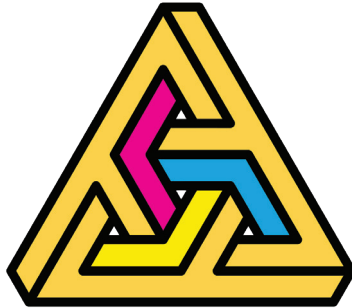


APPLIED ARIS



2024

ADVERTISING

AWARDS CATEGORIES KIT

CELEBRATING • CREATIVE • EXCELLENCE

WHY ENTER THE ADVERTISING AWARDS

The Applied Arts Advertising Awards help creatives gain recognition and exposure within the creative arts and communications businesses. Whether you are an agency looking to exploit award-winning campaigns or a creative individual looking to stay connected in the industry, the Applied Arts Advertising Awards can give you a competitive edge.

Judged by an all-star lineup of award-winning jurors from different disciplines, backgrounds, geography, and genders. All jurors are actively work in the ad biz and earned top ranks on the international awards circuit. Unleash the pangs of jealousy in our judges. Reignite their spark of finding brilliant new ways to solve problems with creativity. Keep raising the creative bar and earn global recognition for you and your team.

DEADLINE | August 30, 2024

ELIGIBILITY

ALL CATEGORIES | Open internationally to all forms of commissioned, published, unpublished and personal work created between **August 2023** and **August 2024** (but not entries submitted into last year's competition).

Work can be submitted to any and all appropriate categories without limit.

YOUNG BLOOD CATEGORIES | For professionals that have graduated within the last 5 years. See page 8.

STUDENTS | Applied Arts offers an awards competition exclusively for students. Students are **ONLY ELIGIBLE** to enter the Student Awards competition where work is judged alongside your peers at a similar level of experience. Visit the [Student Awards](#) for more information.

WHAT'S NEW

- **Community categories** have been rolled into the Integrated Ad Campaigns, Advertising, Digital and Film, Video & Sound groupings of categories. The Community categories are exclusively for Canadian artists and firms working in smaller communities or on small businesses.

JUDGING CRITERIA

Entries are judged independently by the Advertising jury and given one total score based on three criteria:

1. Creative merit.
2. Technical excellence.
3. Suitability for end use in the category it was submitted to.

PAYMENTS & REFUNDS

Entry fees vary by sub-group and category. Some or all the entries can be paid at any given time—just select which entries to pay. Once an entry is paid it is officially entered into the competition and cannot be modified.

Payments can be made by Visa, MasterCard, PayPal and American Express (AmEx is for Canadian payments only at this time). US and international entry fees are payable in US funds and are processed through PayPal. A PayPal account is not required to submit payment.

Note for US/International entrants: Select PayPal as the payment type and then click the *"Pay with Credit Cards or VISA Debit"* to pay without a PayPal account.

We only accept cheque or direct deposit in special circumstances. These cases must be pre-approved. Contact awards@appliedartsmag.com.

Entries are non-refundable. In cases of entries submitted to the same category, entrants will have the option to move the entry to another category, or enter new work in its place.

RESULTS

Entries that meet a pre-determined cut-off score are selected as winners and will be published in the Ad & Student Awards Annual and online within the Winners Gallery, equally and without prejudice.

All entrants will be notified by email **Early October 2024**. Don't miss the results notification, be sure to add winners@appliedartsmag.com to your whitelist.

ENTRY REQUIREMENTS

- Entries must be submitted in digital, hi-res format.
- Entries must be free of watermarks identifying the entrant, except in cases of agency/artist self-promos.
- Actual creative work must be entered. Explanatory notes or case studies for the judges may only be added as a supporting file.
- Entries must be submitted in English or include an English translation for any important text (e.g. headlines, scripts **AND** for your entry titles) must be added.
- The Winners Information, including the Description of Entry and Creative Credits, must be provided at the entry stage. These are for publication in the Annual and online Winners Gallery and are not seen by the judges. **NOTE:** Winners will only have 48 hours to review and make edits.

MATERIAL GUIDELINES

MAIN ENTRY FILES

- All entries are submitted digitally only. Upload hi-res, final files at the time of entry. These files will be used for publication if selected as a winner.
- Do not add a watermark that identifies the entrant. Self-promotion work is exempt.
- Multiple-page PDFs are allowed and recommended over uploading individual JPG or PDF files*.

REQUIRED

- Your Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res format.

PERMITTED

SINGLE | 1 File

- **A single ad or promotional unit** – Such as a print ad, advertorial piece, website, TV or radio spot.

