



# Pendoring Awards 2021 Terms and Conditions for Entry

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#SPEAKSOUTHAFRICAN

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Afrikaans,  
isiNdebele,  
isiXhosa,  
isiZulu,  
Setswana,  
Sepedi,  
Sesotho,  
siSwati,  
Tshivenda,  
Xitsonga  
entries eligible.



PENDORING.21

e tjuhu nwa ke

Hollard.

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# Entry rules

## Entry Deadline

Entries must be submitted online and paid in full by **Tuesday, 7 September 2021** no later than **23h55 SAST** (South African Standard Time). Value-added tax of 15% is payable and charged on entries.

**Deadline extended to 7 September 2021**

## Eligible Date

1. **Entries must be commercially published, launched or aired for the first time between 1 August 2020 - 30 August 2021.**
2. In the case of campaigns that straddle the eligibility period, e.g. if two pieces of a campaign were published prior to 1 August 2021 and three pieces after that, then the full campaign (all five pieces) is eligible for entry this year. If you have previously entered two of the pieces into last year's awards, you can enter all three pieces into the integrated campaign this year.
3. Student work created from 1 August 2020 and up to 30 August 2021 may be entered.
4. Absolutely no work that has not yet been published, launched or aired will be accepted - and the onus is on the agency to ensure that all work entered meets these rules.

## Entry Eligibility

1. Entries are only eligible for South African indigenous languages.
2. All entries must be at least 70% in either Afrikaans, isiNdebele, isiXhosa, isiZulu, Setswana, Sepedi, Sesotho, siSwati, Tshivenda, Xitsonga. or a combination of any of these languages.
3. If multiple companies have worked on a project, they must agree in advance who will submit the entry and they must agree on how the credits will be completed. If an entry is received from more than one company, only the first entry will be accepted. No refunds will be given on duplicate entries.

## Student Entry Eligibility

1. Students may only enter in the Student Category.
2. All student work, created and submitted to a registered educational institution may be entered, unless permission is granted by the Pendering in writing.
3. Student work should be submitted by the School/ College/ University, rather than directly by the individual student.
4. Student work created from 1 August 2020 and up to 30 August 2021 may be entered.
5. Any student work submitted previously may not be re-entered into this year's Pendering.

## Entry Fees

Single Entry fee is R1050.00 excl. VAT

Integrated Campaign fee is R1990.00 excl. VAT

Student Entry fee is R290.00 excl. VAT

Student Integrated Campaign fee is R500.00 excl. VAT

Value-added tax of 15% is payable and charged on entries.

## **Category Rules**

### **Why does Pendoring allow my work to be entered in only one main category?**

The principle behind the rule that **a piece of work can only be entered into one main category** is because the Pendoring will award an idea only once. Therefore, the same creative execution cannot be awarded in Magazine and Poster and Newspaper. Even if you did run the same execution across all these media, you must choose only one category to enter it into. Please note however that the same work can be re-entered in campaigns, specialist categories, as well as for multiple craft categories.

**Please refer to the Category & Submission guidelines on page 4 for detailed information.**

## **Entry Cancellations and refunds**

1. All requests to withdraw an entry must be made in writing.
2. Requests made prior to the entry deadline may be replaced with another entry.
3. Entries cancelled after the entry deadline may not be replaced.
4. No refunds on entries. Under no circumstances will refunds of any fees or costs relating to entries or entry into the awards be issued to entrants. The fees paid for entries are intended to cover the costs of administration, processing and judging the entries and awards.
5. Any entries disqualified by the Pendoring will not be refunded. This includes duplicate entries and entries that do not follow the specified rules.

## **Approval and permissions**

1. All entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained.
2. In particular, the client for whom the work was created must consent to entry of the relevant work into the Awards and for it to be used in accordance with the full terms and conditions of entry.
3. An entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consents have not been obtained.

## **Full terms and conditions of entry**

1. All entries are subject to the full Terms & Conditions of the Pendoring.
2. The full Terms and Conditions of entry must be accepted by each entrant, during the online entry process. It is not possible to submit an entry without accepting the Terms and Conditions of entry.

# What's new in 2021

# 2

In the same way that we have decided to open up the Pendorings to all our indigenous languages, we have made it simpler for those working in industries adjacent to marketing and advertising. This means we would like to see people entering work they never felt they could before. We've changed the way we define a brand to include personal identity brands too.

Do you publish books in indigenous languages? There's a Publication Design category for you. Have you created a music video in one or multiple indigenous languages? Enter it into one of our Film Crafts categories. Are you a content creator or influencer writing in an indigenous language? Enter it into our Digital Crafts - Writing category. You name it, you can enter it. As long as it's in an indigenous language of South Africa.

We also realise that the sheer amount of sub-categories listed below can be quite confusing, so don't hesitate to send an email to [hello@pendoring.co.za](mailto:hello@pendoring.co.za) if you are unsure of where your work could fit in. We will find a way to make it happen!

## **Some technical things for 2021**

- All entries must be submitted online via <https://pendoring2021.awardhub.org/>, no physical media will be accepted

# Category types

# 3

The majority of categories are Single Category. Work can only be entered in one Single Category. In addition to a Single Category category, the same work can be re-entered in Craft Categories, and categories that allow for Multiple Category such as Integrated Campaign. Please read all rules specific

## SINGLE CATEGORY

**The exact same creative execution cannot be entered into more than one Single Category.**

The principle behind this is that The Pendoring will only award the same creative idea once.

**Example:** Creative work entered into the Print Magazine category, cannot be re-entered into the Design Poster category if it is essentially the same entry.

## INDIVIDUAL ELEMENT

**Elements must be submitted individually.**

**Example:** 3 x Posters in a campaign cannot be submitted as one entry, but must be entered as 3 x individual entries.

If in the opinion of the jury, several pieces constitute a campaign, then these entries will be combined into one campaign award.

