

2018

출품 안내문 1

카테고리 & 제출물

가이드라인



Spikes Asia
FESTIVAL OF CREATIVITY

CONTENTS

SPIKES ASIA



BRAND EXPERIENCE & ACTIVATION

브랜드 경험/액티베이션 부문은 액티베이션, 몰입, 매장 경험 등을 통한 전방위적 소비자 관여를 심사합니다. 소비자의 브랜드 경험에 있어서 각 터치포인트를 어떻게 최적화하여 브랜드 친숙도를 향상시키고 상업적 성공으로 이끌었는지를 제시해야 합니다.

- 평가기준 : 아이디어 20 %; 전략 20 %; 실행 30 %; 결과 30 %.
- 동일한 작품을 Brand Experience & Activation에 최대 3회까지 지원 가능합니다. 그러나 동일한 작품을 'A. Brand Experience & Activation: Sectors'에서는 1회만 지원 가능합니다.

A. Brand Experience & Activation: Sectors In these categories, the jury will reward the best Brand Experience & Activation campaigns for the sector selected. The same work can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 • Digital Presentation Image
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	권장 제출물 (선택) • Case Film
A03. Healthcare BPharma, OTC drugs, wellness.	선택 제출물 • URL
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



B. Channels Work in these categories will be judged specifically on how the medium was used within a Brand Experience or Activation.	Materials
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.	필수 제출물 • Digital Presentation Image
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.	권장 제출물 (선택) • Case Film 선택 제출물 • URL
B03. Use of Broadcast Brand experience or activations using Cinema, TV or Radio. Entries should demonstrate how the chosen medium supported the other activation elements in the campaign.	
B04. Use of Print or Outdoor Brand experience or activations using Print or Outdoor. Entries should demonstrate how the chosen medium supported the other activation elements in the campaign. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional bi	
B05. Use of Technology Use of existing or new technology to execute or support a Brand experience or activation including, but not limited to, digital installations (POS & Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology.	

C. Use of Brand Experience & Activation Work in these categories will be judged specifically on how the brand experience or activation succeeded in creating a closer bond between the consumer and the brand by immersing them in an engaging and memorable experience.	Materials
C01. Guerrilla Marketing & Stunts Any brand experience or activation using guerrilla marketing, short/one-off live pop up events and executions, street teams, publicity stunts and street stunts to drive customers' engagement.	필수 제출물 • Digital Presentation Image
C02. Live Shows / Concerts / Festivals Any brand experience or activation using big-scale events such as sport events, festivals, concerts, corporate entertainment, built stages, etc. to engage with customers.	권장 제출물 (Optional) • Case Film
C03. Exhibitions / Installations Any brand experience or 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.	선택 제출물 • URL
C04. Competitions & Promotional Games Competitions or promotional incentives used to drive customer engagement with a brand.	
C05. Customer Retail / In-Store Experience In-store and retail location activities including product launches/activations, demonstrations, sampling activities and pop-ups that engage and guide shoppers on all channels of their path to purchase.	
C06. 360° Customer Journey new Celebrating the successful strategic planning of the entire customer journey; following the consumer from initial awareness of a product/service through to post-purchase customer service & communications.	



<p>D. Touchpoints & Technology</p> <p>In these categories work will be judged on the use of technology and multiple touchpoints across a Brand Experience & Activation.</p>	<p>Materials</p>
<p>D01. Touchpoint Technology & Tech-led Brand Experience new</p> <p>Any brand experience or activation using touchpoint technology to drive customer engagement. Including website, app or any other digital application. Entries in this category should demonstrate how the use of new tech or existing tech, used in a new way, enhanced a brand experience or activation.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>D02. Use of Mobile & Devices new</p> <p>Entries in this category must describe how a mobile app, portable device or mobile technology created or enhanced the interaction with customers at a brand experience or activation.</p>	
<p>D03. Use of Social & Digital Platforms new</p> <p>Entries into this category should demonstrate how the use of social and digital platforms enhanced a brand experience or activation.</p>	
<p>D03. Tech-led Brand Experience</p> <p>Entries in this category should demonstrate how the use of new tech or existing tech, used in a new way, enhanced a brand experience or activation.</p>	
<p>D04. Digital Installations new</p> <p>Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with consumers. This can include, but is not limited to VR/AR installations, motion chairs, multi-screen and multi-dimensional experience.</p>	

<p>E. Strategy</p>	<p>Materials</p>
<p>E01. Launch / Re-launch</p> <p>These categories focus on strategic planning and execution of Brand Experience campaigns.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>E02. Sponsorship & Brand Partnership</p> <p>This category recognises partnerships/sponsorships that create immediate and long term brand experiences or activations. Entries will be judged on how effective the partnership/ sponsorship was.</p>	

<p>F. Campaign</p>	<p>Materials</p>
<p>F01. Integrated Campaign led by Brand Experience & Activation</p> <p>Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by brand Experience & 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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>F02. Low Budget / High Impact Campaign</p> <p>This category celebrates the success of a brand experience or activation campaign within a limited budget. Entrants must detail the total budget as well as providing information about any brand experience tactics used to deliver the campaign.</p> <p>Entrants must provide details of the total budget.</p>	



CREATIVE EFFECTIVENESS

크리에이티브 영향 부문은 크리에이티비티가 얼마나 측정 가능한 성과를 거두었는지 평가합니다. 출품작들은 장기적으로 눈에 보이는 성과를 제시해야 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%
- 자격을 얻으려면, 2015 년, 2016 년 또는 2017 년에 귀하의 작품이 Spikes에서 우승했거나 선정되었어야 합니다.

A. Creative Effectiveness The Creative Effectiveness Spikes celebrate the measurable impact of creativity. Entries will need to demonstrate hard results over the long term; that is how the work drove tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.	Materials
A01. Creative Effectiveness 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.	필수 제출물 <ul style="list-style-type: none"> • Entry Document - Initial Submission (3,000 words) • Client Approval Letter
A02. Creative Effectiveness for Good new Celebrating the measurable impact of creativity with social purpose at the heart. Entrants should be a charity, non-profit organisation or government body. Entries must illustrate how charitable and non-for-profit work or a government led initiative drove tangible results and was instrumental to cultural change or integral to the achievement of brand purpose. Brands may also enter, if they can demonstrate how they worked in partnership with a charity or non-profit cause or organisation.	선택 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • Appendix
A03. Long-Term Creative Effectiveness new Celebrating the measurable, long-term impact of creativity. Entries will need to demonstrate how sustained brand effectiveness was achieved as part of a longer term programme or campaign. They should also highlight how the idea drove tangible business results and was instrumental to cultural change or integral to the achievement of brand purpose.	



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 40%, 효과 및 결과 20%
- 카테고리만 적절하면 디자인 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다. 단 'A. Comprehensive Branding Programmes'에서는 같은 작품을 단 한 번만 출품할 수 있으며, 'D. Brand Environment & Experience Design'과 'E. Packaging Design'에서는 세 번 까지만 가능합니다.

A. Comprehensive Branding Programmes 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. 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.	Materials
A01. Creation of a new Brand Identity Creation of a new brand or corporate identity for any product, service or organisation.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) 권장 제출물 (선택) <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • URL
A02. Rebrand / Refresh of an existing Brand Rebrand/refresh of an existing brand identity for any product, service or organisation.	

