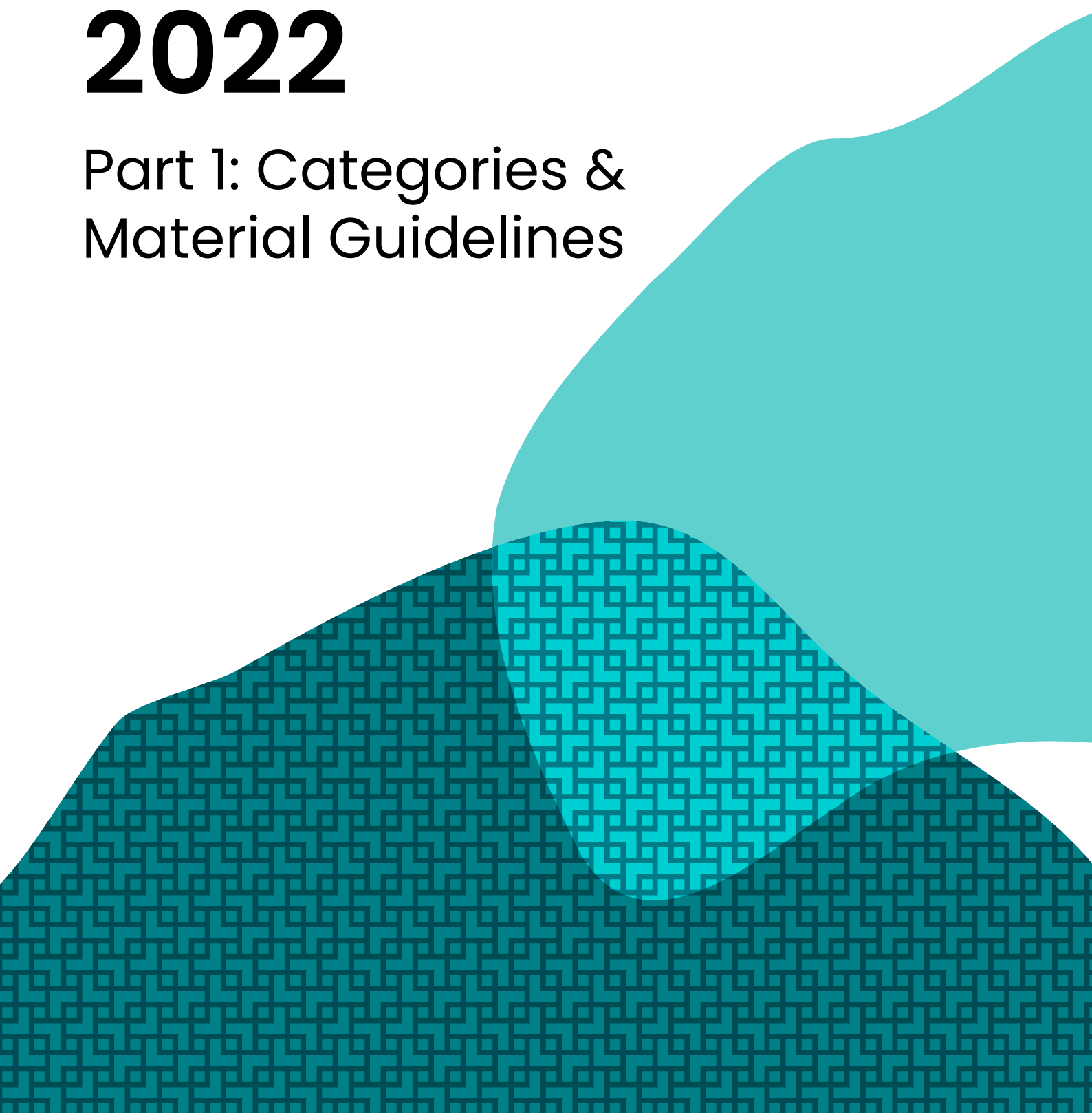


# ENTRY KIT 2022

Part 1: Categories &  
Material Guidelines



# 2022 AWARDS

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# 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'.

<b>A. Brand Experience &amp; Activation: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose &amp; Social Responsibility category in section G. Culture &amp; Context</i>	

<b>B. Channels</b> The strategic use of channels across a brand experience or activation.	<b>Materials</b>
<b>B01 Use of Ambient Media: Small Scale</b> Including items in bars & restaurants and all other hand-held (or equivalent in size) items.  <i>'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>B02 Use of Ambient Media: Large Scale</b> Non-traditional outdoor / billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallsapes, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature.  <i>'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.</i>	
<b>B03 Use of Broadcast</b> Brand experience or activations using Cinema, TV, Online or Audio.	
<b>B04 Use of Print or Outdoor</b> 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.	

<b>C. Use of Brand Experience &amp; Activation</b> These categories focus on strategic planning and execution of brand experiences.	<b>Materials</b>
<b>C01 Guerrilla Marketing &amp; Stunts</b> Brand experience or activations using guerrilla marketing, short term / one-off live pop up events and executions, street teams, publicity stunts and street stunts to drive customers' engagement.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C02 Live Shows / Concerts / Festivals</b> Brand experience or activations using large-scale events to engage with customers such as sport, festivals, concerts, corporate entertainment, built stages, etc.	
<b>C03 Exhibitions / Installations</b> 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.	
<b>C04 Competitions &amp; Promotional Games</b> Competitions or promotional incentives used to drive customer engagement.	
<b>C05 Customer Retail / In-Store Experience</b> 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.	
<b>C06 360 integrated Brand Experience</b> Online and offline multi-channel experiences which engage and amplify a brand's message, product or service.	
<b>C07 Customer Acquisition &amp; Retention</b> 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.	

<b>D. Touchpoints &amp; Technology</b> The use of technology and multiple touchpoints across a brand experience or activation.	<b>Materials</b>
<b>D01 Tech-led Brand Experience</b> Work that uses new or existing technology to enhance a brand experience or activation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D02 Use of Mobile &amp; Devices</b> Work that uses a mobile app, portable device or mobile technology to create or enhance interaction with consumers at a brand experience or activation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D03 Use of Social &amp; Digital Platforms</b> Work that uses social and digital platforms to enhance a brand experience or activation.	
<b>D04 Digital Installations</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D05 New Realities &amp; Voice Activation</b> The creative application of augmented reality, virtual reality, mixed reality or voice activation in a brand experience.  <i>Please provide a demo film of the technology for the jury</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Demo Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D06 Branded Games NEW</b> Console, online and mobile games specifically created for a brand, including emerging tech for games.  <i>Please provide a demo film of the technology for the jury.</i>	
<b>D07 Branded Tech NEW</b> Digital products, activations, utilities and tools that create brand value and enhance lifestyle or behaviour. Including, but not limited to robotics, biotech, installations, exhibitions, interactive screens, etc.	

<b>E. Strategy</b> Strategic planning and execution of a brand experience or activation.	<b>Materials</b>
<b>E01 Launch / Re-launch</b> Brand experiences or activations created to launch or re-launch a brand, product or service.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>E02 Sponsorship &amp; Brand Partnership</b> Partnerships / sponsorships that create immediate and long term brand experiences or activations. Entries will be judged on how effective the partnership / sponsorship was.	

<b>F. Campaign</b>	<b>Materials</b>
<b>F01 Integrated Campaign led by Brand Experience &amp; Activation</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<b>G. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>G01 Local Brand</b> Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation</li> <li>Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>G02 Challenger Brand</b> 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.	
<b>G03 Single-market Campaign</b> 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.	
<b>G04 Social Behaviour</b> Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
<b>G05 Cultural Insight</b> Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
<b>G06 Breakthrough on a Budget</b> Strategic and creative use of modest budgets and/or resources to create maximum impact.	
<b>G07 Corporate Purpose &amp; Social Responsibility</b> 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.	
<b>G08 Market Disruption</b> 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 Data

The Creative Data Spikes celebrate the interplay of ideas and information.

Entries should demonstrate how the work was enhanced by the creative and strategic use, interpretation, analysis or application of data and insights. The data-driven strategy must sit at the core of the idea and the results / impact must be clear and robust.

- A number of criteria will be considered during judging and weighted as follows: 30% strategy; 20% application; 20% innovation; 30% impact and results.
- There is no overall limit to how many times the same piece of work can be entered into Creative Data.

<b>A. Analytics &amp; Insights</b> The strategic use of insights and analytical technologies	<b>Materials</b>
<b>A01 Social Data &amp; Insight NEW</b> The creative interpretation of data specifically generated from social media platforms in order to target, engage or develop a relationship with a specific audience or community. Insights gained through the strategic use of social data and associated targeting methods will be considered.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Creative Data Collection &amp; Research NEW</b> Data-driven research (including market research), data sourcing and/or data aggregation, carried out in order to deliver a stronger campaign or brand strategy. Entries should thoroughly outline how the selected processes, research methodologies, technologies, channels and/or resources influenced the overall outcome.	
<b>A03 Innovative use of Analytics NEW</b> The strategic use of progressive or original analytical technologies in order to better understand the consumer or produce compelling insight.	