## MULTIMEDIA

**A minimum of three different media types are required from within the same main category.**

**Example:** Design – Logo, Package Design, General Design

## MULTIPLE CATEGORY

**Creative work that has been entered into other categories may be re-entered here.**

**Example 1:** A Tactical Use of Newspaper entry can be re-entered into Media Innovation.

**Example 2:** A Mobile Media entry can be re-entered into Digital Crafts.

## MULTI-ELEMENT

**Two or more elements of the same media type can be entered.**

**Example:** A Branded Content Video Campaign comprising three episodes in a series.

## INTEGRATED MULTIMEDIA

**Work entered in Single Category categories can be re-entered here to form a campaign, with a minimum of three different media types.**

**Example:** Design, Audio and Film.

# Submission types

# 4

## Accepted Media

- Images (JPEG)
- Video (.MOV / MP4)
- Audio (MP3)

## Images

MEDIA TYPE	DESCRIPTION	SPECIFICATION
JPEG	<p>Presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony should your work win.</p> <p>*NB: as no physical media will be allowed, JPEGS must be used to show your original work (relevant to Design, Print &amp; OOH)</p>	<ul style="list-style-type: none"> <li>• 7063 (w) x 5008 (h) pixels</li> <li>• 300 dpi</li> <li>• File size is 5MB - 15MB per image</li> <li>• Maximum of 10 JPEGS</li> <li>• Text must be legible when projected to a screen.</li> <li>• Submit close up images of small details that need to be seen by the jury. • Keep text to a minimum, utilise the 'description' section of the entry form for additional information about the work</li> </ul>

## FILM

Please note: All indigenous language entries must have English subtitles.

Choose one of the following:

FORMAT	FRAME SIZE & RATE	SPECIFICATION
<b>PREFERRED</b>		
HD 720	1280 x 720 - 25fps	16Mbsp
HD 1080	1920 x 1080 - 25fps	16Mbsp
<b>ACCEPTED</b>		
PAL 4:3	720 x 576 - 25fps	5Mbsp
PAL 16:9	1024 x 576 - 25fps	5Mbsp
NTSC 4:3	720 x 480 - 29.97fps	5Mbsp
NTSC 16:8	854 x 480 - 29.97fps	5Mbsp

**Video file specifications:**

- Video must be encoded to H.264
- Accepted file format is .MOV or MP4
- Bitrate as per table above
- Frame reordering: Enabled
- Key Frames: Automatic
- Quality: High (Multi-Pass recommended)
- Streaming: None
- Audio AAC Stereo 48kHz
- Audi Bit Resolution: 16bit
- Audio Encoding: Constant Bit Rate (CBR)
- Audio Bit Rate: 192kbps
- Video Clock/Slate: NONE
- Indigenous language entries must have English subtitles

MEDIA TYPE	DESCRIPTION	SPECIFICATION
Overview Video	You can provide footage of the entry itself, as well as supporting information about your work. It is highly recommended that the presentation is tailored/ adapted to highlight the elements most relevant to the chosen category.	<ul style="list-style-type: none"> <li>• Maximum length = 2 minutes</li> <li>• Maximum size = 400MB</li> <li>• In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion</li> <li>• As per video specifications above</li> </ul>
Original Content Video	Original execution of the content that was commercially launched or aired.	<ul style="list-style-type: none"> <li>• Duration specific to category requirements</li> </ul>
30 Second Edit	We recommend you submit an additional 30 second edit with all long format entries, which may include a voiceover. This edit will not be judged but will be used on screen at the awards ceremony should your work win. If no edit is received, the original video will fade in and out on screen at the awards.	<ul style="list-style-type: none"> <li>• Maximum length = 30 Seconds</li> <li>• As per video specifications above.</li> </ul>



# Award categories

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## INTEGRATED CAMPAIGN

A category catering for the evolved communication strategies employed today. Integrated campaigns working across multiple media - can include Branded Content and Digital campaigns.

Multiple elements may be presented using any combination of JPEGS, video and/or audio. ALL indigenous language work must come with subtitles & translations. **No physical entries are allowed for this category. Electronic media only.**

**Integrated Campaign entries can be a combination of single entries already entered in other categories.** It is important that the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.

See “Category Types” in this document for an explanation of the Category Type

INTEGRATED CAMPAIGN				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
XA1A	<b>Integrated Campaign</b>	Integrated Multimedia	<ul style="list-style-type: none"><li>• Overview of your campaign as a cohesive entry.</li><li>• Entries should explain the integration of the different media platforms.</li><li>• Minimum 3 different media types across 3 main categories, e.g. Design, Audio &amp; Film</li></ul>	<p>Mandatory:</p> <ul style="list-style-type: none"><li>• JPEGS and/or</li><li>• Overview Video</li></ul> <p>Optional 1 or more:</p> <ul style="list-style-type: none"><li>• Original Content Video</li><li>• Audio</li></ul>

## DESIGN

**No physical entries are allowed for this category. Electronic media only.**

ALL indigenous language work must come with subtitles & translations.

You cannot enter the exact same creative element into more than one Single Category category across all Main categories. You must choose which Single Category category best suits your entry. You can re-enter Single Category entries (e.g. Logo) into a Multiple Category entry, e.g. Identity Programme or Design Campaign. You can also re-enter Single Category entries into any of the Design Craft categories.

