PENDORING.23

Pendoring Awards 2023 Terms and Conditions for Entry

#SPEAKSOUTHAFRICAN

Afrikaans, isiNdebele, isiXhosa, isiZulu, Setswana, Sepedi, Sesotho, siSwati, Tshivenda, Xitsonga and South African Sign Language entries eligible.

CONTACT:
hello@pendoring.co.za
+27 10 594 5544

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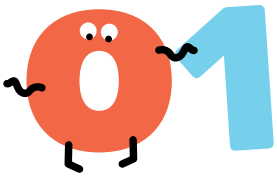


Entry rules

Entry Deadline

Entries must be submitted online and paid in full by **Thursday, 7 September 2023,** no later than **23h55 SAST** (South African Standard Time). Value-added tax of 15% is payable and charged on entries.

Eligible Date

1. **Entries must be commercially published, launched or aired for the first time between 2 October 2022 and 7 September 2023.**
2. In the case of campaigns that straddle the eligibility period, e.g. if two pieces of a campaign were published prior to 2 October 2022 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 2 October 2022 and up to 7 September 2023 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, South African Sign Language 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 Pendoring 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 2 October 2022 and up to 7 September 2023 may be entered.
5. Any student work submitted previously may not be re-entered into this year's Pendoring.

Entry Fees

Single Entry fee is R1 102.50 (excl. VAT)
Integrated Campaign fee is R2 089.50 (excl. VAT)
Student Entry fee is R304.50 (excl. VAT)
Student Integrated Campaign fee is R525.00 (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

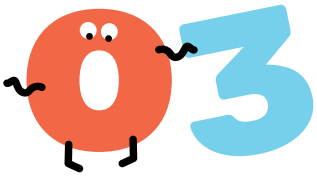
1. All entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained.
2. In particular, the client for whom the work was created must consent to entry of the relevant work into the Awards and for it to be used in accordance with the full terms 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.

02 What's new in 2023?

- Single Category - Type A will now be referred to as Single Category.
- Multiple Categories - Type B will now be referred to as Multiple Category.
- Entries will be accepted in South African Sign Language. The same rules that apply to all other languages will apply.



Category types

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 to each category you intend to enter work into.

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: 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

Accepted Media

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

IMAGES

MEDIA TYPE	DESCRIPTION	SPECIFICATION
JPEG	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. *NB: as no physical media will be allowed, JPEGS must be used to show your original work (relevant to Design, Print & OOH).	• 7063 (w) x 5008 (h) pixels • 300 dpi. • File size is 5MB - 15MB per image. • Maximum of 10 JPEGS • Text must be legible when projected to a screen. • 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

FILM

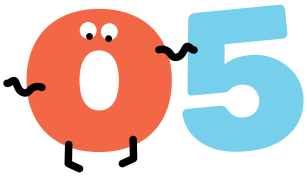
Please note: All indigenous language entries must have English subtitles.
Choose one of the following:

FORMAT	FRAME SIZE & RATE	SPECIFICATION
PREFERRED		
HD 720	1280 x 720 - 25fps	16Mbsp
HD 1080	1920 x 1080 - 25fps	16Mbsp
ACCEPTED		
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.	• Maximum length = 2 minutes. Maximum size = 400MB. • In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion. • As per video specifications above.
Original Content Video	Original execution of the content that was commercially launched or aired.	• Duration specific to category requirements.
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.	• Maximum length = 30 Seconds. • As per video specifications above.



Award categories

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	**Integrated Campaign**	Integrated Multimedia.	• Overview of your campaign as a cohesive entry. • Entries should explain the integration of the different media platforms. • Minimum 3 different media types across 3 main categories, e.g. Design, Audio & Film.	Mandatory: • JPEGS and/or • Overview Video Optional 1 or more: • Original Content Video • Audio

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	**Logos** Single Logo or families of logos. All media, including digital and in-motion.	Single Category & Single Element.	• May include reference material showing the development of the logo and its application. • Include supporting imagery showing the logo in context.	Mandatory: • JPEGS and/or • Overview Video
DE1B	**Identity Programmes**	Multiple Category & Multimedia.	• An entire branding identity for an organisation, person, product or service. The work should express the brand through multiple platforms. • 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.	Mandatory: • JPEGS and/or • Overview Video

DE1C	**General Design** 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, ATM interface, etc.	Single Category & Individual Element.	• Please send images and appropriate descriptions on one or more JPEGS.	Mandatory: • JPEGS and/or • Overview Video

