

Perth Advertising and
Design Club

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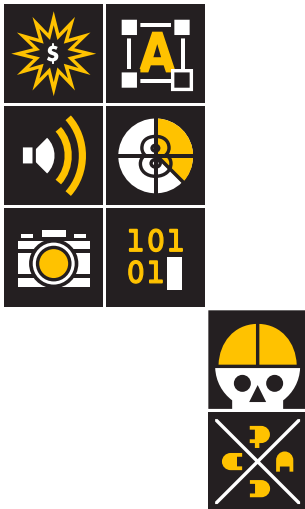
ROSS TINNEY

CHRIS ANDRAWES

How to get your hands on an original

THE SKULLS 2014 CALL FOR ENTRIES





The Skulls 2014 – Open to All

For over 20 years the PADC Awards have honoured the work of PADC members.

The Skulls 2014 will mark a significant change in direction for the awards. In keeping with the PADC's focus on inspiring, assisting and acknowledging the creators of commercial communications in WA, The Skulls 2014 will be opened up to all-comers, not only PADC members.

While the traditional categories will always be there, The Skulls will better represent the fragmented nature of contemporary commercial communications; particularly the influence that digital technologies have had in the media and production landscapes. With this in mind, the award categories have been completely overhauled to make them more relevant to how the industry works today, and to align them closer to the AWARD Award categories.



All Gold Skull winners will receive free entry into the AWARD Awards thanks to our continuing, and growing association with AWARD nationally.

SUPPORT THE PADC – BECOME A MEMBER

PADC members will receive a significant discount on award entry fees as will agencies that are members of The Communications Council. PADC members will be able to purchase tickets to the Award Night at a discount, so please support your Club by renewing or taking out membership – it is ridiculously inexpensive.

INTRODUCING THE DIAMOND SKULLS

Further, you may notice that our '... Of The Year' categories are missing from this year's Call for Entries, but they are not gone. They have been re-badged 'The Diamond Skulls' and be will presented down south at Emergence in the New Year. This signals the start of an exciting partnership between the PADC and Emergence, the full details of which will be outlined at The Skulls Awards Night on November 7. This is a great development for the PADC and will see The Diamond Skulls become an inspiring award for members who have created the most engaging body of work over the year.

We have reinstated the more traditional craft category format in this year's awards to recognise craft in individual pieces of work.

INSPIRING A STATE OF GREATER CREATIVITY

By recognising the individuals who produce the best work of the year, The Skulls seek to inspire us all to build a state of greater commercial creativity.

Quite simply, The Skulls are the most valuable honour for creative communications in WA.

MARK BRADDOCK
PADC PRESIDENT



EXCLUSIVE PRINT PARTNER



EXCLUSIVE AV PARTNER

AFFILIATES



EMERGENCE
creative festival



AGD/WA



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Key Dates



31/07/13 – 01/08/14

**WORK MUST HAVE BEEN FIRST
PUBLISHED OR AIRED TO BE
ELIGIBLE FOR THE SKULLS 2014**



13/08/14

CALL FOR ENTRIES RELEASED



18/08/14

ONLINE ENTRIES OPEN



29/08/14

ENTRIES CLOSE - SORRY NO EXTENSIONS



10/09/14

**THE STUDENT SKULLS ENTRIES CLOSE
- SORRY NO EXTENSIONS**



12/09/14

JUDGING



07/11/14

AWARDS NIGHT



03/15

THE DIAMOND SKULLS @ EMERGENCE

Entry Fees (ex GST)



SINGLE ENTRY CATEGORIES

MEMBERS (PADC OR THE COMMUNICATIONS COUNCIL)

\$170

NON-MEMBERS \$215



CAMPAIGN CATEGORIES

MEMBERS (PADC OR THE COMMUNICATIONS COUNCIL)

\$270

NON-MEMBERS \$315

STUDENT CATEGORIES

(MUST BE A PADC STUDENT MEMBER)

\$45



The 2014 Jury



CHAIRMAN OF JUDGES
BRENDON GUTHRIE
EXECUTIVE CREATIVE DIRECTOR
OGILVY & MATHER MELBOURNE

Ten years after leaving his native Perth, Brendon found his way to the Executive Creative Directorship of Ogilvy & Mather Melbourne in 2013.