See “Category Types” in this document for an explanation of the Category Type

DESIGN				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE1A	<b>Logos</b>  Single Logo or families of logos. All media, including digital and in-motion.	Single Category & Single Element	<ul style="list-style-type: none"> <li>• May include reference material showing the development of the logo and its application.</li> <li>• Include supporting imagery showing the logo in context.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video and/or</li> </ul>
DE1B	<b>Identity Programmes</b>	Multiple Category & Multimedia	<ul style="list-style-type: none"> <li>• An entire branding identity for an organisation, person, product or service. The work should express the brand through multiple platforms</li> <li>• Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead. May include digital components and brand guidelines. Show all elements of the brand identity.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>

<b>DE1C</b>	<b>General Design</b>  Various design elements, including: Point of Sale, in-store, Direct Mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items, carry bags, fabric designs, wallpaper, wrapping paper etc.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>Please send images and appropriate descriptions on one or more JPEGs.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul>
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## DE2 GRAPHIC DESIGN

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>DE2A</b>	<b>Posters</b>	Single Category & Individual Elements	<p><b>Posters</b> Graphics led printed posters.</p> <p><b>NOTE:</b> There is a Poster category in Print Communication – for ADVERTISING posters. You must select the most appropriate category for your entry.</p>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
	<b>Environmental Graphics</b>	Single Category & Individual Elements	<p><b>Environmental Graphics</b> Large graphics that enhance a space, including billboards, indoor graphics and murals.</p> <ul style="list-style-type: none"> <li>Show in-Situ when possible.</li> </ul> <p><b>NOTE:</b> There is a category for ADVERTISING Billboards in the Out of Home category. You must select the most appropriate category for your entry.</p>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>

<b>DE2B</b>	<b>Package Design</b>  Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging.	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>JPEGS</li> </ul> Optional: <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
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## DE4 MOTION & DIGITAL GRAPHIC DESIGN

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
<b>DE4A</b>	<b>Design for Digital</b> STATIC: This category recognises the important role that design has in digital media. Any digital platform can be entered here. The focus is on static or limited animation design. Examples include websites, mobile sites and apps, publication design, social media posts and infographics.	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>Entries in other Single Category categories, including the Digital category - e.g. a website, may be re-entered here.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul>

**DE5 PRODUCT DESIGN**

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE5A	<b>General Product Design</b> Includes product and industrial design, including lighting, fitting and fixtures, point of sale infrastructure, ATMs, etc.	Single Category & Individual Element	<ul style="list-style-type: none"><li>• Entries in other Single Category categories, including the Digital category - e.g. a website, may be re-entered here.</li></ul>	Mandatory: <ul style="list-style-type: none"><li>• JPEGs and/or</li><li>• Overview Video</li></ul>

**DE5 PRODUCT DESIGN**

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE6A	<b>Design Mixed-Media Campaign</b>	Multiple Category & Multimedia	<ul style="list-style-type: none"><li>• A minimum of three different media types are required from the Communication Design category.</li><li>• Please provide an overview of your campaign as a cohesive entry.</li></ul>	Mandatory: <ul style="list-style-type: none"><li>• JPEGs and/or</li><li>• Overview Video</li></ul>

## DESIGN CRAFTS

No physical entries are allowed for this category. Electronic media only.

Only creative work entered into the main Design categories can be re-entered into Design Crafts

**A single piece may be re-entered into multiple craft categories**

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry.

See “Category Types” in this document for an explanation of the Category Type.

<b>DEW DESIGN CRAFTS</b>				
<b>ID</b>	<b>SUBCATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
DEWA	Photography	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	
DEWB	Writing for Design	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	
DEWC	Illustration	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	
DEWD	Typography	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	

## DIGITAL COMMUNICATION

The Digital category is for all computer, online, mobile (phones and tablets), and special digital interfaces

**No physical entries allowed – Electronic media only.** ALL indigenous language work must come with English subtitles

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry.

See “Category Types” in this document for an explanation of the Category Type.

DIGITAL COMMUNICATION				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
IN1A	<p><b>Display Advertising</b></p> <p>Paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.</p>	Single Category & Individual Element	<p><b>NOTE:</b> Paid for Video or Film advertising should either go in the YouTube category or the Film category.</p> <p>Each banner ad in a campaign should be entered individually, unless they can only be viewed and understood as one unit.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul>
IN1C	<p><b>Website, Microsite or Mobile Media</b></p> <p>A website is defined as a long-term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.ae.</p> <p>A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com</p> <p>Mobile Media includes: Mobile applications, mobile sites, branded games created specifically for smart phones and/or tablets.</p>	Single Category & Individual Element	<p><b>NOTE:</b> Do not submit links to URLs or live sites. Work will only be judged via Video and/or Jpegs.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original content</li> </ul>

<b>IN1E</b>	<b>Social Media</b> Includes the creation of social platforms, the use of existing social platforms, and user-generated content.	Single Category & Multimedia	<b>NOTE:</b> Stand-alone Internet video must be entered in the Film category.  Entries can be on one platform (e.g. Instagram) or can be a Social Media programme that extends across several platforms, e.g. Twitter, Instagram and Facebook, as well as custom platforms.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original content</li> </ul>
<b>IN1F</b>	Digital Applications, Games & Interactive Tools Includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original content</li> </ul>
<b>IN1G</b>	Online & Mobile Advertising & Email Marketing	Single Category - Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original content</li> </ul>



## DIGITAL CRAFTS

Only digital media can be entered into Digital Crafts. However, Digital Craft entries do not also have to be entered in the main Digital categories.

**A single piece may be re-entered into multiple craft categories**

**No physical entries are allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main category.

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

See “Category Types” in this document for an explanation of the Category Type.

<b>DIGITAL CRAFTS</b>				
<b>ID</b>	<b>SUBCATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
<b>INWA</b>	<p><b>User Experience Design</b></p> <p>The full user experience including information architecture and design – winners will be delightful and beautiful interfaces that win user’s hearts</p>	Multiple Category & Individual Element	Crafts must follow the same submission requirements as the corresponding category above.	
<b>INWB</b>	<p><b>Writing</b></p> <p>Writing specifically for Digital media</p>	Multiple Category & Individual Element	Crafts must follow the same submission requirements as the corresponding category above.	
<b>INWC</b>	<p><b>Use of Technology</b></p> <p>Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering.</p>	Multiple Category & Individual Element	Crafts must follow the same submission requirements as the corresponding category above.	
<b>INWD</b>	<p><b>Music and Sound Design</b></p> <p>Innovative use of audio for digital media.</p>	Multiple Category & Individual Element	Crafts must follow the same submission requirements as the corresponding category above.	

