The definition of Design for the purpose of Cannes Lions is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.

Categories include Graphics, Craft, Digital, Spatial, Packaging, and 360 Brand Identity Experience.

Design Lions does not include entries for product design or architectural design, except within the confines of the category descriptions.

**A. 360° BRAND IDENTITY EXPERIENCE**

These categories are for developed identity solutions across multiple brand touch points. Entries in these categories should demonstrate the brand experience across a variety of the following mediums; packaging, print, brand collateral, digital content, Environment and film content.

**A01. Products**
Fast moving consumer goods (incl. Foods, drinks), automotive, sportswear, fashion & clothing, electronics and audio, cosmetics & beauty, toiletries & pharmacy.

I. Rebrand or Brand Refresh: Renewing a Current brand Identity  
II. New Brand Identity: The creation of a new brand identity  
III. Brand Guidelines – To support a new or refreshed brand identity

**A02. Services**
Financial services, travel, entertainment & leisure, computing & telecommunications, retail including e-commerce, restaurants, publications & media, business equipment and services & commercial public services.

I. Rebrand or Brand Refresh: Renewing a Current brand Identity  
II. New Brand Identity: The creation of a new brand identity  
III. Brand Guidelines – To support a new or refreshed brand identity

**A03. Not for Profit**
Public sector, charities, non-profit organisations, trade associations, NGO’s etc.

I. Rebrand or Brand Refresh: Renewing a Current brand Identity  
II. New Brand Identity: The creation of new brand identity  
III. Brand Guidelines – To support a new or refreshed brand identity

**B. VISUAL LANGUAGE & GRAPHICS**

**B01. Posters**
Focus will be placed on the design of the poster for the use of promotion and brand communication. Entries in this section may include but are not limited to digital or printed posters of films, exhibitions, concerts etc. (Note: Poster campaigns of 2+ should be entered combined into ONE single entry). Please see tips for entering.

**B02. Flyers, Tickets, Invitations, Postcards, Christmas and other Greetings Cards**

**B03. Calendars**
The creation of calendars within both digital and print mediums

**B04. Books**
Including editorial and cover design
i. Printed books  
ii. E-books
B05. Self-Promotion
Any type of media format designed by agencies to promote themselves.

B06. Promotional item design
Focus will be placed on the use of an item to promote and further a brand’s communication, which should demonstrate a clear understanding of the brand’s target audience. To include clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.

B07. Publications & Brand collateral
Catalogues, brochures, press/media kits etc., business communications/literature/publications), digital publishing, e-zines, computer games, CD, DVD, record sleeves and business cards.

B08. Annual Reports & Information
The judges will be considering charts, diagrams and infographics and information design.

i. Small Business – local or operating in a restricted area.

ii. Medium Business – regional or national organisations

iii. Large Business – international or global scale

B09. Broadcast and Moving image
I. Channel branding or Programme branding – including entire channel identity or aspects, such as Idents and break-bumpers

II. Title sequences

III. Other video content – Imagery created for concerts, events, festivals, in-store events and online distribution. Entries in this section may include self-promotion and short animated sequences
(Note: this does not include TV programme promos or trailers)

C. CRAFT

C01. Illustration
Illustration as applied to a communication medium.

i. Publications e.g. Entire Books/magazines

ii. Print and poster (Note: Illustration that features as part of a poster campaign of 2+ can be combined and entered as ONE single entry but it will be judged as a whole and not on the individual merits of each ad).

Please see tips for entering

iii. Packaging and promotional item design

iv. Outdoor spaces e.g. Installations

v. Calendars, Flyers, tickets, invitations, postcards, Christmas and other greetings cards

C02. Typography
Focus will be placed on the creation or use of type as an aid to aid to communicate the brand or its intended message.

i. Publication (magazine/books).

ii. Print and poster – (Note: Posters that features as part of a campaign of 2+ can be combined and entered as ONE single entry but it will be judged as a whole and not on the individual merits of each ad).