Brendon's work has been recognised at AWARD, D&AD, Cannes, The One Show, Clio, New York Festivals, the LIAAs and the Australian Writers' Guild AWGIE Awards for screenwriting.



LINDA JUKIC
CREATIVE DIRECTOR
HULSBOSCH, SYDNEY

With 15 years in the industry, Linda Jukic's experience includes working with some of Australia's Top 20 ASX companies and with many of Australia's most loved arts and cultural institutions across disciplines of Brand Identity, Retail Communications, Video Content, Environmental, Digital and Social.

Linda Jukic was appointed Creative Director of Hulsbosch in March 2014, joining the business after a 10-year tenure with award winning, design and creative agency, Moon Communications Group.



JIM INGRAM
EXECUTIVE CREATIVE DIRECTOR
CUMMINS & PARTNERS

Jim Ingram is joint Executive Creative Director at cummins&partners. To look at, Jim is entirely unremarkable, however something that is rather interesting about him is that Jim has worked his entire 14-year career in a creative team with Art Director Ben Couzens.

Together they've won awards at every major local and international show, including D&AD, The One Show, Clio and multiple Gold Lion wins at Cannes.



Rules, Terms & Conditions

1. Any work first published or aired **between 31st June 2013 and 1st August 2014** is eligible for the Awards.
2. All entries must be accompanied by a signed letter from the client in order to be eligible for entry into the Awards. These letters are uploaded online.
3. PADC accepts work that has appeared anywhere in the world, with the following requirements:
 - A. In all non-craft categories; the work must have originated and been completed in Western Australia.
 - B. In craft categories; the work must have been completed by Western Australian supplier, even if originated elsewhere.
4. Check with your Production Company or Agency before entering work to avoid duplicate entries. Please note that PADC does not refund for any duplicate entries. If a piece of work is entered more than once into one category, PADC reserves the right to remove one of those entries from the Awards. In the case of Film and Video, if both an agency and production company enter the same work, an agency's entry will be granted favour. In the case of Craft in Film, if both a production or post-production company and an agency enter the same work, the post production company's entry will be favoured over an Agency's.
5. Please choose the category/section you are entering your work in with care. Read thoroughly through these Call for Entry details before submitting work as PADC does not refund ANY entry fees under any circumstances.
6. If you are entering the same work into more than one category you must provide a separate piece of work for each category. Under no circumstance can entries be transferred from category to category.
7. Have you entered it before? Work entered in previous years is only eligible as part of a campaign entry and only when outnumbered by new advertisements of the same campaign. PADC will remove any ineligible work which has appeared in the PADC Awards in previous years.
8. If work is submitted in a language other than English, it must include an English translation or English subtitles as all entries will be judged in English.
9. Any person or firm professionally engaged in or studying any fields covered by the categories listed may submit work. For example Advertising Agencies, Design Groups, Film Production Companies, Marketing or Manufacturing Companies, Radio Stations etc.
10. All entries awarded must be able to provide proof of publication or broadcast, plus proof that the work was approved and paid for by the client. If proof is not provided or is deemed insufficient then work will automatically be disqualified. The judges' decision on validity of proof is final. Directors' and Agency cuts that did not air and were not approved by the client are not eligible.



11. PADC judges reserve the right to reject a piece of work they feel doesn't comply with the spirit of the PADC. The purpose of this is to actively discourage people seeking loopholes in order to enter work that has been created solely for the Awards and not for bona fide clients.
12. Anyone found deliberately breaking the rules of entry as laid out in this booklet or entering an item (or a version of an item) that never ran may have their work and any work bearing their name deemed ineligible for the Awards for up to two years.
13. The entrant grants PADC permission to show the entries at any time PADC deems appropriate. The entrant agrees not to hold PADC responsible for any claim made against it by reason of such uses. With respect to Television/ Cinema, Radio and Interactive Media the entrant grants the right for PADC to use the agency's spots for similar purposes. Under no circumstance shall the entrant or anyone claiming through or acting on behalf of the entrant, require any royalty payment by PADC in respect to the use of such entries or material for any purpose.

Any questions regarding categories, uploads, credits and fees please contact PADC for assistance.