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.	Materials
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.	Compulsory <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) Highly Recommended (Optional) <ul style="list-style-type: none"> • Case Film Optional <ul style="list-style-type: none"> • 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	



C. Digital & Interactive Design	Materials
<p>C01. Digital & Interactive Design Focus will be placed on the execution of design to aid the function and use of the digital product. Including but not limited to websites, microsites, online publications, digital installations, apps, data visualisation etc.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film

D. Brand Environment & Experience Design	Materials
<p>D01. Retail Environment & Experience Design Demonstrating a new or developed design and construction of the retail space. Consideration will be placed on the functionality in relation to the product or service being sold, presentation of the clients brand values and ease of sale. Entries in this category may include any type of permanent retail space e.g. department and specialist stores, banks, salons etc.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>D02. Point of Sales, Consumer Touchpoints & In-store Collateral In-store communications in order to drive immediate sales including: posters, on-shelf communication, digitally integrated POS, cardboard POS, visual merchandising, product displays, retail fixtures, shopping bags, gift wrapping, catalogues and other post-purchase collateral. Entries must show the work within the sales environment.</p>	
<p>D03. Live Events 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, lights, guests, script, performance, hosts and use of product, all of which play a part in the holistic journey of the event.</p>	
<p>D04. Spatial Brand Installation & Experience Demonstrating a new or developed design and construction of a disruptive retail space. Consideration will be placed on the functionality to the product or service being sold, level of customer engagement, presentation of the clients brand values and ease of sale. Entries in this category may include any temporary retail spaces. E.g. pop-up stores, seasonal displays and mobile demo units.</p>	
<p>D05. Multi-channel Experience 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. For entries in this category we highly recommend supplying a Case Film and visualised customer journey maps/diagrams to demonstrate the user journey.</p>	



<p>D06. Trade Stands / Exhibitions 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 The design of digital/non-digital wayfinding & signage systems for the enhancement of environmental and brand experience. Focus will be placed on the seamless brand experience, crowd direction and navigation. Including public signs, residential, smart maps, use of geo & iBeacons, office, exhibition, event and festival signage.</p>	

<p>E. Packaging 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.</p>	<p>Materials</p>
<p>E01. Food To include all types of food packaging, such as packaging specific to retail stores and generic brands (own/private label), for fast moving consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>E02. Drinks To include all types of packaging for beverages, such as packaging specific to retail stores and generic brands (own/private label), for fast moving consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).</p>	
<p>E03. Beauty & Healthcare All types of packaging for beauty products & cosmetics. All types of packaging for health products and over-the-counter pharmaceutical products.</p>	
<p>E04. Consumer Electronics & Technology Televisions, gaming consoles, cameras, home computers, music devices, mobile phones.</p>	
<p>E05. Other Packaging All other types of packaging not covered by E01-E04.</p>	

<p>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.</p>	<p>Materials</p>
<p>F01. Consumer Products Focus will be placed on its visual impact as well as the use and experience of the brands values through design. The jury will consider; form, function, problem solving, innovation, production and research. Please note that the products must be sold with the festival's eligibility dates.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>F02. Environmental / Social Impact The use of product design in positive environmental / social impact, e.g. positive impact on society, products within education, health, medical, positive attitude change, solving global social challenges. Entries should demonstrate the results and the scale of the social impact.</p>	
<p>F03. Brand Communication Products which embody the brand, enhance the brand recognition and desirability and supports the intended message.</p>	



<p>F04. Innovation & Solution Innovation refers to the use of new technologies, depth of development, techniques, methods and materials to create a truly innovative product. The jury will be looking for ground-breaking developments as well as products that push boundaries within product design. Solution refers to product design solutions that enhance the quality of life through their functionality. Including problem solving, ease of use, ergonomics and product compliance with appropriate standards. Entries should clearly describe the problem that the product is looking to solve and the solution achieved through production process and final design. 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 it is looking to solve and the solution achieved through production process and final design.</p>	
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<p>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.</p>	<p>Materials</p>
<p>G01. Typography Best use of type as an aid to communicate the brand or its intended message.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>G02. Illustration Best use of illustration as an to aid to communicate the brand or its intended message.</p>	
<p>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.</p>	
<p>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.</p>	
<p>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, projectios, other video content, corporate image film, etc.</p>	
<p>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.</p>	
<p>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.</p>	



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 아이디어, 집행 그리고 결과에 있습니다.
- 사이버 부문 내에서 동일한 작품은 카테고리에 맞기만 한다면 여러 카테고리에 얼마든지 중복해 출품할 수 있습니다. 단 'E.Social' 카테고리에는 세 번까지만 가능합니다.

A. Digital: Sectors 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.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 • URL • Digital Presentation Image 권장 제출물 (선택) • Case Film
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



<p>B. Web Platform Single executions including microsities.</p>	<p>Materials</p>
<p>B01. Websites Long-term site destinations for a brand, product or service (i.e. AudiUSA.com, CNN.com, etc.).</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL
<p>B02. Microsites Creative, short-term campaign sites made specifically to support a branded campaign.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<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 the Mobile B02.</p>	

<p>C. Online Ad Single executions of paid online desktop display advertising.</p>	<p>Materials</p>
<p>C01. Online Ad Single executions of paid online desktop display advertising, including web banners and native advertising. A campaign of banners should be submitted under A. Digital: Sectors.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case 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>Materials</p>
<p>D01. Social Video Online videos specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration during the judging process. Each video in a series must be submitted and paid for individually.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL • Film
<p>D02. Interactive Video Online videos in which interactivity is at core of the idea: conversational, customisable, narrative, or explorative. Each video in a series must be submitted and paid for individually.</p>	
<p>D03. Webisodes / Series A series of online videos. Each episode must be submitted and paid for individually, and a minimum of 2 episodes must be entered.</p>	
<p>D04. Brand / Product Video One-off videos, product demonstrations, tutorials, brand videos, etc. intended for a niche audience.</p>	



<p>E. Social & Influencer 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.</p>	<p>Materials</p>
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>E02. Social Purpose Social campaigns/initiatives designed to engage consumers through authentic, meaningful experiences with clear proof of impact. Entries should harness the core values and culture of the brand, product or service through focus on a wider social purpose. These can also include, but is not limited to, non-profit social responsibility initiatives.</p>	
<p>E03. Innovative Use of Social or Community Creative utilisation or interpretation of existing social platforms and/or online communities to impact business objectives and/or to enhance relationships with a brand, community or consumers. Levels of engagement, social reach and the creative strategy will all be considered.</p>	
<p>E04. 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 may prompt social sharing and engagement.</p>	
<p>E05. Influencer / Talent Social initiatives or executions that utilise a celebrity, social ambassador, or social influencer in order to engage with a specific audience.</p>	
<p>E06. Co-Creation & User Generated Content Social based activity designed to encourage a community/fanbase 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.</p>	
<p>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.</p>	
<p>E08. Community Building & Management Social activity that is designed to engage, build or maintain an online social community. Community activity (passive fans vs active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-active users will all be considered.</p>	
<p>E09. Social Data & Insight Social campaigns elevated through their use of data or data-driven methods to engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of social data/analytics will be considered.</p>	
<p>E10. Emerging Platforms new The creation or creative utilisation of emerging social platform(s) and/or social activity to impact business objectives and/or to enhance relationships with a brand, community or consumers. Levels of engagement, social reach and the creative strategy will all be considered.</p>	



F. Branded Games	Materials
<p>F01. Branded Games Games specifically created for a brand (games that have not been specifically made for a brand will not be accepted.)</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case 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.	Materials
<p>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.)</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>G02. Spatial Tech Digital activations in an outdoor/offline space e.g. installations, exhibitions, interactive screens, etc.</p>	
<p>G03. Digital Billboard Outdoor or offline digital advertising.</p>	

H. Campaign	Materials
<p>H01. Integrated Multi-Platform Campaign (Online & Offline) 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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film



DIGITAL CRAFT

예술가적 기술 및 기교를 심사합니다. 디지털 매체를 통한 형태와 기능에 있어서 탁월성을 보여줘야 합니다. 디지털 환경을 위해 고안된 완벽한 디자인, 장인적 제작능력과 기술을 통한 집행, 그리고 괄목할만한 이용자 경험을 창출해야 합니다.

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

A. Form 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.	Materials
A01. UI The interactive journey created through the transference of a brand’s visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • URL 권장 제출물 (선택) <ul style="list-style-type: none"> • Case 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 (hologram, AR, VR, etc.) within a digital product.	
A04. Digital Image Design Creative use of still images including photography, artwork, image manipulation.	
A05. Music / Sound Design Creative use of music and/or sound design including sonic branding, music/brand partnership, and music initiated campaigns etc.	
A06. Typography Creative design, arrangement and application of type.	



B. Function 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.	Materials
B01. UX & Journey Design Design practice focused on the emotional and behavioural response to a digital product or service. The result of relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.	Compulsory <ul style="list-style-type: none"> • Digital Presentation Image • URL Highly Recommended (Optional) <ul style="list-style-type: none"> • Demo Film
B02. Native & Built-In Feature Integration The creative use of built-in and existing integral features of a mobile, desktop or other digital device including cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS etc.	
B03. Experience Design: Multi Platform Immersive 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.	
B04. Overall Functional Design The overall excellence in performance of all user functions of a digital product or service.	

C. Content	Materials
C01. Rich Media Creative use of interactive digital advertising that utilise advanced technology to enhance engagement.	Compulsory <ul style="list-style-type: none"> • Digital Presentation Image • URL Highly Recommended (Optional) <ul style="list-style-type: none"> • Demo Film
C02. Cross-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. This can include, but is not limited to desktop, mobile, wearable technology, outdoor installations, billboards, retail experiences etc.	