<b>B. Strategy &amp; Techniques</b> The strategic use of data to build a powerful brand narrative.	<b>Materials</b>
<b>B01 Data-driven Targeting &amp; Personalisation NEW</b> The creative use or interpretation of data to deliver an effective audience segmentation strategy. Entries should demonstrate how data contributed either to programmatic targeting or provided a key quantitative insight that helped define the target and specific consumer groups, brand message or channel, allowed for better personalisation or increased a brand's position in the market.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B02 Use of Real-time Data NEW</b> Data created or used in real-time, which provides dynamic content or enables an on-going consumer relationship. Entries should clearly demonstrate the responsive relationship between real-time data and the strategic output, showing how the data improved the consumer experience by making the work more relevant, timely or personalised.	
<b>B03 Data Storytelling NEW</b> The strategic use of data to convey a powerful brand narrative. Entries should show how data driven insight increased consumer engagement or how messages derived from data were presented to provide successful brand / consumer stories.	
<b>B04 Data-enhanced Creativity NEW</b> Creative work elevated through the use of data or data-driven methods, including but not limited to, personalisation and interactivity. The enhancement should demonstrably improve both the customer experience and the outcome.	
<b>B05 Data Integration NEW</b> The integration of multiple data streams to provide new insights from planning through to delivery of a creative campaign or brand strategy. This may include, but is not limited to, data collection, fusion, technology enabled integration of data from various sources and connecting data streams.	



C. Use of Data Technologies & Tools	Materials
<p><b>C01 Customer / Business Intelligence NEW</b> Strategic use of technologies that aid the interpretation of raw consumer and business data into meaningful information. Entries in this category should demonstrate how the creative use of technology had a direct impact on the overall engagement strategy.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>● Digital Presentation</li> <li>Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>● Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>● URL</li> <li>● Digital Supporting Content</li> <li>● Digital Supporting Images JPG</li> </ul>
<p><b>C02 Data-driven Consumer Product NEW</b> Physical or digital products created using data and research. Work which clearly demonstrates how data has contributed to the development of the product and how the product met business objectives. Sales data and ongoing data based product improvements will be considered.</p>	
<p><b>C03 Data Visualisation NEW</b> Bespoke visualisations of complex data that communicates information clearly and efficiently to consumers in a way that led to a change in behaviour. Including online dynamic, static, interactive or real-time infographics and offline visualisations such as visual installations and activations.</p>	
<p><b>C04 Innovative Use of Data Technology NEW</b> The creative and strategic use of new or existing data driven technology, including but not limited to, models, tools, platforms, apps and algorithms. Entries must demonstrate how the application or invention of data technology enhanced the brand's strategy and creative message. Strategic collaborations with technology providers will also be considered.</p>	

# Creative eCommerce

The Creative eCommerce Spikes celebrate 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'.

<b>A. Creative eCommerce: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose &amp; Social Responsibility category in section D. Culture &amp; Context</i>	

B. Experience & Engagement	Materials
<p><b>B01 Customer Acquisition &amp; Retention</b> 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, messaging services, chatbots, promo codes, competitions etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>B02 Payment Solutions</b> Payment solutions which effectively incentivise purchasing and/or engage consumers (including social verification &amp; biometric data). Including but not limited to, software &amp; apps, mobile wallets and reward programs automation, delegated authority, hyper convenience and order buttons etc.</p>	
<p><b>B03 Personalised Campaigns</b> 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.</p>	
<p><b>B04 Retail Promotions &amp; In-store Integration</b> 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.</p>	
<p><b>B05 Social Commerce</b> Work which harnesses social platforms to engage consumers and drive business results.</p>	

C. Use of Digital	Materials
<p><b>C01 Websites / Microsites <span style="color: red;">NEW</span></b> Long-term or short term site destinations for a brand, product or service.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C02 Web Service / App <span style="color: red;">NEW</span></b> Client-server software applications and services provided to a target audience to improve their experience and engagement with a brand.</p>	
<p><b>C03 Online Ad <span style="color: red;">NEW</span></b> Including, but not limited to, display advertising, web banners, native advertising etc.</p>	

<b>D. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>D01 Local Brand</b> Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>● Digital Presentation</li> <li>Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>● Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>● URL</li> <li>● Digital Supporting Content</li> <li>● Digital Supporting Images JPG</li> </ul>
<b>D02 Challenger Brand</b> 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	
<b>D03 Single-market Campaign</b> 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.	
<b>D04 Social Behaviour</b> Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
<b>D05 Cultural Insight</b> Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
<b>D06 Breakthrough on a Budget</b> Strategic and creative use of modest budgets and/or resources to create maximum impact.	
<b>D07 Corporate Purpose &amp; Social Responsibility</b> 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.	
<b>D08 Market Disruption</b> 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 Effectiveness

The Creative Effectiveness Spikes celebrates the measurable impact of creative work.

Entries will need to demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, how it generated positive customer outcomes and drove sustainable business impact over time.

- 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 one of the previous three Spikes festivals.
- The same piece of work can be entered up to three times in Creative Effectiveness. However, the same piece of work may only be entered once in 'A. Creative Effectiveness: Sectors'.

<b>A. Creative Effectiveness: Sectors</b> Work in this section should focus on effectiveness achieved in a particular sector, and whether the work achieved or exceeded its objectives and goals.  The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods NEW</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Online Form</li> <li>• Client Approval Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare NEW</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains NEW</b> 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.	
<b>A04 Media / Entertainment NEW</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business NEW</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government NEW</b> Government, public information, other not-for-profit, military, charities, non-profit.	

<p><b>B. Market</b></p> <p>Work in this section should demonstrate how the work enabled the brand to effectively achieve their objectives in a chosen market.</p>	<p><b>Materials</b></p>
<p><b>B01 Single Market NEW</b></p> <p>Work which has been implemented in a single market with a single target market at its core. Entries should describe how the work was creatively designed for the target market and the tangible business and/or awareness results achieved.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Online Form</li> <li>• Client Approval Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>B02 Multi Market NEW</b></p> <p>Work which has been implemented across multiple markets, including global approaches. Entries should describe how the work was creatively designed for multiple markets and the tangible business and/or awareness results achieved.</p>	
<p><b>B03 Creative Effectiveness for Good NEW</b></p> <p>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.</p>	

<p><b>C. Brand Challenges &amp; Opportunities</b></p> <p>Work in these categories should focus on the brand challenge or opportunity identified. Entries should explain their strategic response, as well as specific channels and touchpoints chosen and why.</p>	<p><b>Materials</b></p>
<p><b>C01 Launch &amp; Re-Brand NEW</b></p> <p>Work created to launch or re-brand/refresh a product, service or organisation</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Online Form</li> <li>• Client Approval Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C02 Acquisition &amp; Retention NEW</b></p> <p>Work which effectively attracts new customers, drives new engagement or strengthens existing customer relationships. Entries should show an increase in new business or customer activity.</p>	
<p><b>C03 Real-time Response NEW</b></p> <p>Effective targeted work which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.</p>	
<p><b>C04 Sustained Success NEW</b></p> <p>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.</p>	
<p><b>C05 Collaboration NEW</b></p> <p>Celebrating the measurable impact of creative work that is the result of a collaboration between brands and agencies or partner agencies to achieve a business goal. Entries should demonstrate how the collaborative effort drove tangible business results.</p>	
<p><b>C06 Breakthrough on a Budget NEW</b></p> <p>Work which has been executed with limited resources. Entries should provide details on the total budget spent and provide a detailed account of the innovative and creative tactics used to deliver the work.</p>	
<p><b>C07 Challenger Brand NEW</b></p> <p>Work which uses an innovative approach and creativity to challenge conventions and the status quo. Entries should demonstrate the strategy behind their work and any specific tactics used to achieve tangible business and/or awareness results.</p>	
<p><b>C08 Market Disruption NEW</b></p> <p>Brands that have creatively embraced an 'adapt &amp; 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.</p>	

# Design

The Design Spikes celebrate 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.