Contact: Karen Marks

Phone: +61 (0)437 550 222

Email: admin@padc.com.au



Categories

A. TELEVISION & CINEMA

- 01 Retail, individual
- 02 Retail, campaign
- 03 Brand, individual
- 04 Brand, campaign
- 05 Community service & charity, individual
- 06 Community service & charity, campaign
- 07 Branded content, individual
- 08 Branded content, campaign
- 09 Interactive film, individual
- 10 Interactive film, campaign

B. PRINT

- 01 Magazine, retail individual
- 02 Magazine, retail campaign
- 03 Magazine, brand individual
- 04 Magazine, brand campaign
- 05 Newspaper, retail individual
- 06 Newspaper, retail campaign
- 07 Newspaper, brand individual
- 08 Newspaper, brand campaign
- 09 Community service & charity, individual
- 10 Community service & charity, campaign

C. INTEGRATED

- 01 Integrated campaign
- 02 Community service & charity

D. OUT OF HOME

- 01 Outdoor, individual
- 02 Outdoor, campaign
- 03 Transit
- 04 Street furniture including superlite
- 05 Targeted indoor, individual
- 06 Targeted indoor, campaign
- 07 Interactive and/or moving outdoor, individual
- 08 Interactive and/or moving indoor, campaign

E. PR

- 01 Best integrated campaign led by PR
- 02 Community service & charity, campaign

F. RADIO

- 01 Retail, individual
- 02 Retail, campaign
- 03 Brand, individual
- 04 Brand, campaign
- 05 Community service & charity, individual
- 06 Community service & charity, campaign

G. DIRECT

- 01 Flat direct mail
- 02 Dimensional direct mail
- 03 Direct response advertising, individual
- 04 Direct response advertising, campaign
- 05 Non-commercial direct mail
- 06 Community service & charity, individual
- 07 Community service & charity, campaign
- 08 Alternative media, individual
- 09 Alternative media, campaign
- 10 Digital direct response, individual
- 11 Digital direct response, campaign
- 12 Electronic direct mail

H. BRAND DESIGN

- 01 Annual report & prospectus
- 02 Brochure & catalogue
- 03 Promotional & poster design
- 04 Individual & range of packaging
- 05 Integrated design, cross medium solutions
- 06 Large identity & application (\$20,000+)
- 07 Small identity and application (less than \$20,000)
- 08 Environmental design
- 09 Product design
- 10 Publication design
- 11 Innovative typography, individual
- 12 Design of motion graphics

I. DIGITAL

STANDALONE WEBSITES

- 01 Business to consumer
- 02 Business to business
- 03 Community service & charity

CAMPAIGN

- 04 Business to consumer
- 05 Business to business
- 06 Community service & charity

ONLINE ADS

- 07 Banner ad
- 08 Banner ad campaign
- 09 Over the page
- 10 Online promotion

GAMES

- 11 Mobile (all mobile spec games, incl tablet)
- 12 Online
- 13 Other (console, handheld etc.)

OTHER

- 14 Mobile (creative, that is not a game)
- 15 Digital kiosk, POS, outdoor & onsite
- 16 Online promotion
- 17 Viral film
- 18 Social media
- 19 Apps
- 20 Emerging digital

J. PROMOTION & EXPERIENTIAL

- 01 Best use of experiential marketing in a promotional campaign
- 02 Best use of ambient and/or guerrilla marketing in a promotional campaign
- 03 Best new product launch & re-launch or multi-product promotion at retail
- 04 Best sponsorship or partnership campaign
- 05 Best use of other digital media in a promotional campaign
- 06 Best use of social media marketing in a promotional campaign

K. MEDIA

- 01 Best use of media, tv & cinema
- 02 Best use of media, print
- 03 Best use of media, outdoor/ambient
- 04 Best use of media, digital
- 05 Best use of media, integrated campaign

L. COMMUNICATION CRAFTS

- 01 Best writing
- 02 Best typography
- 03 Best art direction and design
- 04 Best photography
- 05 Best illustration
- 06 Best digital enhancement & manipulation (stills)
- 07 Best direction
- 08 Best cinematography
- 09 Best editing
- 10 Best digital visual effects & animation
- 11 Best use of sound, radio
- 12 Best use of sound, television

M. THE STUDENT SKULLS

- 01 Advertising
- 02 Brand Design
- 03 Film
- 04 Photography

CATEGORY



A. Television & Cinema

Charity ads in this category can only be entered in A.05 and A.06 and no other sub-category.

Directors' cuts, Agency cuts or versions that did not air and were not approved by the client are not eligible.