DE2 GRAPHIC DESIGN

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE2A	**Posters**	Single Category & Individual Elements.	**Posters** Graphics-led printed posters. **NOTE:** There is a Poster category in Print Communication – for ADVERTISING posters. You must select the most appropriate category for your entry.	Mandatory: • JPEGS Optional: • Overview Video
	Environmental Graphics	Single Category & Individual Elements.	**Environmental Graphics** Large graphics that enhance a space, including billboards, indoor graphics and murals. • Show in-situ when possible. **NOTE:** There is a category for ADVERTISING Billboards in the Out of Home category. You must select the most appropriate category for your entry.	Mandatory: • JPEGS Optional: • Overview Video

DE2B	**Package Design** Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging.	Single Category & Individual Element.		Mandatory: • JPEGS Optional: • Overview Video

DE4 MOTION & DIGITAL GRAPHIC DESIGN

ID	CATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DE4A	**Design for Digital** 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: • JPEGS and/or • Overview Video

DE5 PRODUCT DESIGN				
ID	**CATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
DE5A	**General Product Design** Includes product and industrial design, including lighting, fitting and fixtures, point of sale infrastructure, ATMs, etc.	Single Category & Individual Element.	• Entries in other Single Category categories, including the Digital category - e.g. a website, may be re-entered here.	Mandatory: • JPEGS and/or • Overview Video

DE5 PRODUCT DESIGN				
ID	**CATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
DE6A	**Design Mixed-Media Campaign**	Multiple Category & Multimedia.	• A minimum of three different media types are required from the Communication Design category. • Please provide an overview of your campaign as a cohesive entry.	Mandatory: • JPEGS and/or • Overview Video

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.

DEW DESIGN CRAFTS

ID	SUBCATEGORY	CATEGORY TYPE	REQUIREMENTS	SUBMISSION FORMAT
DEWA	**Photography**	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	
DEWB	Writing for Design	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	
DEWC	Illustration	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	
DEWD	Typography	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	

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	**Display Advertising** Paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.	Single Category & Individual Element.	**NOTE:** Paid for Video or Film advertising should either go in the YouTube category or the Film category. Each banner ad in a campaign should be entered individually, unless they can only be viewed and understood as one unit.	Mandatory: • JPEGS and/or • Overview Video
IN1C	**Website, Microsite or Mobile Media** 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. A microsite is defined as a short-term site created for a specific product or sub-brand experience, e.g. skipfriday13.com Mobile Media includes: Mobile applications, mobile sites, branded games created specifically for smart phones and/or tablets.	Single Category & Individual Element.	**NOTE:** Do not submit links to URLs or live sites. Work will only be judged via Video and/or Jpegs.	Mandatory: • JPEGS and/or • Overview Video Optional: • Original content

IN1E	**Social Media** Includes the creation of social platforms, the use of existing social platforms, and user-generated content.	Single Category & Multimedia.	**NOTE:** 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: • JPEGS and/or • Overview Video Optional: • Original content
IN1F	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: • JPEGS and/or • Overview Video Optional: • Original content
IN1G	Online & Mobile Advertising & Email Marketing.	Single Category & Individual Element.		Mandatory: • JPEGS and/or • Overview Video Optional: • Original content

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.

DIGITAL CRAFTS				
ID	**SUBCATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
INWA	**User Experience Design** The full user experience including information architecture and design – winners will be delightful and beautiful interfaces that win user’s hearts.	Multiple Category & Individual Element.	Crafts must follow the same submission requirements as the corresponding category above.	
INWB	**Writing** Writing specifically for Digital media.	Multiple Category & Individual Element.	Crafts must follow the same submission requirements as the corresponding category above.	
INWC	**Use of Technology** Innovation in the use of technology for all digital platforms. The technology must add value to the overall experience and brand offering.	Multiple Category & Individual Element.	Crafts must follow the same submission requirements as the corresponding category above.	
INWD	**Music and Sound Design** Innovative use of audio for digital media.	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	**Television & Cinema Commercials with a production budget exceeding R1m.**	Single Category & Individual Element.	• Entries must be designed for broadcast and first aired on television or cinema. • Entries must include original content.	Mandatory: • Original Content Video Optional: • Overview Video
TV1B	**Television & Cinema Commercials with a production budget under R1m.**	Single Category & Individual Element.	• Entries must be designed for broadcast and first aired on television or cinema. Includes TV promotions and advertorials. • Entries must include original content.	Mandatory: • Original Content Video Optional: • Overview Video
TV1C	**Online Film & Commercials** 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.	• Entries must include original content.	Mandatory: • Original Content Video Optional: • Overview Video