<b>A. Comprehensive Branding Programmes</b> 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.	<b>Materials</b>
<b>A01 Creation of a new Brand Identity</b> Creation of a new brand or corporate identity for any product, service or organisation.  <i>Please provide at least 3 examples of the new branding in situ.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Rebrand / Refresh of an existing Brand</b> Rebrand / refresh of an existing brand identity for any product, service or organisation.  <i>Please provide examples of the previous branding for comparison.</i>	

<b>B. Communication Design</b> Please supply a demo film showcasing the design element of the work.	<b>Materials</b>
<b>B01 Books</b> Including, but not limited to, editorial and cover design for printed books.  <i>Please indicate in your submission whether you would like the cover or the whole book to be considered / judged. E-Books should be entered into C01. Digital &amp; Interactive Design.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B02 Publications &amp; Brand Collateral</b> Including but not limited to magazines, newspapers, brochures, articles, press/media kits, games, branded stationery, etc.  <i>Online publications should be entered into C01. Digital &amp; Interactive Design</i>	
<b>B03 Posters</b> Poster design for the use of promotion and brand communication.  <i>Poster campaigns of 2+ executions should be entered together as a single entry. Concepts conceived for another medium and applied to a poster format are not eligible in this category.</i>	
<b>B04 Self-promotion</b> Any type of media format designed by agencies to promote themselves.	

C. Digital & Interactive Design	Materials
<p><b>C01 Digital &amp; Interactive Design</b>                      Digital design including but not limited to websites, microsites, online publications, digital installations, apps, data visualisation etc.</p> <p><i>In order to avoid your work being withdrawn from the festival your URL must be accessible online until 31st May 2022.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

D. Brand Environment & Experience Design	Materials
<p><b>D01 Retail Environment &amp; Experience Design</b>                      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.</p> <p><i>Please supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if possible.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>D02 Point of Sales, Consumer Touchpoints &amp; In-store Collateral</b>                      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.</p> <p><i>Entries should show the work within a sales environment.</i></p>	
<p><b>D03 Events Storytelling</b>                      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.</p>	
<p><b>D04 Spatial &amp; Sculptural Exhibitions and Experiences</b>                      Exhibitions / experiences that make use of community &amp; public spaces. Including, but not limited to, how the space is curated, designed and built to enhance the experience of the attendee.</p>	
<p><b>D05 Multi Channel Experience</b>                      Work designed for multiple online or offline channels which demonstrates a holistic user experience across multiple touchpoints.</p>	



<b>E. Packaging</b> Please provide a demo film of the physical samples for the jury to experience	<b>Materials</b>
<b>E01 Consumer Goods</b> All food / drink, cleaning products, household goods and other FMCG packaging.  <i>Please provide a demo film of the physical samples for the jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>E02 Beauty / Healthcare</b> Beauty products & cosmetics, pharma, OTC drugs and wellness.  <i>Please provide a demo film of the physical samples for the jury to experience.</i>	
<b>E03 Consumer Durables</b> Consumer technology, homeware, furniture, lighting, toys, fashion, home appliances, other durables.  <i>Please provide a demo film of the physical samples for the jury to experience.</i>	

<b>F. Products</b> 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.	<b>Materials</b>
<b>F01 Consumer Products</b> Consumer technology, homeware, furniture, lighting, toys, fashion, home appliances, other durables.  <i>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.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>F02 Environmental / Social Impact</b> The use of product design to positively impact society. This may include but is not limited to, education, health, medical, global social challenges etc.  <i>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.</i>	
<b>F03 Innovative solutions</b> The use of new technologies, depth of development, techniques, methods and materials to create a truly innovative product with design solutions that enhance the quality of life through their functionality, problem solving, ease of use, ergonomics and product compliance with appropriate standards.  <i>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.</i>	

# Digital Craft

The Digital Craft Spikes celebrate 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.

<b>A. Form</b> The overall creative aesthetic value of the work entered in both sound and visuals.	<b>Materials</b>
<b>A01 UI</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Digital Illustration</b> Creative application of illustration within a digital context, including 3D modelling.	
<b>A03 Video / Moving Image</b> Creative use of online video and digital footage with technical skill involved, including 360 and interactive video.	
<b>A04 Digital Image Design</b> Creative use of still images including photography, artwork, image manipulation.	
<b>A05 Music / Sound Design</b> Creative use of music and / or sound design including sonic branding and music initiated work etc.	
<b>A06 Overall Aesthetic Design</b> The overall achievement in aesthetic composition and fluidity of graphic design.	

<b>B. Function</b> 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.	<b>Materials</b>
<b>B01 UX &amp; Journey Design</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B02 Native &amp; Built-in Feature Integration</b> 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.	
<b>B03 Experience Design: Multi-platform</b> 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.	
<b>B04 Overall Functional Design</b> The overall excellence in performance of all user functions of a digital product or service.	
<b>B05 Websites / Microsites <span style="color: red;">NEW</span></b> Long-term or short term site destinations for a brand, product or service.	

<b>C. Data</b> The presentation of data and artificial intelligence utilised to enhance brand experience.	<b>Materials</b>
<b>C01 Curation of Data</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>C02 Data Storytelling</b> 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.	
<b>C03 Data Visualisation</b> Creative visual representation and presentation of digital data and insights.	

<b>D. Technology</b> The value of the applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	<b>Materials</b>
<b>D01 New Realities &amp; Voice Activation</b> The creative application of augmented reality, virtual reality, mixed reality or voice activation  <i>Please provide a demo film of the technology for the jury.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>D03 Technological Achievement in Digital Craft</b> Digital work that balances aesthetic craft with technical understanding / advancement in digital communications / experiences.	
<b>D02 Innovative Use of Technology</b> The innovative use of an existing or new digital technology in order to enhance the user experience and /or brand communication.	

# 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'.

<b>A. Direct: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose &amp; Social Responsibility category in section G. Culture &amp; Context</i>	

<b>B. Use of Direct</b> How the medium was used as a piece of direct communication for a brand.	<b>Materials</b>
<b>B01 Mailing</b> 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.  <i>Please provide a demo film of the physical samples for the jury to experience</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>B02 Use of Ambient Media: Small Scale</b> Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items.  <i>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</i>	
<b>B03 Use of Ambient Media: Large Scale</b> Non-traditional media, including stunts, street teams, events, outdoor / ambient media and other mediums which encourage direct interaction and seek a measurable response.  <i>Large Scale' refers to the physical size of the ambient item, not the scale of the distribution.</i>	
<b>B04 Use of Broadcast</b> Direct led work using cinema, TV or audio, demonstrating how the chosen medium led the other direct elements.	
<b>B05 Use of Print / Outdoor</b> 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.  <i>Augmented billboards should be entered into B03. Use of Ambient Media: Large Scale</i>	
<b>B06 Use of Technology</b> Other technology methods, including ad production, dynamic ads, and creative optimization techniques.	

<b>C. Digital &amp; Social</b> 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.	<b>Materials</b>
<b>C01 Use of Social / Digital Platforms</b> Use of digital platforms or social networks to create and / or enhance relationships with a community / consumers.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C02 Use of Mobile &amp; Devices</b> Targeted communication with a clearly identifiable call to action or response mechanism delivered through mobile / portable devices.	
<b>C03 Real-time Response</b> Targeted social activity which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
<b>C04 Co-creation &amp; User Generated Content</b> Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative through a clear call to action.	

<b>D. Data</b> Work driven by the creative use of data or technology which enhanced the customer experience and led to measurable business results.	<b>Materials</b>
<b>D01 Data Strategy</b> The application of data which significantly forms the basis of a direct strategy. How the data-driven strategy helped to profile customer’s behaviour and segmentation, which ultimately led to successful direct marketing activities.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>D02 Data-driven Targeting</b> 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.	

<b>E. Strategy</b> Work that generated a significant consumer response through the use of a specific direct strategy.	<b>Materials</b>
<b>E01 Acquisition &amp; Retention</b> Direct marketing used to maintain, drive new and reinvigorate lapsed relationships with B2B and B2C audiences.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>E02 Launch / Re-launch</b> Direct work created to launch or re-launch a product or service.	