Please see tips for entering

iii. Digital – Type designed for online content

iv. Brands – Typefaces created for a brand identity

C03. Photography
Best use of photography in a Design context. Entries in this section may include but are not limited to album art work, editorial, packaging, publications, posters.

C04. Sound Design
Focus will be placed on the use of sound to enhance the user or viewers experience. Entries in this section may include but are not limited to website, videogames & apps, titles, channel idents, sound logos, environment and installation.

C05. Logo & logo type – designed for large scale organisations
Logos created for national, international or global scale organisations. Focus will be placed on the simple application of the logo to help create or refresh a brand’s identity. Entries in this section may include but are not limited to stationary, business cards, letterheads, etc. (Please note that the scale is in relation to the audience being reached, not the scale of the logo)
C06. Logo & logo type – designed for small scale organisations
Logos created for local or regional business in a restricted area. Focus will be placed on the simple application of the logo to help create or refresh a brand's identity. Entries in this section may include but are not limited to stationary, business cards, letterheads, etc. (Please note that the scale is in relation to the audience being reached, not the scale of the logo)

C07. Writing for brands/Tone of voice
Copy created to embody or further a brand's message or campaign. This category is open to work across multiple platforms from posters, packaging, leaflets, websites etc.

D. BRAND ENVIRONMENTS

Please note entries in these categories are focused on the consumer experience of the brand and/or product, and the storytelling role of the space and place, rather than the architectural structure. You may only enter ONCE per entry in the below categories.

D01. Permanent Retail
Demonstrating a new or changed design and construction of the retail space. Consideration will be placed on the functionality to the product being sold, presentation of the client’s brand values and ease of sale.

Entries in this section may include but are not limited to department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores.

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

D02. Temporary Retail
Demonstrating a new or changed design and construction of the retail space. Consideration will be placed on the functionality to the product being sold, presentation of the client’s brand values and ease of sale.

Entries in this section may include but are not limited to pop up stores, mobile demo units, in-store events, seasonal displays.

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

D03. Point of Sale
Demonstrating impactful, engaging and playful POS brand collateral that enriches or furthers the client’s brand values. Consideration will be placed on the functionality to the product being sold, presentation of the client’s brand values and ease of sale.

To include in-store merchandising, product display, structural graphics, POS graphic materials, brand collateral, window displays.

1. Posters.
2. Product displays, POS graphic materials, brand Collateral.
3. Window displays.

D04. Brand Spatial Installation and Experience
Spatial and sculptural installations for the purpose of brand communication and brand experience. The submitted work should have a commercial agenda with the space used as a brand marketing tool. Please note non-commercial work should be entered into D05. Public Spaces.

Entries in this section may include but are not limited to hotels, restaurants and fast food, bars & night clubs, airport interiors, offices.
1. **Installation**
   Focus placed on the spatial design to communicate and share the brand experience.

2. **Sculptural**
   Installations that operate within a space, rather than space itself, the object is the medium that is being judged to communicate and share a brand experience.

**D05. Public Space**
The enhancement of environmental space within the public domain which has a non-commercial focus (Community & public social spaces) including public squares, parks, beaches. Please note that installation and spatial experience entries with a commercial agenda should be entered into D04.

**D06. Wayfinding & Signage**
The design of signage for the enhancement of environmental and brand experience. Focus will be placed on the integration of the signage to create seamless brand experience crowd direction and navigation. Including public signs, residential, office, exhibition, event and festival signs.

**D07. Non-commercial Exhibitions**
For the creation of temporary and permanent exhibitions, with a focus on how the exhibition is curated to enhance the experience to the attendee. (Please note that entries with a commercial agenda should be entered into D08).

**D08. Trade Stands**
The design of trade stands to create a brand experience that drives sales. Focus will be placed on the stands use of space and interaction as a marketing tool and vehicle for its commercial agenda. (Please note that non-commercial entries should be entered into D07. Non-commercial exhibitions).