TV1D	**TV Trailers and Content Promos** This includes all promotions for broadcast content.	Single Category & Individual Element.	• Existing footage may be used, e.g. material from featured programming content. • Entries must include original content. **NOTE:** this does NOT include station and channel branding, such as logos and interstitials - this should be entered in the Broadcast Design & Graphics in Communication Design.	Mandatory: • Original Content Video Optional: • Overview Video
TV1E	**Non-broadcast Video and Film** Video created specifically 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.	Single Category & Individual Element.	**NOTE:** 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. Provide an overview video if possible.	Mandatory: • Original Content Video And/or • Overview Video

TV1F	**Branded Content Film** For the creation of an ongoing Branded Content series made up of multiple episodes or video elements. 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. Includes: Mini-series made for television, cinema, DVD, or online release, including all genres – fiction, reality, documentary and entertainment.	Single Category & Individual Element.	**OPTION A:** 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. **OPTION 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. **NOTE:** 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. Provide an overview video if possible.	Mandatory: • Original Content Video And/or • Overview Video

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	**Direction** The craft award goes to the film director.	Multiple Category & Individual Element.		
TVWB	**Cinematography** The craft award goes to the director of photography. For lighting and camera techniques.	Multiple Category & Individual Element.		
TVWC	**Writing** The craft award goes to the writer. For an original script.	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	
TVWD	**Production Design** 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.	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	

TVWE	**Animation** 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.	• Live action may be included but only as a layer or element in a 3D scene or a 2D design.	
TVWF	**Special Visual Effects** 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.	• Crafts must follow the same submission requirements as the corresponding category above. • Entries must Include Original content.	
TVWG	**Editing** 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.	• Crafts must follow the same submission requirements as the corresponding category above. • Entries must include original content.	

TVWH	**Original Music & Sound Design** 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. Please note that only original music / soundtracks can be entered here. Do not enter existing licensed music / tracks.	Multiple Category & Individual Element.	• Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks.	
TVWJ	**Best Use of Licenced Music** 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.	Multiple Category & Individual Element.	• Only licensed music can be entered here. Do not enter originally composed music or sound effects. • Entries must include original content.	
TVWK	**Performance** 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.	Multiple Category & Individual Element.	• Entries must include original content.	

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	**Live Events** 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 & social responsibility).	Single Category & Multimedia.	**NOTE:** A Live Event must have an invited audience. DO NOT ENTER ACTIVATIONS HERE – see below.	Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video

LE2B	**Live Activations** Entries include any brand activation where **live performance in real-time is key to communicating the brand message** 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 **an incidental audience that has not been invited. There may or may not be direct audience participation and interaction.** Entries must demonstrate the role of performance.	Single Category & Multimedia.	**NOTE:** EXCLUDES promos with no live performance. Brand activations and promotions that use promotional staff should be entered into the Ambient category.	Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video
LE2C	**Sponsorship** 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.	Single Category & Multimedia.	**NOTE:** Events created specifically for the brand (e.g. Car Launch) even with a ticketed audience must be entered into Live Events.	Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video

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	**Direction** 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.	Multiple Category & Multimedia.		
	Writing The craft award goes to the writer. For an outstanding and original concept & script.	Multiple Category & Multimedia.		
	Art Direction / Stylist 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.	Multiple Category & Multimedia.		

	Original Music & Sound Design 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.	Multiple Category & Multimedia.	**NOTE:** only original music/soundtracks will be considered here. Do not enter existing licensed music/tracks.	
	Performance 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.	Multiple Category & Multimedia.		
	Use of Technology 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.	Multiple Category & Multimedia.		
	Video & Motion Graphic Design The craft award goes to the motion graphic designer. Includes all electronic material created for screens at the event.	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	**Outdoor Media** All **fixed** outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.	Single Category & Individual Element.		Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video
OU1B	**In-Store** 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.	**NOTE: EXCLUDES** Posters that are on display in-store, which should be entered in the “Print - Indoor Poster” category.	Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video
OU1C	**Transit & Air** 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: • JPEGS and/or • Overview Video Optional: • Original Content Video

OU1D	**Direct Mail** 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: • JPEGS and/or • Overview Video Optional: • Original Content Video
OU1E	**Ambient** All free-format, non-traditional forms of media, including use of public spaces, handouts & giveaways, kiosks & displays, and never before used media.			Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video

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	**Newspaper & Magazine Advertising** Includes all advertising in Newspapers & Magazines using standard advertising media space.	Single Category & Individual Element.		Mandatory: • JPEG Optional: • Overview Video
PR1B	**Tactical Use of Print** Non-traditional and special use of Newspaper or Magazine: 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.	**NOTE:** 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. You can submit a JPEG and/or overview video explaining the context of the entry and providing additional information.	Mandatory: • JPEG Optional: • Overview Video

PR1C	**Indoor Posters** 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.	**NOTE:** All Outdoor and Street Pole entries must go in the Out of Home category. You can have JPEGS with your entry, explaining the context of the entry and providing additional information.	Mandatory: • JPEG Optional: • Overview Video
PR1D	**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. 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.			Mandatory: • JPEG Optional: • Overview Video

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.