<b>F. Campaign</b>	<b>Materials</b>
<b>F01 Integrated Campaign Led by Direct</b> Work which uses multiple platforms and is initiated, led or driven predominantly by direct marketing.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<b>G. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>G01 Local Brand</b> Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>● Digital Presentation</li> <li>Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>● Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>● URL</li> <li>● Digital Supporting Content</li> <li>● Digital Supporting Images JPG</li> </ul>
<b>G02 Challenger Brand</b> 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	
<b>G03 Single-market Campaign</b> 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.	
<b>G04 Social Behaviour</b> Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
<b>G05 Cultural Insight</b> Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
<b>G06 Breakthrough on a Budget</b> Strategic and creative use of modest budgets and/or resources to create maximum impact.	
<b>G07 Corporate Purpose &amp; Social Responsibility</b> 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.	
<b>G08 Market Disruption</b> 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 celebrate 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. Audio-Visual Branded Content	Materials
<p><b>A01 Fiction &amp; Non-Fiction Film: Up to 5 minutes</b>                      Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms.</p> <p><i>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.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>A02 Fiction &amp; Non-Fiction Film: 5-30 minutes</b>                      Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms</p> <p><i>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.</i></p>	
<p><b>A03 Fiction &amp; Non-Fiction Film: Over 30 minutes</b>                      Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms</p> <p><i>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.</i></p>	
<p><b>A04 New Realities: Film or Series</b>                      Fiction films, documentaries or series created for emerging platforms including VR and AR.</p> <p><i>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.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Demo Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>A05 Audio Content</b>                      Content created for radio, podcasts or other audio platforms.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>



<p><b>B. Branded Games</b></p> <p>Games and gaming initiatives that communicate a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.</p>	<p><b>Materials</b></p>
<p><b>B01 Branded Games</b></p> <p>Console, online and mobile games specifically created for a brand, including emerging tech for games.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul>
<p><b>B02 Brand Integration for Games <span style="color: red;">NEW</span></b></p> <p>The strategic and creative integration of a brand into a game or gaming platform including in-game marketing, promotional content or live experience for games.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>C. Sports &amp; eSports</b></p> <p>Creativity that taps into fan culture and leverages the power of sports and eSports in connecting people to brands.</p>	<p><b>Materials</b></p>
<p><b>C01 Sports: Film, Series &amp; Audio</b></p> <p>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.</p> <p><i>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 Spikes.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C02 Sports: Live Experience</b></p> <p>Brand or sponsor integration into live sport or eSports events, shows, stunts and installations that enables a brand to provide message amplification and engage with an audience.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C03 Sports: Digital, Social &amp; Emerging Tech</b></p> <p>Digital, mobile and social media initiatives with sports at their core. Sports entertainment designed for VR, AR or other emerging technologies or platforms.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>C04 Brand Integration &amp; Sponsorship / Partnership</b> Integration of a brand into existing sports entertainment, such as sports events or sports TV shows and content.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul>
<p><b>C05 Audience Targeting or Distribution Strategy</b> 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.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<p><b>C06 Sports for Good</b> The use of sports in collaboration with a brand, athlete, team, or sports organisation for a social purpose, including grassroots initiatives.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

D. Excellence in Entertainment	Materials
<p><b>D01 Co-Creation &amp; User Generated Content</b> Initiatives that use content created by an audience in order to provide message amplification.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul>
<p><b>D02 Use of Talent</b> 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.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<p><b>D03 Live Brand Experience</b> 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.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>D04 Live Broadcast / Live Streaming <span style="color: red;">NEW</span></b> Cinema, TV or online live content, including live coverage of events and use of live streaming platforms.</p> <p><i>Please supply a sample film file of up to 30 minutes.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Demo Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>D05 Brand Integration &amp; Sponsorships / Partnerships for Branded Content <span style="color: red;">NEW</span></b> Integration of brands into existing content such as films, series and TV or radio shows as well as strategic and creative partnership / sponsorships for branded content.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul>
<p><b>D06 Audience Engagement &amp; Distribution Strategy</b> Focus will be placed on content creation, scheduling, releasing and adjusting to market trends to reach audiences in effective ways.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

<p><b>D07 Use of Digital &amp; Social</b>                  Branded websites or social initiatives, including mobile, that enable a brand to provide message amplification and engage with a target audience.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>D08 Innovation in Branded Content</b>                  Ground-breaking and unparalleled branded content.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

# Film

The Film Spikes celebrate 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.

<b>A. TV/Cinema Film: Sectors</b> 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.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film (3 mins)</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context</i>	

<b>B. Online Film: Sectors</b> Films that aired online including pre-roll adverts. The same piece of work may only be entered once in this section.	<b>Materials</b>
<b>B01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in B03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> <li>• URL</li> </ul>
<b>B02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>B03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>B04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>B05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>B06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose &amp; Social Responsibility category in section G. Culture &amp; Context</i>	

<b>C. Online Content</b> 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.	<b>Materials</b>
<b>C01 Social Film NEW</b> Online films specifically created for social platforms and widespread sharing. Results and number of views will be taken into consideration.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> <li>• URL</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>C02 Interactive Film NEW</b> Online films in which interactivity is at the core of the idea: conversational, customisable, narrative, or explorative.	
<b>C03 Web Series NEW</b> A series of online films.  <i>A minimum of 2 episodes must be entered.</i>	

<b>D. Screens &amp; Events</b> If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.	<b>Materials</b>
<b>D01 Screens &amp; Events</b> Films shown at public and private events, including but not limited to, sporting venues, festivals, expos, trade shows, award shows, seminars, internal presentations.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D02 Micro-film</b> Short-form films made for social platforms including, but not limited to, Facebook, Instagram, Twitter, TikTok etc.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film (1 min)</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D03 New Realities</b> Video and computer generated content created for immersion and / or interaction, including but not limited to, 360° live action photography or explorable digital simulations.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

<b>E. Branded Content &amp; Entertainment</b>	<b>Materials</b>
<b>E01 Branded Content &amp; Entertainment Film</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

F. Use of Film	Materials
<p><b>F01 Use of Film</b>                      Innovative use of the film medium to communicate a brand’s message. Work that enhances and reinvigorates the consumers’ experience.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

G. Culture & Context	Materials
<p>Work that is brought to life through cultural insights and regional context.</p> <p>If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode.</p>	
<p><b>G01 Local Brand</b>                      Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>G02 Challenger Brand</b>                      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</p>	
<p><b>G03 Single-market Campaign</b>                      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.</p>	
<p><b>G04 Social Behaviour</b>                      Work inspired by a specific audience / community, hinging on identifiable social behaviour.</p>	
<p><b>G05 Cultural Insight</b>                      Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.</p>	
<p><b>G06 Breakthrough on a Budget</b>                      Strategic and creative use of modest budgets and/or resources to create maximum impact.</p>	
<p><b>G07 Corporate Purpose &amp; Social Responsibility</b>                      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.</p>	
<p><b>G08 Market Disruption</b>                      Brands that have creatively embraced an ‘adapt &amp; 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.</p>	

# Film Craft

The Film Craft Spikes celebrate 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
<p><b>A01 Direction</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> </ul>
<p><b>A02 Script</b> 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.</p> <p><i>You are required to provide a written English translation of the script as part of your submission.</i></p>	
<p><b>A03 Casting</b> The vision and achievement of the casting. Including the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent.</p> <p><i>It is highly recommended to provide a two minute Demo Film showcasing the casting process in addition to the film as it aired.</i></p>	
<p><b>A04 Production Design / Art Direction</b> 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.</p>	
<p><b>A05 Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.</p>	
<p><b>A06 Use of Original Music</b> 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.</p>	
<p><b>A07 Use of Licensed / Adapted Music</b> 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.</p>	
<p><b>A08 Achievement in Production</b> The overall success of a film, assessed within the context of its individual ambitions and challenges. Scale of production, budget constraints, technical issues, challenges faced during the production process and how the production team made best use of resources available to them to achieve the final execution will be considered.</p> <p><i>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.</i></p>	



B. Post-Production	Materials
<p><b>B01 Editing</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> </ul>
<p><b>B02 Colour Correction / Grading</b> 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.</p> <p><i>It is highly recommended to provide a two minute Demo Film showcasing the before and after effects of correction / grading.</i></p>	
<p><b>B03 Sound Design</b> 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.</p>	
<p><b>B04 Animation</b> 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.</p>	
<p><b>B05 Visual Effects</b> 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.</p> <p><i>It is highly recommended to provide a two minute Demo Film showcasing how the visual effects were created.</i></p>	

# 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.

<p><b>A. Glass: The Award for Change</b></p> <p>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.</p>	<p><b>Materials</b></p>
<p><b>A01 Glass</b></p> <p>Work entered into this Spike 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

# Healthcare

The Healthcare Spikes celebrate 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.

<p><b>A. Health &amp; Wellness: Consumer Products Promotion</b></p> <p>Work created to drive choice for a specific branded product that does not require prescription but provides either a meaningful health benefit or supports personal wellbeing.</p>
<p><b>A01 OTC Oral Medicines</b></p> <p>Non-prescription drugs, OTC medicines &amp; tablets, digestive health.</p>
<p><b>A02 OTC Applications</b></p> <p>Insect repellents, skin remedies (non-cosmetic), corn treatments, wart &amp; verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.</p>
<p><b>A03 OTC Products / Devices</b></p> <p>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.</p>
<p><b>A04 Nutraceuticals</b></p> <p>Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.</p>
<p><b>A05 Health &amp; Wellness Tech</b></p> <p>Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.</p>

<p><b>B. Health &amp; Wellness: Awareness &amp; Advocacy</b></p> <p>Work that promotes general public health awareness, encourage proactive personal care or inspire advocacy and donations for legitimate health related causes.</p>
<p><b>B01 Brand-led Education &amp; Awareness</b></p> <p>Brand / Client funded communications to promote health awareness and encourage proactive personal care. Including, but not limited to, 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.</p>
<p><b>B02 Non-profit / Foundation-led Education &amp; Awareness</b></p> <p>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.</p>
<p><b>B03 Fundraising &amp; Advocacy</b></p> <p>Customer-oriented Health and Wellness charity and institutions fundraising, patient advocacy (to general public), disease and condition advocacy, treatment literature, blood and organ donations, volunteers.</p>

**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 work 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, chiropractors, 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, branded and unbranded communications providing education on the signs and symptoms of various diseases / disorders / conditions and encouraging responsible, proactive action and initiative.