All entries in this category can be of any length.

A.01	Retail, individual	
A.02	Retail, campaign	
A.03	Brand, individual	
A.04	Brand, campaign	
A.05	Community service & charity, individual	
A.06	Community service & charity, campaign	
A.07	Branded content, individual	Promotion of a brand's value and position by going beyond traditional advertising channels and utilising the generation of content. Including short films, documentaries and television series. A 100 word description is mandatory.
A.08	Branded content, campaign	As above.
A.09	Interactive film, individual	Including mobile film. All good ideas should be interactive but this category is meant for film/video specifically designed to create direct user involvement – It should be clearly demonstrated how the viewer was able to interact with the medium.
A.10	Interactive film, campaign	As above.

CATEGORY



B. Print

Charity ads in this category can only be entered in B.09 and B.10 and no other sub-category.

B.01	Magazine, retail individual	
B.02	Magazine, retail campaign	
B.03	Magazine, brand individual	
B.04	Magazine, brand campaign	
B.05	Newspaper, retail individual	
B.06	Newspaper, retail campaign	
B.07	Newspaper, brand individual	
B.08	Newspaper, brand campaign	
B.09	Community service & charity, individual	
B.10	Community service & charity, campaign	

CATEGORY



C. Integrated

An advertising idea that is integrated across different media. A minimum of three components, at least two of which must be from the following list: Film, Print, Radio, Posters, Interactive, Direct Marketing.

C.01	Integrated campaign	
C.02	Community service & charity	

CATEGORY



D.

Out of Home

An overview video is optional and up to the entrants' discretion.

D.01 Outdoor, individual	
D.02 Outdoor, campaign	
D.03 Transit	
D.04 Street furniture including superlite	
D.05 Targeted indoor, individual	Bathrooms, bars, clubs, universities, fitness centres, shopping centres, airports, supermarkets, inside & outside windows, tradeshow etc.
D.06 Targeted indoor, campaign	As above.
D.07 Interactive and/or moving outdoor, individual	
D.08 Interactive and/or moving indoor, campaign	

CATEGORY



E.

PR

An overview video is optional and up to the entrants' discretion.

E.01 Best integrated campaign led by PR	Campaigns with three or more elements or channels that are predominantly PR driven. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.
E.02 Community service & charity, campaign led by PR	Campaigns with three or more elements or channels that are predominantly PR driven. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.

CATEGORY



F. Radio

Charity ads in this category can only be entered in F.05 and F.06 and no other sub-category.

Directors' cuts, Agency cuts or versions that did not air and were not approved by the client are not eligible.

All entries in this category can be of any length.

F.01	Retail, individual	
F.02	Retail, campaign	
F.03	Brand, individual	
F.04	Brand, campaign	
F.05	Community service & charity, individual	
F.06	Community service & charity, campaign	

CATEGORY



G.

Direct

To be eligible to enter work into the Direct Marketing category, each piece of work must have specific and measurable call to action. Direct Marketing is advertising that communicates straight to a single consumer.

Direct Response is mass communication that's designed to generate an immediate response from a consumer.

Charity ads in this category can only be entered in G.06 and G.07 and no other sub-category.

If a campaign is entered into G.12 it cannot be entered into G.10 and vice versa.

G.01 Flat direct mail	All entries must be of a commercial nature and be submitted exactly as they were mailed, including any outer envelope, letter, brochure and response mechanism.
G.02 Dimensional direct mail	All entries must be of a commercial nature and be submitted exactly as they were mailed, including any outer envelope, letter, brochure and response mechanism.
G.03 Direct response advertising, individual	Including Print, Television, Radio etc. All entries must contain a response mechanism.
G.04 Direct response advertising, campaign	As above.
G.05 Non-commercial direct mail	Agency promotion, Self promotion, Christmas card, Wedding invitation, Birth announcement etc.
G.06 Community service & charity, individual	
G.07 Community service & charity, campaign	
G.08 Alternative media, individual	Non-traditional media including Outdoor and never before used media.
G.09 Alternative media, campaign	
G.10 Digital direct response, individual	Must include a benefit requiring interaction with the online creative, or a solicitation for another measurable action.
G.11 Digital direct response, campaign	As above.
G.12 Electronic direct mail	

CATEGORY



H. Design

In this category the judges will consider both the idea and the technique.

