



Spikes Asia
FESTIVAL OF CREATIVITY



2017

스파이크스 트로피가 손에 넣기 어려운 만큼, 수상하는 작품의 우수성 뒤에는 완벽한 브리프, 용감한 광고주, 뛰어난 컨셉트, 그리고 두둑한 예산이 적재적시에 주어지는 운도 따랐을 것이라 생각할 수 있습니다.

하지만 절대 그렇지 않습니다.

최고의 작품들이라고 해서 아이디어부터 집행까지 이상적으로 술술 풀려나가는 경우는 거의 없습니다. 오히려 빠듯한 예산으로 싸워가며 고생 끝에 마침내 아이들이 개학 일 마치 못해 약하고 겁먹은 모습으로 교문을 향해 가듯 어쩔 수 없이 나온 작품인 경우가 많습니다. 미래가 확실하지 않기 때문입니다. 좋은 아이디어를 위대한 아이디어로 만드는 것은 늦은 밤의 고된 작업입니다. 기회를 포착하고, 밀어 붙이고, 지원을 부탁하고, 입장을 고수하고, 최상을 바라본 결과입니다.

스파이크스 아시아에 출품하는 사람들은 모두가 열정적으로 크리에이티비티를 추종합니다. 이 크리에이티비티의 투쟁을 인정하고 결과를 칭송하는 것이 스파이크스 아시아의 존재 이유입니다.

올해는 몇가지 달라진 점들이 있습니다. Digital Craft 와 Music 부문 입니다. 이러한 부문이 추가된 것은 이 페스티벌이 계속해서 변화하고 있는 브랜드 커뮤니케이션의 지평을 반영하고 있음을 의미합니다. 스파이크스 아시아는 크리에이티브한 작품들이 만들어지고 경험되는 방식을 정확히 나타내고, 장차 나아가야 할 길을 알려주는데 도움이 될 만한 카테고리를 내놓음으로써 업계 트렌드에 발맞춰 발전하고 있습니다. 특히 아시아에서 탁월한 크리에이티비티의 굳건한 상징이며, 수상자들에게는 영원히 기억될 성과의 상징입니다.

우리는 출품작에 얼마나 많은 노력과 정성이 들어갔는지, 그리고 그 작품에 여러분들이 품은 희망이 얼마나 큰지 알고 있습니다. 또한 출품하는 것 자체가 어려운 일인지도 압니다. 이제 2017년도 스파이크스 아시아 경쟁이 개시되면서 저희가 가능한 한 많은 도움이 되어드릴 것을 약속드립니다.

각 부문마다 어워드 매니저가 한 명씩 할당되어 감독하고 있음을 기억하십시오. 이들은 각 부문에 대해 폭넓은 지식을 갖추고 있어서 문의사항에 대해 언제나 응답해드립니다. 언제든지 주저하지 마시고 질문해주시기를 부탁드립니다.

또한 각 절차단계를 총괄하면서 출품작들을 살펴보고 출품작에 맞는 경쟁부문을 추천해 드립니다. 여러분의 출품작이 칸 라이언즈 심사위원실에 도착할 때까지 대여섯 번 이상 검토해서 모든 것이 정확하게 돌아가고 있는지 확인합니다. 따라서 심사위원들은 수상작을 결정하는 데만 집중할 수 있습니다.

스파이크스 아시아에 대한 여러분의 성원에 감사 드립니다. 출품작의 높은 수준과 작품에 이르기까지 들어간 여러분의 막대한 노력이 오늘날 스파이크스 아시아를 모두가 갈망하는 수상 그리고 업계를 통틀어 인정받는 명예로 만들었습니다.

여러분의 행운을 빕니다.

사이먼 쿡 **Simon Cook**

Director of Awards

출품과정에서 문의사항이 있을 때는 아래 연락처로 문의해주시요.

+65 (0) 6579 0549 또는 awards@spikes.asia

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ENTERTAINMENT SPIKES

GENERAL INFORMATION

주요 날짜

BEFORE THE FESTIVAL	Eligibility period	1 July 2016 – 31 August 2017
	Open for entries	11 May 2017
	Deadline	21 July 2017
	Late fee applies after	21 July 2017

최종 출품마감일은 2017년 7월 21일입니다. 최종 마감일을 지키지 못할 경우 출품담당자에게 연락해주시요.

		SHORTLISTS ONLINE	AWARDS CEREMONY	WINNERS ONLINE
DURING THE FESTIVAL	Creative Effectiveness	29th Sept	29th Sept	30th Sept
	Design	27th Sept	29th Sept	30th Sept
	Digital	28th Sept	29th Sept	30th Sept
	Digital Craft	28th Sept	29th Sept	30th Sept
	Direct	27th Sept	29th Sept	30th Sept
	Entertainment	27th Sept	29th Sept	30th Sept
	Film	27th Sept	29th Sept	30th Sept
	Film Craft	27th Sept	29th Sept	30th Sept
	Healthcare	27th Sept	29th Sept	30th Sept
	Innovation	TBC	29th Sept	30th Sept
	Integrated	29th Sept	29th Sept	30th Sept
	Media	27th Sept	29th Sept	30th Sept
	Mobile	28th Sept	29th Sept	30th Sept
	Music	29th Sept	29th Sept	30th Sept
	Outdoor	27th Sept	29th Sept	30th Sept
	PR	27th Sept	29th Sept	30th Sept
	Print & Outdoor Craft	27th Sept	29th Sept	30th Sept
	Print & Publishing	27th Sept	29th Sept	30th Sept
	Promo & Activation	27th Sept	29th Sept	30th Sept
	Radio	28th Sept	29th Sept	30th Sept

수상자 공지

- 모든 심사는 싱가포르에서 이루어지며 아시아태평양 지역 업계 리더들로 구성된 심사위원에 의해 수상작이 결정됩니다.
- 본선 진출작과 수상작은 www.spikes.asia 를 통해 발표 됩니다.
- 수상작은 해당부문 시상식과 온라인을 통해 발표됩니다.
- 출품사는 시상식 때 수상작과 함께 발표되며 트로피나 증빙서를 받습니다.
- 합작한 회사나 개인들을 위해 추가로 트로피가 필요한 경우 스파이크스 아시아가 종료된 후 구입할 수 있습니다.

GENERAL INFORMATION

출품비

부문	7월 21일 까지	7월 21일 이후
Creative Effectiveness	SDG 765	SDG 830
Design	SDG 500	SDG 565
Digital	SDG 500	SDG 565
Digital Craft	SDG 500	SDG 565
Direct	SDG 500	SDG 565
Entertainment	SDG 600	SDG 665
Film	SDG 500	SDG 565
Film Craft	SDG 525	SDG 590
Healthcare	SDG 500	SDG 565
Innovation	SDG 600	SDG 665
Integrated	SDG 765	SDG 830
Media	SDG 500	SDG 565
Mobile	SDG 500	SDG 565
Music	SDG 500	SDG 565
Outdoor	SDG 500	SDG 565
PR	SDG 500	SDG 565
Print & Outdoor Craft	SDG 500	SDG 565
Print & Publishing	SDG 500	SDG 565
Promo & Activation	SDG 500	SDG 565
Radio	SDG 500	SDG 565

2017년 7월 21일이 지나 출품하시는 경우 모든 출품작에 연체료 65 SGD가 추가됩니다.

세금: 싱가포르 내국인은 7% 의 GST 를 부담하게 됩니다. 외국인들은 출품비 또는 참관비용에 별도의 GST가 붙지 않습니다.

출품작 집행일

출품작 집행일

출품작이 2017 스파이크스 아시아 요건에 맞는지 확인하십시오. 2016년 7월 1일부터 2017년 8월 31일 사이 처음으로 대중에게 방송되거나 런칭 또는 출시된 경우에만 2017년 스파이크스에 출품할 수 있습니다.(Creative Effectiveness 제외)

➤ Creative Effectiveness 출품작 집행일

2014-2016년 스파이크스 아시아에서 쇼트리스트에 오르거나 수상한 작품만 2017년 크리에이티브 효과 부문에 출품할 수 있습니다.

스파이크스 아시아 출품작이 업계의 발전을 추진하는 좋은 아이디어를 반영하며 새로운것인지 확인하기 위해 출품작 집행일을 엄수하고 있습니다. 일부 캠페인들은 몇년에 걸쳐 진행되기도 합니다. 이런 경우 심사자격을 갖추려면 해당 캠페인에 눈에 띄는 변화가 있었음을 밝혀야 합니다.

- 출품작은 2016년 7월 1일부터 2017년 8월 31일 사이에 처음으로 대중에게 방송되거나 런칭 또는 출시된 것이어야 합니다. 캠페인 구현 기간중 최소 2/3가 이 기간에 해당해야 합니다.
- 같은 작품을 같은 부문에 지난해에 이어 연속해 출품할 수 없습니다. 그러나 출품작 집행일 요건이 맞는 경우에 한해 다른 부문에 출품하는 것은 가능합니다.
- 2년 이상 집행한 캠페인을 출품하는 경우, 지난 해에 비해 현격한 변화가 있음을 증명해야 합니다. 스파이크스 아시아측은 출품작에 현격한 변화가 있는지, 그리고 출품자격이 있는지 판단할 권리를 가지고 있습니다.
- 'Campaign of Executions'에 출품하는 경우 전체 캠페인이 모두 출품작 집행일 요건을 충족해야 합니다.
- 출품작 집행일 요건 이전에 발표된 캠페인을 연속해 소개하는 경우 캠페인이 어떻게 발전했는지 증명해야 합니다.

환불/취소 정책

이 내용은 환불/취소에 대한 요점 안내입니다. 스파이크스 아시아 공식 웹사이트에 있는 출품 규칙, 페스티벌 출품 요건, 환불/취소 그리고 부적격 및 "스캠"출품작에 관한 공식 정책의 모든 내용을 대신하지 않습니다.

1. 2017년 7월 21일 전에 출품을 철회하는 경우 - 출품비 환급

출품회사가 2017년 7월 21일 이전에 어떤 이유로 인해 출품을 철회할 수 있으며, 납부했던 출품비를 환불받을 수 있습니다 .

2. 2017년 7월 21일 이후 출품을 철회하는 경우 - 출품비 미환급

출품회사가 2017년 7월 21일 이후 출품을 철회할 수 있으나 환불받을 수 없습니다.

출품 규칙

적격성에 대한 주요내용 요약입니다. 출품규칙과 출품요건에 대한 모든 내용은 아래에 있습니다.

1	2016년 7월 1일 부터 2017년 8월 31일 사이에 처음으로 대중에게 방송되거나 개시된 작품이어야 합니다. (이 기간을 초과하는 캠페인의 경우, 집행기간 중 최고 2/3가 이 기간에 해당해야 합니다.)
2	광고주가 비용을 지불하는 정식 계약에 따라 집행된 작품이어야 합니다. 단 자사홍보나 비영리단체를 위한 것인 경우, 광고주 측에서 모든 매체집행/ 제작/ 구현에 대해 승인한 것이어야 합니다.
3	광고주/ 브랜드 소유 회사의 위임을 통해 해당 작품의 출품 허가를 받아야 하며 여기에는 광고주와 연락한 세부사항이 포함되어야 합니다. (페스티벌 측에서는 언제든지 이 허가에 대한 증빙자료를 요청할 수 있습니다. 또한 필요한 경우 페스티벌 측에서는 광고주와 연락할 권리가 있으며 출품 자는 이 사항을 광고주에 통지해야 합니다.)
4	출품작은 출판/ 방송/ 발표된 그대로 제출해야 하며 출품을 위해 개정해서는 안 됩니다.
5	가상의 상품이나 컨셉 상품에 대한 광고, 방송금지나 철회를 요구받은 광고는 출품할 수 없습니다.
6	회사의 상급자(CD, CEO, 회장 등)가 해당 작품의 출품을 허가해야 합니다.
7	전년도 스파이크스 아시아에 출품했던 부문에 동일한 작품을 출품할 수 없습니다. (출품요건이나 날짜가 맞는 경우 다른 부문에 출품하는 것은 가능합니다.)
8	디지털 제출물이나 실제 제출물에 대행사나 기타 협력한 크리에이티브 회사에 대한 언급이 있어서는 안 되며, 모든 보조 케이스필름이나 제출물은 정확한 최종 버전이어야 합니다. (추후 새로운 버전으로 대체할 수 없습니다.)
9	작품 및 케이스필름은 영어로 작성해야 합니다. ('보조제출물 가이드라인'을 참조하십시오.)
10	출품 시 제출하는 모든 매체는 출품 완료 및 출품비 지급 당시의 최종 버전이어야 합니다. 출품이 완료되고 페스티벌 측에서 접수한 이후에는 어떤 경우에도 새로운 버전으로 대체하거나 새로운 매체를 추가할 수 없습니다.
11	출품비를 완납한 이후 새로운 결과가 수집되는 경우, 2017년 8월 1일까지 출품양식의 결과 란을 통해 추가정보를 작성해 제출하는 것이 가능합니다.
12	2017년 8월 15일이 경과한 후에 출품 회사 측에서 출품을 철회할 수 없습니다. 상세한 사항은 “취소, 환불 및 철회” 부분을 참조하십시오.
13	<p>출품작은 아래 내용들에 해당되어야 합니다.</p> <ul style="list-style-type: none">- 아시아 태평양 지역*에서 집행하기 위해 아시아 태평양 지역 대행사가 제작한 작품- 아시아 태평양 지역*에서 집행하기 위해 아시아 태평양 이외 지역 대행사가 제작한 작품- 전세계적 집행을 위해 아시아 태평양지역* 대행사가 제작한 작품 <p>*스파이크스 아시아 취지에 따라 아래 지역을 아시아 태평양 지역으로 간주 합니다. : Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, The Philippines, Singapore, Sri Lanka, Taiwan, Tasmania, Thailand, Vietnam, Turkmenistan, Uzbekistan, Kyrgyzstan, Tajikistan.</p>

위의 사항을 모두 만족시키지 못하는 경우에는 출품작이 2017년 스파이크스 아시아에 출품하지 못할 수 있습니다. 이 요건을 모두 만족시키지 못하는 경우에는 출품자격이 박탈되거나 환불 없이 출품이 철회될 수 있습니다.

CAMPAIGN OF EXECUTIONS

집행 캠페인(CAMPAIGN OF EXECUTIONS)은 무엇인가?

동일한 상품/서비스를 위해 서로 견관되어 집행한 일련의 광고들을 말합니다. 집행광고 하나를 출품할 때마다 이는 각기 개별 출품작으로 간주되어 각각 출품비를 따로 지불해야 합니다.

집행 캠페인(Campaign of Executions)으로 제출한 출품작은 'Campaign Spike Award'를 받거나, 혹은 심사위원이 캠페인 내 하나의 집행작에 대해 월등히 뛰어나다고 판단할 경우 개별 집행작에 'Spike Award'를 시상할 수 있습니다.

아래와 같은 부문에서는 이런 성격의 캠페인을 여러 편의 개별적인 출품작으로 출품해야 합니다.

- Digital (Section: D. Online Video)
- Film (Sections: A. TV & Cinema Film, B. Online Film, C01. Viral Film, C03. Screens & Events)
- Film Craft
- Healthcare (Mediums: Film: Cinema, TV and Digital Film Content; all Film Craft mediums; Ambient Outdoor; Standard Outdoor; Standard Print; all Print & Outdoor Craft mediums; Radio Craft: Script; Radio Craft: Use of Music / Sound Design)
- Outdoor (Sections: A Billboards & Street Posters, B. Indoor Posters)
- Print & Publishing (Sections: A. Print)
- Print & Publishing Craft
- Radio

'집행 캠페인'을 출품할 때는 캠페인 전체 이름과 함께 캠페인 내 각 작품마다 고유한 '집행 이름'을 붙이도록 요구합니다. '집행 캠페인'의 일환으로 제출한 작품을 동일한 카테고리 내에서 또 다른 단일 작품으로 출품할 수는 없습니다.

다른 스파이크스(부문)에는 캠페인 내 작품을 얼마든지 새로 출품할 수 있습니다.

디지털, 제출물 가이드라인

1. 주지 사항

보조제출물은 출품작에서 가장 중요한 요소입니다. 보조제출물은 심사위원들이 의사결정 시 조사하고 감상하며 읽는 자료입니다. 각 부문마다 필요한 제출물이 다릅니다. 부문에 따라 필수적으로 제출해야 하는 경우도, 제출을 권고하는 경우나 제출이 선택사항인 경우도 있습니다.

추가 정보를 제공하거나 일단 제출한 출품작의 파일을 교체하는 경우에는 엄격한 규칙이 있습니다. 출품비를 납부하기 전에 출품이 완전히 준비됐는지 반드시 확인하십시오.

출품비를 납부한 후 새로운 결과가 수집됐을 경우, 2017년 8월 1일 전에 출품 양식의 결과란에 서면으로 단 1회 정보를 추가할 수 있습니다. 이것은 케이스필름이나 JPG와 같은 매체 제출물에는 어떤 경우에도 적용되지 않습니다.

작품 출품이 철회되는 경우를 예방하기 위해 아래 가이드라인을 준수하십시오.

- 모든 케이스 필름과 프리젠테이션 이미지는 영어로 되어 있어야 합니다.
- 본래 영어로 발표되지 않은 작품 (텔레비전 광고, 인쇄광고, 옥외광고 등)는 출판 및 방송된 그대로 번역을 하거나 자막을 달아서 심사위원들이 이해할 수 있도록 합니다.
- 오리지널 동영상 작품을 번역하는 경우 더빙은 허용하지 않습니다. 보이스오버는 번역할 수 있으나 화면에 보이는 대사인 경우에는 원어를 유지하고 자막을 다십시오.
- 보조 자료에 대행사 이름이나 협력 크리에이티브 업체, 개인이 명시되면 안 됩니다.

2. 라벨링 및 배송 가이드라인

- 출품 레이블: 출품비 납부 후 출품확인 이메일을 통해 개별 출품 레이블이 첨부됩니다. 레이블에는 출품작의 고유 출품번호가 적혀 있으며 실제 제출물이 배송된 후 출품작을 구분하는데 필수적입니다. 출품 레이블은 보드, 증명자료 및 보조제출물에 적절히 첨부합니다.