## FILM

The Film category includes TV & cinema commercials, Online film, TV trailers and content promos, Other screens, branded content, music videos, and Film crafts

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles.

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry.

See “Category Types” in this document for an explanation of the Category Type.

FILM				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
TV1A	<b>Television &amp; Cinema Commercials with a production budget exceeding R1m.</b>	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• Entries must be designed for broadcast and first aired on television or cinema.</li> <li>• Entries must include original content.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
TV1B	<b>Television &amp; Cinema Commercials with a production budget under R1m.</b>	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• Entries must be designed for broadcast and first aired on television or cinema. Includes TV promotions and advertorials.</li> <li>• Entries must include original content.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
TV1C	<b>Online Film &amp; Commercials</b>  Videos commercials created specifically for Internet or mobile communication. This includes YouTube paid for commercials. Videos created specifically for Internet or mobile communication. This includes Viral videos and promotions.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• Entries must include original content.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>

<p><b>TV1D</b></p>	<p><b>TV Trailers and Content Promos</b></p> <p>This includes all promotions for broadcast content.</p>	<p>Single Category &amp; Individual Element</p>	<ul style="list-style-type: none"> <li>Existing footage may be used, e.g. material from featured programming content.</li> <li>Entries must include original content.</li> </ul> <p><b>NOTE:</b> this does NOT include station and channel branding, such as logos and interstitials - this should be entered in the Broadcast Design &amp; Graphics in Communication Design.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
<p><b>TV1E</b></p>	<p><b>Non-broadcast Video and Film</b></p> <p>Video created <u>specifically</u> to air on screens other than TV, cinema or the Internet. This includes in-store, waiting rooms, in-flight, stadiums, outdoor screens, airports, event screenings, corporate video.</p>	<p>Single Category &amp; Individual Element</p>	<p><b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. If possible and where necessary, provide, a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.</p> <p>Provide an overview video if possible.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul> <p>And/or</p> <ul style="list-style-type: none"> <li>Overview Video</li> </ul>

<p><b>TV1F</b></p>	<p><b>Branded Content Film</b></p> <p>For the creation of an ongoing Branded Content series made up of multiple episodes or video elements.</p> <p>Branded Content includes the integration of a brand into a content platform- either pre-existing or created specifically for the purpose of promoting the brand.</p> <p>Includes: Mini-series made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment</p>	<p>Single Category &amp; Individual Element</p>	<p><b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</p> <p><b>OPTION B:</b> The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an ongoing television series, in one or more episodes.</p> <p><b>NOTE:</b> Please ensure that your entry description explains the context and how the material was viewed. If possible and where necessary, provide a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have.</p> <p>Provide an overview video if possible.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul> <p>And/or</p> <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
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## FILM CRAFTS

Only Film entries can be entered into Film Crafts. However, Film Craft entries do not also have to be entered in the main Film categories

**A single piece may be re-entered into multiple craft categories**

**No physical entries are allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main Film category

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

See “Category Types” in this document for an explanation of the Category Type

FILM CRAFTS				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
TVWA	<p><b>Direction</b></p> <p>The craft award goes to the film director</p>	Multiple Category & Individual Element		
TVWB	<p><b>Cinematography</b></p> <p>The craft award goes to the director of photography. For lighting and camera techniques</p>	Multiple Category & Individual Element		
TVWC	<p><b>Writing</b></p> <p>The craft award goes to the writer. For an original script</p>	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	
TVWD	<p><b>Production Design</b></p> <p>The craft award goes to the film production company art director/stylist. For outstanding, in-camera original art direction of a film, incorporating set design, set dressing, styling, make-up, props and wardrobe.</p>	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	

<b>TVWE</b>	<b>Animation</b>  The craft award goes to the animator. Includes any use or combination of cel, stop-motion and computer animation in 2D or 3D	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Live action may be included but only as a layer or element in a 3D scene or a 2D design.</li> </ul>	
<b>TVWF</b>	<b>Special Visual Effects</b>  The craft award goes to the VFX Operator. Includes practical elements of the production design that take place 'in-camera', such as model-making and explosions, as well as effects added or created after filming has taken place, e.g. digital effects, CGI and compositing. Includes 3D effects over live action plates (e.g. fire, particles, water, face replacements, matte paintings, CG characters, CG props, set extensions etc.)	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> <li>• Entries must include Original content</li> </ul>	
<b>TVWG</b>	<b>Editing</b>  The craft award goes to the off-line editor. For an outstanding and unique editing technique applied to a film/commercial that enhances the quality of the commercial	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above</li> <li>• Entries must include original content.</li> </ul>	

<p><b>TVWH</b></p>	<p><b>Original Music &amp; Sound Design</b></p> <p>The craft award goes to the music composer or sound designer. For the composition of an outstanding, original piece of music and/ or sound effects designed for a film, whereby the craft of the composer/sound designer is unique and greatly enhances the film.</p> <p>Please note that only original music / soundtracks can be entered here. Do not enter existing licensed music / tracks.</p>	<p>Multiple Category &amp; Individual Element</p>	<ul style="list-style-type: none"> <li>• Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks.</li> </ul>	
<p><b>TVWJ</b></p>	<p><b>Best Use of Licenced Music</b></p> <p>The craft award goes to the music supervisor. For the best use of licensed music where the choice and marriage of the musical score to the picture enhances the creative idea.</p>	<p>Multiple Category &amp; Individual Element</p>	<ul style="list-style-type: none"> <li>• Only licensed music can be entered here. Do not enter originally composed music or sound effects.</li> <li>• Entries must include original content.</li> </ul>	
<p><b>TVWK</b></p>	<p><b>Performance</b></p> <p>The craft award goes to the actor / artist. For an outstanding performance in a film by the on-camera actor or off-camera artist (eg: voice-over), that enhances the quality of the commercial</p>	<p>Multiple Category &amp; Individual Element</p>	<ul style="list-style-type: none"> <li>• Entries must include original content.</li> </ul>	

## LIVE COMMUNICATIONS

The **Live category** includes Live events, Live Activations and Sponsorships. Entries in this category must highlight the audience live experience, not PR coverage or third party experiences (e.g. online)

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry

See “Category Types” in this document for an explanation of the Category Type.