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.	Materials
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.	Compulsory <ul style="list-style-type: none"> • Digital Presentation Image • URL Highly Recommended (Optional) <ul style="list-style-type: none"> • Demo Film
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.	
D03. Data Visualisation Creative visual representation and presentation of digital data and insights.	



<p>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.</p>	<p>Materials</p>
<p>E01. AR, VR & Mixed Reality Creative application of Augmented Reality, Virtual Reality & Mixed Reality. Including but not limited to immersive systems, video mapping, window on world systems (WoW) and telepresence.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film
<p>E02. 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.</p>	
<p>E03. 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.</p>	
<p>E04. 360° Videos <i>new</i> The creative use and application of 360° video. Including but not limited to, 360° live action photography or explorable digital simulations.</p>	
<p>E05. Advanced Learning Technologies <i>new</i> Creative applications and intelligent technology. This can include, but is not limited to artificial intelligence, bots, personal voice assistant etc.</p>	



DIRECT

다이렉트 부문에서는 반응을 이끌어내고 관계를 형성하는 크리에이티비티를 심사합니다. 출품작은 의미 있는 결과를 추구하고 적용 한 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 3 번까지 중복 출품할 수 있습니다. 단 ‘A. Direct: Sectors’ 카테고리 내에서는 단 한 섹션만 선택해 출품 해야 합니다

A. Direct: Sectors In these categories, the jury will reward the best direct campaigns for the sector selected.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • URL 권장 제출물 (선택) <ul style="list-style-type: none"> • Case Film
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



<p>B. Use of Direct</p> <p>Work in these categories will be judged specifically on how the medium was used as a piece of direct communication for a brand.</p>	<p>Materials</p>
<p>B01. Mailing</p> <p>One dimensional and multi-dimensional mailings. This may include greeting cards, invitations, samples, pop ups and all other types of mailed collateral.</p> <p>Please send physical samples for the jury to experience.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>B02. Use of Ambient Media: Small Scale</p> <p>Non-mail and print collateral, including items in bars & restaurants and all other hand-held (or equivalent in size) items.</p> <p>Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.</p>	
<p>B03. Use of Ambient Media: Large Scale</p> <p>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.</p> <p>Large Scale' refers to the physical size of the ambient item, not the scale of the distribution.</p>	
<p>B04. Use of Broadcast</p> <p>Direct campaigns using Cinema, TV or Radio. Entries should demonstrate how the chosen medium supported the other direct elements in the campaign.</p>	
<p>B05. Use of Print or Outdoor</p> <p>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.</p> <p>Augmented billboards to be entered into B04. Use of Ambient Media: Large Scale</p>	
<p>B06. Use of Technology</p> <p>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.</p>	



<p>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.</p>	<p>Materials</p>
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • URL
<p>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.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>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.</p>	
<p>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.</p>	
<p>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.</p>	

<p>D. Data Work in these categories should demonstrate how a direct campaign was enhanced or driven by the creative use of data which enhanced the customer experience and led to measurable business results.</p>	<p>Materials</p>
<p>D01. Data Strategy <i>new</i> Entries in this category should show how the application of data significantly formed the basis of the direct campaign's strategy. Entrants should also provide evidence of how their data-driven strategy helped to profile customer's behaviour and segmentation, which ultimately led to successful direct marketing activities.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical)
<p>D02. Data-driven Targeting <i>new</i> Entries in this category should clearly demonstrate how the interpretation and analysis of data was used to build a targeted communication with a specific audience. Entrants should also show how data contributed to generating insights that helped define the target and messaging, allowing for better personalisation within a direct campaign.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>D03. Use of Real-time Data <i>new</i> Entries in this category should illustrate how real-time data drove immediate conversation with the targeted audience or was utilised in promoting an ongoing relationship with the consumer. Entries should clearly demonstrate how the responsive relationship initiated by real-time data led to measurable and meaningful results.</p>	<p>Optional</p> <ul style="list-style-type: none"> • URL



<p>E. Strategy</p> <p>Work that generated significant consumer response by following a specific direct strategy.</p>	<p>Materials</p>
<p>E01. Acquisitions & Retention</p> <p>Direct marketing used to maintain, drive new and reinvigorate lapsed relationships with B2B and B2C audiences.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>E02. Launch / Re-launch</p> <p>Direct Marketing campaigns created to launch or re-launch a product or service on the market.</p>	

<p>F. Craft</p> <p>In these categories, the jury will consider whether the craft of the work adds something to the idea and pushes the execution.</p>	<p>Materials</p>
<p>F01. Copywriting</p> <p>A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>F02. Art Direction / Design</p> <p>A campaign or individual communication showcasing outstanding art direction that has led to a successful and measured response.</p>	
<p>F03. Experience Design</p> <p>A campaign or individual communication showcasing outstanding design in the customer experience that has led to a successful and measured response.</p>	

<p>G. Campaign</p>	<p>Materials</p>
<p>G01. Integrated Campaign led by Direct</p> <p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>G02. Low Budget / High Impact Campaign</p> <p>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.</p> <p>Entrants must provide details of the total budget.</p>	



ENTERTAINMENT

엔터테인먼트 부문에서는 콘텐츠를 문화로 바꾼 크리에이티비티를 심사합니다. 새로운 방법으로 소비자들과 연결점을 찾거나 브랜드 메시지를 전달하기 위해 눈길과 마음을 끄는 아이디어를 구현한 작품임을 보여줘야 합니다.

- 카테고리만 적절하면 엔터테인먼트 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다.

A. Entertainment	Materials
<p>A01. Cinema & Theatrical: Fiction & Non-Fiction Single scripted or unscripted films created for theatrical release or cinema distribution.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Film
<p>A02. TV & VOD: Fiction & Non-Fiction Single scripted or unscripted films created for television or video on demand platforms. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode.</p>	<p>선택 제출물</p> <ul style="list-style-type: none"> • URL
<p>A03. Online: Fiction Single fiction films created for online platforms such as company websites and social media.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Film • URL
<p>A04. Online: Non-fiction Single documentaries under 15 minutes in length created for online platforms such as company websites and social media.</p>	
<p>A05. Audio Content Content created for radio, podcasts or other audio platforms.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • MP3 Original Version <p>Optional</p> <ul style="list-style-type: none"> • URL



<p>A06. Co-Creation & User Generated Content Initiatives that use content created by an audience in order to provide message amplification.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>A07. Use of 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>	
<p>A08. Live Brand Experience Original live entertainment with brand experience at the core that enables a brand to provide message amplification and engage with a public/audience. Including original events and shows, festivals, flash mobs, etc.</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. Use of Digital & Social Branded websites or social initiatives, including mobile, that enable a brand to provide message amplification and engage with a public/audience.</p>	
<p>A11. Sports Entertainment In this category, the jury will be looking for entries which successfully implemented and executed branded content with sport at its core. This includes films, brand experiences, digital executions, etc.</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 Focus will be placed on content creation, scheduling, releasing and adjusting to market trends to reach audiences in effective ways.</p>	
<p>A14. Excellence in Partnerships Focus will be placed on how the producer and the brand/product/talent each benefitted from the partnership and how audiences were involved in compelling ways (incl. content quality and page/view performance).</p>	
<p>A15. Innovation in Entertainment Ground-breaking and unparalleled branded entertainment.</p>	



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.

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- 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.
- 집행 캠페인은 A, B, C에만 출품할 수 있습니다.
- 영어가 아닌 경우 방송 혹은 상영되었을 때 그대로의 내용을 영어로 번역해 자막을 붙여야 합니다. 더빙은 안 됩니다.