- 배송물 주소 레이블: 출품확인 이메일에 배송시 포장 겉면에 붙일 주소 레이블이 첨부됩니다. 출품확인 이메일 내에 레이블을 어디에 어떻게 부착할지 설명이 있습니다. 또한 온라인 계정으로 로그인해서 다운로드 받을 수도 있습니다. 레이블이 정확히 붙어 있지 않은 제출물은 접수할 수 없습니다.
- 대형 제출물: 실제 보조제출물의 크기가 크거나 추가로 조립설명이 필요한 경우에는 awards@spikes.asia를 통해 연락해 주십시오.
- 모든 배송비나 우편료는 발신자가 발송 시 완납해야 합니다. 페스티벌 조직위원회에서는 배송 단계의 우편물에 대한 책임을 지지 않습니다. 제출물 분실, 세관 체류, 혹은 배송비 납부에 대한 책임은 전적으로 출품자에게 있습니다.
- 탁송물에는 세관송장이 첨부되어야 하며, 여기에는 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'라고 기재해야 합니다. 필요 시 탁송물마다 1.50 SGD의 통관비가 부과될 수 있습니다.
- 운송 시 손상이나 분실에 대비해 물품에 대해 보험을 들어야 합니다. 분실이나 손상, 비용 발생 시 페스티벌 조직위에서는 법적 책임을 지지 않습니다.
- 실제 보조제출물은 일단 배송되면 페스티벌 조직위원회의 자산이 됩니다. 심사 후에도 출품자에게 제출물을 반환하지 않습니다. 예외적인 경우, 페스티벌 주최측의 재량에 따라 대형 물품이나 고가의 물품은 반환할 수 있습니다. 단 이 경우에는 페스티벌 측과 사전에 서면으로 합의를 해야 하며 모든 운송비는 출품자 측에서 부담합니다. 보다 상세한 사항은 awards@spikes.asia로 이메일을 보내십시오.

GENERAL INFORMATION

보조제출물 가이드라인

모든 실제 제출물은 아래 주소로 보내십시오.

Asian Advertising Festival (Spikes Asia) Pte Ltd

21 Media Circle

#05-05

Infinite Studios

Singapore

138562

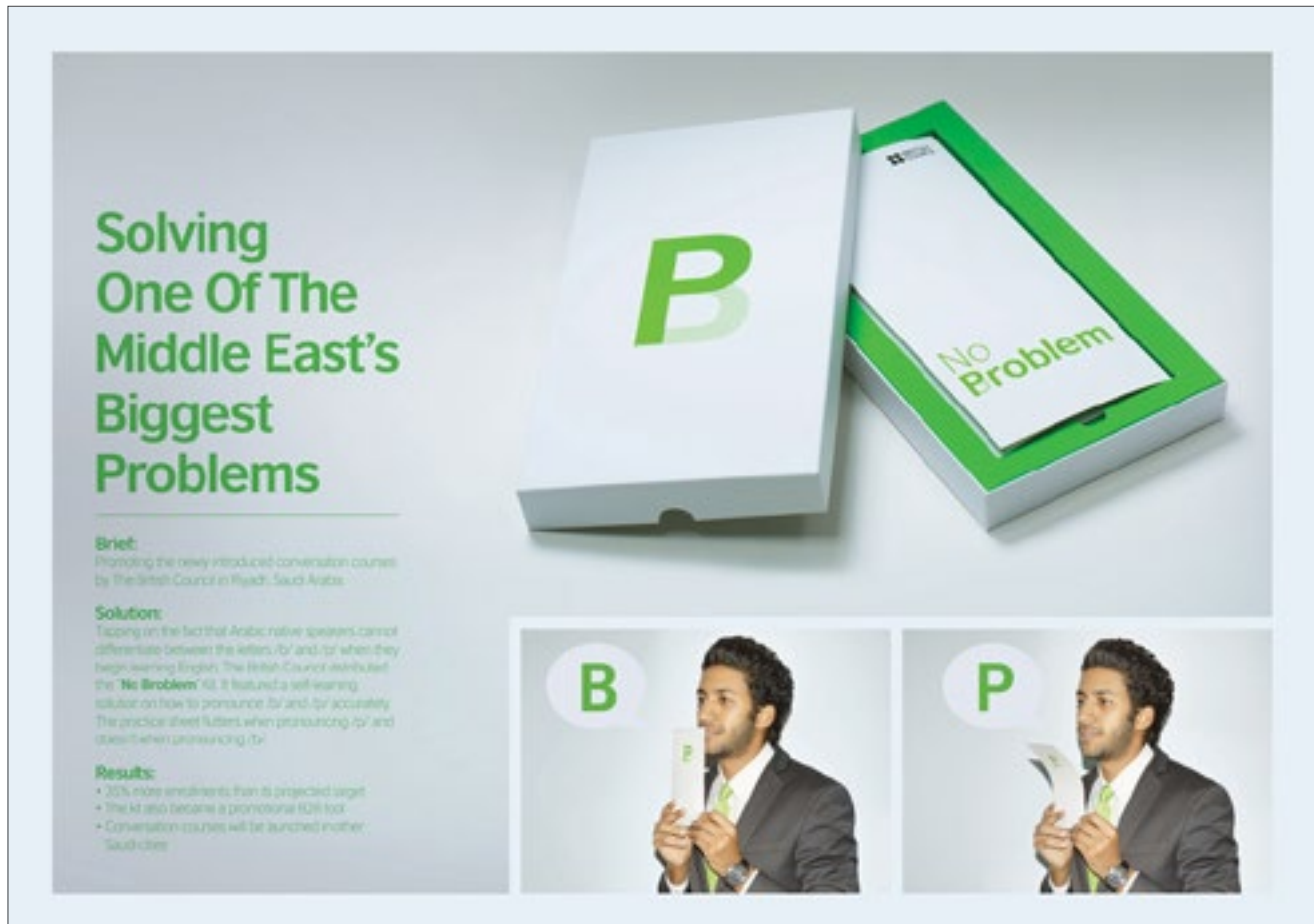
Our telephone number is +65 (0) 6579 0549

보조제출물 가이드라인

이미지 파일 형식 가이드라인

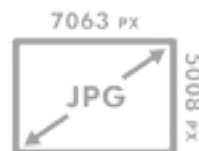
디지털 프리젠테이션 이미지 예

디지털 프리젠테이션 이미지는 작품을 시각적으로 프리젠테이션 하는 것으로, 이미지와 영문 텍스트가 들어갑니다. 최대 100단어 텍스트로 브리프, 집행, 결과를 소개합니다.



디지털 프리젠테이션 이미지

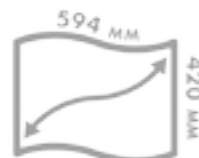
세부명세 : JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.



대지 붙이지 않은(UN-MOUNTED) 프리젠테이션 이미지

잘 휘는 용지에 출력한 디지털 프리젠테이션 이미지의 실제 출력물

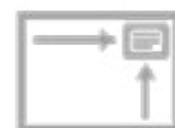
세부명세 : 594mm x 420mm.



대지 붙인(MOUNTED) 프리젠테이션 이미지

카드보드 또는 폼 보드에 출력한 디지털 프리젠테이션 이미지의 실제 출력물

세부명세 : 594mm x 420mm (as above).



보조 제출물 가이드라인

증빙자료 예

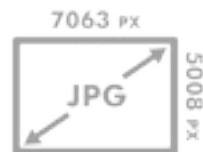
오리지널 광고나 집행의 디지털 버전을 실제 집행한 그대로 제출합니다.



디지털 증빙자료

오리지널 광고나 집행의 디지털 자료의 디지털 버전

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



디지털 증빙자료 예

대지를 붙이지 않은(UN-MOUNTED) 증빙자료

심사 시 사용할 디지털 증빙자료의 실제 출력물. 휘는 종이에 고품질로 출력한 것으로, 카드보드 지에 접착하지 말 것.

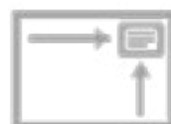
세부명세 : 594mm x 420mm.



대지를 붙인(MOUNTED) 프리젠테이션 이미지

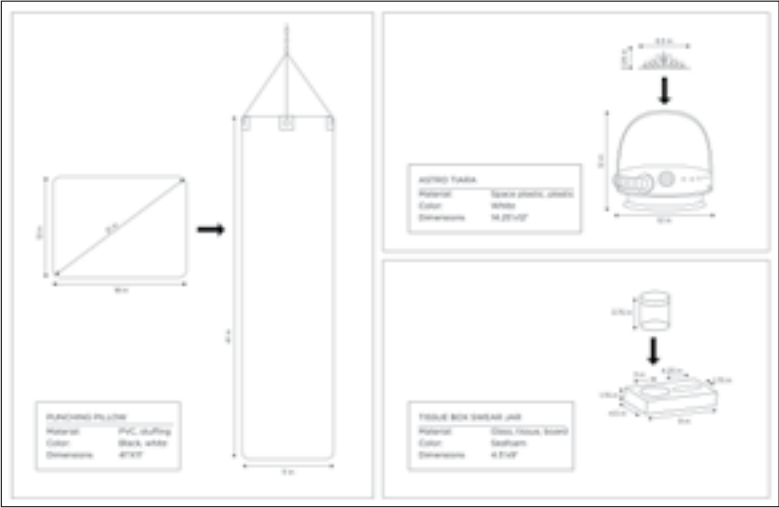
얇은 카드보드지 또는 폼보드에 인쇄한 디지털 프리젠테이션 이미지의 실제출력물.

세부명세 : 594mm x 420mm (as above).



GENERAL INFORMATION

보조제출물 가이드라인



도면 SCALE DRAWING

최종 상품의 도면의 디지털 이미지에는 축적과 치수를 제1각법과 제3각법으로 보여야 합니다.

세부명세 : JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.

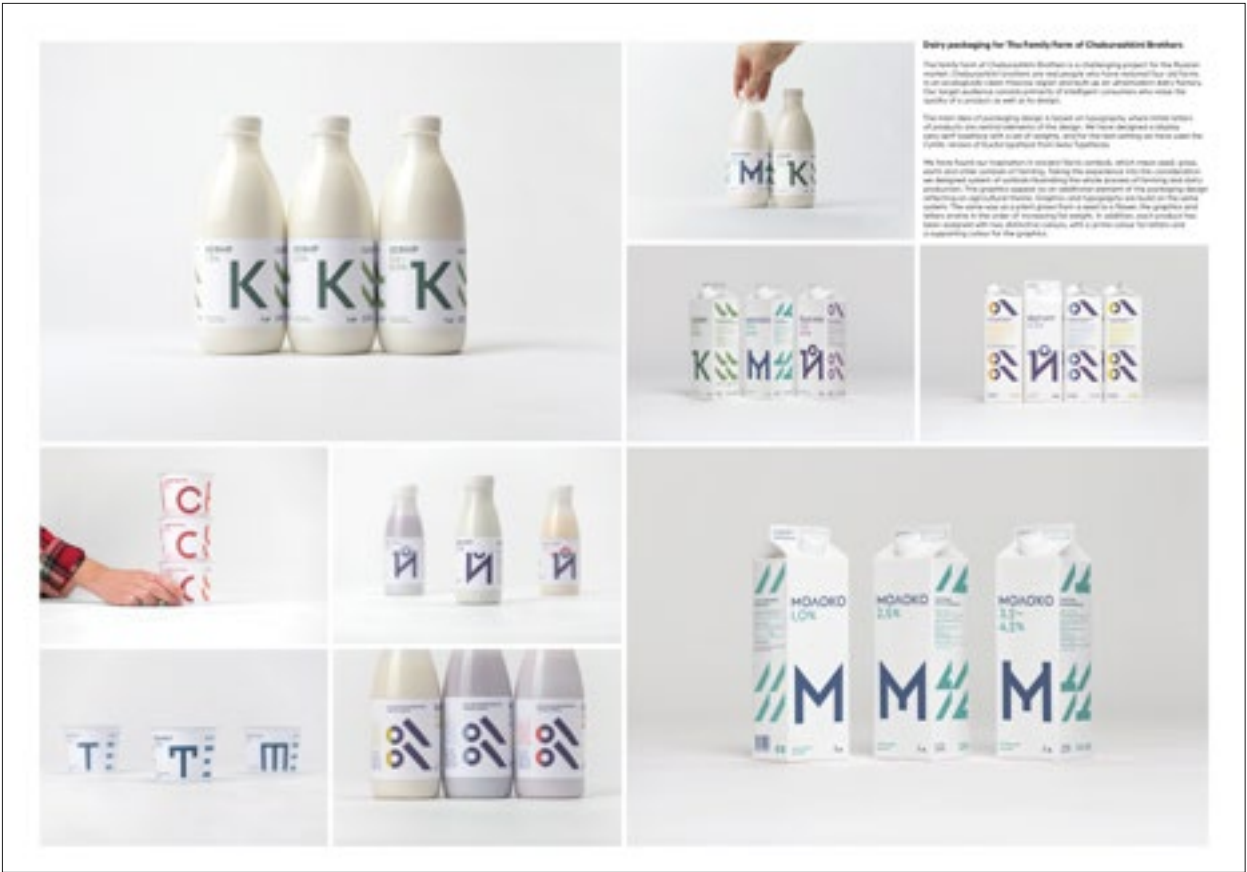
도면 예

보조 이미지 SUPPORTING IMAGES

출품작을 보충해줄 보조 이미지를 디지털 형식으로, 최대 5장까지 가능하며 꼭 필요하고 적절한 경우에만 제출합니다.

세부명세 : JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.

보조이미지 예



보조제출물 가이드라인

동영상 파일 형식 가이드라인

동영상 파일 세부명세 :

MOV나 MP4 형식의 고품질 동영상으로 인코딩 하십시오.

파일의 최대 사이즈는 350MB입니다.

	Video Aspect Ratio	Resolution	Format / Codec	Audio
Preferred	Full HD 1080px	1920px x 1080px	.MOV/H.264	AAC, Stereo, 48kHz
	HD 720px	1280px x 720px		
Accepted	4:3 or 16:9	1024px x 576px	.MP4/H.264	AAC, Stereo, 48kHz
		720px x 576px		
		854px x 480px		
		640px x 480px		

케이스 필름 CASE FILM (MAXIMUM LENGTH: 120 SECONDS)

출품작에 대해 간단히 설명하는 동영상입니다. 브리프와 집행, 결과가 내용으로 들어가야 합니다. 심사와 발표 때 사용되며, 수상작 웹사이트에도 포함됩니다. 케이스 필름은 영어로 제작해야 합니다.

세부명세 : .MOV/ .MP4, 350MB.

[Example Case Film](#)

필름 FILM

본래 필름 광고물이나 콘텐츠로, 방송된 그대로 제출해야 합니다. 추가로 슬라이트나 정보를 넣지 마십시오. 영어로 되지 않은 작품에는 발표나 방송되었던 내용 그대로 영어 자막을 추가합니다. 더빙은 허용되지 않음에 유의하십시오. 보이스오버 (voiceover)는 번역해 더빙할 수 있으나 화면에 보여지는 언어나 자막은 그대로 두십시오.

세부명세: .MOV/ .MP4, 350MB.

[Example Film Entry](#)

데모 동영상 DEMO FILM (MAXIMUM LENGTH: 120 SECONDS)

출품 부문에 따라 액티베이션 상황이나 작품의 특정 요소를 소개하는 ‘making of’ 를 제출할 수 있습니다. 데모 동영상은 영어로 제작해야 합니다

세부명세 : .MOV/ .MP4, 350MB.

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

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

보조제출물 가이드라인

시상식용 필름 AWARDS SHOW FILM (MAXIMUM LENGTH: 30-45 SECONDS)

케이스 필름의 짧은 버전으로, 출품작이 금상을 받을 경우 시상식에서 발표하기 위한 것입니다. 심사위원들에겐 상영하지 않습니다. 시상식용 필름은 영어로 제작해야 합니다

세부명세 : .MOV/ .MP4, 350MB

[Example Awards Show Film](#)

URLS

출품 시 제출하는 URL은 "http://" 또는 "https://"로 시작해야 하며 로그인 아이디나 패스워드 없이 액세스할 수 있어야 합니다. 제출하는 URL에 2017년 10월 30일까지 액세스할 수 있어야 한다는 점에 유의해 주십시오.

콘텐츠 URL (CONTENT URL)

웹사이트, 마이크로사이트, 애플리케이션 다운로드 페이지, 소셜 미디어 페이지 등 디지털 집행 주소에 직접 연결되는 주소를 제출합니다. .

[Example of a website entry](#)

[Example of a microsite entry](#)

[Example of an app download page](#)

[Example social media post](#)

[Example social media post](#)

동영상 URL (VIDEO URL)

온라인 동영상이 본래 방영됐던 곳의 URL

[Example Video URL](#)

프리젠테이션 웹사이트 URL (PRESENTATION WEBPAGE URL)

다이렉트 링크가 영어가 아닌 경우에는 영어로 작품이 설명된 페이지의 URL 을 제출합니다.

[Example Supporting Webpage URL](#)

기타 파일 형식

라디오 파일

본래 라디오에 방송된 그대로 MP3 오디오 파일을 제출합니다.

세부명세 : 258 kbps 권장, 128 kbps = 최소 허용 .

라디오 대본

본래 라디오 광고의 영문 대본. 대본은 심사위원들이 사용할 것이며 방송된 본래 버전을 그대로 복제해야 합니다.

보조 콘텐츠 (SUPPORTING CONTENT)

출품작과 관련된 문서, 동영상, 라디오 파일을 보조 자료로 제출할 수 있습니다.

허용되는 파일 형식 : jpg, mp3, mp4, mov, doc, docx, pdf, xls,xlsx, ppt, pptx

크리에이티브 효과 부록 (CREATIVE EFFECTIVENESS APPENDIX)

서면 제출물을 보조해주는 자료를 모은 것입니다. 그래프, 도표, 보도된 언론 자료, 스크린 샷, 본래 출처 데이터 등을 하나의 PDF 로 제출하십시오.

CREATIVE EFFECTIVENESS

크리에이티브 효과 부문에서는 크리에이티비티가 얼마나 측정 가능한 성과를 거두었는지 평가합니다. 출품작들은 장기적으로 눈에 보이는 성과가 있었음을 보여야 합니다. 즉 출품작이 어떻게 가시적인 비즈니스 효과를 거두었는지, 어떻게 문화적 변화를 초래했는지, 혹은 브랜드 목표 달성에 얼마나 기여했는지 보여줘야 합니다.