LIVE COMMUNICATIONS				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
LE2A	<p><b>Live Events</b></p> <p>Includes all events created specifically for a brand –both internal or external audiences. This also includes branded content (e.g. art installations, auctions, educational, branded content, conferences, launches, motivational, road shows, screenings, service &amp; social responsibility)</p>	Single Category & Multimedia	<p><b>NOTE:</b> A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE – see below.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>



<p><b>LE2B</b></p>	<p><b>Live Activations</b></p> <p>Entries include any brand activation where <b><u>live performance in real-time is key to communicating the brand message</u></b> and creating an immersive audience experience. This can include live performances, demonstrations, and a host that interacts with the audience to bring the brand message to life, with <b><u>an incidental audience that has not been invited. There may or may not be direct audience participation and interaction.</u></b> Entries must demonstrate the role of performance.</p>	<p>Single Category &amp; Multimedia</p>	<p><b>NOTE:</b> EXCLUDES promos with no live performance. Brand activations and promotions that use promotional staff should be entered into the Ambient category</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
<p><b>LE2C</b></p>	<p><b>Sponsorship</b></p> <p>Including sponsorship of consumer-focused sporting and lifestyle events. Entries in this category must show a sponsor, and audience participation must be via ticketing. For example, single sporting events or sport series, sport teams, events, art fairs, expos, musical concerts.</p>	<p>Single Category &amp; Multimedia</p>	<p>NOTE: Events created specifically for the brand (e.g. Car Launch) even with a ticketed audience must be entered into Live Events</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>

## LIVE CRAFTS

Only Live entries can be entered into Live Crafts. However, Live Craft entries do not also have to be entered in the main Live categories

**No physical entries are allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main Live Events category

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

See “Category Types” in this document for an explanation of the Category Type.

LIVE CRAFTS				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
LEWA	<p><b>Direction</b></p> <p>The craft award goes to the director. Whereby the director has clearly been a major influence on the overall craft and therefore success of the live event</p>	Multiple Category & Multimedia		
	<p><b>Writing</b></p> <p>The craft award goes to the writer. For an outstanding and original concept &amp; script</p>	Multiple Category & Multimedia		
	<p><b>Art Direction / Stylist</b></p> <p>The craft award goes to the art director / stylist. For outstanding art direction of an event/activation incorporating set design, set dressing, styling, make-up, props and wardrobe</p>	Multiple Category & Multimedia		

	<p><b>Original Music &amp; Sound Design</b></p> <p>The craft award goes to the music composer or sound designer. For the composition of an outstanding, original piece of music or sound effects design, whereby the sound track is unique and greatly enhances the event/activation.</p>	Multiple Category & Multimedia	<p><b>NOTE:</b> only original music/soundtracks will be considered here. Do not enter existing licensed music/tracks.</p>	
	<p><b>Performance</b></p> <p>The craft award goes to the actor / artist. For an outstanding performance by the actor(s) or voice-over artist(s), that enhances the quality of the event/ activation.</p>	Multiple Category & Multimedia		
	<p><b>Use of Technology</b></p> <p>The craft award goes to the technical staging company. Innovation in the use of technology for a live event. Includes lighting, staging, and any other technical elements that add value to the event.</p>	Multiple Category & Multimedia		
	<p><b>Video &amp; Motion Graphic Design</b></p> <p>The craft award goes to the motion graphic designer. Includes all electronic material created for screens at the event.</p>	Multiple Category & Multimedia		

## OUT OF HOME

The **Out of Home category** includes Outdoor media, In-store, Transit & air, Direct mail, Ambient and crafts.

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry

See “Category Types” in this document for an explanation of the Category Type

OUT OF HOME				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
OU1A	<b>Outdoor Media</b> All <b>fixed</b> outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
OU1B	<b>In-Store</b> Includes all in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, digital screens, stair risers, trolleys, washroom advertising, window displays.	Single Category & Individual Element	<b>NOTE: EXCLUDES</b> Posters that are on display in-store, which should be entered in the “Print - Indoor Poster” category.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>

<b>OU1C</b>	<b>Transit &amp; Air</b>  Includes anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons).	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
<b>OU1D</b>	<b>Direct Mail</b>  Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.	Single Category & Individual Element	NOTE: There is also a Direct Mail category in Design. If you would like to submit the entry and have it judged for its design aesthetic, enter it in the Design category.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
<b>OU1E</b>	<b>Ambient</b>  All free-format, non-traditional forms of media, including use of public spaces, handouts & giveaways, kiosks & displays, and never before used media.			Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>

## PRINT COMMUNICATION

Includes Print advertising, Tactical use of print, Indoor posters and Print Crafts

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English translations

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry. You can re-enter Single Category entries (e.g. Logo) into a Multiple Category entry, e.g. Identity Programme or Design Campaign. You can also re-enter Single Category entries into any of the Craft categories.