A. TV & Cinema Film Films designed and aired on TV or in cinemas.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 • Film (3 minute limit)
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	선택 제출물 • URL
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



<p>B. Online Film Standard format advertising films which aired only online including pre-roll adverts.</p>	<p>Materials</p>
<p>B01. Food & Drink All food and drinks.</p>	<p>Compulsory:</p> <ul style="list-style-type: none"> • Film • URL
<p>B02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.</p>	
<p>B03. Healthcare Pharma, OTC drugs, wellness.</p>	
<p>B04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.</p>	
<p>B05. Automotive Vehicles, other automotive.</p>	
<p>B06. Retail Retail, eCommerce, restaurants, fast food.</p>	
<p>B07. Travel Travel, tourism, transport.</p>	
<p>B08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.</p>	
<p>B09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.</p>	
<p>B10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.</p>	
<p>B11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.</p>	
<p>B12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.</p>	
<p>B13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.</p>	



C. Other Film Content	Materials
<p>C01. Viral Film Films created with the primary intention of being shared and/or user-distributed online.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Film • URL
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Film
<p>C03. Screens & Events Films aired on screens other than TV, cinema or the internet.</p>	<p>Optional</p> <ul style="list-style-type: none"> • URL
<p>C04. Micro-film Short-form films including those made for online platforms such as Facebook, Snapchat, Instagram etc. All films must be 60 seconds or less.</p>	
<p>C05. 360° & VR Film Video and computer generated content created for immersion and/or interaction. Entries can include 360° live action photography or explorable digital simulations.</p>	

D. Use of Film	Materials
<p>Innovative use of the film medium to communicate a brand’s message. Work that enhances and reinvigorates the consumers’ experience.</p> <p>D01. Use of Film Innovative use of the film medium to communicate a brand’s message. Work that enhances and reinvigorates the consumers’ experience.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Film <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • 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.

- 심사 기준은 집행결과를 통해 결정됩니다. 필름 크래프트 부문에는 동일 작품의 중복 출품 횟수에 제한이 없습니다.
- 'Campaign of Executions'의 어느 부문도 참가 가능합니다.

A. Film Craft	Materials
<p>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.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Film <p>권장 제출물 (선택)</p> <ul style="list-style-type: none"> • Demo Film
<p>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.</p>	
<p>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 Highly Recommended (Optional) to provide a two minute DEMO FILM showcasing the casting process in addition to the film as it aired.</p>	
<p>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.</p>	
<p>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.</p>	
<p>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.</p>	
<p>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.</p>	
<p>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.</p>	



<p>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.</p>	
<p>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 (Optional) to provide a two minute DEMO FILM showcasing the animation process in addition to the film as it aired.</p>	
<p>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 (Optional) to upload a two minute DEMO FILM showing offline edit, pre-effects, for comparison in addition to the film as it aired.</p>	
<p>A12. Innovation in Production <i>new</i> Recognising innovation and advancements in the Production of film advertising. The jury will consider the inventive use of new or existing technology/methods to enhance the final execution. You are required to include a detailed description of the production process, including how the production team utilised these approaches to achieve unprecedented levels of accomplishment in production. It is Highly Recommended (Optional) 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.</p>	



GLASS: THE AWARD FOR CHANGE

글래스 부문은 '유리 천장'과 같이 보이지 않지만 존재하는 부정적 문화를 긍정적인 방향으로 변화시키는 크리에이티비티를 심사합니다. 양성불평등 등 정의, 평등의 문제와 관련하여 세상을 변화시키고자 하는 아이디어를 가진 작품들을 기립니다. 의식적인 방식으로 젠더 문제를 재현해 내는 등 양성 불평등이나 편견의 문제를 암묵적으로 혹은 명시적으로 언급한 광고 작품 같은 것을 출품할 수 있습니다.

- 동일한 작품은 필름 부문 내에서 한 번만 출품할 수 있습니다.
- 글래스 부문에는 다른 카테고리가 존재하지 않습니다. 출품작은 상업적, 비상업적 고객, 광고되는 서비스 또는 제품과 관계없이, 또는 매체를 위한 모든 작품이 포함됩니다.
- 글래스 부문의 모든 출품비는 축제기간에 맞춰 발표될 관련 공익 단체에 기부됩니다.

A. Glass: The Award for Change	Materials
<p>A01. Glass new Entries can be for any product or service and designed for any medium, but will in some way represent a shift towards more positive, progressive and gender-aware communication. We recognise the power of creativity to positively impact not only businesses and brands, but also the world at large. This Spike rewards creative work which rejects gender stereotypes and confronts prejudice and inequality by representing the gendering of individuals people in a progressive or socially conscious way.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>권장 제출물 (선택)</p> <ul style="list-style-type: none"> • Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> • URL



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..

의료 서비스 부문의 목적 상 다음과 같은 정의가 적용됩니다.

규제 - 특정 브랜드 제품, 서비스, 치료, 회사명에 대한 언급 여부와 상관없이 규제 대상인 작품. 과장 광고 금지 및 부작용 및 안전성을 표시해야 하는 광고 규제를 엄격하게 지켜야 하는 제품과 서비스). 모든 출품작은 작품과 관련된 해당 지역의 규제 내용을 제출해야 합니다.

비-규제 - 특정 브랜드 제품, 서비스, 치료, 회사명에 대한 언급 여부와 상관없이 규제를 받지 않는 작품. 규제 당국의 리뷰가 필요 없는 질병, 제품, 서비스나 진단받은 질병을 치료하고(거나) 환자의 필요를 채우기 위한 커뮤니케이션. 업계 조직에서 생산되는 기기, 임플란트, 장비, 진단 도구 등 의약 외의 치료를 위한 보조적인 제품들을 포함.

<p>A. Health & Wellness: Consumer Products Promotion</p> <p>Campaigns that are aimed at consumers for products that do not require prescriptions but provide a meaningful health benefit.</p>
<p>A01. OTC Medicines</p> <p>Non-prescription drugs, OTC medicines & tablets, digestive health.</p>
<p>A02. OTC Applications</p> <p>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</p>
<p>A03. OTC Products/Devices</p> <p>Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, hearing aids, pregnancy tests, fertility testing kits/products, TENS machines, thermometers, drug free pain relief, other health and wellness products.</p>
<p>A04. Nutraceuticals</p> <p>Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.</p>
<p>A05. Health & Wellness Tech new</p> <p>Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.</p>



B. Health & Wellness: Awareness & Advocacy

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

B01. Brand-led Education & Awareness

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

B02. Non-profit / Foundation-led Education & Awareness

Public health awareness messages and non-profit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing.

B03. Fundraising & Advocacy

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

C. Health & Wellness: Health Services & Corporate Communications

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

C01. Corporate Image & Communication

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

C02. Health Services & Facilities

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

C03. Insurance

Medical insurance and financial plans.

D. Health & Wellness: Animal Health

D01. Animal Health

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



E. Pharma: Product or Service Promo

Work created to drive choice for a specific branded product, service or therapy intended for management of a disease or medical condition.

E01. Regulated: Direct to Patient new

Work targeted direct to patient and created to launch and/or promote a regulated product or service through traditional media channels – Please see medium list for relevance.

E02. Regulated: Healthcare Professional new

Work targeted direct to healthcare professionals and created to launch and/or promote a regulated product or service through traditional media channels –Please see medium list for relevance.

E03. Non-regulated: Direct to Patient new

Work targeted direct to healthcare professionals and created to launch and/or promote a non-regulated product or service through traditional media channels –Please see medium list for relevance.

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

E04. Non-regulated: Healthcare Professional new

Work targeted direct to healthcare professionals and created to launch and/or promote a non-regulated product or service through traditional media channels –Please see medium list for relevance.

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

F. Pharma: Disease Awareness & Understanding

Work created to raise awareness and understanding of a disease or medical condition, change perceptions or overcome social stigma. Approaches may include, but are not limited to: redefining the way we think about disease and its treatment through the reframing of science; providing education on the signs and symptoms of various diseases, disorders and conditions; and encouraging responsible, proactive action and initiative. To include branded and unbranded communications.

F01. Regulated new

Work that is regulated due to mention of a specific branded product, service or therapy.

F02. Non-Regulated new

Work that is not regulated regardless of mention of a specific branded product, service, therapy or company.



G. Pharma: Healthcare Professional Engagement

Work created with the intent of driving healthcare advancement, supporting management of a disease or medical condition, motivating treatment, supporting adherence, or aiding patient independence.

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

G01. Regulated new

Work that is regulated due to mention of a specific branded product, service or therapy.

G02. Non-Regulated new

Work that is not regulated regardless of mention of a specific branded product, service, therapy or company.

H. Pharma: Patient Engagement

Work created with the intent of driving healthcare advancement, supporting management of a disease or medical condition, motivating treatment, supporting adherence, or aiding patient independence.

Communications aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand. Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services, psychosocial support services.

H01. Regulated

Work that is regulated due to mention of a specific branded product, service or therapy.

H02. Non-Regulated

Work that is not regulated regardless of mention of a specific branded product, service, therapy or company.