✓ 평가기준: 아이디어 25% ; 전략 25% ; 효과 및 결과 50%

2014-2016년 스파이크스 아시아에서 쇼트리스트에 오르거나 수상한 작품만 2017년 크리에이티브 효과 부문에 출품할 수 있습니다.

심사위원 팁

- ‘효율(efficiency)과 효과(effectiveness)를 확실히 구분하십시오.- 소셜 버즈의 효과와 판매 및 행동변화의 효과는 다릅니다.’
- ‘우리는 목표가 분명하고 이 목표를 얼마나 이루었는지 보여주는 사례를 찾습니다.’
- ‘소셜 미디어 통계(조회수, 임프레션 등)는 중요하지 않습니다. 사실 이런 숫자들은 기본적으로 모든 작품이 달성해야 하는 것에 불과합니다.’

출품 요건

크리에이티브 효과 출품 시 아래와 같은 내용을 기입합니다.

- 500단어로 요약
- 3,000 단어로 아래 질의에 대해 응답
 1. 크리에이티브 작품의 목표는 무엇이었는가?
 2. 크리에이티브 작품 이면의 전략은 무엇이었는가?
 3. 어떤 크리에이티브 작품이었는가?
 4. 이 크리에이티브 작품이 시장에서 어떤 효과를 거두었는가?
 5. 귀사 캠페인의 효과에 영향을 미친 다른 요소가 있었다면 무엇이었는가?
 6. 해당 크리에이티브 작품을 집행함으로써 광고주는 어떠한 상업적 이익을 얻었는가?
 7. 이 사례로 인해 크리에이티브가 어떻게 하면 효과적일 수 있는지 이해하는데 도움이 된다면 어떤 것인가?
- 광고주 서면 허가서
심사위원들은 전년도 출품작을 다시 볼 수 없으므로, 전년도 크리에이티브 효과 부문에 출품된 작품을 다시 출품하는 경우에는 출품작이 어떻게 반복되었는지 간단한 시놉시스를 제공해야 합니다.

보조 제출물

출품자는 서면 제출물을 증명하는 내용을 부록으로 업로드할 것을 강력히 권장합니다.

출품자는 그 외 보조 매체나 보조 제출물을 제공할 필요가 없습니다. 본래 출품작은 순전히 문맥 상 이해를 위해 심사위원들에게 제공되며 2017년 심사 범주에서는 고려 대상이 아닙니다. 페스티벌 아카이브에 있는 내용이므로 다시 제출할 필요가 없습니다.

추가 정보

- 모든 출품작은 www.spikes.asia 로 출품비를 완납하고 온라인 상으로 출품완료해야 합니다. 스파이크스 아시아 사무실에 출품작을 보낼 필요가 없습니다.
- 출품자는 온라인 출품양식에서 제공하는 양식을 사용해야만 합니다. 다른 형식은 접수하지 않습니다. 다른 형식으로 제출하는 경우에는 반환 후 재차 제출해야 합니다.
- 출품자는 요약 500단어, 서면제출물 3,000단어라는 단어 수 제한을 엄수해야 합니다. 단어 수를 엄수하지 못하는 경우 제한을 지킬 때까지 출품작이 반환됩니다. 이 경우 마감일을 엄수해 다시 제출해야 하며 마감일을 지키지 못하는 경우 심사대상에서 제외됩니다.
- 모든 출품작은 스파이크스 아시아 와 세계 광고 연구회(World Advertising Research Center, WARC Ltd.) 웹사이트에 모두 발표됩니다. 단 기밀정보란에 기재한 정보는 예외입니다. 조직위원회에서는 사전통지 없이 기밀정보란 이외에 기재된 내용을 발표할 권리를 갖습니다.
- 페스티벌에서는 일관성을 위해 올품 양식을 재구성할 권리를 갖되, 내용 자체를 바꾸지는 않습니다.

업로드 매체

모든 출품작은 스파이크스 아시아 팀에서 검토합니다. 일관성을 검토하고, 주장이 정확한지 확인하며 원 자료가 올바르게 반영됐는지 살펴봅니다. 스파이크스 아시아 팀의 지원 및 조언은 출품작 제출이 올바르게 이뤄지도록 하기 위해서입니다.

이 과정에서 어떤 문제가 발생하는 경우, 전체 제출물을 강화하기 위해 출품자 측에 출품작의 개정, 수정 및 추가를 요청합니다. 출품작의 수준을 높이는 것은 출품자를 위한 것입니다.

크리에이티브 효과 부문 서면제출서 작성 요령:

- 결과를 증명할 때는 제3자가 제공하는 증거를 가장 신뢰하고 납득할 수 있습니다.
- 대행사와 광고주 모두가 캠페인에 대한 목표를 갖고 있어야 합니다. 양측 모두 이 목표를 뒷받침하는 증거를 제공하는 것이 가장 좋습니다.
- 출품작 전체에 걸쳐 증거를 언급하고 주석을 사용한다면 해당 주장이 사실에 기반한다는 것을 입증할 가장 분명한 방법이 될 것입니다.
- 심사위원은 영어로 된 출품작만을 검토할 예정이므로 모든 증명자료를 영어로 제출할 것을 강력히 권고합니다.

FAQS

전년도 크리에이티브 효과상 부문에 출품했던 작품을 다시 출품할 수 있나요?

최신 결과와 마지막으로 크리에이티브 효과 상에 출품한 이후 캠페인에 발전이 있음을 보일 수 있다면 출품이 가능합니다.

작품이 쇼트리스트에만 올랐을 경우에도 수상 가능성이 있나요?

그렇습니다. 크리에이티브 효과상은 다른 부문과 다른 범주에서 심사합니다. 캠페인의 결과와 효과에 50%, 전략에 25%, 아이디어에 25%씩 배점합니다.

출품은 출품 양식서로 제출해야 하나요?

그렇습니다. 심사위원들이 일관된 양식으로 심사하기 위해서입니다.

출품작과 부록의 하드카피를 보내야 하나요?

아닙니다. 모든 필요한 파일은 디지털 형식으로 보유하고 있습니다.

그래프, 차트, 부록 역시 단어 수에 포함되나요?

포함되지 않습니다.

광고주 승인서가 무엇인가요?

제출물에 대한 광고주 승인서와 검토서는 해당 출품작의 출품을 광고주가 승인했으며 광고주가 제출물을 검토하고 승인했음을 증명하기 위한 것입니다. 이 승인서에는 광고주 회사의 헤더헤드가 찍힌 것이어야 하며 계약내용과 함께 서명이 포함된 것이어야 합니다.

A. Creative Effectiveness	제출물
<p>A01. Creative Effectiveness</p> <p>Celebrating the measurable impact of creativity. Entries will need to demonstrate how creative, brand-led work drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Entry Document - initial submission (3,000 words) • Client Approval Letter <p>선택 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Appendix • Entry Document (Post-Entering Spikes Asia Review) • Appendix (Post-Entering Spikes Asia Review) • Spikes Asia Response (Post-Entering Spikes Asia Review) • URL

DESIGN

디자인 부문에서는 시각적 기예를 평가합니다. 브랜드를 정의하거나 브랜드의 주요 메시지를 전달하는데 디자인이 어떻게 사용되었는지 보여주는 작품, 즉 독특한 시각적 아이덴티티로 소비자 인식이나 이해를 도모하는 작품을 출품합니다.

- 심사과정에서는 여러 범주를 고려하며 각각 평가 기준은 다음과 같습니다: 아이디어 40%, 집행 30%, 효과 및 결과 30%
- 카테고리만 적절하면 디자인 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다.
단 'A. Comprehensive Branding Programs'에서는 같은 작품을 단 한 번만 출품할 수 있으며, 'D. Brand Environment & Experience Design'과 'E. Packaging Design'에서는 세 번까지만 가능합니다.

심사위원 팁

- '심사위원들은 프로젝트를 신속히 이해해야 합니다. 장황한 서두나 긴 설명을 피하십시오. 또한 도식화된 동영상은 지루합니다.'
- '디자인 부문에서는 심사위원들이 제대로 경험할 수 있도록 실제 작품을 보내는 것이 매우 중요합니다.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Comprehensive Branding Programs These categories are for developed identity solutions across multiple brand touchpoints and media platforms. Entries in these categories should demonstrate the brand experience across a variety of the following media: e.g. packaging, print, brand collateral, digital content, environment, film content. Please supply a copy of the actual piece. If this is not possible or practical, please supply images (i.e. photo of the actual sample) in JPG format.	제출물
A01. Creation of a new Brand Identity Creation of a new Brand / Corporate Identity for products and services or the public sector, charities, non-profit organisations, trade associations, NGO's, etc.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • Mounted Presentation Image (Physical) 선택 제출물 <ul style="list-style-type: none"> • Case Film • Digital Supporting Images • Digital Supporting Content • Awards Show Film • Physical Support Material • URL
A02. Rebrand / Refresh of an existing Brand Rebrand / refresh of an existing brand identity for products and services or the public sector, charities, non-profit organisations, trade associations, NGO's, etc.	

B. Communication Design Please supply a copy of the actual piece. If this is not possible or practical, please supply images (i.e. photo of the actual sample) in JPG format.	제출물
B01. Publications & Brand Collateral Including but not limited to magazines, newspapers, brochures, articles, etc. Collection of media used to promote the brand and support the sales and marketing of a product or service. Including but not limited to press/media kits, computer games, CD, DVD, record sleeves, letterheads, business cards, etc.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 선택 제출물 <ul style="list-style-type: none"> Case Film Digital Supporting Images Digital Supporting Content Awards Show Film Physical Support Material URL
B02. Promotional Item Design Focus should be placed on the use of an item to promote and further a brand's communication, demonstrating a clear understanding of the brand's target audience. Including but not limited to clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.	
B03. Self-Promotion Any type of media format designed by agencies to promote themselves.	
B04. Posters Focus will be placed on the design of the poster for the use of promotion and brand communication. The item should have been created as a poster, not a concept conceived for another medium and applied to a poster format. Poster campaigns of 2+ should be entered combined into a single entry.	
B05. Books Including editorial and cover design for printed books. Please indicate in your submission whether you would like the cover or the whole book to be considered/judged E-books should be entered in C01. Digital Design	
B06. Annual Reports & Other Corporate Communication new The judges will be considering charts, diagrams, infographics and information design.	

C. Digital & Interactive Design	제출물
<p>C01. Digital & Interactive Design</p> <p>Focus will be placed on the execution of design to aid the function and use of the digital application, rather than the functionality. Including but not limited to websites, microsites, online publications, digital installations, apps, data visualisation etc.</p> <p>In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 October 2017.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image JPG • Mounted Presentation Image (Physical) • URL <p>선택 제출물</p> <ul style="list-style-type: none"> • Case Film • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • Demo Film

<p>D. Brand Environment & Experience Design</p> <p>The Brand Environment & Experience Design categories are focused on the personal experience of the brand story or message as told in space and in time. Entries should convey why the target audience find their experience remarkable, meaningful and memorable.</p> <p>It is 권장 제출물 that entries in this category provide a case film to demonstrate the live experience and how it moves people in reality. Please also supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical.</p> <p>The same entry can be submitted up to 3 times in this section.</p>	<p>제출물</p>
<p>D01. Retail</p> <p>Demonstrating a new or developed design and construction of the retail space. Consideration will be placed on the functionality to the product or service being sold, presentation of the clients brand values and ease of sale. Entries in this category may include but are not limited to department & specialist stores, supermarkets, DIY stores, pharmacies, opticians, hairdressers, beauty salons, laundry service, banks, estate agents, telecom, car showrooms, shops in shop, mono and multi brand retail spaces.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical)
<p>D02. Point of Sales, Consumer Touchpoints & In-store Collateral</p> <p>Entries in this category should fall into one of three categories:</p> <ol style="list-style-type: none"> 1. Communication around the merchandise with the purpose to drive immediate sales i.e. Posters, On-shelf communication, integration of digital IE QR Codes, etc. 2. Visual merchandising & retail fixtures with the purpose to drive immediate sales: Product Displays, retail fixtures, cardboard POS, instore merchandising, visual merchandising/display, etc. 3. Post Purchase Collateral: Shopping bags, gift wrapping, instore catalogues, etc. 	<p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Physical Support Material Digital Supporting Images JPG Digital Supporting Content Awards Show Film Demo Film URL
<p>D03. Live Events</p> <p>Focus on the narrative and storytelling elements throughout an event rather than the space itself. Event types such as athletic events, promotional events, festivals. The elements of focus include the programme, film content, sound, light, guests, script, performance, hosts, and use of product, all of which play a part of the holistic journey throughout the event.</p>	
<p>D04. Spatial Brand Installation & Experience</p> <p>Spatial installations for the purpose of brand communication and brand experience. Focus should be on the spatial design and the space - designed with a clear commercial agenda - to communicate and share the brand experience. Entries in this category may include, but are not limited to, hotels, restaurants and fast food, bars and night clubs, airport interiors, offices, work place environments.</p>	
<p>D05. Omni-channel Experience</p> <p>Entries in this category should be able to demonstrate the user experience and a user journey across online and offline channels and how the experience creates a personalised offer to the customer/user. Focus will be placed on the user journey, human interface moments and the holistic brand experience across multiple touchpoints. Touchpoints may include (but are not limited to) the web, email, mobile and tablet devices, kiosks, retail touchpoints, and physical locations (such as storefronts or service centres). The jury will be looking at how the personal connections across different media are built and maintained.</p> <p>For entries in this category we highly recommend supplying a Demo Film and visualised customer journey maps/ diagrams to demonstrate the user journey.</p>	
<p>D06. Trade Stands / Exhibitions</p> <p>The design of trade stands to create a brand experience that drives sales. Focus will be placed on the stands use of space and interaction as a marketing vehicle for its commercial agenda.</p>	
<p>D07. Wayfinding & Signage new</p> <p>The design of signage and digital / analogue wayfinding & signage systems for the enhancement of environmental and brand experience. Focus will be placed on the integration of the signage to create seamless brand experience, crowd direction and navigation. Including but not limited to public signs, residential, smart maps, use of geo and iBeacons, office, exhibition, event and festival signs.</p>	

E. Packaging Design Packaging used to promote, sell or display the following items. Please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in JPG format. The same entry can be submitted up to 3 times in this section.	제출물
E01. Food To include all types of food packaging, such as packaging specific to retails stores and generic brands (own / private label), for fast selling consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical)
E02. Drinks To include all types of packaging for drinks, such as packaging specific to retails stores and generic brands (own / private label), for fast selling consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).	선택 제출물 <ul style="list-style-type: none"> Case Film Digital Supporting Images Digital Supporting Content Awards Show Film Physical Support Material URL
E03. Beauty & Healthcare All types of packaging for beauty products & cosmetics. All types of packaging for health products and Over-the-Counter pharmaceutical products.	
E04. Consumer Electronics & Technology new Televisions, gaming consoles, cameras, home computers, music devices, mobile phones.	
E05. Other Packaging All other types of packaging not covered by E01-E04	

F. Product Design Product Design celebrates creativity that fuses form and function. Entries will need to demonstrate aesthetics that are inseparable from application; that is work that blurs the line between a product's beauty and utility by achieving both.	제출물
F01. Consumer Products Focus will be placed on its visual impact as well as the use and experience of the brands values through design. Entries in the consumer goods categories will take the following elements into consideration; form, function, problem solving, innovation, production and research. Please note that the products must be sold with the festival's eligibility dates.	필수 제출물 <ul style="list-style-type: none"> • Mounted Presentation Image (Physical) • Scale Drawing JPG • Digital Presentation Image JPG
F02. Environmental / Social Impact Entries will be judged on how effective the solution is in solving real life problems and focus will be placed on the ergonomic functionality and day to day solutions provided through design. It's about making people's lives better through design or the design process. The entries will not be judged on their results in marketing or sales. Areas of consideration for the jury will include but are not limited to health and medical, educational, environmental/ energy saving, disaster relief. Please note – all entries submitted in this section will be judged by the scale and audience/consumer reach of the client involved.	선택 제출물 <ul style="list-style-type: none"> • Physical Support Material • Digital Supporting Content • Demo Film • Digital Supporting Images JPG • URL
F03. Brand Communication new Products which embody the brand and for which the design enhances the brand recognition & desirability and supports the intended message.	<ul style="list-style-type: none"> • Awards Show Film
F04. Innovation & Solution new Innovation refers to the use of new technologies, techniques, methods and 제출물 to create a truly innovative product. The jury will be looking for ground-breaking developments and products which push boundaries within product design. Solution refers to product design solutions that enhance the quality of life. Focus will be placed on the functionality and day to day solutions provided through design. Areas of consideration for the jury will include, but are not limited to, problem solving, ease of use, ergonomics, products' compliance with appropriate standards, etc. Entries should clearly describe the problem that the product is looking to solve and the solution achieved through production process and final design.	