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations
3. Large Business – international or global scale

**D09. Live Events**
Focusing on the narrative and storytelling elements throughout an event rather than the space itself. Event types such as pop-up bars & night clubs, athletic events, festivals. The elements of focus include the programme, film content, sound, light, guests, script, performance, hosts and use of product, all of which play a part of the holistic journey throughout the event.

**E. PACKAGING**

Please note, entries in these categories must be for the packaging used to promote, sell or display the following items:

**Definitions:**
- **Own Label and Private Label brands**: To include packaging specific to retails stores and generic brands.
- **Core FMCG**: To include the packaging of fast selling consumer products.
- **Premium**: To include designer and luxury product packaging.

**E01. Foods**
All types of food packaging for food and pet food.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

**E02. Alcoholic drinks**
All types of food packaging for Alcoholic drinks.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

**E03. Non-alcoholic drinks**
All types of food packaging for Non-Alcoholic drinks.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

**E04. Health, Beauty & OTC Pharmacy**
All types of packaging for health, beauty and OTC pharmacy. Entries in this section may include but are not limited to make-up, skin & nail care products, perfumes, eaux de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair dyes, soap, shower & bath products, OTC medicines & tablets, vitamins & herbal remedies, condoms, skin remedies.

**E05. Consumer Electronics & Multimedia**
All types of packaging for consumer electronics and multimedia. Entries in this section may include but are not limited to televisions, video players, SLRs, video cameras, film, hi-fi, personal stereos, CD players, Record players, MP3 players, home computers, freezers, cookers, microwaves, heaters, washing machines, dryers, dishwashers, fridges, air conditioners, home security products.

**E06. Other Packaging**
All types of packaging for all other types of packaging. Entries in this section may include but are not limited to clothing, footwear, sportswear, jewellery, watches, sports and outdoor equipment, toys, board games, gifts & greetings cards, pens and personal stationery, tobacco & associated products, tools, garden tools, House & garden furniture, lamps, clocks, tyres, petrol, appliances & crockery, glassware, bed & table linen, home decorating & building products, detergents, fabric softeners, dishwasher, household cleaning products, air fresheners, kitchen roll, light bulbs, paint, varnish & wood protectors, adhesives, shoe polish, fertilisers, Kitchen utensils.

**E07. Sustainable Packaging**
To include all types of packaging which optimise resources and energy, responsibly sourced, and clean production methods.

**E08. Special Editions & Promotional Packaging**
To include special and promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products.

**F. DIGITAL**

Focus will be placed on the execution of design to aid the function and use of the digital application. You may only enter ONCE per entry in the following categories.

**F01. Websites**
Websites, microsites, etc.

**F02. Applications**
Applications design for a client or for agencies promotion.

**F03. Digital installations**
Touch-screen kiosks, digital installations, etc.
JUDGING

The award-winning entries will be selected by an international Jury.
The Design Jury’s voting will be based on 3 criteria: Creativity, Execution and Impact.
Each entry will receive 3 marks which will make up the total vote and these marks will be weighted as follows:

40% Creativity (original, ground-breaking or a new take on something that exists.)
30% Execution (craftsmanship, integration and brand relevance.)
30% Impact (how effective the final design is in grabbing the attention of its intended target market. Sales and profit can be taken into consideration but should not solely be considered.)

The shortlist is decided by a first round of voting. A computerised voting system selects the highest marks given in each category. This forms the shortlist and is the basis for the Juries’ discussions and awarding of Gold, Silver and Bronze Lions.
The Grand Prix is selected from the entries that have won a Gold Lion.

At all voting stages, a judge’s vote will not be counted for any entry submitted by his or her own company(ies) in his or her own country. We will also remove votes from Judges with a regional or global role accordingly.
The decision of the Juries in all matters relating to the awarding of prizes will be final and binding.

Awards credit and the associated trophies and certificates will be given to the entrant company. Duplicate trophies can be purchased by other participating parties after the Festival. Shortlisted entries will receive a certificate.

