

AADC Awards 2019

Categories

- A. Film and Video
- B. Craft in Film
- C. Print
- D. Craft in Communication
- E. Integrated Campaign
- F. Out of Home
- G. Craft in Sound
- H. Radio
- I. Direct Marketing
- J. Design
- K. Digital
- L. Promotional and Experiential
- M. Photography
- N. Charity
- O. Student

Note:

Integrated Campaign entries must consist of 3 or more components.

In all Craft categories, the entrant must be the craftsperson (i.e. Photographer, Cinematographer, etc.)

Overview videos **must** not run longer than 2 minutes in length and as they may be used as a part of the award presentation, audio and vision quality is important.

Work entered in Charity cannot be submitted elsewhere.

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')

If you are unsure if the client is classified as a charity, visit <https://www.acnc.gov.au/charity>

All entries must have an accompanying PDF for inclusion in the exhibition. (Single page A3)

Category Detail follows

Film and Video	
A.01	Television Commercial (individual)
A.02	Television Commercial (campaign)
A.03	Digital Brand Film (Content must be created specifically for a live website, not to be shared through Social Media channels. 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)

Film and Video:

In this category, judges will primarily evaluate the strength of the idea rather than entirely focusing on the quality of the craft or execution.

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 and can include AR and VR applications

Campaign entries must consist of 3 or more components.

Note:

Digital Brand Film must be created specifically for a live website, not to be shared through Social Media channels. The film content must form an integral part of the digital experience.

Craft in Film	
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	Visual Effects (individual)
B.10	Visual Effects (campaign)
B.11	Music Video
B.12	Casting
B.13	Film design

Craft in Film:

Entrant must be the craftsperson (i.e. Director, DOP, Editor, etc.)

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.

Campaign entries must consist of 3 or more components.

Note:

The Animation categories include computer-generated, 3D modelling, stop-frame and cell animation.

The Visual Effects categories include outstanding digital production techniques for compositing of live action and digital elements.

Film Design includes movie titles and opening titles.

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

Print:

In this category, judges will primarily evaluate the strength of the idea rather than entirely focusing on the quality of the craft or execution.

Campaign entries must consist of 3 or more components.

Note:

You may also submit an example of the work or a description of the central idea that contributed to the final execution.

If produced in a language other than English please provide a PDF of the script translated to English.

Craft in Communication	
D.01	Copywriting
D.02	Typography
D.03	Art Direction
D.04	Illustration

Craft in Communication:

Entrant must be the craftsperson (i.e. Copywriter, Typographer, Illustrator, etc.)

This category was formerly known as “Craft in Print”.

Judges of this category will focus on the specific craft, not the actual idea.

Please note: Photography has moved from this section and now has its own category.

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

Integrated Campaign:

This category recognises the best execution of one idea integrated across different media channels, from marketing stunts, digital disruptions, public activations and mediums such as print, TV and outdoor.

Ideally, the work should example a single, powerful idea executed within its specific medium rather than just the same execution replicated in each.

Note:

In this category, entries must feature components from at least 3 different media channels.

Out Of Home	
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)

Out Of Home:

This category was formerly known as “Posters, Outdoor and Indoor.”

Campaign entries must consist of 3 or more components.

Note:

A video overview of the entry is optional but **must** not be longer than **2 minutes**. All entries must include and in situ photo to be eligible in this category.

Craft in Sound	
G.01	Original music
G.02	Sound design
G.03	Music arrangement
G.04	VR, AR, Gaming
G.05	Casting

Craft in Sound:

Entrant must be the craftsman (i.e. Composer, Musician, Audio Engineer, etc.)

Judges of this category will focus on the specific craft, looking for inspirational audio executions, not the actual idea.

Entries should be captivating examples of simple ideas turned into gripping pieces of communication.

Radio	
H.01	Radio (individual)
H.02	Radio (campaign)
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)

Radio:

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

Campaign entries must consist of 3 or more components.

Note:

This may include single radio ads, campaigns or other uses of the medium such as branded-content, ambush radio, etc.

A PDF copy of the script must be submitted for the exhibition.

If recorded in a language other than English please provide a hardcopy of the script translated to English.

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

Direct Marketing:

Also described as Direct Response, this category recognises communications that speaks directly to a single consumer to generate an immediate response.

Judges are looking for work that has used creative ideas to personalise Direct Marketing that differentiates it from mass-media communications.

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 board with related images and a description of no more than 100 words.

Design	
J.01	Corporate Identity
J.02	Brochure and Catalogue
J.03	Publication (Magazine, Newspapers, Books)
J.04	Spatial Design
J.05	Poster Design
J.06	Packaging
J.07	Integrated Design
J.08	Design in entertainment (music/arts/sports)
J.09	Digital Design

Design:

In this category judges will consider the combination of powerful ideas and exceptional craft.

Design Craft includes typefaces, illustration, typography, illustration for design, &c.

Craft category entrant must be the craftsperson (i.e. Designer).

Campaign entries must consist of 3 or more components.

Digital	
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	UX
K.11	Best user interface
K.12	E-commerce
K.13	Innovation
K.14	AR, VR Applications

Digital:

In this category judges will consider the combination of powerful ideas and exceptional craft.

Campaign entries must consist of 3 or more components.

Note:

An overview video is mandatory but **must** not be longer than **2 minutes**.

Ensure all URLs for submitted work are live until 2019-11-10. 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 after entry processing and throughout the judging period.

Promotional and Experiential	
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 installations)
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)

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 utilised to evoke consumer engagement.

An overview video can be submitted but **must** not be longer than **2 minutes**.

Note:

Please submit samples or in situ images as support.

Photography	
M.01	Individual
M.02	Campaign
M.03	Digital enhancement and manipulation

Photography:

This category recognises exceptional photography commissioned for campaigns across multiple disciplines .

Computer generated photography can include automotive, architectural and can be entered via Digital Enhancement and manipulation.

Note: Entrant must be the craftsperson (i.e. Photographer, Photographic Retoucher, Digital Artist, etc.)

Charity	
N.01	Film and Video
N.02	Craft in Film
N.03	Print
N.04	Craft in Print
N.05	Integrated Campaign
N.06	Out of Home
N.07	Craft in Sound
N.08	Radio
N.09	Direct Marketing
N.10	Design
N.11	Digital
N.12	Promotional - Experiential

Charity:

Work entered in Charity can not be submitted elsewhere.

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')

Charities are defined as registered charities listed by <https://www.acnc.gov.au/charity>

Student Entry	
O.01	Craft
O.02	Idea

Student

O.01 Craft

Entrant must be the craftsperson (Editor, Musician, Copywriter, Cinematographer, etc). This category recognises the quality of the craft, not the actual idea.

O.02 Idea

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

Note: Entries do not need to be finished pieces eg: hand-drawn concepts can be submitted. It is all about the power of the idea. Poor ideas brilliantly executed won't win. Great ideas badly executed, will.