G. Design Craft Entries will be judged by their use of design craft as an aid in communication and experience to inform brand ethos and product messages. Focus will be placed on how the use of craft amplifies the brand or message of the campaign, rather than purely judging the craft itself.	제출물
G01. Typography Best use of type as an aid to communicate the brand or its intended message.	필수 제출물 <ul style="list-style-type: none"> Mounted Presentation Image (Physical) Digital Presentation Image JPG 선택 제출물 <ul style="list-style-type: none"> Physical Support Material Case Film Award Show Film Digital Supporting Images JPG Digital Supporting Content URL
G02. Illustration Best use of illustration as an aid to communicate the brand or its intended message.	필수 제출물 <ul style="list-style-type: none"> Mounted Presentation Image (Physical) Digital Presentation Image JPG
G03. Logo Design Focus will be placed on the simple application of the logo or trademark to help create or refresh a company's brand or corporate identity and foster their immediate customer recognition.	선택 제출물 <ul style="list-style-type: none"> Physical Support Material Case Film Award Show Film Digital Supporting Images JPG Digital Supporting Content
G04. Sound Design Focus will be placed on the use of sound or music to enhance the user or viewers experience. Entries in this category may include but are not limited to website, videogames & apps, titles, channel idents, sound logos, environment and installation. Please supply either a Case Film showcasing the user experience and interaction of the work, or an MP3 file. Please note that an MP3 is not required if a Case Film has been provided.	필수 제출물 <ul style="list-style-type: none"> Mounted Presentation Image (Physical) Digital Presentation Image JPG 선택 제출물 <ul style="list-style-type: none"> Physical Support Material Case Film Award Show Film Digital Supporting Images JPG Digital Supporting Content
G05. Motion Graphics Design & Animation Focus will be placed on the use of animation, motion graphics to communicate the brand or its intended message. Including but not limited to channel branding, brand film, ads, product video, programme branding, graphic overlays, title sequences, projections, other video content, corporate image film, etc.	필수 제출물 <ul style="list-style-type: none"> Mounted Presentation Image (Physical) Film Digital Presentation Image JPG 선택 제출물 <ul style="list-style-type: none"> Physical Support Material Case Film Award Show Film Digital Supporting Images JPG Digital Supporting Content
G06. Photography / Curation of Images Creative application of photography, artwork, or other images. Entries in this category may include but are not limited to album artwork, editorial, packaging, publications and posters.	필수 제출물 <ul style="list-style-type: none"> Mounted Presentation Image (Physical) Digital Presentation Image JPG
G07. Copywriting Writing for brands / tone of voice copy created to embody or further a brand's message or campaign. This category is open to work across multiple platforms from posters, packaging, leaflets, websites etc.	선택 제출물 <ul style="list-style-type: none"> Physical Support Material Case Film Award Show Film Digital Supporting Images JPG Digital Supporting Content

DIGITAL

디지털 부문에서는 디지털 경험을 통해 구현된 크리에이티비티를 거릅니다. 출품작은 디지털 환경을 기반으로 하거나 디지털 환경에서 적합한 아이디어로, 온라인 플랫폼을 바탕으로 해서 혁신적으로 관련 기술을 이용해 브랜드 메시지를 전달하는 작품이어야 합니다.

- 심사시 평가 기준은 주로 아이디어와 집행에 있습니다.
- 사이버 부문 내에서 동일한 작품은 카테고리에 맞기만 한다면 여러 카테고리에 얼마든지 중복해 출품할 수 있습니다. 단 'E.Social' 카테고리에는 세 번까지만 가능합니다.
- 집행 캠페인(Campaign of Executions)은 D.Online Video에만 출품할 수 있습니다.

모바일/태블릿/핸드헬드 기기를 위한 작품인 경우에는 Mobile Spikes 카테고리를 참조하십시오.

심사위원 팁

- '사례를 정직하게 기술하세요. 온 세상이 모두 여러분의 아이디어를 공유하지 않았다 해도 괜찮습니다. 아이디어만 좋다면요.'
- '복잡한 기술이 사용자들에게 보이지 않게 숨어 있는 게 만드는 편이 좋습니다.'
- '지나치게 하지 마십시오. 아이디어와 결과, 그리고 프리젠테이션을 단순하고 분명하며 매끄럽게 만드세요. 심사위원들에게 위대한 아이디어라고 말할 필요가 없습니다. 심사위원들에게는 단순히 컨셉만 설명하면 됩니다.'
- '되도록이면 빨리 요점을 전달하는 게 좋습니다. 솔루션이 더 중요하다는 것을 강조하기 위해 스토리를 복잡하게 이끌어가며 시작해봐야 아무 소용이 없습니다.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Web Campaign Online-only campaigns that consist of at least 2 web executions i.e. 1 website, 1 online video, 1 social post, etc. If you would like to submit a single website/microsite, please see B. Web Platforms.	제출물
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries and cleaning products.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • URL 권장 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Digital Supporting Content • Awards Show Film
A02. Durable Consumer Goods Clothing and accessories, furniture and consumer electronics.	
A03. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media & Publications All media and publications including videogames, streaming services, music, TV and radio stations.	
A06. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery.	
A07. Corporate Image & Sponsorship All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
A08. Corporate Social Responsibility All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	

<p>A09. Public Sector Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.</p> <p>A10. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.</p>	
<p>B. Web Platform Single executions, including microsites.</p> <p>B01. Website Long-term site destinations for a brand, product or service (i.e. AudiUSA.com, CNN.com, etc.).</p> <p>B02. Microsite Creative short-term campaign sites made specifically to support a branded campaign.</p> <p>B03. Web Service / Web App Client-server software applications and services provided to a target audience to improve their experience and engagement with a brand. Mobile Apps should be entered into Mobile Awards, B02. Mobile Apps.</p>	<p>제출물</p> <p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG URL <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Awards Show Film
<p>C. Online Ad Single executions of paid online desktop display advertising.</p> <p>C01. Online Ad Single executions of paid online desktop display advertising, including web banners and native advertising.</p>	<p>제출물</p> <p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG URL <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Awards Show Film
<p>D. Online Video The online context and audience engagement strategy will specifically be considered by the jury. Entries in this section must have been commissioned and exclusively created for online execution.</p> <p>D01. Social Video Online videos specifically created for online social platforms that are intended for widespread sharing.</p> <p>D02. Interactive Video Online videos in which interactivity is core to the idea: conversational, customisable, narrative, or explorative.</p> <p>D03. Webisodes / Series A series of online videos. Each episode must be submitted and paid for individually.</p> <p>D04. Brand / Product Video One-off videos, product demonstrations, tutorials, brand videos, etc. intended for a niche audience.</p>	<p>제출물</p> <p>필수 제출물</p> <ul style="list-style-type: none"> Film Digital Presentation Image JPG URL <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Awards Show Film

E. Social Work with social thinking at its core, where levels of engagement, social reach and the creative use of social networks result in a successful commercial effect. Creative solutions that utilise social components / activity as a secondary element should not be entered. The same entry can be submitted up to 3 times in this section.	제출물
E01. Social Business & Commerce 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, bartering, sales, product development and other aspects of the value chain that may or may not rely on monetary exchange or payment.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG URL Case Film
E02. Social Purpose 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, bartering, sales, product development and other aspects of the value chain that may or may not rely on monetary exchange or payment.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Awards Show Film
E03. Innovative Use of Social or Community Creative utilisation or interpretation of existing or emerging social platform(s) and/or social activity. Levels of engagement, social reach and the creative strategy will all be considered.	
E04. Real-time Response Targeted and non-targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in a meaningful, often creative way, which may prompt social sharing. Also includes 1:1 or large scale conversational insight and responsive social listening.	
E05. Influencer / Talent Social initiatives or executions that utilise a celebrity, social ambassador, or social influencer in order to engage with a specific audience.	
E06. Co-Creation & User Generated Content Social based activity designed to encourage a community/fans to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.	
E07. Content Placement 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.	
E08. Community Building / Management Social activity that is designed to engage, build or maintain an online social community. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-active users will all be considered.	
E09. Use of Social Data & Insight The creative interpretation of social data in order to target, engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of data/analytics and associated targeting methods will also be considered.	
E10. Apps / Tools Digital application or tool specifically designed for a social platform.	

F. Branded Games Games specifically created for a brand (games that have not been specifically made for a brand will not be accepted.) The same entry can only be entered once in this section.	제출물
F01. Branded Games Games specifically created for a brand (games that have not been specifically made for a brand will not be accepted.)	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG URL 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Awards Show Film
G. Branded Tech Branded technology or digital solutions that have been utilised or harnessed as part of a brand's creative strategy. Please note: if your submission is a Mobile/Tablet app, please see Mobile categories.	제출물
G01. Tangible Tech Digital product (large or small scale), utilities and tools that create brand value between the product and consumer and enhance the users' lifestyle or behaviour (e.g. robotics, virtual reality, biotech, wearable tech, etc.)	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG URL
G02. Spatial Tech Digital activations in an outdoor/offline space e.g. installations, exhibitions, interactive screens, etc.	<ul style="list-style-type: none"> Case Film 선택 제출물
G03. Digital Billboard new Outdoor/offline digital advertising.	<ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Scale Drawing JPG Awards Show Film Physical Support Material
H. Campaign Multiple online and offline executions. One of the elements can be offline provided that it either drives or is inherently necessary to the overall execution of the campaign.	제출물
H01. Integrated Multi-Platform Campaign (Online & Offline) Multiple online and offline executions. One of the elements can be offline providing that it either drives or is inherently necessary to the overall execution of the campaign.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG URL Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Physical Support Material Awards Show Film

DIGITAL CRAFT

기술적인 예술기교를 심사하는 부문입니다. 디지털로 특출한 형식과 기능을 구현해낸 작품, 즉 디지털환경에서 유려한 디자인, 능란한 집행과 뛰어난 사용자 경험을 구현해낸 작품을 출품합니다.

- 심사 시 주로 집행과 경험을 중점적으로 평가합니다.
- 디지털 크래프트 부문에서는 중복출품 횟수 제한이 없습니다.

심사위원 팁

- ‘심사위원들에게 기술이 제대로 보여지는지 확인하세요. 단순히 좋은 아이디어에 그쳐서는 안 되고, 매끄럽게 작동되는지 확인하세요. 복잡한 기술이 사용자에게는 거의 보이지 않게 하는 것이 도움 됩니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Form: Image; Sound; Aesthetic All digital entries including mobile can be entered multiple times in this section: The jury will consider the overall creative aesthetic value of the work entered in both sound and visuals.	제출물
A01. Interface & Navigation (UI) The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • URL 권장 제출물 <ul style="list-style-type: none"> • Demo Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Physical Support Material • Digital Supporting Content • Awards Show Film
A02. Digital Illustration Creative application of illustration within a digital context, including 3D modeling.	
A03. Video / Moving Image Creative use of online video and digital footage; including animation, motion graphics, hologram, AR, VR, etc.	
A04. Image Design Creative use of still images; including photography, artwork, image manipulation, AR, VR etc.	
A05. Music / Sound Design Creative use of music and/or sound design including sonic branding, music/brand partnership, and music initiated campaigns, etc.	
A06. Typography Creative design, arrangement and application of type.	
A07. Overall Aesthetic Design The overall achievement in aesthetic composition and fluidity of graphic design for a digital product or service.	

B. Function: Design; Construction; Experience All digital entries including mobile can be entered multiple times in this section: The jury will consider the practical use and/or purpose in the creative design, operation and performance.	제출물
B01. User Experience Design (UX) Design practice focused on the emotional and behavioural response to a digital product or service created through relevant, seamless and consistent user experience at every point of interaction; with particular focus on the overall support, structure and usability.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG URL
B02. Native & Built-In Feature Integration The creative use of built-in and existing integral features of a mobile or desktop device; including cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS etc.	권장 제출물 <ul style="list-style-type: none"> Demo Film
B03. Experience Design: Multi Platform Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with the consumer. This can include, but is not limited to VR, AR, installations, motion chairs, multi-screen and multi-dimensional experiences.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Digital Supporting Content Awards Show Film
B04. Overall Functional Design The overall excellence in performance of all user functions of a digital product or service.	
C. Content All digital entries including mobile can be entered multiple times in this section: The jury will consider the creative use of content, placement and delivery of message in a digital context.	제출물
C01. Editorial Publication of text specifically created for a digital product or service.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG
C02. Rich Media Creative use of interactive digital advertising that utilise advanced technology to enhance engagement.	권장 제출물 <ul style="list-style-type: none"> Demo Film
C03. Omni-Channel Storytelling Creation of cross-platform digital content that develops or embodies a brand identity. Successful ideas/stories will utilise various digital platforms and devices to continue and amplify meaningful consumer engagement. Can include, but is not limited to; desktop, mobile, wearable technology, outdoor installation, billboard, retail experience etc.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Digital Supporting Content Awards Show Film
D. Data All digital entries including mobile can be entered multiple times in this section: The jury will consider how data is presented or utilised to enhance brand experience.	제출물
D01. Curation of Data The creative tracking and/or collection of personal and big data to enhance user experience, design and content in a significant way. Including, but not limited to, non-traditional interface, transactional/non-transactional, active/passive user data capture, social listening/analytics, GPS, internet of things, biometrics etc.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG URL
D02. Data Storytelling The creative use of curated online or mobile data/insight in order to target, engage or develop a meaningful relationship with a specific audience or community.	권장 제출물 <ul style="list-style-type: none"> Demo Film
D03. Data Visualisation Creative visual representation and presentation of digital data and insights.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Digital Supporting Content Awards Show Film

E. Technology All digital entries including mobile can be entered multiple times in this section: The jury will consider the value of the applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	제출물
E01. Augmented Reality (AR) The creative application of real-time superimposed graphics, audio and other digital enhancements over a real-world environment.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG
E02. Virtual Reality (VR) Creative application of virtual reality photography and video content including immersive systems, video mapping, window on world systems (WoW), telepresence and mixed reality, including 360 videos.	<ul style="list-style-type: none"> URL 권장 제출물 <ul style="list-style-type: none"> Demo Film
E03. Innovative Use of Technology The inventive use of an existing or new digital technology in order to enhance the user experience and/or brand communication.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Digital Supporting Content
E04. Technological Achievement in Digital Craft Digital creative works that use existing or new technology to achieve unprecedented levels of accomplishment which contributes to the progress of digital communications.	<ul style="list-style-type: none"> Awards Show Film

DIRECT

다이렉트 부문에서는 반응을 이끌어내고 관계를 형성하는 크리에이티비티를 심사합니다. 출품작은 의미 있는 결과를 추구하고 적용한 것이어야 합니다. 즉 행동촉구나 측정 가능한 반응을 유도해낸 메커니즘을 통해 지속적인 소비자 행동에 직접적으로 영향을 미친 작품이어야 합니다.

- 평가 기준: 아이디어 30%, 전략 20%, 집행 20%, 효과 및 결과 30%
- 다이렉트 부문 내에서는 최고 네 번까지 중복 출품할 수 있습니다. 단 A. Sectors 카테고리 내에서는 단 한 섹션만 선택해 출품해야 합니다.

심사위원 팁

- '다이렉트 캠페인의 대상이 누구인지, 문제가 무엇이며, 아이디어와 결과는 무엇인지 분명히 해야 합니다.'
- '다이렉트 캠페인이 맞나요? 출품작이 고객과 기업 사이에서 1:1 관계의 일환으로 자료를 생성하는지 확인하세요.'
- '내가 할 수 있는 최고의 조언은 작품을 보이라는 것입니다. 뛰어난 전략만 소개하고 실제 소비자가 본 것이 무언지 보여주지 않는 출품작이 많습니다. 광고를 보여줘요.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors In these categories, the jury will reward the best direct campaigns for the sector selected. The same work can be submitted only once in this section.	제출물
A01. Fast Moving Consumer Goods All fast moving consumer goods including toiletries and cleaning products, food and drinks.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content • URL
A02. Durable Consumer Goods All clothing and accessories, furniture and consumer electronics.	
A03. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media & Publications All media and publications including video games, streaming services, music, TV and radio stations.	
A06. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery.	
A07. Corporate Image & Sponsorship All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
A08. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	

A09. Public Sector new

Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.

A10. Charities & Non-profit

Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.

B. Use of Direct Marketing

Work in these categories will be judged specifically on how the medium was used as a piece of direct communication for a brand.

제출물**B01. Flat Mailing**

One dimensional mailing without samples or pop-ups, including greetings cards, invitations, change of address notices.

Please send physical samples for the jury to experience.

필수 제출물

- Digital Presentation Image JPG
- Mounted Presentation Image (Physical)

B02. Dimensional Mailing

Multi-dimensional mailing with samples or pop-ups.

Please send physical samples for the jury to experience.

권장 제출물

- Case Film

B03. Use of Ambient Media: Small Scale

Non-mail and print collateral, including items in bars & restaurants and all other hand-held (or equivalent in size) items.

Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.

선택 제출물

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

B04. Use of Ambient Media: Large Scale

Non-traditional media, including direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums which encourage direct interaction and seek to gain a measurable response.

Large Scale' refers to the physical size of the ambient item, not the scale of the distribution.

B05. Use of Broadcast new

Direct campaigns using Cinema, TV or Radio. Entries should demonstrate how the chosen medium supported the other direct elements in the campaign.

B06. Use of Print or Outdoor

Direct campaigns using Print or Outdoor. Entries should demonstrate how the chosen medium supported the other direct elements in the campaign. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.

Augmented billboards to be entered into B04. Use of Ambient Media: Large Scale

B07. Use of Technology

Use of existing or new technology to execute or support a direct campaign including, but not limited to, digital installations (POS & Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology. Does not include prototypes of early stage tech.

C. Digital & Social 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.	제출물
C01. Use of Digital Platforms Online platforms or associated technologies and harnessing digital environment in a promotional campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging. Social media-led campaigns should be entered in C03, C04 or C05.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
C02. Use of Mobile Entries in this category must feature targeted communication with a clearly identifiable call-to-action or response mechanism delivered through mobile/portable devices such as mobile phones and mobile technology.	
C03. Use of Social Platforms Direct Marketing campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers.	
C04. Real-Time Response Targeted social activity that utilizes social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which prompts social sharing and elicits a measurable response.	
C05. Co-Creation & User Generated Content Social activity designed to encourage a community/fans to contribute or collaborate with a brand initiative through a clear call to action. Engagement may be intended to drive long term value through collaborative interaction.	
D. Data Work in these categories should demonstrate how a direct campaign was enhanced or driven by data.	제출물
D01. Use of Data new Work in these categories should demonstrate how a direct campaign was enhanced or driven by data.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL



E. Strategy Work that generated significant consumer response by following a specific direct strategy.	제출물
E01. Acquisitions Direct marketing initiatives driving B2B or B2C audiences to a business or product.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
E02. Retention Direct marketing used to maintain and reinvigorate relationships with B2B and B2C audiences.	
E03. Launch / Re-launch Direct Marketing campaigns created to launch or re-launch a product or service on the market.	
F. Craft In these categories, the jury will consider whether the craft of the work adds something to the idea and pushes the execution. This might, for example, take into account the quality of the writing and/or the skilful use of the design, as well as the customers' emotional and behavioural response to the campaign.	제출물
F01. Copywriting A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
F02. Art Direction / Design A campaign or individual communication showcasing outstanding art direction that has led to a successful and measured response.	
F03. Experience Design A campaign or individual communication showcasing outstanding design in the customer experience that has led to a successful and measured response.	
G. Campaign	제출물
G01. Integrated Campaign led by Direct Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by direct marketing. Entries in this category must contain different media and will be judged on how successfully they have integrated the chosen element or channels throughout the campaign.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
G02. Low Budget / High Impact Campaign Entries should demonstrate the success of a direct campaign against a limited budget. Entrants must detail the total budget as well as providing information about any direct tactics used to deliver the campaign. Entrants must provide details of the total budget.	