H.01	Annual report & prospectus	
H.02	Brochure & catalogue	
H.03	Promotional & poster design	
H.04	Individual & range of packaging	
H.05	Integrated design, cross medium solutions	Cross medium solutions. Needs to cover at least two mediums for example Interactive and Print, Print and Broadcast
H.06	Large identity & application (\$20,000+)	
H.07	Small identity and application (less than \$20,000)	
H.08	Environmental design	
H.09	Product design	
H.10	Publication design	
H.11	Innovative typography, individual	
H.12	Design of motion graphics	Movie titles, opening titles, station ID.

CATEGORY



I. Digital

In this category the judges will consider both the idea and the technique.

Standalone Websites		
I.01	Business to consumer	Standalone Websites/Microsites – Company/corporate websites with or without e-commerce functionality that are not part of a short term advertising campaign.
I.02	Business to business	As above.
I.03	Community service & charity	As above.



I.

Digital, continued

Campaign	
I.04 Business to consumer	A minimum of three different digital elements from the same campaign, for example: Website, Banner ad and Viral. Can also include mobile, emerging technology, kiosks, outdoor digital display.
I.05 Business to business	As above.
I.06 Community service & charity	As above.
Online Ads	
I.07 Banner ad	
I.08 Banner ad campaign	
I.09 Over the page	
I.10 Online promotion	
Games	
I.11 Mobile (all mobile spec games, incl tablet)	Any game developed for a mobile device including smartphone and tablet. This can include device browser or App based games.
I.12 Online	Any games developed for web that are not Apps. E.g. developed primarily in Flash, Unity or HTML5
I.13 Other (console, handheld etc.)	Any game that doesn't fit into Mobile and Online. This may include, console, handheld, interactive installations, physical real-worlds games. E.g. Social hunts.
Other	
I.14 Mobile (creative, that is not a game)	Any mobile creative execution including apps or websites that is not a game.
I.15 Digital kiosk, POS, outdoor & onsite	
I.16 Online promotion	Response based digital promotion that may include single or multiple entry mechanics. For example mobile app, websites, social, digital point of sale, kiosk etc.
I.17 Viral film	Must be purposely built for online distribution. A 100 word description positioning the intended goals (mandatory) and evidence of a viral/word of mouth effect will need to be supplied.
I.18 Social media	Ideas/campaigns designed for social channels eg: Facebook, Twitter, MySpace, Flickr, Pinterest, Instagram etc.
I.19 Apps	Functional and utility based Apps for any platform or device.
I.20 Emerging digital	Doesn't belong in any other category. Can be weird and wonderful or a technical master piece.

CATEGORY



J.

Promotion & Experiential

In this category your work will be judged specifically on how the medium was used to evoke consumer activation.

J.01	Best use of experiential marketing in a promotional campaign	Including: exhibitions, pop-up retail solutions, sports events, music festivals, concerts, trade shows, publicity stunts, interactive events and instalments
J.02	Best use of ambient and/or guerrilla marketing in a promotional campaign	Including, small scale ambient media such as out-of-store sampling, glasses, beer mats and ashtrays, flyers, stickers, signage. Street teams, street art, street furniture and transit advertising.
J.03	Best new product launch & re-launch or multi-product promotion at retail	All new products launched on the market for the first time, products placed again on the market after adapting them to changing market conditions and promotion activities that encompass multiple brands and categories at the same time.
J.04	Best sponsorship or partnership campaign	For a campaign that utilized a sponsorship or tie-in partner (e.g. Sports or entertainment) (Submit appropriate samples and/or photographs as support).
J.05	Best use of other digital media in a promotional campaign	Including Bluetooth, mms, sms, wap, pda, gps, tablet, mp3 players, mobile games and applications, qr codes, widgets, mobile marketing, other mobile communication, digital installations.
J.06	Best use of social media marketing in a promotional campaign	Social networking sites, blogs, wikis, video-sharing sites, hosted services, web applications. Virals, blogs, etc.

CATEGORY



K.

Media

In this category your work will be judged specifically on how the medium was used to evoke consumer activation.