SERIES | 3 Files maximum

- **2 – 3 ads or promotional units** – a series of print ads, transit shelters or TV or radio spots.

CAMPAIGN | 9 files maximum

- **Up to 9 applications/promotional units/applications** from an entire campaign to promote an event, brand, product, service or business.

* **IMPORTANT NOTE RE MULTI-PAGE PDFS:** Use a PDF with multiple pages to incorporate any additional images while still adhering to the maximum number of media (or applications) allowed (e.g. the images in context, various views from an event, etc.).

NOT PERMITTED

Case studies are not permitted as your Main Entry Files. See below for more info.

SUPPORT MATERIALS

Support materials are mainly for clarity to assist the judges. They are not for publication (except where noted), and do not count towards the file limitations stated above. Upload these to the “Entry Supporting Materials” sub-section of the **ENTRY MATERIALS** on the entry form.

Please make note of these important required vs. optional Support Files for certain entries:

REQUIRED

- **English translations for non-English entries:** Include any important text (e.g. headlines, scripts and entry titles) either as a Support File or within a multi-page PDF as your Main Entry File.
- **Scripts for radio/copywriting entries:** Include an English Script or a representational portion **MUST BE** included.

PERMITTED

- **Case studies:** While not recommended (as outcomes are not a criteria in scoring), case studies can be added **ONLY** as a Support File and should be limited to max. 45s. **REMINDER:** The actual creative to be judged as your Main Entry File.
- **Explanatory notes for the judges:** Brief descriptions/ explanations of up to 50 words in English may be added for clarity (or up to 10s for video files). Include either as a Support File or within a multi-page PDF as your Main Entry File.

NOT PERMITTED

- **Uploading the same creative:** Do not submit the same creative either as a file or URL if it’s already been added as the Main Entry File.
- **Entrant information on Main Entry Files or Support Files/URLs:** Do not identify the entrant except for agency/artist self-promotions.

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

STILLS

File type | PDF, JPG, PNG, GIF

Image dimensions | Max. 8" (2,400 pixels) wide

Resolution | 300 DPI (min.)

Colour mode | RGB

File size | Max. 5MB

VIDEO FILES

- **File type** | MP4, URL to a video-sharing site (e.g. YouTube, Vimeo)
- **File size** | Max. 80MB

RESTRICTIONS

- Password-protected sites not allowed.
- MPEG, WMV file formats are not supported.
- Do not upload images through file sharing sites such as Dropbox, Google Drive, WeTransfer, etc.

RECOMMENDED BEST PRACTICES

Entries are judged online. Here's how to help the judges:

- A multi-page PDF is preferred over multiple, individual PDFs files.
- **More is not better.** Curate your files to the maximum indicated for each category, except where noted.
- **Give the judges the full picture at-a-glance.** Show multiple views of 3D pieces, zoom in on small print or details and show complex/novel work in the context of how it was seen by the audience.
- **Include supporting material** within a multi-page PDF as your Main Entry File when requested.
- **Look at your entry on a smaller-screen** and ensure all important details are legible at that size, as that's how a judge may be viewing it.

INTEGRATED CAMPAIGNS

REQUIREMENTS

- **Up to 9** applications from the same project, such as print, collateral, OOH, digital, audio, video.
- **ENTRY MATERIAL:** Upload print or static creative preferably in one multi-page PDF. Add audio/video files or URLs separately.
- **OPTIONAL:** Brief explanatory note (max. 50 words) or case files for the judges to provide added clarity may be included. Upload as a Support File.

INTEGRATED CAMPAIGN: \$150

CA/01 Artificial Intelligence Campaign

Work that uses AI to enhance brand awareness via consumer engagement.

CA/02 Brand Activation Campaign

Work that enhances brand awareness via consumer engagement, such as events, experiences, or interactions using a medium in a novel way.

CA/03 Corporate Responsibility Campaign

A corporate-sponsored, non-sales-driven campaign that uses a brand or company's name, to: effect positive change in the world; evoke consumer action for the greater good; or for non-profit causes.

CA/04 Digital Engagement Campaign

A campaign that uses social media as the primary launch tool for consumer engagement.

CA/05 Entire Advertising Campaign

A campaign that includes at least TWO different media types (i.e. print, collateral, OOH, digital, motion, or radio), or a series of more than 3 ads.

CA/06 Entire Online Campaign

A campaign that consists primarily of online elements. Campaigns should include a minimum of TWO online components (i.e. apps, email, online ads, social media, websites or creative technology). Offline components are accepted if they work with the digital elements.