FILM

필름 부문에서는 동영상에 초점을 둔 크리에이티비티를 심사합니다. 출품작은 스크린을 위한 뛰어난 브랜드 스토리텔링을 보여주는 것, 즉 텔레비전, 영화, 온라인 및 야외 경험을 위해 만들어진 상업적 필름 콘텐츠여야 합니다.

- 심사 시 주로 아이디어와 집행을 평가합니다.
- 필름 한 편은 출품작 한 점에 해당합니다.
- 동일한 작품은 필름 부문 내에서 한 번만 출품할 수 있습니다. 단 30초 이상 길이가 차이 나도록 달리 편집한 경우는 예외입니다. 이 경우에는 두 가지 모두 출품할 수 있으며 한 가지 집행이 출품작 한 편에 해당합니다. 이 경우 각기 다른 제목을 붙이십시오.
- D: Use of Film 카테고리의 경우에는 데모 필름을 필히 제출해야 합니다. 필름 자체는 보조 콘텐츠로 제출할 수 있으나 필수사항은 아닙니다.
- 집행 캠페인은 A: TV & Cinema Film, B: Online Film, C: Other Film Content 에만 출품할 수 있습니다.

심사위원 팁

- ‘심사위원은 필름만 봅니다. 케이스필름은 전혀 보지 않으니 만드느라 애쓸 필요 없어요.’
- ‘영어로 되어 있지 않은 경우엔 번역과 자막 때문에 카피의 미묘한 느낌이 사라지지 않는지 확인하세요.’
- ‘금상을 타려면 뛰어난 크리에이티브 말고도 편집, 음향, 대본, 캐스팅과 같이 남다른 집행 능력을 보여야 합니다. 집행은 아이디어만큼이나 중요해요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. TV & Cinema Film Films designed and aired on TV or in cinemas.	제출물
A01. Food All foods.	필수 제출물: • Film (3 minute limit)
A02. Drinks All drinks.	
A03. Fast Moving Consumer Goods All fast moving consumer goods, including toiletries and cleaning products, and excluding food and drinks.	
A04. Durable Consumer Goods All clothing and accessories, furniture and consumer electronics.	
A05. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A06. Retail, e-Commerce, Restaurants & Fast Food Chains All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A07. Travel, Transport & Leisure All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
A08. Media & Publications All media and publications including video games, streaming services, music, TV and radio stations.	
A09. Financial Products & Services All financial products and services including insurance.	
A10. B2B Products & Services All business-to-business products and services, including advertising and recruitment agencies, consultancies, accounting firms and legal services.	

A11. Commercial Public Services All commercial public services including telecommunications, private healthcare and private education.	
A12. Corporate Image & Sponsorship All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
A13. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
A14. Public Sector Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
A15. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	
B. Online Film Standard format advertising films which aired only online including pre-roll adverts.	제출물
B01. Food new All foods.	필수 제출물: <ul style="list-style-type: none"> Film Video URL
B02. Drinks new All drinks.	
B03. Fast Moving Consumer Goods All fast moving consumer goods, including toiletries, healthcare and household products, excluding food and drinks.	
B04. Durable Consumer Goods All durable consumer goods, including clothing and accessories, furniture and consumer electronics.	
B05. Cars & Automotive Products & Services All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
B06. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
B07. Media & Publications All media and publications, including videogames, streaming services, music, TV and radio stations.	
B08. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery.	
B09. Corporate Image & Sponsorship All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	

B10. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
B11. Public Sector new Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
B12. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	

C. Other Film Content	제출물
C01. Viral Film Films created with the primary intention of being shared and/or user-distributed online.	필수 제출물: <ul style="list-style-type: none"> Film Video URL
C02. Branded Content & Entertainment Film Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films or music videos. The brand does not necessarily have to be revealed in the film.	필수 제출물: <ul style="list-style-type: none"> Film 선택 제출물: <ul style="list-style-type: none"> Video URL
C03. Screens & Events Films aired on screens other than TV, cinema or the internet.	
C04. Micro-film new Short form films including those made for Snapchat, Instagram etc.	
C05. 360° / VR Film new Video and computer generated content created for immersion and/or interaction. Entries can include either 360-degree live action photography or explorable digital simulations.	필수 제출물: <ul style="list-style-type: none"> Film 선택 제출물: <ul style="list-style-type: none"> Demo Film Video URL

D. Use of Film Innovative use of the film medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience.	제출물
D01. Use of Film Innovative use of the film medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience.	필수 제출물: <ul style="list-style-type: none">• Demo Film 선택 제출물: <ul style="list-style-type: none">• Film• Video URL

FILM CRAFT

필름 크래프트 부문에서는 스크린 상의 예술기교를 평가합니다. 뛰어난 제작기법을 보이는 것으로, 기술적인 기법과 솜씨를 통해 아이디어를 고양하고 집행 효과를 극적으로 향상시킨 작품을 출품합니다.

필름 크래프트 부문에는 동일 작품의 중복 출품 횟수에 제한이 없습니다.

심사위원 팁

- ‘대모 필름을 제출할 수 있는 카테고리에 출품할 때는 되도록 대모 필름을 제출하세요. 심사위원들이 이해하기 좋습니다. 가령 시각효과 같은 카테고리에 대모 필름을 제출하면 어떻게 시각효과를 덧붙였는지 알 수 있거든요.’
- ‘영리하게 출품하세요. 출품하는 개별 작품이 가진 최고의 강점에 맞게 카테고리를 고르세요.’
- ‘금상을 받으려면 훌륭한 아이디어를 해당 크래프트 분야에서 진정 남다르게 집행해야 합니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Film Craft	제출물
A01. Direction The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director's vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.	필수 제출물 <ul style="list-style-type: none"> • Film 선택 제출물 <ul style="list-style-type: none"> • Video URL • Demo Film
A02. Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution. You are required to provide a written English translation of the script as part of your submission.	
A03. Casting The vision and achievement of the casting. This category includes the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. The entry form requires you to provide a description of the casting process and any significant information about that cast. It is 권장 제출물 to provide a two minute DEMO FILM showcasing the casting process in addition to the film as it aired.	
A04. Production Design / Art Direction The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.	
A05. Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
A06. Editing The technical and creative success of the edit. All aspects of the film's edit will be considered, including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall story-telling. The jury will respond to innovation and flair in the editing decisions, and think about the part that the edit has played in the success of the final execution.	
A07. Use of Original Music The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of a track itself will be considered, along with its contribution to aims of the piece as a whole.	
A08. Use of Licensed / Adapted Music The selection of licensed or adapted music within film advertising. The way a track supports the script idea, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	

A09. Sound Design

The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.

A10. Animation

The use and aesthetic of animation in film advertising. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted.

You are required to provide supporting information to give the jury a clear understanding of animation methods used in the production process. It is highly recommended to provide a two minute DEMO FILM showcasing the animation process in addition to the film as it aired.

A11. Visual Effects

The creation of film environments and other visual effects. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage.

You are required to provide supporting information to give the jury a clear understanding of visual effects created in the production process and are highly recommended to upload a two minute DEMO FILM showing offline edit, pre-effects, for comparison in addition to the film as it aired.

A12. Achievement in Production

The overall success of a film advertisement, assessed within the context of its individual ambitions and challenges. You are required to include a detailed description of the production process, including how the production team made best use of resources available to them, to achieve the final execution. The jury will find information on the following areas useful to their understanding: scale of production, budget constraints, technical issues, challenges faced during the production process and how elements of the filmmaking process were used to fulfil the ambitions of the brief.

It is highly recommended to provide a two minute DEMO FILM showcasing the production process e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.

INTEGRATED

통합 부문에서는 크리에이티브 통합 캠페인을 심사합니다. 전체적으로 우수한 캠페인, 즉 한 가지 아이디어로 각각 다양한 환경에 맞게 여러 매체에 걸쳐 집행한 캠페인을 출품합니다.

- 통합 캠페인에서는 한 작품을 한 카테고리에만 출품할 수 있습니다.

심사위원 팁

- ‘간결하고 요점에 맞게 하세요.’
- ‘출품하기 전에 해당 카테고리에서 수상한 전년도 출품작을 먼저 보세요.’

통합 부문에는 하부 카테고리가 없습니다.

A. Integrated	제출물
A01. Integrated Campaign The definition of Integrated for the purpose of Spikes Asia is fully integrated campaign executed across multiple platforms.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Case Film 선택 제출물 <ul style="list-style-type: none"> Award Show Film URL Digital Supporting Images JPG Digital Supporting Content Physical Supporting Material

MEDIA

미디어 부문에서는 크리에이티비티의 맥락을 평가합니다. 고무적이면서도 혁신적으로 아이디어를 구현한 작품, 즉 결정적인 채널 전략을 통해 효과를 높인 작품을 출품합니다.

- 카테고리 대부분에서는 인사이트 및 아이디어 30%, 전략 및 타게팅 20%, 집행 20%, 효과 및 결과 30%의 비중으로 평가합니다.
- 미디어 부문에서는 동일한 작품을 최고 네 번까지 중복해 출품할 수 있습니다. 단 'A. Sectors' 안에서는 동일한 작품을 단 한번만 출품할 수 있습니다.

심사위원 팁

- '해당 카테고리 고유의 성격에 맞는 강력한 케이스필름만큼 출품작을 잘 설명하는 것은 없습니다.'
- '핵심 요소와 각 단계에 초점을 둔 스토리를 만들어 출품작을 설명하고, 실제 비즈니스 성과를 반드시 포함하세요.'
- '동영상의 퀄리티나 매끄러운 이야기 전개보다는 2분 안에 주요 사항을 분명하고 강력하게 전달하는 것이 더 중요합니다.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors In these categories, the jury will reward the best media campaign for the product and service selected. The same entry can be submitted only once in this section.	제출물
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries and cleaning products.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content • URL
A02. Durable Consumer Goods All clothing and accessories, furniture and consumer electronics.	
A03. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media & Publications All media and publications including videogames, streaming services, music, TV and radio stations.	
A06. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery.	
A07. Corporate Image & Sponsorship All non-product-based campaigns to build the image/raise the profile/shape the perceptions of a brand.	
A08. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
A09. Public Sector new Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	

A10. Charities & Non-profit

Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.

B. Channels

Work in these categories will be judged specifically on creativity and innovation within a channel.

E.g. - a campaign entered into Use of Print will be judged on its specific use of the print as a medium, regardless of the product/service advertised.

제출물**B01. Use of Screens**

Screens other than TV. These might include, but are not limited to, screens that require interaction with the consumer, i.e. touch screens and responsive displays.

필수 제출물

- Digital Presentation Image JPG
- Mounted Presentation Image (Physical)

B02. Use of Audio Platforms

Including radio, podcasts and other audio technology.

권장 제출물

- Case Film

B03. Use of Print

Including, but not limited to, newspapers, magazines, inserts and trade journals.

선택 제출물

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

B04. Use of Outdoor

Traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.

B05. Use of Ambient Media: Small Scale

Including items in bars & restaurants all other hand-held (or equivalent in size) items.

'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.

B06. Use of Ambient Media: Large Scale

Non-traditional outdoor/billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature.

'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.

B07. Use of Events

Including live shows, festivals, concerts, sporting events, event sponsorship etc.

You can submit the same entry in B08. Use of Events and B09. Use of Stunts only once.

B08. Use of Stunts

Including guerrilla marketing, large and small scale stunts, one off experiential events, etc.

You can submit the same entry in B08. Use of Events and B09. Use of Stunts only once.

B09. Use of Digital Platforms

Online platforms or associated technologies and harnessing digital environment in a media campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging.

Social media-led campaigns should be entered in B12. Use of Social Platforms.

B10. Use of Mobile

Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, QR codes, etc.

B11. Use of Social Platforms

Media campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with consumers.

B12. Use of Technology new

New technology that pushes the boundaries of digital innovation to execute or support a media campaign, including artificial intelligence, augmented and virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.

C. Data Entries in these categories must demonstrate how a media execution was enhanced or driven by data.	제출물
C01. Use of Data Driven Insight new Entries in this category should demonstrate how data was used to uncover or generate insights that contributed to the effectiveness of a media campaign.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical)
C02. Use of Real-Time Data new Entries in this category should demonstrate how data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship.	권장 제출물 <ul style="list-style-type: none"> Case Film
C03. Data Driven Targeting new Entries in this category should demonstrate how the creative use or interpretation of data delivered effective targeting. Entrants should show how data contributed either to programmatic targeting, or provided a key quantitative insight that helped define the target, brand message or channel.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
D. Branded Content & Entertainment Work in these categories will be judged on how successfully the content (TV sponsorship, video, native advertising, digital content, etc.) was used to engage with the consumers and deliver measurable results (i.e. incremental reach, viral effect, earned media). 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.	제출물
D01. Use of Brand or Product Integration into a Programme or Platform Including film, TV, mini-series, web series, music video, online/digital, sponsorship, etc.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical)
D02. Use of Co-Creation & User Generated Content Use/placement of content generated by engagement with an audience who have contributed to, or collaborated with a brand initiative. Content must have been used as part of a broader branded platform.	권장 제출물 <ul style="list-style-type: none"> Case Film
D03. Use of Branded Content created for Digital or Social Media Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.	선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
E. Campaign	제출물
E01. Use of Integrated Media Entries in this category MUST show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor). Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL

MOBILE

모바일 기기로 주도되는 크리에이티비티를 가리는 부문입니다. 운반가능한 플랫폼을 통한 성과를 보이는 작품, 즉 휴대용 또는 웨어러블 환경이 아이디어와 밀접한 관계를 이루고, 집행의 핵심적인 양상에 필수적인 작품을 출품합니다.

- 아이디어, 집행, 플랫폼 적합성, 효과 및 결과를 심사합니다.
- 카테고리에 적합하기만 하면 모바일 부문 내에 제한 없이 중복 출품할 수 있습니다.

심사위원 팁

- ‘작품을 볼 때 “모바일 기술이나 모바일 행동이 없어도 이게 작동할까?”하고 자문해보세요. 이것이야말로 모바일 부문에 출품할 것인가 말 것인가 결정할 아주 좋은 방법입니다. 이상하게도 아이디어가 어떻게 모바일에서 작동하는지 보여주지 않는 캠페인을 출품하는 대행사들이 있거든요.’
- ‘작품을 제 자리에 출품하는지 확인하기 위해 카테고리에 대해 스파이크스 아시아와 상의하세요.’
- ‘동영상으로 아이디어를 보여줄 수도 있겠지만 심사위원들은 실제로 앱과 웨어러블을 테스트해보고 싶어해요. 그러니 보내주세요’
- ‘최고의 출품작은 유용성과 사용상의 즐거움을 결합함으로써 실제 세상의 문제를 해결한 것이니 그 점을 케이스필름에 담아주세요. 앱 경험 그 자체가 결정적입니다. 케이스필름과 앱 경험이 함께 전달되어야 완전하게 됩니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Technology The creative application of mobile technology to enrich a brand, product or service.	제출물
A01. Activation by Location Use of geolocation technology (including GPS and other macro-scale technologies) to activate the mobile campaign or experience.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • Case Film • URL 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content
A02. Activation by Proximity Activations that operate within the range of proximity technologies e.g. Bluetooth 4 - 30ft., NFC, RFID, m-Commerce payment solutions, Bluetooth, push notifications (e.g. iBeacon), etc.	
A03. Augmented Mobile Experience Use of AR, visual search, image recognition, including image and object recognition technology, trigger markers such as QR codes, barcodes, etc.	
A04. Virtual Reality Experience Use of mobile based virtual reality technology to immerse a user within an experience.	
A05. 360° Videos new Mobile based videos and computer generated content created for immersion and/or interaction. Including, but not limited to, 360-degree live action photography or explorable digital simulations.	
A06. Networked / Connected Mobile Technology Networked screens in connection with a mobile device (including second screen experiences, Smart TV and cinema screen integration, networked digital billboard games etc.)	
A07. Connected Devices Cross-device work that uses at least one other device connected to a mobile phone (including, but not limited to, wearables, drivables, sports devices, smart watches, flyables, household objects). The device itself and its integration with a mobile device (or ecosystem) will be judged here. For Connected Screens, please enter into A06. Networked / Connected Mobile Technology	
A08. Wearable Technology Native applications for wearable platforms that leverage the unique attributes of the platform they are on. The software (e.g. the app or platform) will be judged here.	

**A09. Data / Insight**

The creative use of personal data to arrive at creative mobile solutions in order to target, engage or develop a meaningful relationship with a specific audience or community.

A10. Innovative Technology

The creative application of innovative technology; ground-breaking use of mobile device or innovative use of existing features. These might include, but are not limited to, touchscreen, accelerometer, speaker, vibration, etc.

B. Use of Mobile**제출물****B01. Mobile Websites**

Mobile or tablet specific websites or unique layout based on responsive design, fully fluid or with mobile specific breakpoint. Please highlight any mobile specific interface paradigms and metaphors that were introduced to make it uniquely mobile.

B02. Mobile Apps

Any application (native, hybrid, web-based or pre-installed) for a mobile device or Smart TV that can be accessed via the web or downloaded from app stores and other mobile software distribution platforms.

B03. Social for Mobile

Mobile first executions or campaigns with people and social thinking at the core. The jury will consider levels of engagement, social reach, activation/attribution, demand generation and the creative use of social networks / activity in meeting set objectives.

B04. Mobile Games

Brand related games designed for and played on a mobile phone, smart phone, tablet, Smart TV or any other mobile device.

B05. Mobile Advertising

Mobile banners, interstitials and other rich media designed for and played on a mobile phone, smart phone, tablet or any other mobile device. You will be required to show how the ad was originally displayed on the mobile device.

필수 제출물

- Digital Presentation Image JPG
- Case Film
- URL

선택 제출물

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content

C. Campaign

Mobile first campaigns and communication (not one-off executions) to enrich a brand, product or service.