**E04 Healthcare Professional Engagement**

Work created with the intent of driving healthcare advancement, supporting management of a disease or medical condition, motivating treatment, supporting adherence, or aiding patient independence. Communications aimed at healthcare professionals, influencers, researchers and key opinion leaders 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. Approaches may include, but are 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 that supports patient adherence, drives proper and responsible usage of treatment, improves patient experience and drives 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.

# Healthcare Mediums

Brand Experience & Activation	Materials
<p><b>Brand Experience &amp; Activation</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
Branded Content & Entertainment	Materials
<p><b>Branded Content &amp; Entertainment: Digital &amp; Social</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>Branded Content &amp; Entertainment: Film, TV and Online Film Content</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>Branded Content &amp; Entertainment: Live Experience</b> Original live entertainment content where the health brand is creatively positioned. Entries can include original events and shows, installations, festivals.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

<p><b>Creative Data</b></p>	<p><b>Materials</b></p>
<p><b>Creative Data</b> Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Digital</b></p>	<p><b>Materials</b></p>
<p><b>Digital</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Digital Craft</b> 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.</p>	<p><b>Materials</b></p>
<p><b>Digital Craft: Interface &amp; Navigation (UI)</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul>
<p><b>Digital Craft: User Experience (UX)</b> 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.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

Direct	Materials
<p><b>Direct</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
Film	Materials
<p>Product/brand commercials and other content aired on television or cinema, online, mobile, point of sale and other digital screens.</p> <p><b>Film: Cinema, TV and Digital Film Content</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
Film Craft	Materials
<p><b>Film Craft: Animation / Visual Effects</b> All forms and styles of animation and visual effects created for film.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>Film Craft: Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.</p>	
<p><b>Film Craft: Direction</b> 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.</p>	
<p><b>Film Craft: Production Design / Art Direction</b> 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.</p>	
<p><b>Film Craft: Script</b> 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.</p>	
<p><b>Film Craft: Use of Music / Sound Design</b> The impact and success of original/licensed music and/or the creative use of sound design within film advertising.</p>	

Industry Craft	Materials
<p><b>Industry Craft: Art Direction</b> The overall design, direction and visual execution.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Industry Craft: Copywriting</b> How the copywriting brings the creative idea to life.</p>	
<p><b>Industry Craft: Illustration</b> The creative impact of the illustration.</p>	
<p><b>Industry Craft: Photography</b> Engagement through use of photography and creative expression.</p>	
<p><b>Industry Craft: Typography</b> Design aesthetics and storytelling conveyed through the use of typography.</p>	

Integrated	Materials
<p><b>Integrated Campaign</b></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

Mobile	Materials
<p><b>Mobile</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>



Outdoor	Materials
<p><b>Outdoor: Ambient</b>                      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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Outdoor: Standard</b>                      Content intended for static and digital billboards, posters, bus stops, in store posters, point of sale, signage, transit solutions, banners etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
PR	Materials
<p><b>PR</b>                      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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
Print & Publishing	Materials
<p><b>Print &amp; Publishing: Collateral</b>                      Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>Print &amp; Publishing: Standard</b> Content intended for published printed media including, but not limited to; newspaper, magazines, medical journals and inserts.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Product Innovation</b></p> <p><b>Product Innovation</b> 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.</p>	<p><b>Materials</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Radio &amp; Audio</b></p> <p><b>Radio &amp; Audio</b> Work that communicates a brand message across the airwaves and digital streams, through audio excellence, sonic innovation and/or superior aural storytelling.</p>	<p><b>Materials</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Use of Technology</b></p> <p><b>Use of Technology</b> 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.</p>	<p><b>Materials</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

# Industry Craft

The Industry Craft Spikes celebrate 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.

<b>A. Typography</b> Design aesthetics and storytelling conveyed through the use of typography.	<b>Materials</b>
<b>A01 Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; 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</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Outdoor</b> Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A03 Print &amp; Publishing</b> Any print or published work.	
<b>A04 Packaging Design</b> Any packaging.  <i>Please provide a demo film of the physical samples for the jury to experience</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<b>B. Art Direction</b> Entries in these categories will focus on the overall design, direction and visual execution.	<b>Materials</b>
<p><b>B01 Brand &amp; Communications Design</b>                      Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.</p> <p><i>Standalone Packaging, Print &amp; 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</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>B02 Outdoor</b>                      Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>B03 Print &amp; Publishing</b>                      Any print or published work.</p>	
<p><b>B04 Packaging Design</b>                      Any packaging.</p> <p><i>Please provide a demo film of the physical samples for the jury to experience</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<b>C. Illustration</b> Entries in these categories will focus on the creative impact of the illustration.	<b>Materials</b>
<p><b>C01 Brand &amp; Communications Design</b>                      Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.</p> <p><i>Standalone Packaging, Print &amp; 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</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>C02 Outdoor</b> Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul>
<p><b>C03 Print &amp; Publishing</b> Any print or published work.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C04 Packaging Design</b> Any packaging.</p> <p><i>Please provide a demo film of the physical samples for the jury to experience</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>D. Photography</b> Entries in these categories will focus on engagement through creative expression.</p>	<p><b>Materials</b></p>
<p><b>D01 Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.</p> <p><i>Standalone Packaging, Print &amp; 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</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>D02 Outdoor</b> Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul>
<p><b>D03 Print &amp; Publishing</b> Any print or published work.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<b>E. Copywriting</b> Entries in these categories will focus on how the copywriting brings the creative idea to life.	<b>Materials</b>
<b>E01 Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; 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</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>E02 Outdoor</b> Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>E03 Print &amp; Publishing</b> Any print or published work.	
<b>E04 Packaging Design</b> Any packaging.  <i>Please provide a demo film of the physical samples for the jury to experience</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

# Innovation

The Innovation Spikes celebrate 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 utilising new tech.

- Entrants must be in a position to fully demonstrate the technology. Concepts alone will not be permitted.
- The same piece of work can only be entered once into Innovation.
- Shortlisted entrants will be required to present their work to the jury online.

A. Innovation	Materials
<p><b>A01 Innovative Technology</b>                      Standalone, technological solutions not in association with a brand or creative work. Non-brand-aligned, breakthrough technology that aims to advance, enrich or improve. Including, but not limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>A02 Applied Innovation</b>                      Innovative solutions in association with a brand or creative work. Brand-aligned, breakthrough and revolutionary ideas with forward-thinking methods that are rooted in finding solutions to brand challenges and / or propelling a brand forward.</p>	
<p><b>A03 Scalable Innovation</b>                      The scaling out of an innovation or creative work enhanced by new tech or forward-thinking ideas, going beyond its original objectives and goals to reach new heights.</p> <p><i>You may have entered Innovation Spikes in previous years but must show a marked development in your innovation since your previous submission.</i></p>	
<p><b>A04 Early-stage Technology</b>                      Work that is still in the testing, prototype and beta stages of creation. Including, but not limited to, work that is still attracting funding or only operating at a fraction of the projected scale. Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.</p>	
<p><b>A05 Brand Strategy &amp; Experience</b>                      Innovative strategic solutions to brand challenges that have a tangible impact on customer experience. Brand positioning achieved through the launch of a new product/service, customer experience or relationship model as part of the branded communications plan.</p>	

# Integrated

The Integrated Spikes celebrate 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
<p><b>A01 Integrated</b>                      Work that creatively uses multiple channels and touchpoints to successfully integrate a powerful idea into society, driving behavioural change tangible business results.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>● Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>● Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>● URL</li> <li>● Digital Supporting Content</li> <li>● Digital Supporting Images JPG</li> </ul>



# Media

The Media Spikes celebrate 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'.