CA/07 Pro Bono/PSA/Charity Entire Ad Campaign

A campaign for government, non-profits, or for work undertaken voluntarily without payment. Elements can be a combination of different media.

CA/08 PR/Influencer Campaign

For campaigns that utilize influencers or rely on mostly earned media methods to generate attention or affect audience conversations, to influence consumer action or perceptions.

CA/09 Sml. Comm./Business Integrated Campaign

Exclusively for Canadian artists and firms working in smaller communities or on smaller businesses. Entries can be application from the corresponding grouping of categories.

ADVERTISING**REQUIREMENTS**

A single is 1 piece* | A series is 2-3 pieces*

SINGLE: \$65 | SERIES: \$85

*Except where indicated.

AD/01 Agency/Artist Self-Promo – Single or Series

Print or digital self-promotion for agencies or a creative individual.

AD/02 Branded/Sponsored Content – Single or Series

Offline original, advertiser-funded content, meant to entertain, influence or inform. See Digital sub-group for digital branded content and Film, Video & Sound sub-group for audio or video branded content.

AD/03 B2B Print – Single or Series

Print or digital trade ad.

AD/04 B2B DM/Collateral – Single or Series

Print or digital trade DM, media insert, or media kit.

AD/05 Cause-Related Advertising – Single**AD/06 Cause-Related Advertising – Series**

Print or digital ads that respond to or engage with the current impacts on the environment (e.g. cultural diversity, climate change, human rights, inclusion, etc.).

AD/07 Consumer Print – Single**AD/08 Consumer Print – Series**

Advertising in newspaper or magazines for print or digital editions.

AD/09 Consumer DM/Collateral – Single or Series

Consumer DM, media insert or standalone piece.

AD/10 Experiential/Event – Single or Series

Sampling, in-person or virtual events, stunts, guerrilla marketing, etc.

AD/11 Out-of-Home – Single**AD/12 Out-of-Home – Series**

Any out-of-home application, including transit vehicles.

AD/13 Point-of-Purchase – Single**AD/14 Point-of-Purchase – Series**

Any POP ad or collateral.

AD/15 Promotional Collateral – Single or Series

Any collateral item or ad to promote a premium gift, giveaway, or promotional item.

AD/16 Pro Bono Advertising – Single**AD/17 Pro Bono Advertising – Series**

Offline ads undertaken voluntarily without payment as a public service. See the Digital sub-group for digital ads, or Film, Video & Sound sub-group for audio or video ads.

AD/18 PSA/Charity Advertising – Single**AD/19 PSA/Charity Advertising – Series**

Offline ads created for government or non-profits. See the Digital sub-group for digital ads, or Film, Video & Sound sub-group for audio or video ads.

AD/20 Sml. Comm./Business Advertising – Single**AD/21 Sml. Comm./Business Advertising – Series**

Exclusively for Canadian artists and firms working in smaller communities or on smaller businesses. Entries can be application from the corresponding grouping of categories.

AD/22 Advertising Other – Single or Series

Offline ads that do not fall into any other listed category. Work submitted to AD/22 cannot be entered in AD/01-21. MUST INCLUDE a brief explanatory note (max. 50 words) for judging. Upload as a Support File.

Digital Advertising

REQUIREMENTS

- **Entry Material:** Submit a URL, where applicable/available. If unavailable, upload a video walkthrough as an MP4 or URL to a file sharing site, or a static walkthrough as a PDF.

A single is **1** application* | A series is **2-3** applications.

SINGLE: \$100 | SERIES: \$125

* Except where indicated

AW/01 Augmented & Virtual Reality – Single

Real-world environment merging with digital imagery and interfaces created to promote a brand.

AW/02 Branded/Sponsored Content – Single

AW/03 Branded/Sponsored Content – Series

Digital original, advertiser-funded content, meant to entertain, influence, or inform. See Advertising sub-group for print and the Film, Video & Sound sub-group for audio or video branded content.

AW/04 Experiential/Digital Engagement – Single

Any digital promotion that seeks to engage conversations to promote consumer interaction.

AW/05 Experimental/Artistic – Single

Any digital promotion that explores new territory, ideas or innovative technology.

AW/06 Mobile/Tablet – Single

Experiences for mobile or tablet created to promote a brand (digital publishing, websites, apps, etc.).

AW/07 Online Display Ad – Single or Series

Up to 3 static or animated GIF ads—banners, interstitials, or other online designated ad space. (SINGLE/SERIES: \$100)

AW/08 Pro Bono Digital Advertising – Single

AW/09 Pro Bono Digital Advertising – Series

Digital work undertaken voluntarily and without payment as a public service. See the Advertising sub-group for print ads or the Film, Video & Sound sub-group for or audio video ads.