PRINT & OOH CRAFTS				
ID	**SUBCATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
PRWA	**Art Direction**	Multiple Category & Individual Element.	Craft entry requirements follow the same specifications as those in the main Print or OOH category.	
PRWB	**Writing**	Multiple Category & Individual Element.	Craft entry requirements follow the same specifications as those in the main Print or OOH category.	
PRWC	**Photography**	Multiple Category & Individual Element.	Craft entry requirements follow the same specifications as those in the main Print or OOH category.	
PRWD	**Illustration**	Multiple Category & Individual Element.	Craft entry requirements follow the same specifications as those in the main Print or OOH category.	
PRWE	**Typography**	Multiple Category & Individual Element.	Craft entry requirements follow the same specifications as those in the main Print or OOH category.	

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.

RADIO & AUDIO				
ID	**SUBCATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
RA1A	**Radio Station Commercials** 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
RA1B	**Internet & Mobile Audio Commercials** 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

RA1C	**Branded Content – Radio & Audio** 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. Includes: one off features, mini- series, radio dramas, event coverage, including all genres – fiction, reality, documentary or entertainment. Platforms include radio stations, whether broadcast or Internet radio, audio clips distributed via the Internet or mobile media, such as: podcasts, email, website downloads.	Single Category & Multi-Element.	**OPTION A:** 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. **OPTION 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.	Mandatory: • Audio OR • Indigenous language video with subtitles

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.

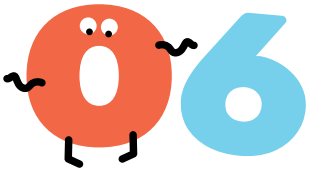
No physical entries are allowed for this category. Electronic media only. Craft entry requirements follow the same specifications as those in the main Film category.

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.

RADIO & AUDIO CRAFTS				
ID	**SUBCATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
RAWA	**Direction** The craft award is awarded to the radio director.	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	Mandatory: • Audio OR • Indigenous language video with subtitles
RAWB	**Writing** The craft award is awarded to the writer.	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category above.	Mandatory: • Audio OR • Indigenous language video with subtitles
RAWC	**Original Music & Sound Design** 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.	Multiple Category & Individual Element.	• Only original sound effects / music / soundtracks can be entered here. Do not enter existing licensed music or tracks.	Mandatory: • Audio OR • Indigenous language video with subtitles

RAWD	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



Student awards

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	**SUBCATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
ST1A	**TV, Cinema commercials & Online Advertising**	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: • Original Content Video Optional: • Overview Video

ST1B	**Motion Graphic Design** 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: • Overview Video and/or • Original Content Video

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.

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

ST2 STUDENT RADIO & AUDIO				
ID	**CATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
ST2A	**Radio Commercials & Branded Content** 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.	Single Category & Individual Element.	• 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. • Ensure your entry description explains the context and how the material was viewed. • Only finished commercials can be entered.	Mandatory: • Audio OR • Indigenous language Video with subtitles

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	**Newspaper Advertising** includes: all advertising in Newspapers using standard advertising media space.	Single Category & Individual Element.		Mandatory: • JPEG Optional: • Overview Video
ST3B	**Magazine Advertising** includes: all advertising in Magazines using standard media space.	Single Category & Individual Element.		Mandatory: • JPEG Optional: • Overview Video
ST3C	**Tactical Use of Print** 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.	**Tactical Print:** • Submit original piece (preferred) or a copy. • You may also provide additional information explaining the entry using JPEGS and/or video. **NOTE:** Advertisements that use traditional media space, e.g. a single page ad, are not considered tactical and should be entered in the Newspaper & Magazine Advertising category, even if an advert is specific to a particular event, date or other occurrence.	Mandatory: • JPEG Optional: • Overview Video

ST3D	**Indoor Posters** 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.	**NOTE:** All Outdoor and Street Pole entries must go in the Out of Home category below.	Mandatory: • JPEG Optional: • Overview Video

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.