The 2015 Awards process, including the appointment of the Presidents and Jurors, will be independently audited by PWC.
1. Each campaign constitutes one entry.
2. All entries must relate to one campaign. Entries relating to more than one campaign (even if promoting the same client/product) must be entered individually and paid for as separate entries.
3. Entries cannot be entered more than once in the D. Brand Environments section or more than three times in the B. Visual Language & Graphics and C. Crafts section.
4. It is essential that duplicate entries are appropriate to all categories entered and that they meet the respective criteria. If a single entry is entered more than once it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
5. Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them. They will be used in calculations both in Cannes and also after Cannes in league tables featured in “The Cannes Report”. Credits cannot be altered before and/or during judging. A specific period of time after the festival will be allocated to entrants to allow for amendments or additions to credits. Any amendments after this period may incur admin costs.
6. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
7. You will be offered the opportunity, when entering online, to submit information separately that will be kept confidential (i.e. submitted only to the jury).
8. For the purposes of impartiality, please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video).
9. Within the entry form, you will be required to provide a written submission. Please refer to the Sample Entry Form for more details.
**DESIGN**

**MATERIAL REQUIREMENTS**

- **WE WILL NOT ACCEPT REPLACEMENT MEDIA**, so please make sure that the version you have uploaded is final and it is can be used for judging AND shown publicly. This could include use in, but is not restricted to, festival delegate screenings, post-event promotion, festival website and other public domains.
- **Do not upload ‘holding media’** (i.e. incorrect/fake JPG, MP3, MOV, MP4, etc.)

**1. COMPULSORY MATERIAL**

**PRESENTATION BOARD** in digital form AND hard copy:

For all entries, you must supply a Presentation Board in both digital and hard copy formats.

- One digital image of the presentation board strictly in the following format: JPG, 300 dpi, CMYK and A2 in size. Digital images must be uploaded online (5-15MB) when making your entries.
- You must also send an A2 sized (approximately 40 x 60cm) hard copy of your Presentation Board, which should be mounted on cardboard (not foamboard). This Presentation Board will be a summary of your entry and MUST be contained on one page. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation board (excluding words contained in visuals).
- Do not add the category code and title to your board. This may be subject to change during the entry process.
- To guide you, we have provided some tips for preparing this presentation board. Please ensure that your presentation board and image (JPG copy of the board) focuses on the key visuals of your entry and only on the key points of your explanation. Please ensure that the Presentation board focuses on the key visuals of your entry and only on the key points of your explanation.
- For the purpose of judging impartiality, there must be no agency branding anywhere on your entry materials, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.
- You MUST adjust your presentation image to the category and section you are entering. If the same entry is entered into other entry sections, e.g. Promo & Activation Lions, please make sure the image is adapted for Design Lions.
- Entrants are responsible for ensuring that they have the right to use the images contained in their entry material. This should include use in, but is not restricted to, delegate screenings, post-event promotions, festival websites, partner company websites and other public domains.

You will be provided with a board label for each necessary entry board when you check out. Please cut out and attach these labels to the back of the primary board, using sticky tape/glue. Please ensure that the label appears at the top right hand corner of the boards, when viewed at a landscape orientation.
2. SUPPORTING MATERIAL

We strongly recommend you to send in an actual sample of your design entry.

Please label any physical support material with the entry reference number clearly visible (e.g. DEL/001 entry no.00001). There is a board label that should be also used to label supporting material. This can be found in the PDF confirmation document sent to you.

Any material submitted in the course of entering the awards becomes the property of the Organisers and cannot be returned.
In addition, you should supply relevant support material, depending on the type of entry you are submitting.