HEALTHCARE MEDIUMS

Brand Experience & Activation	Materials
<p>Brand Experience & Activation Physical, interactive and immersive events and experiences intended to prompt participant action, emotional engagement and response toward a brand, product or service. Entries may include promotional stunts and live advertising; interactive displays and kiosks; exhibitions, conference/ symposium and trade shows; corporate entertainment.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film <p>Optional</p> <ul style="list-style-type: none"> URL
Branded Content & Entertainment	Materials
<p>Branded Content & Entertainment: Digital & Social Digital content that communicates a health brand or product through the creation of engaging digital or social entertainment. To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film
<p>Branded Content & Entertainment: Film, TV and Online Film Content Film content created for entertainment purposes which promotes a health brands values and has 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. Please note – we do not accept TV spots / commercials as Branded Content. This type of work should be entered into the Film medium.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Film <p>Optional</p> <ul style="list-style-type: none"> URL
<p>Branded Content & Entertainment: Live Experience Original live entertainment content where the health brand is creatively positioned. Entries can include original events and shows, installations, festivals.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film <p>Optional</p> <ul style="list-style-type: none"> URL
Digital	Materials
<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>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film



Digital Craft	Materials
<p>Digital Craft: Interface & Navigation (UI) The interactive journey created through the transference of a brand’s visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film
<p>Digital Craft: User Experience (UX) The emotional and behavioural response to a digital product or service.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film
Direct	Materials
<p>Direct Targeted direct or promotional communication, designed with the intention of entering into a dialogue with the respondent and to generate a response or specific action, whilst building and prolonging relationships.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
Film	Materials
<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>Compulsory</p> <ul style="list-style-type: none"> • Film <p>Optional</p> <ul style="list-style-type: none"> • URL



Film Craft	Materials
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Film <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>Film Craft: Direction The vision and achievement of the overall 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.</p>	
<p>Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health related information.</p>	
<p>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.</p>	
<p>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 its ability to convey health information in a meaningful way.</p>	
<p>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.</p>	

Integrated	Materials
<p>Integrated Campaign Creative work spread across three or more different mediums. 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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film

Mobile	Materials
<p>Mobile Creative work which lives on, or is activated by, mobile digital devices. Content to include, but not restricted to, mobile apps, mobile only social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids. The work entered in this medium would be expected to have been made specifically for a mobile device.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film



Outdoor	Materials
<p>Ambient Outdoor Non-standard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. Including, but not restricted to: small scale solutions, special build, installations, guerrilla etc.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>Outdoor Content intended for billboards, posters, bus stops, in store posters, point of sale. Digital outdoor solutions, signage, transit solutions, banners.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Proof • Mounted Proof (Physical) <p>Optional</p> <ul style="list-style-type: none"> • URL

PR	Materials
<p>PR Creative work which successfully builds trust and cultivates relationships with credible third-parties, utilising mainly earned media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL

Print & Publishing	Materials
<p>Print Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>Print & Publishing Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Proof • Mounted Proof (Physical) <p>Optional</p> <ul style="list-style-type: none"> • URL



Print & Outdoor Craft	Materials
Print & Outdoor Craft: Art Direction	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Proof • Mounted Proof (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
Print & Outdoor Craft: Copywriting	
Print & Outdoor Craft: Illustration	
Print & Outdoor Craft: Photography	
Print & Outdoor Craft: Typography	

Radio & Audio	Materials
<p>Radio & Audio</p> <p>Content intended for radio, streaming audio content and downloadable audio content. Entries will be judged on the overall creative approach to transforming 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. All aspects of script and audio will be considered.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • MP3 Original Language <p>Optional</p> <ul style="list-style-type: none"> • URL

Radio Craft	Materials
<p>Radio Craft: Script</p> <p>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).</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • MP3 Original Language <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>Radio Craft: Use of Music / Sound Design</p> <p>Content judged on the quality and aesthetic of the audio making process.</p>	

Use of Technology	Materials
<p>Use of Technology</p> <p>Celebrating the creative use of new or existing technology that has been developed or harnessed to enhance a brand message or service. This may include branded tech, wearable hardware and software, digital demonstrations, digital services or tools that enhance the user's 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>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL

Product Innovation	Materials
<p>Product Innovation</p> <p>Products, devices and services introduced by brands and built with the intention to solve a communication need. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business or patient issue for a health brand, or have been produced/developed in order to propel a brand forward.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL



INNOVATION

이노베이션 부문에서는 획기적인 기술, 문제 해결 방법 등을 심사합니다. 툴, 제품, 모델, 플랫폼, 광고 기술 등 새로운 기술을 활용한 크리에이티브 캠페인 뿐 아니라 이러한 신기술을 단독으로도 출품할 수 있습니다.

- 기술은 프로토타입/제작 전 단계에 있어야 하고 아직 개발이 되지 않은 아이디어/콘셉 단계의 기술은 출품할 수 없습니다.
- 출품회사들은 기술을 완전히 구현해 보여 줄 수 있어야 합니다.
- 동일한 제품은 이노베이션 부문 내에 한 번만 출품 가능합니다.
- 본선작에 오르는 경우 칸 현지에서 심사위원들 앞에서 프리젠테이션해야 합니다.

A. Innovation	Materials
<p>A01. Innovative Technology Standalone, technological solutions not in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this section is non-brand-aligned, breakthrough technology or solutions that advance, enrich or improve. The Innovative Technology category will also recognise, but is not limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>권장 제출물 (선택)</p> <ul style="list-style-type: none"> • Case Film
<p>A02. Applied Innovation Innovative solutions in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this category is brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to brand problems. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business issue for a brand or have been produced/developed in order to propel a brand forward.</p>	<p>선택 제출물</p> <ul style="list-style-type: none"> • URL
<p>A03. Technological Development Entries into this category will focus on how the technology/ innovation has overcome challenges and improved within the eligibility dates. They may also focus on the scaling out of an innovation or creative campaign enhanced by new tech or forward thinking ideas, showing how the innovation has moved beyond its original objectives and goals to reach new heights.</p>	
<p>A04. Early-stage Technology Entries into this category are still in the testing, prototype and beta stages of their creation. They may still be attracting funding or only operating at a fraction of their projected scale. Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.</p>	
<p>A05. Business Transformation new Innovative solutions to business challenges. Entries will need to demonstrate a comprehensive change in business process or structure through technological and/or strategic transformation. The jury will reward scalable solutions that have a tangible impact. There is an increased eligibility period for this subcategory of 3 years.</p> <p>There is an increased eligibility period for this subcategory of 3 years.</p>	



INTEGRATED

통합 부문에서는 다수의 미디어 플랫폼을 활용한 통합 캠페인을 심사합니다. 출품 회사는 캠페인 내에서 선택한 요소 또는 채널을 얼마나 성공적으로 통합했는지를 기반으로 심사됩니다. 그리고 서로 다른 미디어들이 서로 보완하고 구축되어 어떠한 방식으로 가시적인 비즈니스 결과를 이끌어 내었는지, 문화적 변화 또는 브랜드 목적 달성에 필수적이었는지를 보여 주어야 합니다.

A. Integrated The definition of Integrated for the purpose of Spikes Asia is fully integrated campaign executed across multiple platforms.	Materials
A01. Integrated 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 권장 제출물 (선택) <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • URL



MEDIA

미디어 부문에서는 크리에이티브리티의 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 한 번만 출품할 수 있습니다.

A. Media: 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.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) 권장 제출물 (선택) <ul style="list-style-type: none"> • Case Film 선택 제출물 <ul style="list-style-type: none"> • URL
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



<p>B. Channels</p> <p>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.</p>	<p>Materials</p>
<p>B01. TV & Other Screens Including TV, video-on-demand platforms (VOD) and other online service providers. Screens other than TV might include, but are not limited to, screens that require interaction with the consumer e.g. touch screens and responsive displays.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • URL (B08. B10. only) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>B02. Use of Audio Platforms Including radio, podcasts and other audio technology.</p>	
<p>B03. Use of Print / Outdoor Including, but not limited to, newspapers, magazines, inserts and trade journals. Outdoor channels include traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.</p>	
<p>B04 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.</p>	
<p>B05. 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>B06. Use of Events Including live shows, festivals, concerts, sporting events, event sponsorship etc.</p>	
<p>B07. Use of Stunts Including guerrilla marketing, large and small scale stunts, one off experiential events, etc.</p>	
<p>B08. 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 B10. Use of Social Platforms.</p>	
<p>B09. Use of Mobile Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, QR codes, etc.</p>	
<p>B10. 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. Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.</p>	
<p>B11. Use of Technology Use of existing or new technology to execute or support a media campaign. Including, but not limited to, artificial intelligence, augmented and virtual reality, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech.</p>	



