

## Categories

- A. Film and Video
- B. Craft in Film
- C. Print
- D. Craft in Print
- E. Integrated Campaign
- F. Poster, Outdoor and Indoor
- G. Craft in Sound
- H. Radio
- I. Direct Marketing
- J. Design
- K. Digital
- L. Promotional and Experiential
- M. New Product Development
- N. Student

**Note:** Charity work requires a description of the relationship between the client and the charity, and proof that the client actually paid for the job through a financial transaction (that it was not 'in kind'); campaign entries must consist of 3 or more components.

**Note:** Gold and Master chair award winners receive direct entry into AWARD Awards.

## Category Detail

A.01	Television Commercial (individual)
A.02	Television Commercial (campaign)
A.03	Digital Content (Digital content must be a brand film created specifically for a live website, not to be shared through social. The film content must form an integral part of the digital experience.)
A.04	Large format screens (individual)
A.05	Large format screens (campaign)
A.06	Interactive (individual)
A.07	Interactive (campaign)
A.08	Charity

**Film and Video:** In this category judges will evaluate the strength of the idea, not the quality of the craft.

Entries can include online branded content. Interactive film and video should be specifically designed to create direct user involvement. It needs to be clearly demonstrated how the viewer is able to interact with the medium.

**Note:** Digital content must be a brand film created specifically for a live website, not to be shared through social. The film content must form an integral part of the digital experience.

B.01	Direction (individual)
B.02	Direction (campaign)
B.03	Cinematography (individual)
B.04	Cinematography (campaign)
B.05	Editing (individual)
B.06	Editing (campaign)

B.07	Animation (individual)
B.08	Animation (campaign)
B.09	Digital VFX (individual)
B.10	Digital VFX (campaign)
B.11	Music Video
B.12	Casting
B.13	Charity

**Craft in Film:** This category recognises the quality of craft in the filmmaking process. Directors' cuts, agency versions and the like are not permitted. All work must have aired and this needs to be verified by the client. Entrant must be the craftsperson.

**Note:** 'Animation' includes computer-generated 3D, 3D modelling, stop-frame and cell animation. 'Digital VFX' includes outstanding digital production techniques for compositing of live action and digital elements. Design for film and television includes movie titles and opening titles and can be entered under category J (Design).

C.01	Magazine (individual)
C.02	Magazine (campaign)
C.03	Newspaper (individual)
C.04	Newspaper (campaign)
C.05	Supplement and Preprints
C.06	Brochures
C.07	Charity

**Print:** This category recognises, perhaps, advertising's most traditional medium: print. Judges will evaluate the strength of the idea, not the quality of the craft.

**Note:** Please also submit an example of work or a description of the central idea that contributed to the final execution. A hard copy of the script must be submitted for copywriting. If recorded in a language other than English please provide a hardcopy of the script translated to English.

D.01	Copywriting
D.02	Typography
D.03	Art Direction
D.04	Copywriting
D.05	Illustration
D.06	Photography
D.07	Digital enhancement and manipulation
D.08	Charity

**Craft in Print:** This category recognises the craft of the print making process, not the actual idea. Entrant must be the craftsperson.

E.01	Integrated (campaign)
E.02	Integrated (copywriting)
E.03	Integrated (art direction)
E.04	Charity

**Integrated Campaign:** This category recognises the best execution of one idea integrated across different media, from marketing stunts, digital disruptions and public activations through to more traditional mediums like print, TV and outdoor.

**Note:** In this category, components must include at least two of the following media: film/TV, print, radio, poster outdoor and indoor, digital and direct marketing.

F.01	Outdoor supersite and spectacular maxiscape and landmark (individual)
F.02	Street furniture including supersite, citylight and metrolite (individual)
F.03	Transit including bus, taxi, train (individual)
F.04	24-sheet and 6-sheet poster (individual)
F.05	Outdoor any format (campaign)
F.06	Indoor any format (individual)
F.07	Indoor any format (campaign)
F.08	Interactive and/or moving outdoor (individual)
F.09	Interactive and/or moving indoor (individual)
F.10	Interactive and/or moving POS (individual)
F.11	Charity

**Poster, Outdoor and Indoor:** This category recognises the use of media commonly known as ‘Out of Home Advertising’.

**Note:** An overview of the work submitted is optional but must not be longer than 2 minutes. All entries must include and in situ photo to be eligible in this category.