ST4 STUDENT DIGITAL COMMUNICATION				
ID	**CATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
ST4A	**Digital Media - Display Advertising** is paid-for media space on a third-party platform, including banner ads, interstitial pages, pop-up windows.	Single Category & Individual Element.	• 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. • Ensure your entry description explains the context and how the material was viewed. • Only finished commercials can be entered.	Mandatory: • JPEGS and/or • Overview Video and/or • Original content

ST4B	**Website or Microsite:** 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.	• Ensure your entry description explains the context and how the material was viewed.	Mandatory: • JPEGS and/or • Overview Video and/or • Original content
ST4C	**Social Media** includes the creation of social platforms, the use of existing social platforms, and user-generated content.	Single Category & Individual Element.	• Ensure your entry description explains the context and how the material was viewed.	Mandatory: • JPEGS and/or • Overview Video and/or • Original content
ST4D	**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.	• Ensure your entry description explains the context and how the material was viewed.	Mandatory: • JPEGS and/or • Overview Video and/or • Original content

ST4E	**Mobile Media** includes: Mobile applications, mobile sites, branded games created **specifically** for smart phones and/or tablets.	Single Category & Individual Element.	• Ensure your entry description explains the context and how the material was viewed.	Mandatory: • JPEGS and/or • Overview Video and/or • Original content

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.	**Logos:** • May include reference material showing the development of the logo and its application. • Include supporting imagery showing the logo in context.	Mandatory: • JPEGS
ST5B	**Identity Programmes**	Single Category & Multimedia.	**Identity Programmes:** • An entire branding identity for an organisation, product or service. The work should express the brand through multiple platforms. • Entries must include at least three elements of a brand identity, such as: logo, business cards, letterhead and envelopes. May include digital components.	Mandatory: • JPEGS

ST5C	**General Design Various design elements,** including: point of sale, in-store, direct mail, greeting cards, calendars, invitations, labels, stamps, menus, promotional items etc.	Single Category & Individual Element.	• **NOTE:** There is a Direct Mail category in Out of Home. You must select the most appropriate category for your entry.	Mandatory: • JPEGS
ST5D	**Publication Design - Single Element** 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.	• Please upload your physical publications in electronic format.	Mandatory: • JPEGS
ST5E	**Publication Design - Whole Publication** Includes: annual reports, books, brochures, magazines, manuals, newspapers, and technical literature. For Digital Platforms, see the Design for Digital category.	Single Category & Individual Element.	• Please upload your physical publications in electronic format.	Mandatory: • JPEGS
ST5F	**Package Design** Includes: labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging.	Single Category & Individual Element.	• Please send images and appropriate descriptions on either one or more JPEGS.	Mandatory: • JPEGS

ST5G	**Motion Graphics:** 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.	Multiple Category & Individual Element.	• Entries in other Single Category categories, including the Digital category - e.g. a website, may be re-entered here.	Mandatory: • JPEGS and/or • Overview Video
ST5H	**Design for Digital** 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: • JPEGS and/or • Overview Video

ST5H	**Design for Digital** 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: • JPEGS and/or • Overview Video

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	**Outdoor Media** All **fixed** outdoor media spaces, including billboards, electronic screens, bus shelters, street pole advertising, building wraps, murals, & playing fields.	Single Category & Individual Element.		Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video
ST6B	**In-Store** 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.	**NOTE: EXCLUDES** Posters that are on display in-store, which should be entered in the “Print - Indoor Poster” category.	Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video

ST6C	**Transit & Air** 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: • JPEGS and/or • Overview Video Optional: • Original Content Video
ST6D	**Direct Mail** Flat and 3D media delivered via post, courier or hand-delivery including: cards, catalogues, gifts, invitations, promotions, samples, etc.	Single Category & Individual Element.		Mandatory: • JPEGS and/or • Overview Video Optional: • Original Content Video
ST6E	**Ambient** 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: • JPEGS and/or • Overview Video Optional: • Original Content Video

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.

ST7 STUDENT – PRINT, DESIGN & OOH CRAFTS				
ID	**CATEGORY**	**CATEGORY TYPE**	**REQUIREMENTS**	**SUBMISSION FORMAT**
ST7A	Art Direction	Multiple Category & Individual Element.	• Crafts must follow the same submission requirements as the corresponding category.	
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.	• Overview of your campaign as a cohesive entry. • Entries should explain the integration of the different media platforms. • Minimum 3 different media types.	Mandatory: • JPEGS and/or • Overview Video Optional 1 or more: • Original Content Video • Audio

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.	• Overview of your campaign as a cohesive entry. • Entries should explain the integration of the different media platforms. • Minimum 3 different media types.	Mandatory: • JPEGS and/or • Overview Video Optional 1 or more: • Original Content Video • Audio

PENDORING.23