<p>C. Data Entries in these categories must demonstrate how a media execution was enhanced or driven by data.</p>	<p>Materials</p>
<p>C01. Use of Data Driven Insight Entries in this category should demonstrate how data was used to uncover or generate insights that contributed to the effectiveness of a media campaign.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image Mounted Presentation Image (Physical)
<p>C02. Use of Real-Time Data Entries in this category should demonstrate how data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film
<p>C03. Data Driven Targeting 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.</p>	<p>Optional</p> <ul style="list-style-type: none"> URL
<p>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.</p>	<p>Materials</p>
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image Mounted Presentation Image (Physical) URL (D02. only)
<p>D02. Use of Branded Content created for Digital or Social Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film
<p>E. Campaign</p>	<p>Materials</p>
<p>E01. Use of Integrated Media Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different mediums complement and build on each other to communicate the brand's message. Entries in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor).</p>	<p>Compulsory</p> <ul style="list-style-type: none"> Digital Presentation Image Mounted Presentation Image (Physical) <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> Case Film <p>Optional</p> <ul style="list-style-type: none"> URL



<p>F. Excellence in Media Entries in these categories must demonstrate how a media execution was enhanced or driven by data.</p>	<p>Materials</p>
<p>F01. Excellence in Media Insights & Strategy <i>new</i> Entries in this category will be judged on how a media campaign succeeded in unlocking insights and understanding consumer behaviour/needs in order to develop a customised media strategy that is in line with a client's specific business objectives, market</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical)
<p>F02. Excellence in Media Planning <i>new</i> Entries in this category will be judged on how a media campaign succeeded in unlocking insights and understanding consumer behaviour/needs in order to develop a customised media strategy that is in line with a client's specific business objectives, marketing goals and overall brand's positioning.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>F03. Excellence in Media Execution <i>new</i> Entrants should demonstrate how media thinking and skilful negotiations with media owners contributed to the execution of a campaign across selected channels and achieved business goals. Consideration will be given to the buying of media as part of brand storytelling and to the creative delivery.</p>	<p>Optional</p> <ul style="list-style-type: none"> • 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.

A. Technology The creative application of mobile technology to enrich a brand, product or service.	Materials
A01. Activation by Location Use of geolocation and/or proximity technologies to activate a mobile campaign or experience. This can include, but is not limited to: GPS and other macro-scale technologies, Bluetooth 4 - 30ft, NFC, RFID, m-Commerce payment solutions, Bluetooth, notifications (e.g. iBeacon) etc.	Compulsory <ul style="list-style-type: none"> • Digital Presentation Image • URL Highly Recommended (Optional) <ul style="list-style-type: none"> • Case Film
A02. AR Use of AR, visual search and image recognition, including image and object recognition technology and trigger markers such as QR codes, barcodes, etc.	
A03. VR Use of mobile based virtual reality technology to immerse a user within an experience.	
A04. 360° Videos Mobile based videos and computer generated content created for immersion and/or interaction. Including, but not limited to, 360° live action photography or explorable digital simulations.	
A05. Networked / Connected Mobile Technology 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, screens; including cinema screens, smart TV's & digital billboards.	
A06. 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.	
A07. 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.	
A08. Innovative Technology The creative application of innovative technology; ground-breaking use of a mobile device or innovative use of existing features. These might include, but are not limited to, touchscreen, accelerometer, speaker, vibration.	
A09. Use of Advanced Learning Technologies new Creative applications of mobile based intelligent technology, this can include, but is not limited to, artificial intelligence, bots, Personal Voice Assistant etc.	



B. Use of Mobile	Materials
<p>B01. Mobile Websites All mobile websites including single execution websites and websites created as part of a wider campaign.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>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.</p>	
<p>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.</p>	
<p>B04. Mobile Games Brand related games designed for and played on a mobile phone, smart phone, tablet, Smart TV or any other mobile device.</p>	
<p>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.</p>	

C. Campaign	Materials
<p>Mobile first campaigns and communication (not one-off executions) to enrich a brand, product or service.</p> <p>C01. Integrated Mobile 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.).</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>C02. Cross Device Campaign Campaigns that utilise connected/ networked mobile devices e.g. communication which follows the user from one screen to another, campaigns which link various mobile devices etc. Minimum of 2 devices.</p>	
<p>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.</p>	



MUSIC

음악 부문은 오리지널 음악과 공동작업(collaboration)에서의 크리에이티비티를 심사합니다. 소비자들과 커뮤니케이션하기 위해 아티스트나 플랫폼을 혁신적으로 활용한 원곡 제작, 프로모션, 브랜드용 음악 배포임을 보여줘야 합니다

- 같은 작품을 음악 부문 내에 횡수 제한 없이 중복 제출할 수 있습니다.

A. Music & Brands	Materials
<p>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.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • URL (A02. and A06. only)
<p>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.</p>	<p>권장 제출물 (선택)</p> <ul style="list-style-type: none"> • Case Film
<p>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.</p>	<p>선택 제출물</p> <ul style="list-style-type: none"> • URL
<p>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 re-recorded music.</p>	
<p>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.</p>	
<p>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.</p>	
<p>A07. Use of Music Technology or Innovation Creation or use of new technology in the promotion of a brand or an artist.</p>	
<p>A08. Music Live Experience The design and production of experiences with music at its core. This might include concerts, stunts, installations, and activations.</p>	



<p>A09. Excellence in Music Video The jury will consider exceptional examples of original music videos.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image
<p>A11. Excellence in Brand / Music Sponsorship or Partnership Exceptional partnerships between brands and music artists that mutually benefit everyone involved.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>Optional</p> <ul style="list-style-type: none"> • URL



OUTDOOR

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

- 아이디어와 집행을 주로 심사합니다.
- 카테고리만 적절하면 옥외 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다. 하지만 'A. Sectors: Billboards', 'B. Sectors: Posters' and 'C. Digital Outdoor' 부문에서 동일한 작품은 한번만 참가 가능합니다.
- 'Campaign of Executions' in sections 'A. Sectors: Billboards' and/or 'B. Sectors: Posters'에만 참가 가능합니다.

A. Billboards: Sectors Classic sheet posters made for outdoor and standard transit spaces. The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks.	Compulsory <ul style="list-style-type: none"> • Digital Mounted Proof Image • Unmounted Proof Image (Physical) • Mounted Proof (Physical) Optional <ul style="list-style-type: none"> • Demo Film
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



<p>B. Posters: Sectors Classic sheet posters made for indoor public spaces i.e. supermarkets. The same entry can be submitted only once in this section.</p>	<p>Materials</p>
<p>B01. Food & Drink All food and drinks.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Proof Image • Unmounted Proof Image (Physical) • Mounted Proof (Physical) <p>Optional</p> <ul style="list-style-type: none"> • Demo Film
<p>B02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.</p>	
<p>B03. Healthcare Pharma, OTC drugs, wellness.</p>	
<p>B04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.</p>	
<p>B05. Automotive Vehicles, other automotive.</p>	
<p>B06. Retail Retail, eCommerce, restaurants, fast food.</p>	
<p>B07. Travel Travel, tourism, transport.</p>	
<p>B08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.</p>	
<p>B09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.</p>	
<p>B10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.</p>	
<p>B11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.</p>	
<p>B12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.</p>	
<p>B13. Not-for-profit / Charity Government, public information, other not-for-profit, military, charities, non-profit.</p>	



<p>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.</p>	<p>Materials</p>
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Proof Image • Digital Proof Image • Mounted Proof Image <p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>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.</p>	<p>Compulsory</p> <ul style="list-style-type: none"> • Digital Presentation Image • Unmounted Presentation Image (Physical) • Mounted Presentation Image (Physical)
<p>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.</p>	<p>Highly Recommended (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>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.</p>	<p>Optional</p> <ul style="list-style-type: none"> • URL

<p>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 Outdoor content.</p>	<p>Materials</p>
<p>D01. Standard Sites new Work that pushes the boundary or broadens the scope of traditional outdoor mediums including: Billboards, posters, transit advertising, commuter rail, wallscapes, displays, street advertising. Entries may include, but are not limited to outdoor advertising designed for standard advertising sites or mediums, but with 3-dimensional, active, interactive or multiple elements.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Unmounted Presentation Image (Physical) • Mounted Presentation Image (Physical)
<p>D02. Ambient Outdoor new Entries that look towards the future of non-standard outdoor advertising. Entries considered will be forward thinking, never-before-seen and industry-shaping experiences that leverage public spaces and are ground-breaking in their innovation.</p>	<p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Demo Film
<p>D03. Technology new Innovative use of technology to create outdoor experiences for consumers. Examples include, but are not limited to use of mobile with a strong outdoor touch-point, holographic images, drones, augmented reality, computer-generated imagery, algorithms and artificial intelligence.</p>	<p>선택 제출물</p> <ul style="list-style-type: none"> • URL