<b>A. Media: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose &amp; Social Responsibility category in section G. Culture &amp; Context</i>	

<b>B. Channels</b> Creativity and innovation within a channel.	<b>Materials</b>
<b>B01 Use of TV &amp; Other Screens</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B02 Use of Audio Platforms</b> Including, but not limited to, radio, podcasts and other audio technology.	
<b>B03 Use of Print / Outdoor</b> Including, but not limited to, newspapers, magazines, inserts and trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.	
<b>B04 Use of Ambient Media: Small Scale</b> Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items.  <i>'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</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B05 Use of Ambient Media: Large Scale</b> Work created for non-standard, ambient sites which leverage public spaces, objects and environments.  <i>'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B06 Use of Events / Stunts</b> 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.	
<b>B07 Use of Digital Platforms</b> 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.  <i>Social media led campaigns should be entered into B09. Use of Social Platforms.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B08 Use of Mobile &amp; Devices</b> Mobile technology including, but not limited to, smartphones, tablets, Bluetooth, GPS, mobile games and applications, etc.	
<b>B09 Use of Social Platforms</b> Work that uses social media, blogs, wikis, video-sharing sites, hosted services, etc. to create and / or enhance relationships with a community / consumers.  <i>Work entered in this category should be planned and executed on Social Platforms as opposed to campaigns that went social.</i>	

<p><b>B10 Use of Technology</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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<p><b>C. Data</b> Media executions enhanced or driven by data.</p>	<p><b>Materials</b></p>
<p><b>C01 Use of Data-Driven Insight</b> The use of data to uncover or generate insights that contribute to the effectiveness of a media execution.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul>
<p><b>C02 Use of Real-Time Data</b> The use of data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul>
<p><b>C03 Data-Driven Targeting</b> 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.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C04 Social Data NEW</b> The creative use of data specifically generated from social media. Insights gained through the strategic use of social data and associated targeting methods will be considered.</p>	
<p><b>C05 Data Integration NEW</b> The creative interpretation of data to demonstrate how different streams were integrated to provide new insights from planning through to delivery of a creative campaign or brand strategy.</p>	

<p><b>D. Branded Content &amp; Entertainment</b> 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.</p>	<p><b>Materials</b></p>
<p><b>D01 Use of Brand or Product Integration into a Programme or Platform</b> Including, but not limited to, product placement and branding in film, TV, mini-series, web series, music video, online / digital, sponsorship, etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>D02 Use of Branded Content created for Digital or Social</b> Including, but not limited to, branded social media, websites, microsites, mobile applications, games, native advertising, etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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E. Campaign	Materials
<p><b>E01 Use of Integrated Media</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

F. Excellence in Media	Materials
<p><b>F01 Media Insights &amp; Strategy</b> 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>F02 Media Planning</b> 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.</p>	
<p><b>F03 Media Execution</b> 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.</p>	

<b>G. Culture &amp; Context</b> Work which is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>G01 Local Brand</b> Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation</li> <li>Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>G02 Challenger Brand</b> 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.	
<b>G03 Single-market Campaign</b> 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.	
<b>G04 Social Behaviour</b> Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
<b>G05 Cultural Insight</b> Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
<b>G06 Breakthrough on a Budget</b> Strategic and creative use of modest budgets and/or resources to create maximum impact.	
<b>G07 Corporate Purpose &amp; Social Responsibility</b> 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.	
<b>G08 Market Disruption</b> 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 celebrate 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.

<b>A. Technology</b> The creative application of mobile technology to enrich a brand, product or service.	<b>Materials</b>
<b>A01 Activation by Location</b> Use of GPS, geolocation and / or proximity technologies to activate a mobile experience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 AR</b> 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.  <i>Please provide a demo film of the technology for the jury</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul>
<b>A03 New Realities &amp; Voice Activation</b> The creative application of virtual reality, mixed reality or voice activation to solve a problem, drive engagement and/or enhance the consumer experience.  <i>Please provide a demo film of the technology for the jury</i>	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Demo Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>A04 Connected Devices / Wearables</b> 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'.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>A05 Data / Insight</b> 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.</p>	
<p><b>A06 Innovative use of Technology</b> 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.</p>	
<p><b>A07 Advanced Learning Technologies</b> Creative applications of mobile based intelligent technology, this can include, but is not limited to, AI, bots, facial recognition, cloud technologies etc.</p>	
<p><b>A08 mCommerce</b> 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.</p>	

<b>B. Use of Mobile</b>	<b>Materials</b>
<p><b>B01 Mobile Websites</b> All mobile websites including single execution websites and websites created as part of a wider campaign.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>B02 Mobile Apps</b> 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.</p>	
<p><b>B03 Social Content for User Engagement</b> 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.</p>	
<p><b>B04 Social Commerce</b> 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.</p>	
<p><b>B05 Targeted Communication</b> 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.</p>	

<p><b>B06 Mobile Games</b> 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.</p> <p><i>Please provide a demo film for the jury to experience</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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<p><b>C. Campaign</b> Mobile first campaigns and communication (not one-off executions) to enrich a brand, product or service.</p>	<p><b>Materials</b></p>
<p><b>C01 Integrated Mobile Campaigns</b> Work which utilises mobile technology alongside other mediums. Entries should demonstrate how the mobile component of the campaign interacted with other channels.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C02 Messaging Campaign</b> Work which utilises messaging platforms including, but not limited to, instant messaging, push notifications, video messaging, photo sharing, SMS etc.</p>	



# 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.

<b>A. Music Content</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Music Video</b> Entries should demonstrate exceptional examples of original music videos and interactive music videos.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Brand or Product Integration into Music Content</b> Relevant and symbiotic brand integration into music videos or other music content.	

<b>B. Community</b> Creativity and innovation within a channel.	<b>Materials</b>
<b>B01 Music Live Experience</b> The design and production of experiences with music at its core, including but not limited to, concerts, stunts, installations and activations.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>B02 Fan Engagement / Community Building</b> 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.	

<b>C. Innovation in Music</b> Media executions enhanced or driven by data.	<b>Materials</b>
<b>C01 Innovative use of Music Technology</b> Creative use of music platforms and technology to enrich a brand's content and its product or service. This may include, but is not limited to, creation or use of music streaming platforms, video hosting services, playlist strategies, apps, devices and new technology in the promotion of a brand or an artist.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>D. Excellence in Music</b></p> <p>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.</p>	<p><b>Materials</b></p>
<p><b>D01 Use of Original Composition</b></p> <p>Collaboration between a brand and music artists to co-create, license or adapt music compositions to further a brand's reach, increase awareness and drive business.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul>
<p><b>D02 Use of Licensed / Adapted Music</b></p> <p>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.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul>
<p><b>D03 Strategic Partnership</b></p> <p>Exceptional collaboration between a brand or charity / non-profit organisation and music artists that mutually benefit everyone involved, producing exclusive content to increase a brand's reach or awareness of a cause.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

# Outdoor

The Outdoor Spikes celebrate 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.

<b>A. Billboards: Sectors</b> Classic 2-dimensional sheet and static digital billboards made for standard billboard spaces including roadsides, highways and transit sides.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context</i>	

<b>B. Posters: Sectors</b> Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports, etc.	<b>Materials</b>
<b>B01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in B03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> </ul>
<b>B02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>B03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>B04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>B05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>B06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context</i>	

<b>C. Digital Screens</b> 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.	<b>Materials</b>
<b>C01 Animated Digital Screens</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C02 Interactive / Dynamic Digital Screens</b> 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.	

<b>D. Ambient &amp; Experiential</b> 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 section.	<b>Materials</b>
<b>D01 Displays</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D02 Promotional Items &amp; Printed Media</b> Promotional items and brand merchandise distributed in the out of home environment. Including, but not limited to, giveaways at events, retail stores, exhibitions etc.  <i>Please provide a demo film of the physical samples for the jury to experience.</i>	
<b>D03 Special Build</b> 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.	
<b>D04 Live Advertising &amp; Events</b> 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.	
<b>D05 Interactive &amp; Immersive Experiences</b> 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.	
<b>D06 Transit</b> 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, bus and train stations, ferry ports, roads and driving tracks.	

<b>E. Innovation in Outdoor</b> The creative and/or innovative use of the out of home medium to communicate the brand's message.	<b>Materials</b>
<b>E01 Standard Sites</b> 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, wallsapes, displays, street advertising.  <i>If you are submitting more than one execution please upload all executions in a single digital presentation image.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>E02 Ambient Outdoor</b> Work created for non-standard, ambient out of home sites which leverage public spaces, objects and environments and are forward thinking in their innovation.	
<b>E03 Technology</b> 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.	

<b>F. Culture &amp; Context</b> 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.	<b>Materials</b>
<b>F01 Local Brand</b> Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>● Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>● Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>● URL</li> <li>● Digital Supporting Content</li> <li>● Digital Supporting Images JPG</li> </ul>
<b>F02 Challenger Brand</b> 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	
<b>F03 Single-market Campaign</b> 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.	
<b>F04 Social Behaviour</b> Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
<b>F05 Cultural Insight</b> Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
<b>F06 Breakthrough on a Budget</b> Strategic and creative use of modest budgets and/or resources to create maximum impact.	
<b>F07 Corporate Purpose &amp; Social Responsibility</b> 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.	
<b>F08 Market Disruption</b> 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.	

