

Campaign Brief

AWARDS 2019

CREATIVE CATEGORIES

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

The **Master List** Form and **Entry Form** are at the end of this section. 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 10 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
8. Digital Media Execution – Single
9. Digital Media Campaign
10. Use of Data

CONDITIONS OF ENTRY

1. Work must have first appeared between **January 1st, 2018** and **January 31st, 2019**.
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.

An invoice will be emailed upon receipt of your entry list. Payment may be made online via Credit Card (Visa or Mastercard only), or by EFT to:

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

N.B. Entries not paid for by February 8 will be omitted from judging.

\$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 1, 2019

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 1, 2019.**

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 ten Campaign Brief Creative Awards will be presented as part of the 24th gala Oasis Ball on Friday, April 12, 2019.

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

1. 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.

2. TELEVISION (Single)

Preferred format for entries 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.

3. TELEVISION CAMPAIGN

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

Preferred format for entries 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. DIGITAL MEDIA EXECUTION (SINGLE)

This category covers single online ads including expanders, sequential, synchronised, social ads, in app promotions etc.

It also includes content delivered via an online platform such as advertorials, sponsored content, in-feed ads, online videos, or other forms of branded content.

Videos/TVCs that have appeared on network television channels are not eligible to be entered as online videos in this category as well.

9. DIGITAL MEDIA CAMPAIGN

This category requires a minimum of 3 different digital elements from the same campaign e.g. website, microsite, SEO, apps, social, banner ad, and online film. It can also include mobile and emerging technology such as VR.

Campaigns that have a significant offline component (press, radio, TV, outdoor) as well as online should be entered in the separate Integrated Campaign category.

10. USE OF DATA

This category covers the creative use of data to generate a clear action from consumers and focusing on targeting, messaging, and/or algorithm innovation.

CASE STUDIES

Case studies explaining entries in the Digital Media and Use of Data categories may be submitted either as video (no longer than 2 minutes in length) or as a 'board' (single page) PDF.

Please also supply a hi-res (300dpi) jpeg image of all entries submitted on USB for publication.

IF YOU HAVE ANY QUERIES

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

**2019 CAMPAIGN BRIEF CREATIVE AWARDS
MASTER LIST OF ENTRIES**

AGENCY:.....

ENTRIES COORDINATOR:

EMAIL ADDRESS:

CATEGORY	NO. OF ENTRIES	ENTRY FEE	TOTAL COST
PRESS		\$145 EA	\$
TV SINGLE		\$145 EA	\$
TV CAMPAIGN		\$145 EA	\$
RADIO SINGLE		\$145 EA	\$
RADIO CAMPAIGN		\$145 EA	\$
OUT-OF-HOME OOH Media Activation		\$145 EA	\$
INTEGRATED CAMPAIGN		\$145 EA	\$
DIGITAL MEDIA EXECUTION (Single)		\$145 EA	\$
DIGITAL MEDIA CAMPAIGN		\$145 EA	\$
USE OF DATA		\$145 EA	\$
			\$

2019 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	:
HEAD OF DIGITAL	:
TECHNICAL LEAD	:
DEVELOPER	:
AGENCY PRODUCER	:
PRODUCTION COMPANY	:
DIRECTOR	:
PRODUCER	:
DOP	:
EDITOR	:
SOUND ENGINEER	:
SOUND STUDIO	:
PHOTOGRAPHER	:
ILLUSTRATOR	:
ACCOUNT DIRECTOR	:
CLIENT MARKETING MANAGER	:
+	:
+	:
+	:
+	:
+	:
DATE OF FIRST MEDIA APPEARANCE	:
*AWARD TO BE ACCEPTED BY	:

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