See “Category Types” in this document for an explanation of the Category Type

PRINT COMMUNICATION				
ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
PR1A	<p><b>Newspaper &amp; Magazine Advertising</b></p> <p>Includes all advertising in Newspapers &amp; Magazines using standard advertising media space</p>	Single Category & Individual Element		<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEG</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> </ul>
PR1B	<p><b>Tactical Use of Print</b></p> <p>Non-traditional and special use of Newspaper or Magazine:</p> <p>e.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc.</p>	Single Category & Individual Element	<p><b>NOTE:</b> Advertisements that use traditional media space, e.g. a single page ad, are not considered tactical and should be entered in the Print Advertising category, even if an advert is specific to a particular event, date or other occurrence</p> <p>You can submit a JPEG and/or overview video explaining the context of the entry and providing additional information.</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>JPEG</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Overview Video</li> </ul>

<b>PR1C</b>	<p><b>Indoor Posters</b></p> <p>Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc</p>	<p>Single Category &amp; Individual Element</p>	<p>NOTE: All Outdoor and Street Pole entries must go in the Out of Home category</p> <p>You can have JPEGs with your entry, explaining the context of the entry and providing additional information</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEG</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>Video</li> </ul>
<b>PR1D</b>	<p><b>Branded Content</b></p> <p>Includes the integration of a brand into a content platform - either pre-existing or created specifically for the purpose of promoting the brand. The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a consumer magazine published by the brand and integrating the brand in the messaging and content (such as an in-flight magazine) OR the brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an existing print publication (such as a paid-for feature article in a magazine). Branded Content Print includes: books, magazines, newsprint, and original content. This includes all genres - fiction, reality, documentary or entertainment.</p>			<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEG</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>Video</li> </ul>

## PRINT & OOH CRAFTS

Only creative work entered into the main Print and Out Of Home categories can be re-entered into Print & OOH Craft

**NOTE:** Entries submitted into the Design categories cannot be entered into Print & OOH Crafts, but must be entered into Design Crafts.

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English translations

Craft entry requirements follow the same specifications as those in the main Print & OOH category

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

See “Category Types” in this document for an explanation of the Category Type

<b>PRINT &amp; OOH CRAFTS</b>				
<b>ID</b>	<b>SUBCATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
<b>PRWA</b>	<b>Art Direction</b>	Multiple Category & Individual Element	Craft entry requirements follow the same specifications as those in the main Print or OOH category	
<b>PRWB</b>	<b>Writing</b>	Multiple Category & Individual Element	Craft entry requirements follow the same specifications as those in the main Print or OOH category	
<b>PRWC</b>	<b>Photography</b>	Multiple Category & Individual Element	Craft entry requirements follow the same specifications as those in the main Print or OOH category	
<b>PRWD</b>	<b>Illustration</b>	Multiple Category & Individual Element	Craft entry requirements follow the same specifications as those in the main Print or OOH category	



<b>PRWE</b>	<b>Typography</b>	Multiple Category & Individual Element	Craft entry requirements follow the same specifications as those in the main Print or OOH category	
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## RADIO & AUDIO

**No physical entries are allowed for this category.** Electronic media only. ALL indigenous language work must come with English subtitles. **Indigenous language entries must be submitted as a video file with English subtitles.**

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry.

See “Category Types” in this document for an explanation of the Category Type

<b>RADIO &amp; AUDIO</b>				
<b>ID</b>	<b>SUBCATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
<b>RA1A</b>	<b>Radio Station Commercials</b>  Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio.	Single Category & Individual Element		Mandatory: • Audio OR • Indigenous language video with subtitles
<b>RA1B</b>	<b>Internet &amp; Mobile Audio Commercials</b>  Includes all audio clips distributed via the Internet or Mobile media, including: podcasts, email, website downloads.	Single Category & Individual Element		Mandatory: • Audio OR • Indigenous language video with subtitles

<p><b>RA1C</b></p>	<p><b>Branded Content – Radio &amp; Audio</b></p> <p>Branded Content includes the integration of a brand into a content platform-either pre-existing or created specifically for the purpose of promoting the brand.</p> <p>Includes: one off features, mini- series, radio dramas, event coverage, including all genres – fiction, reality, documentary or entertainment.</p> <p>Platforms include radio stations, whether broadcast or Internet radio, audio clips distributed via the Internet or mobile media, such as: podcasts, email, website downloads.</p>	<p>Single Category &amp; Multi-Element</p>	<p><b>OPTION A:</b> The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</p> <p><b>OPTION B:</b> The brand may work with an independent producer by integrating the brand into an existing content platform, for example by including elements of the brand in an ongoing series, in one or more episodes. Ensure your entry description explains the context and how the material was viewed. If possible and where necessary, provide a walkthrough explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have</p>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Audio</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Indigenous language video with subtitles</li> </ul>
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## RADIO & AUDIO CRAFTS

Only Radio entries can be entered into Radio Crafts. However, Radio Craft entries do not also have to be entered in the main Radio categories

**No physical entries are allowed for this category. Electronic media only.** Craft entry requirements follow the same specifications as those in the main Film category

The jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry

See “Category Types” in this document for an explanation of the Category Type

<b>RADIO &amp; AUDIO CRAFTS</b>				
<b>ID</b>	<b>SUBCATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
<b>RAWA</b>	<p><b>Direction</b></p> <p>The craft award is awarded to the radio director.</p>	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Audio</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Indigenous language video with subtitles</li> </ul>
<b>RAWB</b>	<p><b>Writing</b></p> <p>The craft award is awarded to the writer.</p>	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Crafts must follow the same submission requirements as the corresponding category above.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Audio</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Indigenous language video with subtitles</li> </ul>
<b>RAWC</b>	<p><b>Original Music &amp; Sound Design</b></p> <p>The craft award is awarded to the music composer or sound designer. For the composition of an outstanding, original piece of music and/ or sound effects design for radio, whereby the craft of the composer / sound designer is unique and greatly enhances the radio/audio piece.</p>	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Audio</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Indigenous language video with subtitles</li> </ul>

<b>RAWD</b>	Performance The Craft Award is awarded to the performer / artist. For an outstanding performance in a radio/audio piece by the voice-over artist, that enhances the quality of the radio/ audio piece.	Multiple Category & Individual Element		Mandatory: • Audio OR • Indigenous language video with subtitles
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# Student awards

# 6

**Students** may only enter in the student category. Student work must be submitted by the School/ College/University, rather than directly by the student. Student work must be created as part of the institution’s curriculum to be eligible to enter.