- For B. Visual Language & Graphics, please supply a copy of the actual piece. If this is not possible or practical, please supply images (i.e. photo of the actual sample) in JPG format.
- For C04. Sound Design please supply either a case film showcasing the user experience and interaction of the work, or an MP3 file. Please note that an MP3 is not required if a case film has been provided.
- For B09. Broadcast and Moving image, please supply the video in MOV/MP4 format.
- For F. Digital Design, please supply a URL link, which must be active by 1 May 2015
- For Offline digital executions for advertising and/or promotion of brands or products, it is strongly recommended that you supply a Case Film to explain your entry.
- For D. Brand Environments please supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical. You may also supply a short Case Film including a walk-through of the space if preferred. All video content must be supplied as MOV/MP4 and should be no longer than 2 minutes.
- For E. Packaging Design, please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in JPG format. Please note, your entry may be disadvantaged if you cannot supply at least one sample.
- For A. 360° Brand Identity Experience, wherever possible please supply at least 3 actual examples of the logo or trademark in place e.g. stationery, business cards and other literature, vehicles, packaging etc. If this is not possible or practical, please supply images in JPG format.

Materials & Sample Formats

All support materials should be supplied in the following formats:

Images/Photos/Press clippings: as JPGs, 300 dpi, CMYK and A2 in size. Images can also be supplied as hard copy original publication, proofs or photos which should not be larger than 64 x 48cm.
Video material: as MOV/MP4 (uploaded online). Do not upload TV or cinema ads as support material if they are also contained within your case film.
Radio or audio files: they should be uploaded online as MP3 files, Bit rate 128 kbps, compression ratio 15:1. File size should not exceed 3MB.
All websites or online materials must be submitted via a URL, even if only posted temporarily for the purpose of the judging. If you submit a URL to a landing page containing content, please make sure it is unbranded and that the files are edited as above.

Delivery address (for physical material):
Cannes Lions - Entries Department
14 Kean Street
London WC2B 4AS
United Kingdom
3. CASE FILM OF YOUR ENTRY

You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission and the design samples, this case film will be used for Jury deliberations.

You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

No agency branding or any contributing creative companies/people must be visible on the case film (e.g. Logos, credits etc.)

Please supply 2 versions of your case film, as follows:

1. Long version: 2 minutes long
   This case film will be viewed by the Jury during voting and deliberations and could be used if your entry is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the entries. This case film should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English. We recommend that you keep your presentation concise and to the point.

2. Short version: 30-45 seconds
   Additionally, you may supply a shortened/edited version of 30-45 seconds which would be shown at the awards ceremony in the event that the entry is a winner (any short version over 60 seconds will be refused). This should also contain some key visuals and a simple clear commentary in English summarising the entry.

ENCODING STANDARDS

For submission to Cannes Lions 2015 please encode a high quality video as MOV/MP4. It is strongly recommended that you submit your case film in 16:9 format.

FILE OPTIONS/SPECIFICATIONS – Choose one of the following:

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<tr>
<th>Video Aspect Ratio</th>
<th>Container/Codec</th>
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<tbody>
<tr>
<td>4:3 or 16:9</td>
<td>MOV/H.264, MP4/H.264</td>
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<td>720x576, 1024x576</td>
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<td>640x480, 854x480</td>
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<td>Stereo</td>
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<td>48kHz</td>
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</table>

DO NOT send your Case Film on a URL.

For further assistance and guidance on preparing your entry, please contact designlions@canneslions.com.
Presentation board (Compulsory) – It MUST be provided in BOTH Digital Form and Hard Copy.

• This presentation board together with the supporting material (i.e. sample of your entry) will be used by the Jury for their deliberations. If shortlisted, it will be used in the Design Lions Exhibition at the festival.
• The presentation board should create a good impression and captures the jury’s interest. It will be a summary of your entry and MUST be contained on one page.
• DO NOT use your Agency logo or branding or refer to your Agency or anyone who has contributed to the entry anywhere on your board or in your written submission.
• The copy should not be more than 100 words. Limit the use of technical jargon and statistics. It is better to use simple language that will be easily understood by an international Jury.