# PR

The PR Spikes celebrate 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'.

<b>A. PR: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation</li> <li>Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or G07. Corporate Purpose &amp; Social Responsibility category in section G. Culture &amp; Context</i>	

<b>B. Social Engagement &amp; Influencer Marketing</b> Entries should focus on how social / digital platforms were leveraged to support or execute the PR campaign.	<b>Materials</b>
<b>B01 Social Engagement</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>B02 Community Management</b> 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.	
<b>B03 Real-time Response</b> 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.	
<b>B04 Content Creation &amp; Production</b> 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.	
<b>B05 Content Discovery &amp; Amplification</b> 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.	
<b>B06 Innovative Use of Influencers</b> The creative and innovative use of influencers to drive brand message and awareness to a specific audience.	

<b>C. Insights &amp; Measurement</b> 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.	<b>Materials</b>
<b>C01 Research, Data &amp; Analytics</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C02 PR Effectiveness</b> 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.	



<b>D. PR Techniques</b> Entries should focus on The creative implementation of the chosen PR techniques in order to increase reach and achieve desired campaign outcomes.	<b>Materials</b>
<b>D01 Media Relations</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>D02 Use of Events &amp; Stunts</b> 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.	
<b>D03 Launch / Re-launch</b> Work created to launch or re-launch a product or service.	
<b>D04 Brand Voice &amp; Strategic Storytelling</b> 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.	
<b>D05 Use of Technology</b> 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.	

<b>E. Excellence: PR Craft</b> Exceptional and creative best practice within the chosen PR specialism.	<b>Materials</b>
<b>E01 Corporate Image, Communication &amp; Reputation Management</b> Work which builds the image / raise the profile and shape the perceptions of a corporate brand, organisation or corporation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>E02 Public Affairs &amp; Lobbying</b> 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.	
<b>E03 Crisis Communications &amp; Issue Management</b> 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.  <i>Content of entries in this category can be kept entirely confidential and used for judging purposes only.</i>	
<b>E04 Internal Communications &amp; Employee Engagement</b> 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.	
<b>E05 Sponsorship &amp; Brand Partnership</b> 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.	

<p><b>F. Campaign</b></p> <p>Work that uses multiple media platforms in one campaign which is initiated, led or driven predominantly by PR.</p>	<p><b>Materials</b></p>
<p><b>F01 Integrated Campaign led by PR</b></p> <p>Work that has successfully integrated the chosen elements or channels throughout the campaign, with evidence of how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>G. Culture &amp; Context</b></p> <p>Work that is brought to life through cultural insights and regional context.</p>	<p><b>Materials</b></p>
<p><b>G01 Local Brand</b></p> <p>Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul>
<p><b>G02 Challenger Brand</b></p> <p>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</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul>
<p><b>G03 Single-market Campaign</b></p> <p>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.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>G04 Social Behaviour</b></p> <p>Work inspired by a specific audience / community, hinging on identifiable social behaviour.</p>	
<p><b>G05 Cultural Insight</b></p> <p>Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.</p>	
<p><b>G06 Breakthrough on a Budget</b></p> <p>Strategic and creative use of modest budgets and/or resources to create maximum impact.</p>	
<p><b>G07 Corporate Purpose &amp; Social Responsibility</b></p> <p>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.</p>	
<p><b>G08 Market Disruption</b></p> <p>Brands that have creatively embraced an 'adapt &amp; 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.</p>	

# Print & Publishing

The Print & Publishing Spikes celebrate 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.

<b>A. Print &amp; Publishing: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or C07. Corporate Purpose &amp; Social Responsibility category in section C. Culture &amp; Context</i>	

<p><b>B. Innovation in Print &amp; Publishing</b></p> <p>If you are submitting more than one execution please upload all executions in a single digital presentation image.</p>	<p><b>Materials</b></p>
<p><b>B01 Innovative and Adapted use of Print &amp; Publishing</b></p> <p>Non-traditional and innovative print work that has been modified or adapted to have physically active elements. This may include, but is not limited to, print work with digital and interactive elements such as downloadable applications, QR codes, AR and 3D printing.</p> <p><i>Please provide a demo film of the physical samples for the jury to experience.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>

<p><b>C. Culture &amp; Context</b></p> <p>Work that is brought to life through cultural insights and regional context.</p> <p>If you are submitting more than one execution please upload all executions in a single digital presentation image.</p>	<p><b>Materials</b></p>
<p><b>C01 Local Brand</b></p> <p>Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C02 Challenger Brand</b></p> <p>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</p>	
<p><b>C03 Single-market Campaign</b></p> <p>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.</p>	
<p><b>C04 Social Behaviour</b></p> <p>Work inspired by a specific audience / community, hinging on identifiable social behaviour.</p>	
<p><b>C05 Cultural Insight</b></p> <p>Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.</p>	
<p><b>C06 Breakthrough on a Budget</b></p> <p>Strategic and creative use of modest budgets and/or resources to create maximum impact.</p>	
<p><b>C07 Corporate Purpose &amp; Social Responsibility</b></p> <p>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.</p>	
<p><b>C08 Market Disruption</b></p> <p>Brands that have creatively embraced an 'adapt &amp; 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.</p>	

# Radio & Audio

The Radio & Audio Spikes celebrate 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 & B, each execution constitutes one entry and all executions must have run in the eligibility period. In sections C & D, multiple executions can be entered as one entry. However, all Radio & Audio executions must have run in the eligibility period.

<b>A. Radio &amp; Audio: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> 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.	
<b>A04 Media / Entertainment</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose &amp; Social Responsibility category in section D. Culture &amp; Context</i>	

B. Excellence in Radio & Audio	Materials
<p><b>B01 Use of Music</b> Including, but not limited to, original composition, licensed recordings or adapted / altered versions of an existing recording.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>B02 Sound Design</b> The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'atmos' etc.</p>	
<p><b>B03 Script</b> Scripts that bring to life a brand idea or message into an audio context.</p> <p><i>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.</i></p>	
<p><b>B04 Casting &amp; Performance</b> The overall delivery of the script through performance. Including, but not limited to, tone and pacing, use of accents or impersonation etc.</p>	

C. Innovation in Radio & Audio	Materials
<p>Innovative use of the radio/audio 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.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>C01 Use of Radio &amp; Audio as a Medium</b> The innovative or creative use of radio or audio as a medium, with evidence of how the medium was used in a creative and innovative way to communicate the brand's message.</p> <p><i>If you are submitting a series please upload all executions in a single mp3 file with a gap denoting the start of the next execution.</i></p>	
<p><b>C02 Use of Audio Technology / Voice Activation</b> 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.</p>	
<p><b>C03 Branded Content / Podcasts</b> Paid-for, sponsored or brand funded content / programming on all audio platforms including radio stations, streaming platforms, podcasts or programme sponsorship. Content that exemplifies the brand message / ethos, as well as enhance the experience of the listener.</p> <p><i>Please supply a sample audio file of up to 30 minutes.</i></p>	

<p><b>D. Culture &amp; Context</b></p> <p>Work that is brought to life through cultural insights and regional context.</p> <p>If you are submitting more than one execution please upload all executions in a single mp3 with a gap to denote each new execution.</p>	<p><b>Materials</b></p>
<p><b>D01 Local Brand</b></p> <p>Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>D02 Challenger Brand</b></p> <p>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</p>	
<p><b>D03 Single-market Campaign</b></p> <p>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.</p>	
<p><b>D04 Social Behaviour</b></p> <p>Work inspired by a specific audience / community, hinging on identifiable social behaviour.</p>	
<p><b>D05 Cultural Insight</b></p> <p>Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.</p>	
<p><b>D06 Breakthrough on a Budget</b></p> <p>Strategic and creative use of modest budgets and/or resources to create maximum impact.</p>	
<p><b>D07 Corporate Purpose &amp; Social Responsibility</b></p> <p>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.</p>	
<p><b>D08 Market Disruption</b></p> <p>Brands that have creatively embraced an 'adapt &amp; 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.</p>	

# Social & Influencer

The Social & Influencer Spikes celebrate creative social thinking and strategic influencer marketing solutions.

Entries should demonstrate how levels of engagement, social reach and the creative use of social media, brand ambassadors and influencers led to commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% Idea; 20% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Social & Influencer as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Social & Influencer: Sectors'.

