

Campaign Brief

AWARDS 2018

CREATIVE CATEGORIES

The first 5 pages of this Call for Entries document detail conditions of entry and classifications of the categories. Please read them carefully.

The **Master List** Form and **Entry Form** are at the end of this kit. Copy the Entry Form for the number of entries you are submitting. Only 1 hard copy of the form for each entry is required, to be attached to the Master List and returned to Campaign Brief with the entry fees and material entered.

CATEGORIES

There are 7 categories to enter:

1. Press - Single Advertisement OR Campaign
2. Television - Single Advertisement
3. Television - Campaign
4. Radio - Single Advertisement
5. Radio – Campaign
6. Out-of-Home/Activation
7. Integrated Campaign

CONDITIONS OF ENTRY

1. Work must have first appeared between **January 1st, 2017** and **January 31st, 2018**.
2. Work must be for legitimate clients of the agency or individual. (ie. ads for friends or suppliers to the agency are not eligible for entry.)
3. Work must be part of a legitimate client media schedule.
4. Campaign Brief reserves the right to reject any entry we feel does not comply with the spirit of the awards.

COST OF ENTRY

\$145 (inc. GST) per entry – single or campaign.

Payment may be made by EFT to:

Bank: ANZ
Account Name: Tremedia Pty Ltd
BSB: 016-120
Account No: 3951-39364

By Credit Card:

Email martin@campaignbrief and an invoice will be sent that can be paid online via credit card (Visa or Mastercard only).

\$30 of each entry fee is a donation to the Oasis Project which to date has raised over \$2 million for the Salvation Army's crisis care of Perth kids.

DEADLINE FOR ENTRIES : 4pm, Friday February 2, 2018

All entries (including entry forms and fees) must be delivered to Campaign Brief's offices at Suite 5, 82 Reserve Street, Wembley by **4pm, Friday February 2, 2018**. Late entries will be returned along with the fees.

Please supply all entries on a single USB (or 2 if more space is required). We do not require each entry to be submitted on a separate USB.

THE AWARDS PRESENTATION

The seven Campaign Brief Creative Awards will be presented as part of the 23rd gala Oasis Ball on Friday, April 13, 2018.

As in previous years, the format of the presentation will be "Academy Award" style (ie. "The three finalists are ... and the winner is...")

The winner of each category will receive a framed certificate on the night.

The winners and all finalists will be featured in the special Campaign Brief Awards edition of *Campaign Brief*, distributed on the night and to all our subscribers in the week following the Ball. Winners and finalists also gather points in Campaign Brief's Creative Rankings, which ranks Perth's top creative talent and the most creative agencies.

ABOUT THE CATEGORIES

PRESS (Single Advertisement or Campaign)

Entries to this category must be single advertisements or a minimum of 2 and a maximum of 5 ads in a campaign, supplied as a hi-res jpegs or PDFs.

Press entries constitute newspaper and magazine advertisements only. Small space, large space, retail, non-retail, colour, spot colour, mono, and community service advertisements can all be entered provided they comply with points 1-4 of the Conditions of Entry.

TELEVISION (Single)

Please supply entries at a minimum frame size 720 x 576 anamorphic (bigger would be better). Preferred format is mp4 or mov.

Please fill out a separate Entry Form for each commercial entered.

Retail, Non Retail and Community Service commercials are eligible for entry provided they comply with points 1-4 of the Conditions of Entry.

TELEVISION CAMPAIGN

A minimum of 2 commercials is needed to enter as a campaign.

Please supply entries at minimum frame size 720 x 576 anamorphic (bigger would be better). Preferred format is mp4 or mov.

Please fill out a separate Entry Form for each campaign entered.

Retail, Non Retail and Community Service campaigns are eligible for entry provided they comply with points 1-4 of the Conditions of Entry.

RADIO (Single)

Entries should be single radio commercials, with an entry form for each ad entered.

Retail, Non Retail and Community Service commercials are eligible for entry provided they comply with points 1-4 of the Conditions of Entry.

Please also supply a copy of each radio script as a Word doc on USB.

RADIO CAMPAIGN

To qualify there must be a minimum of 2 and a maximum of 5 ads in the campaign.

Please submit an entry form for each campaign entered.

Retail, Non Retail and Community Service commercials are eligible for entry provided they comply with points 1-4 of the Conditions of Entry.

Please also supply a copy of each radio script as a Word doc on USB.

OUT OF HOME/ACTIVATION

Entries in this category may be single **or** campaign. They are judged together and only one award is given.

In addition to standard outdoor posters, Activations may also be entered in this category.

Supply hi-res photographs or images of the executions on USB, with an entry form for each poster, campaign or activation entered.

INTEGRATED CAMPAIGN

This award recognises campaigns that use a mix of creative executions and media channels.

To qualify there must be a minimum of 2 and a maximum of 5 executions and media channels in the campaign. Social media and activations are recognised as media channels for this category.

DIGITAL MEDIA CATEGORIES

The categories for digital media are being re-structured with their own Call for Entries, and will be announced separately.

WHO IS GOING TO JUDGE YOUR WORK?

Our judging panel will again features some of the biggest names in the world and Australia/NZ. Previous judges on the panel have included Neil French (former Worldwide Creative Director WPP Group), Craig Davis (Worldwide ECD JWT), Dave Droga (Principal, Droga5 New York), Warren Brown (ECD BMF Sydney) and David Nobay (ECD Saatchi & Saatchi Sydney).

IF YOU HAVE ANY QUERIES

Contact **Martin Trevaskis** at Campaign Brief on 0488 605 370 or email martin@campaignbrief.com.

**2018 CAMPAIGN BRIEF CREATIVE AWARDS
MASTER LIST OF ENTRIES**

AGENCY:.....

ENTRIES COORDINATOR:

EMAILADDRESS:

CATEGORY	NO. OF ENTRIES	KEY NUMBERS	ENTRY FEE	TOTAL COST
PRESS Single Campaign			\$145 EA	
TV SINGLE			\$145 EA	
TV CAMPAIGN			\$145 EA	
RADIO SINGLE			\$145 EA	
RADIO CAMPAIGN			\$145 EA	
OUT-OF-HOME Single Campaign Activation			\$145 EA	
INTEGRATED CAMPAIGN			\$145 EA	
			TOTAL	\$

2018 CAMPAIGN BRIEF CREATIVE AWARDS

ENTRY FORM

(Copy for the number of entries you are submitting.)

CATEGORY :

TITLE OF ENTRY :

CLIENT COMPANY :

AGENCY :

ART DIRECTOR :

WRITER :

CREATIVE DIRECTOR :

AGENCY PRODUCER :

PRODUCTION COMPANY :

DIRECTOR :

PRODUCER :

DOP :

EDITOR :

SOUND ENGINEER :

SOUND STUDIO :

PHOTOGRAPHER :

ILLUSTRATOR :

ACCOUNT DIRECTOR :

CLIENT MARKETING MANAGER :

OTHER :

OTHER :

OTHER :

DATE OF FIRST MEDIA APPEARANCE :

***AWARD TO BE ACCEPTED BY :**

*(*Please make sure this is someone who will definitely be at the Oasis Ball)*