Separate your text into 3 clear sections, such as:
• Brief
• Solution
• Results

Technical Details:
• Digital Copy: JPG, CMYK, 300 dpi and A2 in size.
• Digital images must be uploaded via the website (5-15MB) at the time of entry submission.
• Please name your image with the title of the entry.
• Hard Copy: A2 mounted on cardboard, not foamboard – (approximately 60cm x 40cm) and not more than 2mm thick.
EXAMPLE BOARD FOR THE BROADCAST, DESIGN AND IDENTITY CATEGORY

Uncluttered and easy to read

Clear and concise text – 100 words maximum

Key points from the written submission

Clear, relevant images

No Agency logo or branding

EXAMPLES OF THREE SINGLE POSTER AND PRINT AD EXECUTIONS

Please note that when entering campaigns into Posters, Typography or Illustration it will mean that the jury judged the single ads as a group, and if they consider one of the ads to be stronger that entry could be awarded a lower mark due to the execution of the whole campaign. Further to that should a series of entries be entered individually should the Jury feel that as a campaign they’re stronger they can group the entries as a campaign, but only if it is to be awarded a medal, such as Bronze, Silver, Gold.

AN EXAMPLE OF MULTIPLE POSTER EXECUTIONS ENTERED AS A CAMPAIGN
EXAMPLE DESIGN PRESENTATION BOARD FOR THE DIGITAL DESIGN

EXAMPLE DESIGN PRESENTATION BOARD FOR THE POSTER CATEGORY
EXAMPLE DESIGN PRESENTATION BOARD FOR THE ENVIRONMENTAL DESIGN CATEGORIES

EXAMPLE DESIGN PRESENTATION BOARD FOR THE PACKAGING CATEGORY
Case film (highly recommended):

- Please click here to watch a good example of a Case Film for a Design entry.
- 2 minutes, no longer.
- Please supply your case film using our online upload facility. URL links are not permitted.
- Try to grab the attention of the jury as quickly as possible and go into more detail later.
- Together with clear self-explanatory visuals, a coherent voiceover is often effective.
- However, avoid showing creatives explaining the campaign to camera.
- You MUST NOT refer to any agency or individual who has contributed to the campaign, either visually or verbally.

Case Film Technical Requirements & Encoding Standards:

- Please encode a high quality video as an MPG2 Program Stream as .MOV or .MP4
- Please ensure the case film and any other supporting content is only uploaded to our website. Please note the file size should be up to 350MB.

FILE OPTIONS/SPECIFICATIONS – Choose one of the following:

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<td>Stereo</td>
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<td>48kHz</td>
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DO NOT send your Case Film on a URL.
• What is the difference between Design and Product Design? Where should I enter my new printer?
  • Design is the creation of brand identity and its touch points eg: the promotional materials created for your new printer (website, posters etc.).
  • Product Design relates to brand communication through the product itself eg: the printer.

• I’m not sure if I should enter into Large/Small Scale Logo or 360° Brand Identity Experience.
  • Large/Small Scale Logo & Logo Type refers to the single use or application of the logo for example: on stationery.
  • 360° Brand Identity Experience is for entries where the corporate identity has multiple user touch points which can include packaging, print, brand collateral, digital content, environment and film content.

• Can client work be entered into B05. Self-Promotion?
  No, only self-promotional agency work is eligible for B05.

• How big should my presentation board be?
  • For physical presentation board: 60 cm x 40 cm (A2) mounted on black, lightweight card.
  • For your digital image of the press entry: JPG, 300dpi, CMYK, longest side 420mm.
## DESIGN

### SAMPLE ENTRY FORM

**ENTRANT COMPANY**

<table>
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<tr>
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<td>Entrant Company Address</td>
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<td>Agency Network</td>
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<td>Holding Company</td>
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**DESIGN/ADVERTISING AGENCY**

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<th>Field</th>
<th>Details</th>
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<td>Design/Advertising Agency Name</td>
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**MEDIA AGENCY**

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</tbody>
</table>

**PRODUCTION COMPANIES**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Company Name</td>
<td></td>
</tr>
<tr>
<td>Production Company Address</td>
<td></td>
</tr>
</tbody>
</table>

**CATEGORY**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Entry:</td>
<td></td>
</tr>
<tr>
<td>Choose a Category</td>
<td></td>
</tr>
</tbody>
</table>

**CAMPAIGNS (FOR B01 POSTERS, ONLY)**

When entering a campaign, each advertisement in the campaign must be entered and paid for as a separate entry.