제출물**C01. Integrated Campaign**

Campaigns that utilise mobile technology alongside other mediums. Entries in this category should demonstrate how the mobile component of the campaign interacted with the other channels (such as TV, in-store omni-channel experiences, press, outdoor, web, etc.).

C02. Cross-device Campaign

Campaigns that utilise connected/ networked mobile devices (minimum of 2 devices) e.g. communication which follows the user from one screen to another, campaigns which link various mobile devices etc.

C03. Messaging Campaign

Campaigns that employ messaging platforms including, but not limited to, instant messaging, push notifications (including iBeacon and similar technology), video messaging, photo sharing, SMS etc.

필수 제출물

- Digital Presentation Image JPG
- Case Film
- URL

선택 제출물

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content

OUTDOOR

옥외 부문에서는 옥외에서 체험하는 크리에이티비티를 심사합니다. 현장에서 사람들을 참여시키는 아이디어, 즉 공공장소를 통해 메시지를 전달하거나 소비자들에게 브랜드 경험에 몰입하게끔 만드는 작품들을 출품합니다.

중복출품에 대한 규정은 매체에 따라 다릅니다.

- 전통적 포스터는 A. Billboards & Street Posters, B. Indoor Posters에만 출품할 수 있습니다.
- 디지털 포스터는 C01, C02, C03(디지털 카테고리), D03. Use of Digital Outdoor에 출품할 수 있습니다.
- 개조 포스터(adapted poster)는 D01. Use of Adapted Billboards/Posters에만 출품할 수 있습니다.
- 앰비언트 옥외 작품은 E. Ambient'와 'D02. Use of Ambient Outdoor에만 출품할 수 있습니다.
- 집행 캠페인은 A. billboards & Street Posters, B. Indoor Posters에만 출품할 수 있습니다.

심사위원 팁

- '요점을 직접적으로 전달하고, 번역과 문화적 배경을 설명해야 좋은 컨셉 보드입니다.'
- '아이디어를 '너무 상세히' 설명하지 마세요. 훌륭한 아이디어에는 설명이 거의 필요 없어요. 맥락을 충분히 설명하고 아이디어가 저절로 알려지게 하세요.'
- '여러분 나라에서 아이디어가 대대적으로 알려졌다고 해서 여러 나라 심사위원들이 그걸 다 알 거라고 생각하지 마세요.'
- '어째서 출품작이 옥외 액티베이션에 해당하는지 설명하세요.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Billboards & Street Posters Classic sheet posters made for outdoor and standard transit spaces. The same entry can be submitted only once in this section	제출물
A01. Food All foods.	필수 제출물 <ul style="list-style-type: none"> • Digital Proof JPG • Unmounted Proof (Physical) • Mounted Proof (Physical) 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG
A02. Drinks All drinks.	
A03. Household Goods All household goods including cleaning products and detergents.	
A04. Cosmetics, Toiletries, Healthcare & Pharmacy All cosmetics, beauty products and toiletries. All healthcare and pharmacy products including condoms, contact lenses, hearing aids and vitamins.	
A05. Home Appliances, Furnishings, Electronics & Technology All home appliances and furnishings. All consumer electronics and technology.	
A06. Miscellaneous Products not included in other categories: pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
A07. Clothing, Footwear & Accessories All clothing, footwear & accessories including luggage and sunglasses.	
A08. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A09. Retail, e-Commerce, Restaurants & Fast Food Chains All shops and department stores including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains including cafes and bars.	
A10. Travel, Transport & Leisure All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	

A11. Media & Publications All media and publications including videogames, streaming services, music, TV and radio stations.	
A12. Financial Products & Services All financial products and services including insurance.	
A13. B2B Products & Services All business-to-business products and services, including advertising and recruitment agencies, consultancies, accounting firms and legal services.	
A14. Commercial Public Services All commercial public services including telecommunications, private healthcare and private education.	
A15. Corporate Image & Sponsorship All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
A16. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
A17. Public Sector new Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
A18. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	

B. Indoor Posters Classic sheet posters made for indoor public spaces i.e. supermarkets. The same entry can be submitted only once in this section.	제출물
B01. Food All foods.	필수 제출물 <ul style="list-style-type: none"> Digital Proof JPG Unmounted Proof (Physical) Mounted Proof (Physical) 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG
B02. Drinks All drinks.	
B03. Household Goods All household goods, including cleaning products and detergents.	
B04. Cosmetics, Toiletries, Healthcare & Pharmacy All cosmetics, beauty products and toiletries. All healthcare and pharmacy products, including condoms, contact lenses, hearing aids and vitamins.	
B05. Home Appliances, Furnishings, Consumer Electronics & Technology All home appliances and furnishings. All consumer electronics and technology.	
B06. Miscellaneous Products not included in other categories: Pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
B07. Clothing, Footwear & Accessories All clothing, footwear & accessories, including luggage and sunglasses.	
B08. Cars & Automotive Products & Services All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
B09. Retail, e-Commerce, Restaurants & Fast Food Chains All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	



B10. Travel & Transport All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
B11. Media & Publications All media and publications including videogames, streaming services, music, TV and radio stations.	
B12. Financial Products & Services All financial products and services including insurance.	
B13. B2B Products & Services All business-to-business products and services, including advertising and recruitment agencies, consultancies, accounting firms and legal services.	
B14. Commercial Public Services All commercial public services including telecommunications, private healthcare and private education.	
B15. Corporate Image & Sponsorship All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
B16. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
B17. Public Sector new Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
B18. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	

C. Digital Outdoor All digital 'out of home' work including all digital screens and ambient use of digital. The same entry can be submitted only once in this section.	제출물
C01. Static Digital Billboards / Posters Awarding excellence and interesting use of non-motion, static digital billboards and posters. Ads may have been created to be exhibited in loop with other digital posters.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical)
C02. Interactive & Dynamic Billboards / Posters Digital billboards or posters that necessarily require active engagement with consumer or other online/offline locations. Entries may include (but are not limited to) user generated content, participatory elements, digital games and motion detection technology, live streaming.	선택 제출물 <ul style="list-style-type: none"> Demo Film Digital Supporting Images JPG Awards Show Film
C03. Ambient Use of Digital Technology All uses of digital outdoor and ambient digital that elicits physical interaction, engagement and experiences for consumers. Examples include (but are not limited to) use of mobile with a strong outdoor touch-point, interactive installations and special build, holographic images etc. Entries may include (but are not limited to) use of augmented reality, interactive ambient experiences, immersive special builds and installation with digital elements or any digital adaptation/site specific use of existing environments.	
C04. Ambient Experiential & Immersive Digital Ambient digital that elicits physical interaction, engagement and experiences for consumer. Entries may include (but are not limited to) use of augmented reality, interactive ambient experiences, immersive special builds and installation with digital elements or any digital adaptation/site specific use of existing environments.	

D. Use of Outdoor In these categories, the jury will reward the creative and/or innovative use of the outdoor medium to communicate the brand's message. The jury will consider how well brands are finding new ways to enhance and reinvigorate the consumers' experience by allowing them to engage with and respond to the outdoor content.	제출물
D01. Use of Adapted Billboards / Posters Billboards/Posters designed for standard advertising sites, but with 3-dimensional, active or (non-digital) interactive elements. For digitally adapted posters, please enter into category E03. Use of Digital Outdoor.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical)
D02. Use of Ambient Outdoor This category is aimed to provide a space for those entries that look towards the future of ambient outdoor advertising.	선택 제출물 <ul style="list-style-type: none"> Demo Film Physical Support Material Digital Supporting Images JPG Awards Show Film
D03. Use of Digital Outdoor Specifically for entries that are forward thinking and groundbreaking in their innovation.	
E. Ambient Non-standard and free-format outdoor advertising. Work designed for standard poster sites are not accepted in the Ambient categories. The same entry can be submitted only once in this section.	제출물
E01. Non-Standard Indoor Advertising All non-standard, format-free in-store and indoor advertising.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical)
E02. Small Scale Special Solutions Small items which are either on display or distributed in the out of home environment. Advertising may include stickers, flyers, ambient signage, key-rings, balloons, balls, stationary and other branded items, petrol pumps, miniature models and builds, small attachments to existing items or areas and promotional give-aways.	선택 제출물 <ul style="list-style-type: none"> Demo Film Physical Support Material Digital Supporting Images JPG Awards Show Film
E03. Special Build Physical constructions, adaptations of exterior locations including buildings, street furniture or the environment, large scale signage, exhibitions, installations and displays. Advertising may include supersize sites, pop-up shops, 3D/non-standard shaped sites or physical constructions, ticket barriers and floor media.	
E04. Live Advertising and Events Outdoor activations which involve something live on the part of the advertiser. Advertising may include live performance, demonstrations, branded concerts, promotional events.	
E05. Interactive Outdoor Experiences Non digital outdoor activations which involve something live on the part of the consumer. Advertising may include experiential marketing, consumer and audience participation, interactive games & events.	
E06. Transit Non-standard or free-format advertising using vehicles or transit sites/locations. Advertising may include the non-standard or free-format advertising use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit sites such as car parks, airports, stations (bus & train), ferry ports, roads and driving tracks.	

F. Integrated	제출물
F01. Integrated Campaign led by Outdoor Campaigns with multiple elements or channels that are predominantly Outdoor driven. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	필수 제출물 <ul style="list-style-type: none">• Digital Presentation Image JPG• Unmounted Presentation Image (Physical)• Mounted Presentation Image (Physical) 선택 제출물 <ul style="list-style-type: none">• Demo Film• Digital Supporting Images JPG• Awards Show Film

PR

신뢰 있는 제3자와 신뢰를 구축하고 좋은 관계를 양성하는데 성공한 크리에이티브 작품을 심사합니다. 주로 획득미디어(earned-media) 전술이나 대중의 담론에 영향을 줄 채널을 이용해 궁극적으로 한 조직이나 브랜드가 타겟 오디언스와 함께 명성을 관리하고 비즈니스를 증대시키는 방법으로 대중의 인식과 행동을 바꾸어놓는 캠페인을 말합니다.

- 평가 기준: 전략 30%, 아이디어 20%, 집행 20%, 효과 및 결과 30%
- 한 작품은 PR 부문 내에서 최고 세 번까지 출품할 수 있습니다. 단 A. Sectors는 한 번만 가능합니다.

심사위원 팁

- ‘PR 아이디어가 캠페인의 핵심인지 확인하세요.’
- ‘신뢰할 만한 대화를 촉발하고, 설득력 있는 스토리를 만들어내어 인식이나 변화를 바꾼 과정을 보이세요.’
- ‘PR 전략의 크리에이티브한 이용한다면 글로벌한 경쟁력을 갖춘 캠페인을 만들 잠재력을 갖게 됩니다.’
- ‘KPI를 비롯해 의미 있는 방식으로 결과를 제시하고, PR 작품이 어떤 영향을 끼쳤는지 설명하세요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors In these categories, the jury will reward the best PR campaign for the Sector selected. The same entry can be submitted only once in this section.	제출물
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries and cleaning products.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • PDF • Physical Support Material • Digital Supporting Content • Awards Show Film • URL
A02. Durable Consumer Goods All clothing and accessories, furniture and consumer electronics.	
A03. Cars & Automotive Products & Services All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media & Publications All media and publications, including videogames, streaming services, music, TV networks and radio stations.	
A06. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance.	
A07. Public Sector new All programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
A08. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	



B. Practices & Specialisms In these categories, your entry will be judged specifically on the PR practice & specialism selected.	제출물
B01. Corporate Communication & Reputation Management Campaigns to build the image/raise the profile/shape the perceptions of a corporate brand, organisation or corporation, trade associations, institutes and councils.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG PDF Physical Support Material Digital Supporting Content Awards Show Film URL
B02. Public Affairs & Lobbying Campaigns planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies; as well as political or ballot initiatives.	
B03. Crisis Communications & Issue Management Campaigns to plan and/or handle the consequences of a crisis or an issue that may affect a company's credibility and reputation.	
B04. Business Citizenship / Corporate Responsibility and Environment Business to employee communications and engagement, including change management.	
B05. Internal Communications & Employee Engagement Business to employee communications and engagement, including change management.	
B06. Media Relations PR that puts media relations at the heart of the campaign and uses a high-degree of innovation to engage, educate or influence online/offline editorial media (newspapers, magazines, radio, television etc.), and change attitudes among targeted media audiences.	
B07. Events & Stunts PR campaigns that use stunts, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.	
B08. Live Shows / Concerts / Festivals PR campaigns that use concerts, festivals, sports events, exhibitions, live online streamed events etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.	
B09. Celebrity Endorsement PR campaigns that associate a celebrity with a product/service in order to reach specific awareness/business goals and/or to help establish trust and affinity between the product/service and the public.	
B10. Sponsorship & Partnership PR campaigns that utilise sponsorship and/or partnership programs to support a product or service in order to meet specific awareness/business goals as well as to enhance the image of a corporate brand, organisation or corporation.	
B11. Launch / Re-launch PR campaigns created to launch or re-launch a product or service.	
B12. Brand Voice & Strategic Storytelling Customised PR strategy designed to guide a brand/organisation to communicate its particular point of view/story in a consistently relevant way and to build emotional connection with employees, shareholders and customers alike.	
B13. Content-led Engagement & Marketing Creation and distribution of valuable and relevant online/offline content for brand/corporations, to drive engagement and achieve desired business outcomes. Includes blogs, photo & video galleries, newsletters, online films, documentaries, podcasts, eBooks, editorial, advertorial, whitepapers, magazines, webzines, infographics.	

C. Digital & Social In these categories, your entry will be judged specifically on how well the digital medium/ social platform was used to execute the PR campaign.	제출물
C01. Use of Digital in a PR campaign Digital communications desktop including: websites, microsites, search engine marketing, native advertising, banner ads, email marketing, etc.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG PDF Physical Support Material Digital Supporting Content Awards Show Film URL
C02. Use of Social in a PR campaign PR campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers.	
C03. Social Community Building & Management Social activity that is designed to build or maintain a branded community or one that is based on social networks that may result in an enhanced brand affinity and/or change in attitudes among targeted audiences. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at users will all be considered.	
C04. Audience Targeting / Engagement Strategies Employment of social channels/activities that rely on listening/responding strategies (including audiences' surveys and monitoring). Demonstrated ability to put the information gained to use in communications initiatives will be considered.	
C05. Social Influencer Communication & Amplification Social initiatives or projects that feature a social ambassador or influencer (i.e. blogger, video blogger, etc.) to provide social amplification and engage with a public/audience.	
C06. Real-time Response Targeted and non-targeted social activity that may utilise social platforms or real-time engagement newsrooms in order to respond to hot issues, crises and other online/offline activity in a creative and meaningful way, which prompts social sharing and engagement.	
C07. Co-Creation & User Generated Content Social based activity designed to engage with a community/fans and encourage them to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.	
C08. Innovative Use of Social Media Creative utilisation of existing or emerging social platform(s). Evidence of innovative use of the social medium, levels of engagement, social reach and strategy will all be considered.	
C09. Use of Technology Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign, including artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.	
D. Data & Measurement	제출물
D01. PR Excellence in Effectiveness new Recognises creative campaigns that have produced a measureable and proven impact on a client's business and reputation. Entrants should provide details of the evaluation methods, measurement tools and post-campaign analysis to provide a meaningful insight into the effectiveness of a public relations programme. Consideration will be given to the sound measurement of the effect on outcomes, business results and the quality and quantity of media.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG PDF Physical Support Material Digital Supporting Content Awards Show Film URL
D02. Research, Data Analytics & Insight Generation new Research, data or actionable insight that provides a meaningful contribution or input to a public relations program. Entrants should provide evidence of research or insight, quality of thinking and the development of a strategy.	

E. Campaign	제출물
<p>E01. Integrated Campaign led by PR Programmes that use multiple media platforms in one campaign which is initiated, led or driven predominantly by PR. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical)
<p>E02. Costs / Creative Performance PR Campaign Entries should demonstrate how well a low budget campaign (excluding all agency fees) met its objectives. Entrants must detail the total budget as well as providing information about any PR tactics or initiatives used to deliver the campaign.</p> <p>Client must not be a charity or not-for-profit organisation.</p>	<p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG PDF Physical Support 제출물 Digital Supporting Content Awards Show Film URL

PRINT & OUTDOOR CRAFT

포스터와 인쇄에 쓰인 예술적 기교를 심사합니다. 출품작은 프린트 또는 아웃도어 내용에 특출한 형식과 기능을 나타내야 합니다. 즉, 뛰어난 집행결과, 완벽한 디자인 그리고 거장다운 예술적 기교를 보여주어야 합니다.

- 심사 기준은 대개 집행결과입니다.
- 프린트 & 옥외 부문은 출품 제한 갯수가 없습니다.
- 집행 캠페인은 (Campaign of Executions) 은 모든 부문에 출품 할 수 있습니다.

하부카테고리 및 제출물은 아래와 같습니다.

A. Print & Publishing Craft The same entry may be submitted more than once in this section.	제출물
A01. Art Direction	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • Unmounted Presentation Image (Physical) 선택 제출물 <ul style="list-style-type: none"> • Physical Support Material • Demo Film • Digital Supporting Images JPG
A02. Copywriting	
A03. Illustration	
A04. Photography	
A05. Typography	
A06. Digital Poster Craft new	

PRINT & PUBLISHING

인쇄 및 출판 부문에서는 신문 잡지 등 발행물의 크리에이티비티를 심사합니다. 페이지를 뛰어넘는 작품, 즉 출판 매체의 독창성과 뛰어난 기법을 보여주는 작품을 출품합니다.

- 심사 기준은 대개 아이디어와 집행결과입니다.
- 집행 캠페인은 (Campaign of Executions) 'A. Print'에만 출품할 수 있습니다.

출품 횟수 제한은 해당 매체에 따라 달라 집니다.

- 전통적인 인쇄광고는 A. Print에 단 한 번 출품할 수 있습니다.
- 출판 작품이나 비전통적 출판 작품은 B. Use of Print & Publishing에 단 한 번 출품할 수 있습니다.

