes Award being entered, this is either a 'making of', a recording of the activation in action or a walk through showing the specific elements of your work. Demo Films should be in English. **Specifications: .MOV / MP4, 350MB.**

Example 'Walk through' Demo Film

Example 'Making of' Demo Film

URLS

In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 31st May 2021.
URLs must start with 'http:// ' or 'https:// ' and preferably accessible without a login or password.

CONTENT URL

Direct link to your digital execution e.g. website, microsite, app download page or social media page.
Example of a website entry
Example of a microsite entry
Example of an app download page
Example social media post

VIDEO URL

Direct link to where the online video aired.
Example Video URL

PRESENTATION WEBPAGE URL

If your direct link is not in English, you may provide a URL which leads to a page which explains your work in English.
Example Presentation Webpage URL

OTHER FILE FORMATS

RADIO FILE
MP3 audio file of original radio advertisement, as it aired.
Specifications: 258 kbps preferred, 128 kbps = minimum accepted.

RADIO SCRIPT
English script of original radio advertisement. Scripts will be read by the jury and should exactly replicate the original version as it aired.

SUPPORTING CONTENT
Any supporting documents, videos, or radio files which are relevant to your entry.
File types accepted: jpg, mp3, mp4, mov, doc, docx, pdf, xls, xlsx, ppt, pptx

CREATIVE EFFECTIVENESS APPENDIX
A collection of supplementary material to support the written submission. Could include graphs, diagrams, press clippings, screen grabs, original source data submitted as a single PDF file.

INFORMATION DECK
An information deck (PDF) containing all aspects of the work. This could include original objectives; the strategy and planning; how the work was designed and implemented; data sources and technology used; and a breakdown of the results and impact for business, brand and customer

10 MINUTE PRESENTATION VIDEO
A piece to camera (PTC) presentation that showcases your work – brief, idea, execution & results – and ideas directly to the jury. This may include additional video and graphics within the edit but must be presented in person. The presentation video is intended to help bring your work to life and should provide the jury with key information about your entry in clear, concise English. The maximum length is 10 minutes and we recommend referring to the Innovation eurobest judging criteria as a guide to what the jury will be looking for.