## ST1 STUDENT FILM

Including TV & cinema commercials, Online advertising, Online Film, Short Film, Music Videos, Motion Graphic Design, and Film crafts

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles.

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry.

See “Category Types” in this document for an explanation of the Category Type.

ST1 STUDENT FILM				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
ST1A	<b>TV, Cinema commercials &amp; Online Advertising</b>	Single Category & Individual Element	This category is for “paid media” Film, for example NOT videos that would be uploaded to YouTube as content. These must be commercials for a specific brand. Entries must be designed for broadcast media or the Internet. Only finished commercials can be entered (no storyboards)	Mandatory: <ul style="list-style-type: none"><li>• Original Content Video</li></ul> Optional: <ul style="list-style-type: none"><li>• Overview Video</li></ul>

<b>ST1B</b>	<b>Motion Graphic Design</b>  Includes: moving images created for broadcast or online, including commercial station and channel branding, logos, interstitials, identities, programme branding, online animations or other video content – created as part of coursework	Single Category & Individual Element	AV media created as part of coursework for an educational facility can be submitted	Mandatory: <ul style="list-style-type: none"> <li>• Overview Video and/or</li> <li>• Original Content Video</li> </ul>
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## ST2 STUDENT RADIO & AUDIO

Includes Radio commercials, Internet & mobile audio commercials, and Branded content

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles. **Indigenous language entries must be submitted as a video file with English subtitles**

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories.

ST2 STUDENT RADIO & AUDIO				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
ST2A	<p><b>Radio Commercials &amp; Branded Content</b></p> <p>Commercials include: radio commercials for broadcast or internet radio. Branded Content includes: one off features, mini- series, event coverage, including all genres – fiction, reality, documentary or entertainment.</p>	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• These must be commercials for a specific brand. The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</li> <li>• Ensure your entry description explains the context and how the material was viewed</li> <li>• Only finished commercials can be entered.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• Audio</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Indigenous language Video with subtitles</li> </ul>

## ST3 STUDENT PRINT

Includes Newspaper, Magazine, Tactical use of print, Indoor Posters, Outdoor media, In-store, Transit & air, Direct mail, Ambient and crafts.

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with sub-titles & translations.

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry

See “Category Types” in this document for an explanation of the Category Type

ST3 STUDENT PRINT				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
ST3A	<b>Newspaper Advertising</b>  includes: all advertising in Newspapers using standard advertising media space	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEG</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
ST3B	<b>Magazine Advertising</b>  includes: all advertising in Magazines using standard media space	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEG</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
ST3C	<b>Tactical Use of Print</b>  Includes: non-traditional and special use of Newspapers, e.g. complete feature or inserts, use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D etc	Single Category & Individual Element	<b>Tactical Print:</b> <ul style="list-style-type: none"> <li>• Submit original piece (preferred) or a copy.</li> <li>• You may also provide additional information explaining the entry using JPEGS and/or video.</li> </ul> <p><b>NOTE:</b> Advertisements that use traditional media space, e.g. a single page ad, are not considered tactical and should be entered in the Newspaper &amp; Magazine Advertising category, even if an advert is specific to a particular event, date or other occurrence</p>	Mandatory: <ul style="list-style-type: none"> <li>• JPEG</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>



<b>ST3D</b>	<b>Indoor Posters</b>  Posters for indoor rather than outdoor use e.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc.	Single Category & Individual Element	<b>NOTE:</b> All Outdoor and Street Pole entries must go in the Out of Home category below.	Mandatory: <ul style="list-style-type: none"> <li>• JPEG</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Overview Video</li> </ul>
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### ST4 STUDENT DIGITAL COMMUNICATION

Digital Communication is for all computer, online, mobile (phones and tablets), and special digital interfaces.

No physical entries are allowed for this category. Electronic media only.

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry.

See “Category Types” in this document for an explanation of the Category Type.

<b>ST4 STUDENT DIGITAL COMMUNICATION</b>				
<b>ID</b>	<b>CATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
ST4A	<b>Digital Media - Display Advertising</b> is paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• These must be commercials for a specific brand. The brand may create a content vehicle for the specific purpose of showcasing the brand, for example a reality series sponsored by the brand and integrating the brand in the messaging and content.</li> <li>• Ensure your entry description explains the context and how the material was viewed</li> <li>• Only finished commercials can be entered.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video and/or</li> <li>• Original content</li> </ul>

<b>ST4B</b>	<b>Website or Microsite:</b> A website is defined as a long-term platform that is the main online representation of a brand for an on-going period, e.g. bmw.co.za. A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com	Single Category & Individual Element	<ul style="list-style-type: none"> <li>Ensure your entry description explains the context and how the material was viewed</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video and/or</li> <li>Original content</li> </ul>
<b>ST4C</b>	<b>Social Media</b> includes the creation of social platforms, the use of existing social platforms, and user-generated content.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>Ensure your entry description explains the context and how the material was viewed</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video and/or</li> <li>Original content</li> </ul>
<b>ST4D</b>	<b>Digital Applications, Games &amp; Interactive Tools</b> Includes: active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>Ensure your entry description explains the context and how the material was viewed</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video and/or</li> <li>Original content</li> </ul>

<b>ST4E</b>	<b>Mobile Media</b> includes: Mobile applications, mobile sites, branded games created <b>specifically</b> for smart phones and/or tablets	Single Category & Individual Element	<ul style="list-style-type: none"> <li>Ensure your entry description explains the context and how the material was viewed</li> </ul>	Mandatory: JPEGs and/or Overview Video and/or Original content
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## ST5 STUDENT DESIGN

**No physical entries are allowed for this category. Electronic media only.**

ALL indigenous language work must come with sub-titles & translations.

See “Category Types” in this document for an explanation of the Category Type.

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry. You can re-enter Single Category entries (e.g. Logo) into a Multiple Category entry, e.g. Integrated Campaign. You can also re-enter Single Category entries into any of the Design Craft categories.