심사위원 팁

- '영어가 아닌 모든 작품에 영어 번역을 제공하시기 바랍니다.'
- '우리는 독창적이면서도 적절한 아이디어, 사고적 단순함, 그리고 뛰어난 크래프트를 원합니다.'
- '보석을 발견했다는 욕감이 든다면, 집행에 바로 들어가지 말고 그 아이디어를 어떻게 구현할 것인지 가능한 모든 방법을 다 살펴보세요.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Print	제출물
Traditional format print advertising. The same entry can be submitted only once in this section.	
A01. Food All foods.	필수 제출물 <ul style="list-style-type: none"> • Digital Proof JPG • Unmounted Proof (Physical) • Mounted Proof (Physical)
A02. Drinks All drinks.	
A03. Household Goods All household goods including cleaning products and detergents.	
A04. Cosmetics, Toiletries, Healthcare & Pharmacy All cosmetics, beauty products and toiletries. All healthcare and pharmacy products including condoms, contact lenses, hearing aids and vitamins.	
A05. Home Appliances, Furnishings, Electronics & Technology All home appliances and furnishings. All consumer electronics and technology.	
A06. Miscellaneous Products not included in other categories: pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
A07. Clothing, Footwear & Accessories All clothing, footwear & accessories including luggage and sunglasses.	
A08. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A09. Retail, e-Commerce, Restaurants & Fast Food Chains All shops and department stores including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains including cafes and bars.	
A10. Travel, Transport & Leisure All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	

A11. Media & Publications All media and publications including videogames, streaming services, music, TV and radio stations.	
A12. Financial Products & Services All financial products and services including insurance.	
A13. B2B Products & Services All business-to-business products and services, including advertising and recruitment agencies, consultancies, accounting firms and legal services.	
A14. Commercial Public Services All commercial public services including telecommunications, private healthcare and private education.	
A15. Corporate Image & Sponsorship All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
A16. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
A17. Public Sector Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
A18. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	

B. Use of Print and Publishing	제출물
B01. Use of Print and Publishing Use of print to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the content. This might include adapted traditional print adverts as well as digital and interactive ones. The same entry can be submitted only once in this section.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical) 선택 제출물 <ul style="list-style-type: none"> Demo Film Digital Supporting Images JPG Awards Show Film Physical Support Material



C. Original Print and Publishing	제출물
<p>C01. Original Print and Publishing</p> <p>Entries in these categories should show the creation of original printed content or its integration into published media. The same entry may be submitted more than once in this section.</p>	<p>필수 제출물</p> <ul style="list-style-type: none">• Digital Presentation Image JPG• Unmounted Presentation Image (Physical)• Mounted Presentation Image (Physical) <p>선택 제출물</p> <ul style="list-style-type: none">• Digital Supporting Images JPG• Demo Film• Awards Show Film• Physical Support Material

PROMO & ACTIVATION

프로모&액티베이션 부문에서는 브랜드에 생명을 불어넣는 크리에이티비티를 발굴합니다. 인터랙션을 이끌어내는 아이디어, 소비자 참여를 활성화해 상품이나 서비스를 알리는 작품을 출품합니다.

- 평가 기준: 전략 20%, 아이디어 30%, 집행 20%, 효과 및 결과 30%
- 프로모&액티베이션 부문에서 동일한 작품은 최대 3번까지 중복 출품할 수 있습니다. 단 A. Sectors 안에서는 한 번만 출품할 수 있습니다.

심사위원 팁

- ‘문자로 된 질의에 모두 응답해서 제출하세요. 결과와 캠페인의 배경을 모두 다 제대로 알기 위해 심사위원들은 이를 모두 읽습니다.’
- ‘실수와 같은 것을 가리려고 정보를 요란하게 기술하면 금방 알아차릴 수 있으니 사실대로 기술하세요.’
- ‘결과!’

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors In these categories, the jury will reward the best promotional campaign for the product and service selected. The same entry can be submitted only once in this section.	제출물
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries and cleaning products.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image JPG • Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content • URL
A02. Durable Consumer Goods All clothing and accessories, furniture and consumer electronics.	
A03. Cars & Automotive Products & Services All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media & Publications All media and publications, including videogames, streaming services, music, TV and radio stations.	
A06. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery.	
A07. Corporate Image & Sponsorship All non-product-based campaigns to build the image/raise the profile/shape the perceptions of a brand.	
A08. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	



<p>A09. Public Sector new Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.</p> <p>A10. Charities & Non-profit Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.</p>	
<p>B. Use of Promo: Mediums In these categories, your work will be judged specifically on how the medium was used to evoke consumer activation.</p>	<p>제출물</p>
<p>B01. Use of Ambient Media: small scale Including items in bars & restaurants and all other hand-held (or equivalent in size) items. 'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
<p>B02. Use of Ambient Media: large scale Non-traditional outdoor/billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. 'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.</p>	
<p>B03. Use of Broadcast Promotional campaigns and activations using Cinema, TV or Radio. Entries should demonstrate how the chosen medium supported the other promotional elements in the campaign.</p>	
<p>B04. Use of Print or Outdoor Promotional campaigns and activations using Print or Outdoor. Entries should demonstrate how the chosen medium supported the other promotional elements in the campaign. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.</p>	
<p>B05. Use of Technology Use of existing or new technology to execute or support a promotional campaign including, but not limited to, digital installations (POS & Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology. Does not include prototypes of early stage tech.</p>	
<p>C. Use of Promo: Experience Work in these categories will be judged specifically on how the activation or promotion succeeded in creating a closer bond between the consumer and the brand by immersing them in an engaging and memorable experience.</p>	<p>제출물</p>
<p>C01. Guerrilla Marketing & Stunts Any brand activation using guerrilla marketing, short/one-off live pop up events and executions, street teams, publicity stunts and street stunts to drive customers' engagement.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
<p>C02. Live Shows / Concerts / Festivals Any brand activation using big-scale events such as sport events, festivals, concerts, corporate entertainment, built stages, etc. to engage with customers.</p>	
<p>C03. Exhibitions / Installations Any brand activation creating a space or using a more permanent spatial feature to drive customers' engagement. Including galleries exhibitions, fairs, trade shows, vending machines, signage, floor graphics, etc.</p>	
<p>C04. Competitions & Promotional Games Brand activation using games in a promotional context (i.e. where a prize is awarded) to drive customers' engagement. Including lotteries, sweepstakes, contests, prize-draws etc. Digital gaming work should be entered in D02. Use of Mobile.</p>	

C05. Customer Retail / In-Store Experience new

Brand activation using product, price, place or promotion with the aim to engage and guide shoppers on all channels of their path to purchase. Including in-store and retail location activity, using samples, special discounts, customer marketing, promotions, incentives, product demonstrations, store-within-a-store, banners, posters, etc.

C06. Immersive Customer Experience new

Engaging, interactive, face-to-face customer focussed brand experiences with an holistic-multifaceted nature and story-telling at the heart. Campaigns in this category should create memorable, in-depth, tangible and real-life experiences, using space and interaction to immerse consumer in the created world. Including immersive brand experiences, immersive theatre-brand partnerships, immersive content, alternate reality games (ARG) and gamification.

D. Digital & Social

Work in these categories will be judged on how well the digital and social mediums and techniques were used to evoke consumer activation

제출물**D01. Use of Digital Platforms**

Online platforms or associated technologies and harnessing digital environment in a promotional campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging.

D02. Use of Mobile

Entries in this category must feature communication with a clearly identifiable consumer activation delivered through mobile/portable devices such as mobile phones and mobile technology.

D03. Use of Social Platforms

Promotional campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers.

D04. Real-time Response

Targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which prompts social sharing and engagement.

D05. Co-Creation & User Generated Content

Social activity designed to encourage a community/fans to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction.

필수 제출물

- Digital Presentation Image JPG
- Mounted Presentation Image (Physical)

권장 제출물

- Case Film

선택 제출물

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

E. Strategy Work in these categories will be judged on how it generated significant consumer response by following a specific promotional strategy.	제출물
E01. Launch / Re-launch Promotional campaigns or activations created to launch or re-launch a product or service on the market.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
E02. Sponsorship & Partnership For a campaign that utilize a sponsorship or tie-in partner e.g. sports, music and entertainment.	

F. Campaign	제출물
F01. Integrated Campaign led by Promo & Activation Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by Promo & 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.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) 권장 제출물 <ul style="list-style-type: none"> Case Film 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Physical Support Material Awards Show Film Digital Supporting Content URL
F02. Low Budget / High Impact Campaign new Entries should demonstrate the success of a promotional campaign against a limited budget. Entrants must detail the total budget as well as providing information about any promotional tactics used to deliver the campaign. Entrants must provide details of the total budget.	

RADIO

라디오 부문에서는 방송전파를 통한 크리에이티비티를 심사합니다. 음향으로 표현된 크리에이티비티, 즉 뛰어난 음향, 음향 혁신, 우수한 청각적 스토리텔링을 통해 브랜드 메시지를 커뮤니케이션 하는 작품을 출품합니다.

- 심사 시에는 아이디어와 집행을 위주로 평가합니다.
- 카테고리만 적합하면 동일한 작품을 라디오 부문 내에 얼마든지 중복 출품할 수 있습니다. 단 A. Radio & Audio카테고리 내에서는 한 번만 가능합니다.

심사위원 팁

- ‘서면제출물 작성에 힘쓰세요. 그것이 세일즈 피치에 해당하니까요.’
- ‘라디오는 참여도가 낮은 매체입니다. 4, 5초 안에 오디언스가 끌려들어가는 무시하든 결판이 납니다. 그래서전 개인적으로 듣는데 부담감 없는 것을 골라요.’
- ‘심사위원들은 때로 일부 지역 문화나 광고와 관련된 특정한 맥락을 이해 못 합니다. 그런 경우라면 반드시 설명을 덧붙이세요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Radio & Audio The same entry can be submitted only once in this section.	제출물
A01. Fast Moving Consumer Goods All fast moving consumer goods, including food and drinks, toiletries and cleaning products.	필수 제출물 <ul style="list-style-type: none"> • MP3 Original Version 선택 제출물 <ul style="list-style-type: none"> • MP3 English Version • Digital Supporting Content • URL
A02. Durable Consumer Goods All clothing and accessories, furniture and consumer electronics.	
A03. Cars & Automotive Products & Services All vehicles and related products and services including petrol stations, breakdown and car hire services.	
A04. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A05. Media & Publications All media and publications including video games, streaming services, music, TV and radio stations.	
A06. Financial Products & Services, Commercial Public Services, B2B Products & Services All financial products and services, including insurance. All commercial public services, including telecommunications, private healthcare and private education. All business-to-business products and services, including advertising agencies, courier services and stationery.	
A07. Corporate Image & Sponsorship All non-product-based campaigns, including event sponsorship, to build the image/raise the profile/shape the perceptions of a brand.	
A08. Corporate Social Responsibility new All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	

A09. Public Sector new

Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.

A10. Charities & Non-profit

Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.

B. Use of Radio & Audio

Innovative use of the radio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the radio content.

제출물**B01. Use of Radio or Audio as a Medium**

Recognises the innovative or creative use of radio or audio as a medium in a campaign. These entries are not typical spots which are used for direct brand communication, but are part of a bigger idea. The entries demonstrate the creative or innovation use of radio as an Individual medium to communicate the brand's message.

필수 제출물

- MP3 Original Version

선택제출물

- MP3 English Version
- Digital Supporting Content
- Demo Film
- Awards Show Film
- URL

B02. Use of Audio Technology

Recognises forward thinking ideas, whose creative use has directly enhanced the experience of the listener. The technology demonstrated should be specifically for the use of radio. This may include use of apps or mobile/web technology, software development, and technology that demonstrates a development in the production process and distribution of audio.

B03. Branded Content / Programming

Recognises creative excellence in paid-for, sponsored or brand funded content/ programming on radio stations. There is a synergy between the brand and programming/ radio station and it is more than a traditional 'spot'. This may include streaming or podcasting or programme sponsorship. The content should exemplify the brand message/ ethos, as well as enhance the experience of the listener.

C. Craft	제출물
C01. Use of Music Including original composition, licensed recordings or adapted/alterd versions of an existing recording.	필수 제출물 <ul style="list-style-type: none"> • MP3 Original Version 선택 제출물
C02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements. Including sound effects, location recordings, 'atmos', etc.	<ul style="list-style-type: none"> • MP3 English Version • Digital Supporting Content • Demo Film • Awards Show Film • URL
C03. Script Recognises the ability of script to creatively transform a brand idea or message into an audio context, that enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script).	
C04. Casting & Performance Recognises the overall execution of the script through performance, where voice performance is integral to the success of the spot. This could include; tone and pacing, use of accents and impressions etc.	

HEALTHCARE

의료 서비스 부문에서는 엄격히 규제 되어있는 제약업계 뿐 아니라 의료서비스 소비에서 찾을 수 있는 크리에이티비티를 심사합니다. 출품작은 소비자 건강관리에 대한 탁월한 접근법으로, 공적 교육이나 비처방 약품의 홍보, 자가진단 방법 교육, 사전 건강관리 등을 뛰어난 방식으로 알리는 것이어야 합니다.

제약부문은 건강 관련 중사자, 환자 및 타겟 소비자에게 정보를 주고 참여시킨 작품, 즉 생활과 진단, 처방, 질병 완화 및 질병 관리에 과학과 혁신을 가져온 작품을 출품합니다.

- 심사 시에는 규제기관, 정부, 방송국 등에서 부과한 규제나 제약을 고려합니다. 평가 기준은 카테고리에 따라 달라집니다.
- Craft 카테고리 및 매체 별로 정의한 카테고리(Mobile, Film 등)는 주로 아이디어와 집행을 평가합니다. 분야별 카테고리 (Direct, PR 등)에서는 전략, 효과 및 추가 요소 등이 심사에서 고려됩니다.
- 카테고리만 적절하면 건강 보건 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다
- 집행 캠페인(Campaign of Executions)은 해당 매체에 출품 가능 합니다.- Film: Cinema, TV and Digital Film Content; all Film Craft mediums; Ambient Outdoor; Standard Outdoor; Standard Print; all Print & Outdoor Craft mediums; Radio Craft: Script; Radio Craft: Use of Music / Sound Design

심사위원 팁

- ‘심사위원이 직접 만지고, 쥐고, 플레이해보거나, 인터랙션해보는 게 좋다고 생각될 경우 실제 물건을 보내도록 합니다.’
- ‘최고의 케이스 스터디는 문제의 본질을 신속히 제기하고, 이후 크리에이티브한 방법으로 정보와 해답을 간략히 전달하는 것입니다.’
- ‘작품은 여러 정보에서 심사하지만, 제 경우에는 매우 독창적이고 독특하며 광고주에게 역동적인 솔루션을 제시하여 시장에 영향력을 미친 작품을 찾습니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Health & Wellness: Consumer Products

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

A01. OTC Oral Medicines

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

A02. OTC Applications

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

A03. OTC Products/Devices

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

A04. Nutraceuticals

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

A05. Health & Wellness Tech **new**

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

B. Health & Wellness: Awareness & Advocacy

B01. Brand led Education & Awareness **new**

Brand/Client sponsored messages to promote health awareness such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

B02. Pro-Bono led Education & Awareness **new**

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. This category will include public health, and unbranded disease awareness.

B03. Fundraising & Advocacy **new**

Health and Wellness charity and institutions fundraising, patient advocacy (to non-healthcare professionals), disease and condition advocacy, treatment literature, blood and organ donations, volunteers. It must be shown clearly that this is for the attention of consumers.

C. Health & Wellness: Health Services & Corporate Communications

C01. Corporate Image & Communication

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

C02. Health Services & Facilities

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

C03. Insurance

Medical insurance and financial plans.

D. Health & Wellness: Animal Health

D01. Animal Health

Health products and services for consumers that show a meaningful health benefit. Including animal wellbeing, veterinary clinics and surgeries, fundraising for animal charities and facilities.

E. Pharma: Communications to Healthcare Professionals

Campaigns that are made solely for the attention of healthcare professionals.

E01. Prescriptions - Branded Communication

Campaigns for prescription-only medicines and biologics.

E02. Prescriptions - Unbranded Communication

Campaigns aimed directly at healthcare professionals with no brand mention, but with the intention of increasing sales and/or awareness of a prescription-only product.

Please note that Spikes Health considers unbranded communication to mean there is no product mentioned in the communication, but the mentioning of the client is acceptable.

E03. Devices & Diagnostics

Communication promoting any instrument, apparatus, implant or other related product used to diagnose, prevent or treat medical conditions.

Please note that entries in this product group will be judged on the communication to promote or sell the device or diagnostic tool, not the device itself. If you wish to enter a communication device please see section C. Patient Support & Disease Management.

E04. Education & Awareness

Campaigns aimed at Healthcare Professionals to educate or raise awareness of the diagnosis, treatment, and/or prevention of a particular disease or ailment. Including Clinical Trials.

For communications to increase awareness or sale of a product please see A02. Prescriptions - Unbranded Communication.

E05. Business to Business

Other campaigns promoting services and utilities to support, protect or nurture healthcare professionals and organisations, including: recruitment and career services, online peer communities, legal services, B2B services and professional insurance.

F. Pharma: Communications to Non-Healthcare Professionals

Campaigns that are aimed directly at the patient or consumer as prescribed by a health care professional.

F01. Prescriptions - Branded Communication

Campaigns for prescription-only medicines and biologics, aimed directly at the patient or consumer.

F02. Prescriptions - Unbranded Communication

Campaigns aimed directly at the patient or consumer with no brand mention, but with the intention of increasing sales and/or awareness of a prescription-only product.

Please note that Spikes Health considers unbranded communication to mean there is no product mentioned in the communication, but the mentioning of the client is acceptable.

F03. Devices & Diagnostics

Communication promoting any instrument, apparatus, implant or other related product used to diagnose, prevent, manage or treat medical conditions as prescribed by healthcare professionals.

Please note that entries in this product group will be judged on the communication to promote or sell the device or diagnostic tool, not the device itself. If you wish to enter a communication device please see section C. Patient Support & Disease Management

F04. Patient Education & Adherence

Education and awareness campaigns, medication adherence and treatment literature for patients with pre-existing conditions diagnosed and treated by health care professionals. Including Clinical Trials.

These communications must be clearly for the attention of patients who have pre-existing conditions which they are aware of. These conditions will need to be diagnosed by a healthcare professional and will in most cases be treated, cured or managed by prescription medication or surgery.