AW/10 PSA/Charity Digital Advertising – Single

AW/11 PSA/Charity Digital Advertising – Series

Digital work created for government or non-profits. See the Advertising sub-group for print ads, or the Film, Video & Sound sub-group for audio or video ads.

AW/12 Small Community/Business Digital Ad – Single

AW/13 Small Community/Business Digital Ad – Series

Exclusively for Canadian artists and firms working in smaller communities or on smaller businesses. Entries can be application from the corresponding grouping of categories.

AW/14 Social – Single or Series

Up to 3 organic and/or paid social content, static, carousel, story posts designed to promote a brand.

AW/15 Social Streaming – Single or Series

Up to 3 non-static promotions that utilize reels, live streams, full-length videos, etc. on streaming platforms including Instagram, Snapchat, TikTok, Twitch, etc.

AW/16 Website/Microsite – Single

Websites or microsites promoting a brand or product.

AW/17 Digital Advertising Other – Single or Series

*Any digital ad work that does not fall into any other listed category. Work submitted to AW/17 cannot be entered in AW/01-16). **MUST INCLUDE** a brief explanatory note (max. 50 words) for judging. Upload as a Support File. (SINGLE/SERIES: \$100)*

FILM, VIDEO & SOUND

REQUIREMENTS

- Upload MP3/MP4 files into the entry system. URLs to file sharing sites are not recommended.
- **SCRIPTS:** English scripts, or a representational portion, **MUST BE** included for all audio entries. Upload as a Support File.

A Single is **1** spot | A Series is **2-3** spots.

SINGLE: \$100 | SERIES: \$125, except where indicated.

RADIO/AUDIO STREAMING

RD/01 Radio – Single

RD/02 Radio – Series

Any length radio spots or audio streaming ads.

RD/03 Podcast – Single

RD/04 Podcast – Series

A digital audio program created as a marketing vehicle.

RD/05 Pro Bono Radio – Single

RD/06 Pro Bono Radio – Series

Work undertaken voluntarily and without payment as a public service.

RD/07 PSA/Charity Radio – Single

RD/08 PSA/Charity Radio – Series

Work for government or non-profits.

FILM/VIDEO

TV/01 Video, 15 Seconds or Less – Single

TV/02 Video, Over 15 Seconds – Single

TV/03 Video, Over 30 Seconds – Single

TV/04 Video, Any Length – Series

Any video ads for TV, film or online including pre-roll, mid-roll, etc.)

TV/05 Low Budget Video, Any Length – Single

Any video ads created for TV, film or online where the budget was extremely limited.

TV/06 Branded/Sponsored Content – Short – Single

TV/07 Branded/Sponsored Content – Long – Single

TV/08 Branded/Sponsored Content – Series

Original, advertiser-funded video content, meant to entertain, influence or inform. SHORT: Less than 3 min.

LONG: 3 min. or more. SERIES: 2-3 short and/or long

videos. (SHORT: \$125 / LONG: \$140 / SERIES: \$150)

TV/09 Pro Bono Video – Single

TV/10 Pro Bono Video – Series

Work undertaken voluntarily and without payment as a public service.

TV/11 PSA/Charity Video – Single

TV/12 PSA/Charity Video – Series

Work for government or non-profits.

ADVERTISING CRAFT

REQUIREMENTS

- A Single is **1** piece | A Series is **2-3** pieces | A Campaign is **up to 9** applications from an integrated campaign.
- Include a script or representational portion of the script for non-offline copywriting entries. Upload as a support file.

SINGLE: \$100 | SERIES: \$125 | CAMPAIGN: \$150,
except where indicated.

AC/01 Craft – Animation – Single

AC/02 Craft – Animation – Series

Judged on animation as an advertising element in video or digital content.

AC/03 Craft – Art Direction - Single

AC/04 Craft – Art Direction – Campaign

Judged on art direction as an advertising element in print, OOH, or digital non-video applications. For video applications see Directing for Video categories AC/11-12. (SINGLE: \$65 / CAMPAIGN: \$100)

AC/05 Craft – Cinematography – Single

AC/06 Craft – Cinematography – Series

Judged on cinematography as an advertising element in video content.