K.01	Best use of media, tv & cinema	Including cinema, television, in-flight, showroom, exhibition and outdoor screens.
K.02	Best use of media, print	
K.03	Best use of media, outdoor/ambient	Including: bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations of exterior locations, buildings or street furniture etc
K.04	Best use of media, digital	Including websites, microsites, search engines, banner ads, instant messaging, email marketing, digital POS, new technology, games, virtual worlds, downloadable applications including screensavers, widgets etc
K.05	Best use of media, integrated campaign	Entries in this category MUST show that at least 3 different types of media were used in the campaign (e.g. TV, Radio, Outdoor).

CATEGORY



L.

Communication Crafts

In this category the judges will be looking principally at the contribution the specific craft has made within the overall context of the work.

L.01	Best writing	
L.02	Best typography	
L.03	Best art direction and design	
L.04	Best photography	
L.05	Best illustration	
L.06	Best digital enhancement & manipulation (stills)	
L.07	Best direction	
L.08	Best cinematography	
L.09	Best editing	
L.10	Best digital visual effects & animation	
L.11	Best use of sound, radio	
L.12	Best use of sound, television	

CATEGORY



M.

The Student Skulls

The Student Skulls are open to any currently enrolled or recently graduated student (within 24 months) studying at a WA based tertiary institution, who is not currently employed as a 'creative' in the advertising/design/marketing industry. You *must* also be a current Student Member of the PADC to enter (visit PADC.com.au to join - it's only \$25).

M.01	Advertising	
M.02	Brand Design	
M.03	Film	
M.04	Photography	



Entry Requirements

For each entry submit hard copies to the PADC of:

1. Payment Receipt
2. Signed client letter
3. Entry form(s)

The following categories require extra submissions:

- B. Print
- C. Integrated Campaign
- D. Out of Home
- E. PR
- G. Direct
- H. Brand Design
- J. Promotional and Experiential
- K. Media
- L. Communication Crafts (L.01 – L.06)

Hardcopy entries must be delivered on 29/8/14 from 9am–5pm to:

**School of Design & Art Office
Building 202/Room113
Curtin University
Kent Street Bentley, WA 6102**

Please refer to the end of the How to Enter section for technical specifications for all entry media.



How to Enter

A. Television & Cinema L. Communication Crafts (L.07-L.10, L.12)

UPLOAD

- Spot MOV (min 3x spots to be eligible as a campaign)
- 4 x stills JPG
- 100 word description PDF (Optional – if you feel it necessary for your entry. Mandatory – for A.7, A.8, A.9 and A.10)
- Signed client letter PDF

SUBMIT ONLINE

- Entry credits (Ensure they are correct as this is how they will appear if awarded)

DOWNLOAD & PRINT

- Entry forms

NOTE

- L.10 must include before and after JPGs and MOV
- Remove all agency branding
- Overview videos or a 100 word description are recommended for: A.7- A.10
- Submitting a script is optional for any entry

Please see additional entry requirements at the end of this section for Television & Cinema A.01-A.06 & Radio F.01-F.06



How to Enter, continued

- B.** Print
- D.** Out of Home
- G.** Direct
- H.** Brand Design
- L.** Communication Crafts (L.01-L.06)

UPLOAD

- 1 x JPG (Campaign must have min 3 x components/executions JPG)
- 4 x Stills JPG
- In situ photo JPG (Optional – although highly recommended for outdoor. It is left to the entrants discretion)
- 100 word description PDF (Optional – if you feel it necessary for your entry)
- Signed client letter PDF

SUBMIT ONLINE

- Entry credits (Ensure they are correct as this is how they will appear if awarded)

DOWNLOAD & PRINT

Entry forms

SUBMIT TO PADC

- A2 flush-mounted boards (Entry form on the back, campaigns must be labelled 1/3, 2/3, 3/3 etc.)
- A2 overview board (Optional for B, D, H and L. Mandatory for G)
- Optional objects/samples e.g. packaging (Particularly for G. and H. Write entry ID number on the sample)

**Hardcopy entries must be delivered on 29/8/14 from 9am–5pm to:
School of Design & Art Office
Building 202/Room113
Curtin University
Kent Street Bentley, WA 6102**

NOTE

- L.06 must include before and after JPGs/boards
- Magazine/newspaper/print need to be presented actual size but mounted on A2 boards
- Remove all agency branding
- Overview videos or a 100 word description are optional