<b>A. Social &amp; Influencer: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods NEW</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare NEW</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains NEW</b> 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.	
<b>A04 Media / Entertainment NEW</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business NEW</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government NEW</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose &amp; Social Responsibility category in section D. Culture &amp; Context.</i>	



<b>B. Social Insights &amp; Engagement</b> Work in these categories will be judged on how successfully social was used to engage with online communities and deliver measurable and meaningful results for a brand.	<b>Materials</b>
<b>B01 Community Management NEW</b> 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.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul>
<b>B02 Real-time Response NEW</b> 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.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>B03 Social Data &amp; Insight NEW</b> Social campaigns elevated through their 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.	<b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>B04 Innovative Use of Community NEW</b> Creative use of existing social platforms and/or online communities to impact business objectives or enhance a relationships with a brand, community or consumers. This may also include the use of new functions built for existing social platforms, levels of engagement, social reach and the creative strategy etc.	

<b>C. Social Content Marketing</b> Work in these categories will be judged on how successfully content was used to engage with consumers and target audiences.	<b>Materials</b>
<b>C01 Content Placement NEW</b> Content and editorial strategy and placement using social channels. The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul>
<b>C02 Innovative Use of Influencers NEW</b> Creative use of influencers, including but not limited to, unique content created by an influencer for the primary purpose of increasing a brand or organisation's reach and awareness and/or to drive business results.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>C03 Co-Creation &amp; User Generated Content NEW</b> Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative to enhance loyalty and engagement.	<b>Optional</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C04 Social Commerce NEW</b> Work which harnesses social media and social platforms for eCommerce and mCommerce to drive business results.	
<b>C05 Emerging Platforms NEW</b> Creative use of emerging social platforms to impact business objectives and / or to enhance relationships with a brand, community or consumers.	

<b>D. Culture &amp; Context</b> Work which is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>D01 Local Brand NEW</b> Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>● Digital Presentation</li> <li>● Image JPG</li> <li>● URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>● Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>● Digital Supporting Content</li> <li>● Digital Supporting Images JPG</li> </ul>
<b>D02 Challenger Brand NEW</b> 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.	
<b>D03 Single-market Campaign NEW</b> Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
<b>D04 Social Behaviour NEW</b> Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
<b>D05 Cultural Insight NEW</b> Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
<b>D06 Breakthrough on a Budget NEW</b> Strategic and creative use of modest budgets and/or resources to create maximum impact.	
<b>D07 Corporate Purpose &amp; Social Responsibility NEW</b> 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.	
<b>D08 Market Disruption NEW</b> 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.	

# Strategy & Effectiveness

From 2022, the Spikes Asia Awards – the benchmark for creative excellence since 1986 – will now incorporate the Tangram Awards, and recognise strategy and effectiveness as well as creativity.

The new Strategy & Effectiveness Spikes celebrate how an effective strategy can redefine a brand, reinvent its business, drive results, 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 commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% interpretation of business/brand challenge, 30% insight/breakthrough thinking, 20% creative idea, 30% outcome/results.
- The same piece of work can be entered up to three times in Strategy & Effectiveness.
- For Strategy & Effectiveness Spikes the eligibility dates are 1 December 2018 – 30 January 2022. The strategy must have first been implemented within this eligibility period.

<b>A. Strategy &amp; Effectiveness: Sectors</b> Work in this section should focus on effectiveness achieved in a particular sector, and whether the work achieved or exceeded its objectives and goals.  The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01 Consumer Goods NEW</b> All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.  <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Information Deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02 Healthcare NEW</b> Pharma, OTC drugs, wellness.	
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains NEW</b> 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.	
<b>A04 Media / Entertainment NEW</b> Music, film, television, publications & media, books, news, digital platforms, other media.	
<b>A05 Consumer Services / Business to Business NEW</b> Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
<b>A06 Not-for-profit / Charity / Government NEW</b> Government, public information, other not-for-profit, military, charities, non-profit.  <i>All CSR work should be entered in the relevant sector and/or C07. Corporate Purpose &amp; Social Responsibility category in section C. Challenges &amp; Breakthroughs</i>	

<b>B. Touchpoints &amp; Technology</b> The use of technology and multiple touchpoints across a brand strategy.	<b>Materials</b>
<b>B01 Use of Insights &amp; Analytics</b> Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem / opportunity in order to drive tangible business results. Including, but not limited to, the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data etc.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information Deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>B02 Use of Mobile &amp; Devices NEW</b> The strategic execution of mobile first work to create a measurable impact. This may include, but is not limited to all mobile platforms, devices and wearables.	
<b>B03 Use of Social &amp; Digital Platforms NEW</b> Work with strategic social thinking at its core. Effective use of social & digital platforms and communities to target and engage consumers in order to maintain market share and achieve tangible business results.	
<b>B04 Live Brand Experience NEW</b> Work with strategic brand experience at the core that enables a brand to provide message amplification and engage with a public/audience, driving clear business results. Including, but not limited to, live shows, festivals, concerts, sporting events, guerrilla marketing, large and small scale stunts, one off experiential events, etc.	
<b>B05 Partnerships &amp; Sponsorship NEW</b> Strategic partnerships and / or sponsorships that create immediate and long term business results. Entries will be judged on how effective the partnership / sponsorship was.	
<b>B06 Tech-led Strategy NEW</b> The strategic use of new or existing technology, including but not limited to, models, tools, platforms, apps and algorithms.	
<b>B07 360 Integrated Brand Strategy NEW</b> The strategic and effective integration of multiple channels to achieve tangible business results. Entries should demonstrate the use of at least 3 different channels.	

<b>C. Challenges &amp; Breakthroughs</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>C01 Brave Brands</b> Outstanding brand bravery including progressive thinking relating to a brand challenge. Entries should demonstrate risk-taking that produced tangible results for the brand.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information Deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C02 Strategic Transformation</b> Innovative strategic, scalable solutions to business challenges that have a tangible impact on the business model, structure and operations, culture, customer / employee experience etc.	
<b>C03 Challenger Brand Strategy</b> Celebrating the success of disruptive, game-changing work for an aspiring brand that uses progressive thinking and innovative strategy to challenge the status quo. How the core strategic thought and its positive effect on brand value have challenged the dominant narrative conventions in their category.	
<b>C04 Breakthrough on a Budget</b> Strategic use of modest budgets and / or resources to create maximum impact. How fresh insight, smart spending and compelling creative thinking solved a business problem despite limited resources.	
<b>C05 Multi-market Strategy</b> Successful translation and integration of strategy across multiple markets. Entries should demonstrate how a global or regional strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose.  <i>Entries should identify a minimum of three countries / regions the strategy was applied to.</i>	
<b>C06 Long-term Strategy</b> Work which demonstrates how a single vision and strategic platform have had the most effective long term impact on the development and growth of a brand. Entries in this category must show results over several years.  <i>Entries in this category must demonstrate strategic planning over three or more years.</i>	
<b>C07 Corporate Purpose &amp; Social Responsibility</b> 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.	
<b>C08 Market Disruption</b> 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 2022.

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)

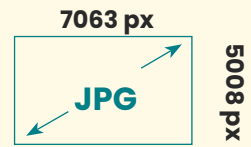


## Digital Presentation Image

A visual presentation of your work, including images and English text, concisely summarising the brief,

**SPECIFICATIONS:**

JPG, CMYK,  
7063 x 5008 pixels,  
5 - 15MB



**PROOF EXAMPLE**

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

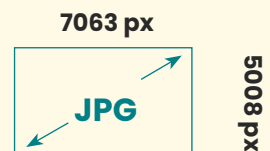


## Digital Proof

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
<b>PREFERRED</b>	Full HD 1080p	1920 x 1080	.MOV/H.264	AAC, Stereo, 48kHz
	HD 720p	1280 x 720		
<b>ACCEPTED</b>	4:3 or 16:9	1024x576	.MP4/H.264	AAC, Stereo, 48kHz
		720x576		
		854x480		
		640x480		



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## 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.

[Example Case Film](#)

**SPECIFICATIONS:**

MOV/ MP4,  
350MB.

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## 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.

[Example Film Entry](#)

**SPECIFICATIONS:**

MOV/ MP4,  
350MB.

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## Demo Film (120 seconds maximum)

Depending on the Spikes Asia 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.

[Example 'Walk through' Demo Film](#)

[Example 'Making of' Demo Film](#)

**SPECIFICATIONS:**

MOV/ MP4,  
350MB.

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## URLS

In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 31 May 2022.

URLs must start with 'http://' or 'https://' and preferably accessible without a login or password.

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## 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](#)

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## 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 Supporting Webpage URL](#)

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## Other File Formats

### Radio File

MP3 audio file of original radio advertisement, as it aired.

**SPECIFICATIONS:**

258 kbps preferred, 128 kbps = minimum accepted.

### 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.