AC/07 Craft – Copywriting – Single

AC/08 Craft – Copywriting – Campaign

Judged on copywriting as an advertising element in print, OOH, or digital non-video content. For Radio/Video, see AC/09-10. (SINGLE: \$65 / CAMPAIGN: \$100)

AC/09 Craft – Copywriting for Broadcast – Single

AC/10 Craft – Copywriting for Broadcast – Campaign

Judged on copywriting as an advertising element in film, video & sound. Upload the complete spot as an MP3/MP4.

AC/11 Craft – Directing for Video – Single

AC/12 Craft – Directing for Video – Campaign

Judged on video direction as an advertising element in video content.

AC/13 Craft – Editing Video – Single

AC/14 Craft – Editing Video – Series

Judged on editing as an advertising element in video or digital content.

AC/15 Craft – Ideation – Single

AC/16 Craft – Ideation – Series

AC/17 Craft – Ideation – Campaign

Judged on concept development and overall creative direction as an advertising element in print, OOH, digital, audio or video applications. MUST INCLUDE a brief explanatory note (max. 50 words) for judging. Upload as a Support File.

AC/18 Craft – Image – Single

AC/19 Craft – Image – Series

Judged on photography or illustration as an advertising element in print, OOH, digital, or video applications. A brief explanatory note (max. 50 words) for judging may be included. Upload as a Support File. (SINGLE: \$65 / SERIES: \$85)

AC/20 Craft – Music – Single

AC/21 Craft – Music – Series

Judged on music as an advertising element in audio, video, or digital content.

AC/22 Craft – Printing – Single

AC/23 Craft – Printing – Series

Judged on printing techniques (offset, digital, screen, 3D, etc.) as an advertising element. NOTE: Where applicable, a multi-page PDF or video walkthrough showing different angles and/or close-ups is strongly recommended. A brief explanatory note (max. 50 words) for judging may be included. Upload as a Support File. (SINGLE: \$65 / SERIES: \$85)

AC/24 Craft – Special Effects – Single

AC/25 Craft – Special Effects – Series

Judged on the use of special effects/CGI in video or digital content.

AC/26 Craft – Typography – Single

AC/27 Craft – Typography – Series

Judged on typography as an advertising element in print, OOH, digital or video applications. event graphics, online graphics, etc.

YOUNG BLOOD

REQUIREMENTS

- Open to professionals that have graduated within the last 5 years.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. The same piece can be submitted in more than one category (e.g. Out-of-Home and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for clarity. **NOTE:** If submitting to one of the Craft categories, you will need to select on the entry form which Craft the entry should be judged on.
- **JUDGING:** Entries are judged with the level of experience and exposure within the industry taken into consideration.
- **RECOMMENDED:** A brief explanatory note (max. 50 words, or up to 10s for video files) is recommended for the judges to provide clarity. Upload as a support file.

A Single is **1** piece* | A Series is **2-3** pieces* | A Campaign is **up to 9** applications from an Integrated campaign.

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85*

* Any exceptions allowed are indicated in the corresponding previous categories.

AY/O1 Young Blood Advertising – Single

AY/O2 Young Blood Advertising – Series

Any application from the Advertising sub-group starting on page 5.

AY/O3 Young Blood Digital Advertising – Single

AY/O4 Young Blood Digital Advertising – Series

Any application from the Digital Advertising sub-group starting on page 6. (SINGLE: \$65 / SERIES: \$80)

AY/O5 Young Blood Audio/Video – Single

AY/O6 Young Blood Audio/Video – Series

Any application from the Film, Video & Sound sub-group starting on page 6. (SINGLE: \$65 / SERIES: \$80)

AY/07 Young Blood Advertising Craft – Single

AY/08 Young Blood Advertising Craft – Series

AY/09 Young Blood Advertising Craft – Campaign

Any application from the Advertising Craft sub-group starting on page 7.

AY/10 Young Blood Integrated Campaign

Any application from the Integrated Campaign sub-group starting on page 4.

CONTACT US

For category related, entry requirements, general awards information or technical issues please contact our Awards Manager at awards@appliedartsmag.com or call 416.510.0909 ext. 30.

For more information, please visit appliedartsmag.com.

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DISCLAIMER

Applied Arts reserves the right to amend these rules throughout the competition. Applied Arts assumes all entries are original and the property of the entrant, with all rights granted therein. Applied Arts reserves the rights to publish or exhibit entries for our print or electronic formats, or related promotions. Entries are non-refundable. Costs cover administration, processing, and the judging of the entry. Entries may be moved to a more suitable category if Applied Arts deems the category chosen unsuitable. All descriptions and *credits are subject to be edited* for length, clarity and grammar in accordance with the Applied Arts editorial style guide. A submission of entry acknowledges acceptance of these rules.