How to Enter, continued

- C. Integrated Campaign
- E. PR
- J. Promotional & Experiential
- K. Media

U P L O A D

- 1 x Overview video MOV (max 3 mins)
- 1 x Overview Board
- One (1) of each individual component that makes up the campaign e.g. TV as MOV, Print as JPG, etc.
- In situ photo JPG (Optional, although highly recommended for K. It is left to the entrant's discretion.)
- 100 word description PDF (Optional – if you feel it necessary for your entry)
- Signed client letter PDF

S U B M I T O N L I N E

- URLs for digital components.
- Entry credits (Ensure they are correct as this is how they will appear if awarded)

D O W N L O A D & P R I N T

- Entry forms

S U B M I T T O P A D C

- A2 flush-mounted boards (Entry form on the back, campaigns must be labelled 1/3, 2/3, 3/3 etc.)
- A2 overview board (Entry form on the back)
- Objects/Samples

**Hardcopy entries must be delivered on 29/8/14 from 9am–5pm to:
School of Design & Art Office
Building 202/Room113
Curtin University
Kent Street Bentley, WA 6102**

N O T E

- Entries must have 3 or more components to be eligible as a campaign.
- Magazine/newspaper/print need to be presented actual size but mounted on A2 boards
- PR clippings are optional and left to the entrant's discretion
- Remove all agency branding



How to Enter, continued

F. Radio

L.11 Best use of sound, radio

U P L O A D

- Spot WAV (Campaigns must have a minimum of 3 components.)
- Script PDF
- 100 word description PDF (optional – if you feel it necessary for your entry)
- Signed client letter PDF

S U B M I T O N L I N E

- Entry credits (ensure they are correct as this is how they will appear if awarded)

D O W N L O A D & P R I N T

- Entry forms

N O T E

Please see additional entry requirements at the end of this section for Television & Cinema A.01-A.06 & Radio F.01-F.06



How to Enter, continued

I. Digital

UPLOAD:

- 4 x JPG
- 100 word description PDF
- Signed client letter PDF
- MOV for online/shared film only - I.17, I.18 and I.20.

SUBMIT ONLINE

- URL (The work)
- URL (Overview video / case study NO AGENCY BRANDING)
- Entry credits (ensure they are correct as this is how they will appear if awarded)

DOWNLOAD & PRINT

- Entry forms

NOTE

- ALL URLS MUST BE LIVE TILL JANUARY 2015. If the campaign is no longer live then a self-contained version should be made available



How to Enter, continued

File Format Guidelines

IMAGE

JPEG 300 dpi (max A2, approx 7,000px x 5,000px) – JPEG compression 10

VIDEO

MOV 640x360 for 16:9, 640x480 for 4:3 – H264 VBR 1,200 kbit/s, AAC 128kbit/s (approx 10Mb/min)

VIDEO STILL

JPEG 300 dpi (min 1,920px x 1080px)

OVERVIEW VIDEO

MOV. max 3 minutes. 640x360 for 16:9, 640x480 for 4:3 – H264 VBR 1,200 kbit/s, AAC 128kbit/s (approx 10Mb/min)

RADIO

WAV or MP3 320kbit/s

DESCRIPTION

PDF 100 words

SCRIPT

PDF 300 words

CLIENT LETTER

PDF

CREDITS

Credits for ALL entries MUST be submitted when entering online. This can be done by selecting 'Enter Credits' under the 'Manage Entries' section of the site. Please note you will not be able to submit your entries until all necessary credits have been entered for your work. Be conscious of the fact that what you enter online is what will appear at the The Skulls 2014 in the event your work is awarded. If you experience any issues whilst entering credits please contact PADC for more details.



How to Enter, continued

Additional entry requirements for **A.01-A.06** Television & Cinema **F.01-F.06** Radio

Please submit your online entry with key number/s relevant to the category. If your entry is currently archived on your Adstream Adbank your material will automatically be submitted. For all other material please upload your entries to the following Adstream ftp site:

Server: ftp://admail.adstream.com.au
Username: padc awards
Password: awards

ALL ENTRIES TO BE IN THE FOLLOWING FORMAT

- QuickTime or MPEG2 with 2 seconds of black at the head, no clappers, no countdown
- Video Encoding: H.264 @ 1280×720 (HD 720p)
- Video Aspect Ratio: 16:9
- Audio Encoding: AAC 256kbps

Files must be uploaded and named by key number only

For all A. Television & Cinema and F. Radio entry enquiries, please contact Gaby Wallington at Adstream on 0400 010 714