E. Ambient Non-standard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. Work designed for traditional advertising sites E.g. billboards/posters are not accepted in this category.	Materials
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 Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical) 권장 제출물 (Optional) <ul style="list-style-type: none"> Demo Film 선택 제출물 <ul style="list-style-type: none"> URL
E02. Small Scale Special Solutions Small items that are distributed in the out of home environment for promotional purposes. Includes stickers, flyers, ambient signage, key-rings, balloons, balls, stationery and other branded items, petrol pumps, miniature models and builds, small attachments to existing items or areas and promotional giveaways.	
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 that involve something live on the part of the advertiser and are witnessed by an audience in real-time. Entries may include live performances, demonstrations, branded concerts and promotional events.	
E05. Interactive Outdoor Experiences Outdoor activations that involve something live on the part of the consumer. Entries may include experiential marketing, consumer and audience participation, physical interaction and interactive games.	
E06. Transit Non-standard or free-format advertising using vehicles or transit sites/locations. Entries may include the use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit and commuter advertising sites such as car parks, airports, stations (bus & train), ferry ports, roads and driving tracks.	

F. Integrated Campaign	Materials
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 Unmounted Presentation Image (Physical) Mounted Presentation Image (Physical) 권장 제출물 (Optional) <ul style="list-style-type: none"> Demo Film 선택 제출물 <ul style="list-style-type: none"> URL



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%, 결과 30%
- 한 작품은 PR 부문 내에서 최고 세 번까지 출품할 수 있습니다. 단 A. PR Sectors는 한 번만 가능합니다.

A. PR: 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.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • URL 권장 제출물 (선택) <ul style="list-style-type: none"> • Case Film
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Not-for-profit / Charity Government, public information, other not-for-profit, military, charities, non-profit.	



<p>B. Practices & Specialisms In these categories, your entry will be judged specifically on the PR practice & specialism selected.</p>	<p>Materials</p>
<p>B01. Corporate Image, Communication & Reputation Management Campaigns to build the image/raise the profile and shape the perceptions of a corporate brand, organisation or corporation.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical)
<p>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.</p>	<p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>B03. Crisis Communication & 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. Entries should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved.</p>	<p>선택 제출물</p> <ul style="list-style-type: none"> • URL
<p>B04. Business Citizenship / Corporate Responsibility & Environmental Corporations addressing social and ethical issues.</p>	
<p>B05. Internal Communications & Employee Engagement Business to employee communications and engagement, including change management.</p>	
<p>B06. Media Relations PR that puts journalism at the heart of the campaign, with evidence of a high-degree of innovation intended to engage, educate or influence editorial. Entries should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.</p>	
<p>B07. Use of Events & Stunts Campaigns that use stunts, events, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, live streamed events, festivals etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.</p>	
<p>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.</p>	
<p>B09. Use of Celebrity, Influencers & Key Opinion Leaders Campaigns that associate a personality or expert of great influence with a product/service in order to reach specific awareness/business goals and/or to help establish trust with the target audience.</p>	
<p>B10. Sponsorship & Brand Partnership Campaigns that utilise sponsorship and/or partnership programs in order to meet specific awareness/business goals as well as to enhance the image of a brand, organisation or corporation.</p>	
<p>B11. Launch / Re-launch Campaigns created to launch or re-launch a product or service.</p>	
<p>B12. Brand Voice & Strategic Storytelling Customised strategy designed to communicate it's particular point of view/story of a brand/ organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.</p>	
<p>B13. Content-led Engagement & Marketing Creation and distribution of brand or company owned media assets in order to drive engagement, earn attention and tell a story to promote or protect a company or brand. Includes thought leadership, surveys, reports, blogs, newsletters etc.</p>	



<p>C. Digital & Social</p> <p>In these categories, your entry will be judged specifically on how well the digital medium/ social platform was used to execute the PR campaign.</p>	<p>Materials</p>
<p>C01. Use of Digital in a PR campaign</p> <p>Digital communications desktop including: websites, microsites, search engine marketing, native advertising, banner ads, email marketing, etc.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) • URL
<p>C02. Use of Social in a PR campaign</p> <p>PR campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers.</p>	
<p>C03. Social Community Building & Management</p> <p>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.</p>	<p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>C04. Real-time Response</p> <p>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.</p>	
<p>C05. Co-Creation & User Generated Content</p> <p>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.</p>	
<p>C06. Innovative Use of Social Media</p> <p>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.</p>	
<p>C07. Use of Technology</p> <p>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.</p>	

<p>D. Data & Measurement</p>	<p>Materials</p>
<p>D01. PR Excellence in Effectiveness</p> <p>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.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Mounted Presentation Image (Physical) <p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Case Film
<p>D02. Research, Data Analytics & Insight Generation</p> <p>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.</p>	<p>선택 제출물</p> <ul style="list-style-type: none"> • URL



E. Campaign	Materials
<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 • 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>Entrants must provide details of total budget excluding agency fees. Client must not be a charity or not-for-profit organisation.</p>	<p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Case Film <p>선택 제출물</p> <ul style="list-style-type: none"> • 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.

- 심사는 집행결과를 기준으로 평가됩니다.
- 카테고리만 적절하면 Print & Outdoor Craft 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다. 집행 캠페인은 (Campaign of Executions) 은 모든 부문에 출품 할 수 있습니다.

A. Print & Publishing Craft	Materials
A01. Art Direction	필수 제출물 <ul style="list-style-type: none"> • Digital Proof • Unmounted Proof (Physical) • Mounted Proof (Physical)
A02. Copywriting	
A03. Illustration	
A04. Photography	권장 제출물 (선택) <ul style="list-style-type: none"> • Demo Film
A05. Typography	선택 제출물 <ul style="list-style-type: none"> • URL



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.
- 카테고리만 적절하면 인쇄 및 출판 부문 내에서 횡수 제한 없이 중복 출품하는 것이 가능합니다. 하지만 'A. Print: Sectors' 부문에서 동일한 작품은 한번만 참가 가능합니다.
- 집행 캠페인은 (Campaign of Executions) 'A. Print' 에만 출품할 수 있습니다.

A. Print: Sectors Traditional format print advertising. The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 <ul style="list-style-type: none"> • Digital Proof • Unmounted Proof (Physical) • Mounted Proof (Physical) 선택 제출물 <ul style="list-style-type: none"> • URL
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



B. Use of Print and Publishing	Materials
<p>B01. Innovative Use of Print <i>new</i> For non-traditional and innovative print ads. This may include print ads with digital and interactive elements including downloadable applications, QR codes, augmented reality and NFC. Print ads which have used the medium they are featured in in an innovative way.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Unmounted Presentation Image (Physical) • Mounted Presentation Image (Physical) <p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>선택 제출물</p> <ul style="list-style-type: none"> • URL

C. Original Print & Publishing	Materials
<p>C01. Original Print & Publishing Entries in these categories should show the creation of original printed content or its integration into published media.</p>	<p>필수 제출물</p> <ul style="list-style-type: none"> • Digital Presentation Image • Unmounted Presentation Image (Physical) • Mounted Presentation Image (Physical) <p>권장 제출물 (Optional)</p> <ul style="list-style-type: none"> • Demo Film <p>선택 제출물</p> <ul style="list-style-type: none"> • URL



RADIO & AUDIO

라디오 부문에서는 방송전파를 통한 크리에이티비티를 심사합니다. 음향으로 표현된 아이디어, 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 & Audio 카테고리 내에서는 한 번만 가능합니다.
- “Campaign of Executions”의 ‘A. Radio & Audio: Sectors’ and ‘C. Craft’에 참가 가능하다.

A. Radio & Audio The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks.	필수 제출물 • MP3 Original Language 선택 제출물 • URL
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel Travel, tourism, transport.	
A08. Leisure Live events, museums & galleries, gambling, sports, gaming, other recreation.	
A09. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A10. B2B Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate comms.	
A11. Consumer Services Financial & insurance, telecommunications, private education, veterinary, energy, other consumer services.	
A12. Corporate Social Responsibility (CSR) / Corporate Image Non-product based social responsibility campaigns aimed to address social, ethical and environmental issues. Corporate Image campaigns including event sponsorship to build the image/ raise the profile/ shape the perceptions of a brand.	
A13. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit.	