## ST5 STUDENT DESIGN

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
ST5A	Logos	Single Category & Individual Element	<b>Logos:</b> <ul style="list-style-type: none"> <li>May include reference material showing the development of the logo and its application.</li> <li>Include supporting imagery showing the logo in context.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>JPEGS</li> </ul>

ST5B	<b>Identity Programmes</b>	Single Category & Multimedia	<b>Identity Programmes:</b> <ul style="list-style-type: none"> <li>• An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms.</li> <li>• Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead and envelopes. May include digital components.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul>
ST5C	<b>General Design Various design elements,</b> including: point of sale, in-store, direct mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items etc.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• <b>NOTE:</b> There is a Direct Mail category in Out of Home. You must select the most appropriate category for your entry</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul>
ST5D	<b>Publication Design - Single Element</b> includes single elements within a publication: magazine insert, book cover, jacket design, magazine cover, publication wrap. For Digital Platforms, see the Design for Digital category.	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• Please upload your physical publications in electronic format.</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGS</li> </ul>

<b>ST5E</b>	<p><b>Publication Design - Whole Publication</b></p> <p>Includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category.</p>	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• Please upload your physical publications in electronic format.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul>
<b>ST5F</b>	<p><b>Package Design</b></p> <p>Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging</p>	Single Category & Individual Element	<ul style="list-style-type: none"> <li>• Please send images and appropriate descriptions on either one or more JPEGS.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS</li> </ul>
<b>ST5G</b>	<p><b>Motion Graphics:</b></p> <p>Including animation, special visual effects, opening and closing credits, channel identities and TV promos. Any AV media created as part of coursework for an educational facility can be submitted, including music videos, short films etc.</p>	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>• Entries in other Single Category categories, including the Digital category - e.g. a website, may be re-entered here.</li> </ul>	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul>

<b>ST5H</b>	<b>Design for Digital</b>  STATIC: This category recognises the important role that design has in digital media. Any digital platform can be entered here. The focus is on static or limited animation design. Examples include websites, mobile sites and apps, publication design, social media posts and infographics.	Multiple Category & Individual Element	Entries in other Single Category categories, including the Digital category - e.g. a website, may be re-entered here.	Mandatory: <ul style="list-style-type: none"> <li>• JPEGs and/or</li> <li>• Overview Video</li> </ul>
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## ST6 STUDENT OUT OF HOME

The **Out of Home category** includes Outdoor media, In-store, Transit & air, Direct mail, Ambient and crafts.

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles

You cannot enter the exact same creative element into more than 1 Single Category category across all Main categories. You must choose which Single Category category best suits your entry

See “Category Types” in this document for an explanation of the Category Type

ST6 STUDENT OUT OF HOME				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
ST6A	<b>Outdoor Media</b> All <b>fixed</b> outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>
ST6B	<b>In-Store</b> Includes all in-store promotional media including all areas common to the in-store environment: elevators, point-of-purchase, promotional branding, digital screens, stair risers, trolleys, washroom advertising, window displays.	Single Category & Individual Element	<b>NOTE: EXCLUDES</b> Posters that are on display in-store, which should be entered in the “Print - Indoor Poster” category.	Mandatory: <ul style="list-style-type: none"> <li>JPEGS and/or</li> <li>Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>Original Content Video</li> </ul>

<b>ST6C</b>	<b>Transit &amp; Air</b>  Includes anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aeroplanes, blimps, helicopters, inflatables, hot-air balloons).	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
<b>ST6D</b>	<b>Direct Mail</b>  Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>
<b>ST6E</b>	<b>Ambient</b>  All free-format, non-traditional forms of media, including use of public spaces, handouts & giveaways, kiosks & displays, and never before used media.	Single Category & Individual Element		Mandatory: <ul style="list-style-type: none"> <li>• JPEGS and/or</li> <li>• Overview Video</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Original Content Video</li> </ul>



## ST7 STUDENT – PRINT, DESIGN & OOH CRAFTS

Only creative work applicable to the Print, Design & OOH categories can be entered into Print, Design & OOH crafts however, it is not a prerequisite that your work is entered into one of these categories

<b>ST7 STUDENT – PRINT, DESIGN &amp; OOH CRAFTS</b>				
<b>ID</b>	<b>CATEGORY</b>	<b>CATEGORY TYPE</b>	<b>REQUIREMENTS</b>	<b>SUBMISSION FORMAT</b>
ST7A	Art Direction	Multiple Category & Individual Element	<ul style="list-style-type: none"> <li>Crafts must follow the same submission requirements as the corresponding category.</li> </ul>	
ST7B	Writing	Multiple Category & Individual Element		
ST7C	Illustration	Multiple Category & Individual Element		
ST7D	Typography	Multiple Category & Individual Element		
ST7E	Photography	Multiple Category & Individual Element		

## ST8 STUDENT INTEGRATED CAMPAIGN

A category catering for the evolved communication strategies employed today. Integrated campaigns working across multiple media - can include Branded Content and Digital campaigns.

**No physical entries are allowed for this category. Electronic media only.** ALL indigenous language work must come with English subtitles

Integrated Campaign entries can be a combination of single entries already entered in other categories. It is important that the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.

See “Category Types” in this document for an explanation of the Category Type

ST8 STUDENT INTEGRATED CAMPAIGN				
ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
ST8	Integrated Campaign	Integrated Multimedia	<ul style="list-style-type: none"> <li>• Overview of your campaign as a cohesive entry.</li> <li>• Entries should explain the integration of the different media platforms.</li> <li>• Minimum 3 different media types</li> </ul>	Mandatory: <ul style="list-style-type: none"> <li>• JPEGs and/or</li> <li>• Overview Video</li> </ul> Optional 1 or more: <ul style="list-style-type: none"> <li>• Original Content Video</li> <li>• Audio</li> </ul>