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is this entry part of a campaign?</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Enter campaign sequence number</td>
<td>1 of 4, 2 of 4 etc</td>
</tr>
<tr>
<td>Campaign Name</td>
<td>Spring Launch Campaign</td>
</tr>
</tbody>
</table>

**ENTRY DETAILS**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of Entry</td>
<td>Electrons</td>
</tr>
<tr>
<td>Client</td>
<td>Telsa</td>
</tr>
<tr>
<td>Product(s)/Service(s)</td>
<td>Model X</td>
</tr>
<tr>
<td>Date of First Implementation</td>
<td>between 1 March 2014 and 30 April 2015</td>
</tr>
</tbody>
</table>
## DESIGN

### SAMPLE ENTRY FORM

#### CREDITS
Credits of people who had a significant input in the work submitted. Please list names in order of importance.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Position/Title</th>
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<tbody>
<tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

#### ADDITIONAL COMPANY CREDITS

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### COMPANY CONTACT
Person to contact in case of problems during judging. The contact should be someone who was directly involved in the campaign.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position of Contact</th>
<th>Tel/Mobile Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### CLIENT CONTACT
During the judging process the jury may ask us to contact your client to verify details, results or information relating to your entry. Please provide details of an appropriate contact from the primary CLIENT relating to this entry. Please note, an agency contact is not acceptable.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position of Contact</th>
<th>Company Name</th>
<th>Tel/Mobile Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
ENTRY SYNOPSIS

1. Provide a brief background to the client or your own agency if submitting self-promotion work – e.g. target audience, brand values, product or service, company position in the market place, budget. (100 words max)

2. Describe the brief from the client and any input you imparted during this process. (100 words max)

3. Describe the process you undertook to inform your project - this may include the production process, ethnographic and user research, material innovation, brand relevance etc. (200 words max)

4. Describe the final outcome. What value is it bringing to the brand, the final user, or as a way of communication? This may include sales figures and company growth. (200 words max)

5. Confidential Information (200 words max). If you have any confidential information that cannot be viewed by the general public, please write it here. This information will be reserved for the jury only and will not be published anywhere.

ENTRY COMPOSITION

Medium/Product Type  e.g. crisps packet, bottle, temporary exhibition, direct mailing

Date of first appearance or market placement  e.g. 8-10 November 2014

Placement or stores sold  e.g. supermarket, V&A Museum, 1000 mailings distributed to small businesses
ENTRY URL

If your entry directly relates to a website or has an interactive element, please include the url for your submission here. Format should be http://www.yourdomain.com

UPLOAD MEDIA

Please make sure that the media you have uploaded can be used for BOTH judging and public use. NO REPLACEMENTS

Please do not upload ‘holding media’. WE WILL NOT ACCEPT REPLACEMENTS

- **DIGITAL PRESENTATION IMAGE** (Compulsory Upload)
  JPG, 300 dpi, CMYK

- **CASE FILM** (Highly recommended for broadcast design subcategories)
  2 minutes max, MP4 or MOV, no bigger than 350MB, for judging and public use

- **SHORT VERSION**
  30 – 45sec, MP4 or MOV, shown at awards ceremony

- **SUPPORTING IMAGES**
  Up to five relevant supporting images, JPG, 300 dpi, CMYK

- **SUPPORTING CONTENT**
  Relevant support material including TV series/episodes, film, radio show, music video, etc