B. Innovation in 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.	Materials
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 Language 권장 제출물 (Optional) • Demo Film 선택 제출물 • 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	Materials
C01. Use of Music Including original composition, licensed recordings or adapted/ altered versions of an existing recording.	필수 제출물 • MP3 Original Language 권장 제출물 (Optional) • Demo Film 선택 제출물 • URL
C02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements. Including sound effects, location recordings, 'atmos', etc.	
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.	

보조제출물 SUPPORTING MATERIALS 가이드라인

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, **2018년 9월 1일 전에** 출품 양식의 결과 란에 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.

1. 라벨링 및 배송 가이드라인 LABELLING AND DELIVERY GUIDELINES

- **출품 레이블 ENTRY LABELS** : 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.
- **택송물**에는 세관송장이 첨부되어야 하며, 여기에는 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'라고 기재해야 합니다. 필요 시 택송물마다 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.



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 SUPPORTING MATERIALS 가이드라인

이미지 파일 형식 가이드라인

프리젠테이션 이미지 PRESENTATION IMAGE

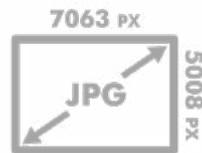
디지털 프리젠테이션 이미지는 작품을 시각적으로 프리젠테이션 하는 것으로, 이미지와 영문 텍스트가 들어갑니다. 최대 100단어 텍스트로 브리프, 집행, 결과를 소개합니다.



디지털 프리젠테이션 이미지

DIGITAL PRESENTATION IMAGE

이미지와 영문 텍스트가 들어간 시각적 프리젠테이션 텍스트 = 최대 100단어, 텍스트로 브리프, 집행, 결과 소개
 세부명세 : JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.



대지 붙이지 않은(UN-MOUNTED) 프리젠테이션 이미지

UN-MOUNTED PRESENTATION IMAGE

잘 휘는 용지에 출력한 디지털 프리젠테이션 이미지의 실제출력물
 세부명세 : 594mm x 420mm.





보조 제출물 SUPPORTING MATERIALS 가이드라인

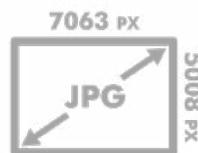
증빙자료 예 PROOF EXAMPLE

오리지널 광고나 집행의 디지털 버전을 실제 집행한 그대로 제출합니다.



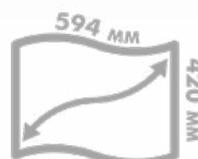
디지털 증빙자료 DIGITAL PROOF

오리지널 광고나 집행의 디지털 자료의 디지털 버전
 세부명세 : JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB
Example of a Digital Proof



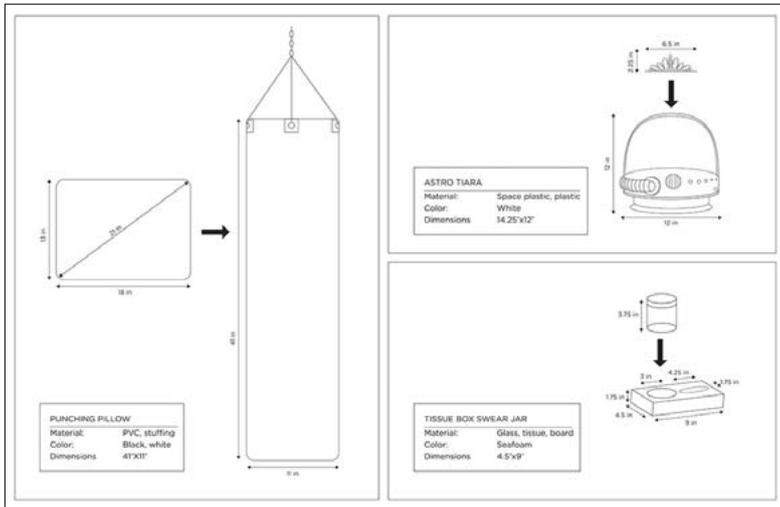
대지를 붙이지 않은(UN-MOUNTED) 증빙자료 UNMOUNTED PROOF

심사 시 사용할 디지털 증빙자료의 실제 출력물. 휘는 종이에 고품질로 출력한 것으로, 카드보드 지에 접착하지 말 것.
 세부명세 : 594mm x 420mm.





보조제출물 SUPPORTING MATERIALS 가이드라인



도면 SCALE DRAWING

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

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

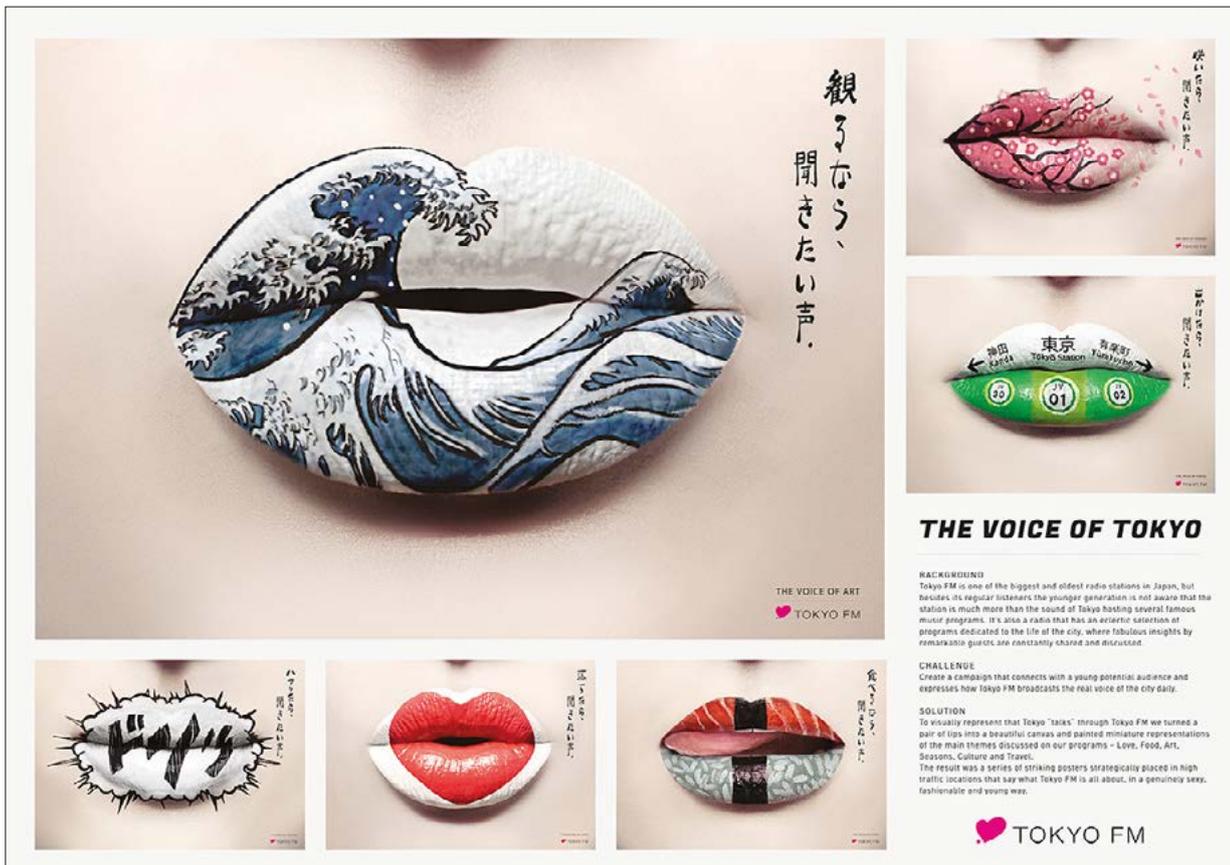
도면 예

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.

보도이미지 예





보조제출물 SUPPORTING MATERIALS 가이드라인

동영상 파일 형식 VIDEO FILE FORMATS 가이드라인

동영상 파일 세부명세 :

MOV 나 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 슬레이트나 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 Demo Film](#)

보조제출물 SUPPORTING MATERIALS 가이드라인

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

케이스 필름의 짧은 버전으로, 출품작이 금상을 받을 경우 시상식에서 발표하기 위한 것입니다. 심사위원들에게겐 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 2018년 9월 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 OTHER FILE FORMATS

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) [OPTIONAL MATERIAL FOR ALL SPIKES AWARDS]

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.