G.01	Original music
G.03	Sound design
G.04	Music arrangement
G.05	Charity

**Craft in Sound:** This category recognises excellence in the craft of sound design, not the actual idea. Judges will look for inspirational sound design examples in campaigns using all different forms of audio. Your entries should be captivating examples of simple ideas turned into gripping pieces of communication. Entrant must be the craftsperson.

H.01	Radio (individual)
H.02	Radio (campaign)
H.03	Copywriting (individual)
H.04	Innovative use of radio – non traditional, non broadcast (being pre-recorded radio), stadiums, airports, in-store, podcasts, online (individual)
H.05	Innovative use of radio – non traditional, non broadcast (being pre-recorded radio), stadiums, airports, in-store, podcasts, online (campaign)
H.06	Best use of music (individual)
H.07	Best use of music (campaign)
H.08	Charity

**Radio:** This category recognises the strength of ideas used in advertising’s ‘theatre of the mind’: radio.

**Note:** This may include single radio ads, campaigns or non-traditional uses of the medium. A hard copy of the script must be submitted for copywriting. If recorded in a language other than English please provide a hardcopy of the script translated to English.

I.01	Art Direction
I.02	Copywriting
I.03	Flat direct
I.04	Dimensional direct
I.05	Direct response
I.06	Non commercial
I.07	Charity

**Direct Marketing:** This category recognises communications that speaks straight to a single consumer to generate an immediate response. Judges are looking for work that has used creative ideas to personalise Direct Marketing.

**Note:** To be eligible in this category each piece of work must have a specific and measurable call to action. It is mandatory that all entries include an overview video board with related images and a description of no more than 100 words. Overview videos must not run longer than 2 minutes in length.

J.01	Branding
J.02	Brochure and Catalogue
J.03	Publication (Magazine, Newspapers, Books)
J.04	Graphic Design
J.05	Design Craft
J.06	Spatial Design
J.07	Writing for Design
J.08	Photography for Design
J.09	Poster Design
J.10	Packaging
J.11	Integrated Design
J.12	Design in entertainment (music/arts/sports)
J.13	Digital Design
J.14	Film Design (individual)
J.15	Film Design (campaign)
J.16	Charity

**Design:** In this category judges will consider both ideas and technique. Design craft includes typefaces, illustration, typography, illustration for design. This category does not specifically judge design effectiveness.

K.01	Standalone website
K.02	Standalone microsite
K.03	Digital Campaign
K.04	Best use of animation or motion graphics
K.05	Best use of video or moving image
K.06	Online ad
K.07	Games
K.08	App

K.09	Social media
K.10	User Experience
K.11	Best user interface
K.12	E-commerce
K.13	Writing for website
K.14	Innovation
K.15	Startup
K.16	Small Business
K.17	Photography for digital
K.18	Charity

**Digital:** In this category Judges will consider both the idea and the technique.

**Note:** An overview video is mandatory but must not be longer than 2 minutes. Ensure all URLs for submitted work are live until 2018-11-08. If this is not possible a self-contained site must be created. AADC will not be responsible for URLs submitted live that do not function post entry processing and throughout judging.

L.01	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)
L.02	Ambient and guerrilla (including small scale ambient media such as out of store sampling, glasses, beer mats, flyers, stickers and signage. Street art, furniture, transit advertising. Supersize sites, 3D and non-traditional sites, ticket barriers, floor media, signage, wall-scape, digital billboards)
L.03	Product launch and re-launch or multi-product promotion at retail (including all new products launched in 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)
L.04	Best sponsorship or partnership (for a campaign that utilized a sponsorship or tie-in partner eg. Sports and entertainment)
L.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)
L.06	Best use of social media in a promotional campaign (including social networking sites, blogs, wikis, video-sharing sites, hosted services, web applications, online films blogs etc)
L.07	Best use of promotion and experiential marketing in a charity campaign (includes all of the above formats)

**Promotional and Experiential:** This category is for activities that are designed to create interaction or consumer engagement. The work will be judged specifically on how the medium is to evoke consumer activation.

**Note:** Please submit samples or in situ images as support.

M.01	New product development
M.02	Charity

**New Product Development:** This category recognises a new product or service that has been produced and distributed for a specific client or brand.

**Note:** The product or service must represent genuine innovation, and changing or creating a new category. Entrant must be the Prime Mover (the person chiefly responsible for the creation or execution of the plan) or the Project Manager.

N.01	Craft
N.02	Idea

**N.01 Craft**

This category recognises the quality of the craft, not the actual idea. Entrant must be the craftsperson.

**N.02 Idea**

In this category judges will evaluate the strength of the idea, not the quality of the craft.