F05. Other

Other campaigns promoting services and utilities to support, protect or nurture the patient or consumer as prescribed by a healthcare professional.

G. Pharma: Patient Support & Disease Management

Communications within the Pharma industry for the individual and “beyond the pill” solutions between healthcare professionals and patients. It would be expected that entries into this section would aid in the communication of a brand ethos as well as have a positive impact on improving people's lives.

G01. Patient to HCP Communications

To include mobile and digital medical appointment tools; pharmaceutical products purchasing solutions (ePrescribing); integrated health systems; wearable hardware and software tools; point of care solutions.

G02. Patient Engagement Utilities

To include mobile and digital solutions to manage, treat or diagnose pre-existing Pharma conditions, online patient communities, devices and tools to improve patient independence, stunts, events and 360 experiences to complement and improve the treatment of patients; devices and products to de-stigmatise patient conditions.

G03. HCP Devices & Diagnostics

Communication tools and devices to assist Healthcare Professionals with the treatment, diagnosing and data collection of patients. To include mobile and digital devices, software and hardware, clinical trial tools, diagnostic tools, treatment tools. It would be expected that entries into this product group would aid in the communication of a brand ethos as well as have a positive impact on improving people's lives.

MEDIUMS

Branded Content & Entertainment	제출물
<p>Branded Content: Digital & Social Digital work that communicates a brand or product. To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> • Private Case Film (Pharma Only) • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL
<p>Branded Content: Film, TV and Online Film Content 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. Entries can include original content or natural integration of a brand into existing formats.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Film <p>선택 제출물</p> <ul style="list-style-type: none"> • Digital Supporting Images JPG • Digital Supporting Content • URL
<p>Branded Content: Live Experience Original live content where the brand is creatively positioned using: original events and shows, installations, festivals.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> • Private Case Film (Pharma Only) • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL

Digital	제출물
<p>Digital Creative work which encompasses branded online, digital, and technological communication. Content to include, but not restricted to websites, microsites and banners, social media (including video sharing sites and apps), games, interactive learning platforms, email advertising, digital stunts, e-detailing, interactive sales aids.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image URL <p>선택 제출물</p> <ul style="list-style-type: none"> Case Film Private Case Film (Pharma Only) Awards Show Film Digital Supporting Images JPG Digital Supporting Content
Digital Craft	제출물
<p>Digital Craft 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>Digital Craft: User Experience (UX) The emotional and behavioural response to a digital product or service.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image URL <p>권장 제출물</p> <ul style="list-style-type: none"> Demo Film <p>선택 제출물</p> <ul style="list-style-type: none"> Awards Show Film Digital Supporting Images JPG Digital Supporting Content
Direct & Promo	제출물
<p>Direct and Promo & Activation Targeted direct or promotional communication, designed with the intention of entering into a dialogue with the respondent and to generate response or specific action whilst building and prolonging relationships OR activity designed to create immediate activation and/or offer for the sale of a product or service.</p> <p>Content to include, but not restricted to; flat and dimensional mailing, ambient/alternative media, digital media (including social media), product launch and re-launches, broadcasts, print and outdoor media, eDetailing, audio including radio, downloadable content and streaming content, patient brochures, patient starter kits, sales aids, promotional branding, promotional packaging, brand creation.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Private Case Film (Pharma Only) Awards Show Film Digital Supporting Images JPG Digital Supporting Content Physical Support Material URL
Film	제출물
<p>Film: Cinema, TV and Digital Film Content Product/brand commercials and other content intended for transmissions aired on television or cinema, online, mobile, point of sale and other digital screens.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Film <p>선택제출물</p> <ul style="list-style-type: none"> Video URL

Film Craft Content judged on the quality and aesthetic of the filmmaking process.	제출물
Film Craft: Animation / Visual Effects The use and aesthetic of animation and the creation of film environments and other visual effects. All types of animation, including cell, stop-motion, graphic, and silhouette and computer animation in 2D or 3D will be accepted. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage.	필수 제출물 <ul style="list-style-type: none"> Film 선택 제출물 <ul style="list-style-type: none"> Demo Film Video URL
Film Craft: Production Design / Art Direction The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.	
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered	
Film Craft: Direction The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director's vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution.	
Film Craft: Use of Music / Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising	

Integrated	제출물
Integrated Campaign Creative work spread across three or more different media All entries must relate to one single campaign. Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately.	필수 제출물 <ul style="list-style-type: none"> Digital Presentation Image JPG Case Film 선택 제출물 <ul style="list-style-type: none"> Private Case Film (Pharma Only) Awards Show Film Digital Supporting Images JPG Digital Supporting Content Physical Support Material URL

Mobile	제출물
<p>Mobile</p> <p>Creative work which lives on, or is activated by, digital or mobile devices, apps or mobile sites. Content to include, but not restricted to, mobile websites/applications, social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Case Film URL <p>선택 제출물</p> <ul style="list-style-type: none"> Private Case Film (Pharma Only) Awards Show Film Digital Supporting Images JPG Digital Supporting Content Physical Support Material
Outdoor	제출물
<p>Ambient Outdoor</p> <p>Content intended for out of home advertising including, but not restricted to: Small scale solutions, special build, digital outdoor solutions, signage, transit solutions, installations, banners, display items, guerrilla.</p> <p>Content generated specifically for conference/meetings/educational gatherings including conference stands, product launches, sales conference 제출물, sales force education</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical) <p>선택 제출물</p> <ul style="list-style-type: none"> Demo Film Digital Supporting Images JPG Physical Support Material Awards Show Film
<p>Standard Outdoor</p> <p>Content intended for billboards, posters, bus stops, in store posters, point of sale.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Proof Unmounted Proof (Physical) Mounted Proof (Physical) <p>선택제출물</p> <ul style="list-style-type: none"> Digital Supporting Images JPG
PR	제출물
<p>PR</p> <p>Creative work involved with reputation management by the building and preservation of trust and understanding between individuals, businesses or organisations and their publics. Content to include, but not restricted to, digital PR, social media, live events, stunts, celebrity endorsement, launch or re-launch, media relations, corporate responsibility, crisis & issue management, corporate image, disease awareness, brand development, ethics.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> Digital Presentation Image JPG Mounted Presentation Image (Physical) <p>권장 제출물</p> <ul style="list-style-type: none"> Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> Private Case Film (Pharma Only) Awards Show Film Digital Supporting Images JPG Digital Supporting Content PDF URL Physical Support Material

Print	제출물
Print Collateral Brochures, booklets, leave behinds, custom sales 제출물, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.	필수 제출물 <ul style="list-style-type: none"> Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical) Digital Presentation Image JPG 선택 제출물 <ul style="list-style-type: none"> Demo Film Digital Supporting Images JPG Digital Supporting Content Physical Support Material Awards Show Film
Standard Print Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts.	필수 제출물 <ul style="list-style-type: none"> Unmounted Proof (Physical) Mounted Proof (Physical) Digital Proof JPG

Print & Outdoor Craft	제출물
Print & Outdoor Craft: Art Direction	필수 제출물 <ul style="list-style-type: none"> Unmounted Presentation Image (Physical) Digital Presentation Image JPG Mounted Presentation Image (Physical) 선택 제출물 <ul style="list-style-type: none"> Digital Supporting Images JPG Digital Supporting Content Physical Support Material
Print & Outdoor Craft: Copywriting	
Print & Outdoor Craft: Illustration	
Print & Outdoor Craft: Photography	
Print & Outdoor Craft: Typography	

Radio	제출물
Radio: Digital and Analogue Audio Streaming Content intended for radio, streaming audio content and downloadable audio content	필수 제출물 <ul style="list-style-type: none"> MP3 Original Version 선택 제출물 <ul style="list-style-type: none"> MP3 English Version Digital Supporting Content Awards Show Film URL

Radio Craft	제출물
Radio Craft: Script Recognises the ability of script to creatively transform a brand idea or message into an audio context, which enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script).	필수 제출물 <ul style="list-style-type: none"> MP3 Original Version 선택 제출물 <ul style="list-style-type: none"> Demo film Digital Supporting Content MP3 English Version Awards Show Film URL
Radio Craft: Use of Music / Sound Design Content judged on the quality and aesthetic of the audio making process.	

Use of Technology	제출물
<p>Use of Technology Celebrating the use and innovation of existing or new technology that has been utilised or harnessed to enhance a brand, message or service. To include branded tech, wearable hardware and software, data visualisation, digital demonstrations, creative and innovative use of data, digital services or tools that creates brand value between the product and consumer and enhances the users lifestyle or behaviour. Please note entries will not be judged on the technology itself but on how the technology is used to create a positive impact on the brand, product or service.</p> <p>If you wish to enter standalone innovative or new technologies please see Spikes Innovation.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image JPG <p>선택 제출물</p> <ul style="list-style-type: none"> • Case Film • Private Case Film (Pharma Only) • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • Physical Support Material • URL • Demo Film

INNOVATION

이노베이션 부문에서는 선구적인 기술적 크리에이티비티를 심사합니다. 빅 아이디어와 급진적인 기술 간 상호관계를 이루는 작품, 즉 이전까지 시도하지 응하지 못했던 소비자 요구를 충족시키거나 새로 발명한 방식으로 상품이나 서비스, 브랜드 메시지를 전달하는 맞춤형 해법을 말합니다.

- 이노베이션 부문에서 동일한 작품은 단 한 카테고리에만 출품할 수 있습니다.
- 쇼트리스트에 오르는 경우 싱가포르에 와서 직접 심사위원들 앞에서 프리젠테이션을 해야 합니다.

심사위원 팁

- ‘다른 사람들이 만든 것을 단순히 다시 포장해서는 안 됩니다. 이 혁신에 새로운 가치를 부여했음을 증명하세요.’
- ‘데모가 가장 중요합니다. 혁신이 오디언스나 혹은 브랜드의 니즈(이 니즈는 대행사가 정의하도록 도와야 합니다)와 어떻게 만났는지 보이세요.’
- ‘쇼트리스트에 진출해도 긴장하지 마세요. 심사위원들은 여러분의 성공을 바라고 있으며, 어떻게 프리젠테이션을 하든 좋은 아이디어가 빛나게 하고 싶어하니까요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Innovation Please provide a case film with some key visuals – video, still images or any other appropriate footage to best explain the innovation with a simple, clear commentary in English. It must include a clear demonstration of the technology, workings and processes.	제출물
A01. Innovative Technology Standalone, technological solutions not in association with a brand or creative campaign. The definition of ‘Innovation’ for the purpose of this section is non-brand-aligned, breakthrough technology or solutions that advance, enrich or improve. Spikes may also be awarded to technological innovations that may have the potential to enhance or drive a creative communications initiative or brand message. The Innovative Technology category will also recognise, but are not limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions or other forms of ad tech that promote innovation in marketing communication.	필수 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • PDF • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL
A02. Applied Innovation Business and technological solutions in association with a brand or creative campaign. The definition of ‘Innovation’ for the purpose of this category is brand-aligned, breakthrough ideas, revolutionary technology, and forward-thinking methods that are rooted in finding solutions to brand problems. Entries in this category must clearly demonstrate how breakthrough innovations (which include technological solutions) have allowed brands to communicate with their customers in a new or improved way. Entrants must be able to demonstrate how the use of breakthrough innovation sits at the core of the brand communication. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business issue for brand marketers or have been produced/developed in order to propel a brand forward. May also include the innovative marriage of existing approaches, methods and/or technologies in order to solve a specific brand problem.	
A03. Technological Craft & Development new Entries into this category must focus on how they have overcome challenges and improved within the eligibility dates. They may also focus on the scaling out of an innovation or creative campaign enhanced by new tech, showing how their innovation has moved beyond its original objectives and goals to reach new heights. You may have entered Innovation Spikes in previous years but must show a marked improvement in your innovation since your previous submission.	
A04. Early Stage Technology new Entries into this category are still in the testing, prototype and beta stages of their creation. They may be still attracting funding or only operating at a fraction of their projected scale. Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.	

ENTERTAINMENT

엔터테인먼트 부문에서는 콘텐츠를 문화로 바꾼 크리에이티비티를 심사합니다. 출품작은 스킵할 수 없는 아이디어, 즉 타개적인 방법으로 브랜드 메시지를 전달하거나 새로운 방식으로 소비자들과 연결하는 아이디어임을 보여야 합니다.

- 심사 시 주로 아이디어와 집행을 평가합니다.
- 카테고리만 적절하면 엔터테인먼트 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다.

심사위원 팁

- ‘식상한 업계용어와 과장된 수치를 쓰지 마세요. 심사위원은 수천 편의 출품작을 보는데, 이런 주장은 작품을 평가하는데 있어 오히려 부정적인 영향을 줍니다.’
- ‘심사위원들께겐 배경 이야기나 뉘앙스를 찾아볼 시간이 없습니다. 작품에 대해 전혀 알지 못하는 몇 사람에게 미리 보여준 후 그들이 이야기를 확실하게 이해하는지 확인해보는 것도 좋겠습니다.’
- ‘특정 카테고리에 들어갈 가치가 있다고 생각되면, 수많은 카테고리에 똑 같은 제출물을 내지 말고 바로 그 카테고리의 성격을 반영하는 제출물을 준비하세요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Audiovisual Branded Content Films, series or audio content created for a brand, independently or in collaboration with a producer or content platform, to amplify a brand's message and engage with consumers.	제출물
A01. Cinema & Theatrical Single fictional films or documentaries created for theatrical release.	필수 제출물 <ul style="list-style-type: none"> • Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Digital Supporting Content • URL
A02. TV & VOD Single fiction films or documentaries created for television or video on demand platforms.	
A03. Online: Fiction Single fiction films created for online platforms such as company websites and social media.	
A04. Online: Non-fiction new Single documentaries under 15 minutes in length created for online platforms such as company websites and social media.	
A05. Audio Content Content created for radio, podcasts or other audio platforms.	필수 제출물 <ul style="list-style-type: none"> • MP3 Original Version 선택 제출물 <ul style="list-style-type: none"> • MP3 English Version • Digital Supporting Images JPG • Digital Supporting Content • Case Film • Awards Show Film • URL
A06. Co-Creation & User Generated Content Initiatives that use content created by an audience in order to provide message amplification.	필수 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Digital Supporting Content • URL • Awards Show Film
A07. Talent In this category, the jury will consider the immediate and longer term collaboration between a brand and talents (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>A08. Brand Experience Experiences produced across different platforms to amplify a brand's message. In these categories, the jury will consider brand experiences that harness the power of consumer influence to create and develop entertaining and engaging content to further brand's reach and awareness and to drive business.</p>	
<p>A09. Branded Games Games and gaming initiatives that communicates a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.</p>	
<p>A10. Digital / Social Branded websites or social media initiatives that enable a brand to provide message amplification and engage with a public/audience.</p>	
<p>A11. Sports new Rewarding excellent examples of sports entertainment across different platforms.</p>	
<p>A12. Excellence in Brand or Product Integration into Existing Content The integration of a brand/product as an element of existing content, including films, TV shows and online series.</p>	
<p>A13. Excellence in Audience Engagement & Distribution Strategy Exceptional audience engagement and distribution strategies that creatively and effectively further the content's reach.</p>	
<p>A14. Excellence in Partnerships for Branded Content This category recognises excellence in partnerships in Branded Content. Entries will be judged on how effective and mutually beneficial the partnership was and how audiences were involved in compelling ways.</p>	
<p>A15. Innovation in Branded Content Ground-breaking and unparalleled branded content.</p>	

ENTERTAINMENT FOR MUSIC

엔터테인먼트 포 뮤직 부문에서는 음악적인 콜라보레이션과 오리지널 음악 콘텐츠를 심사합니다. 출품작은 원곡 제작이나 프로모션, 혹은 브랜드용 음악을 배포한 경우를 보여야 합니다. 소비자와 커뮤니케이션하기 위해 혁신적인 방식으로 취입 음악가나 플랫폼을 이용한 경우입니다.

- 심사 시 주로 아이디어와 집행을 평가합니다.
- 카테고리만 적절하면 엔터테인먼트 포 뮤직 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다

하부카테고리 및 제출물은 아래와 같습니다.

A. Music & Brands Collaboration between a brand and music artists to co-create and develop entertaining and engaging content to further a brand's reach, increase awareness and drive business.	제출물
A01. Artist in Partnership with a Brand or a Cause Collaboration between a brand and a music artist to co-create entertaining and engaging live content to increase brand's reach and awareness and drive business. Including but not limited to concerts, tours, festivals, sports events, exhibitions, publicity stunts and other brand activations.	필수 제출물 <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL
A02. Use of Social / Digital Platform Existing or emerging social/digital platforms that utilize a music artist in order to engage with a specific audience. Levels of engagement, social reach and the overall digital/social branded strategy will be considered.	
A03. Fan Engagement / Community Building Digital and social initiatives designed to engage, build and/or maintain an artist's online social fan base/community that may result in an enhanced brand affinity. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-active users will all be considered.	
A04. Use of Licensed or Adapted Music Placement of a track in branded communication that has been adapted or licensed by, but not specifically created for, a brand or campaign. May take into consideration the sourcing, procurement and suitability of the music for the brand. Includes remixed, remastered, edited or rerecorded music.	
A05. Use of Original Composition The impact and success of original music compositions, created specifically for a brand's use. The artistic achievement of the track itself will be considered as well as its successful use in branded communications.	
A06. Use of Music Streaming Platform / Video Hosting Service / App Creative use of music streaming platforms or video hosting services, including playlist strategies, to promote a brand or an artist.	
A07. Use of Music Technology or Innovation Creation or use of new technology in the promotion of a brand or an artist.	
A08. Music Live Experience The design and production of experiences with music at its core. This might include concerts, stunts, installations, and activations.	
A09. Excellence in Music Video The jury will consider exceptional examples of original music videos	필수 제출물 <ul style="list-style-type: none"> • Film 선택 제출물 <ul style="list-style-type: none"> • Digital Supporting Images JPG • Digital Supporting Content • URL

A10. Excellence in Audience Engagement & Distribution Strategy Creative distribution of music content as part of an artist's branding to reach audiences in effective ways.	필수 제출물 • Case Film 선택 제출물 • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL
A11. Excellence in Brand / Music Sponsorship or Partnership Exceptional partnerships between brands and music artists that mutually benefit all parts involved.	