

2026 | ENTRY GUIDE

## MPORTANT DATES

#### **THE ONE SHOW 2026 IMPORTANT DATES**



#### ENTRY DEADLINES

The One Show 2026 will be accepting entries in five submission periods. Please note that entry fees increase during each deadline period, based on when an entry is completed in the system, regardless of entry creation date. Please refer to the disciplines or fees pages for more information.

Once an entry is completed and closed, it is submitted and confirmed for the show and the entrant becomes responsible for payment without exception.

All payments must reach The One Club within 15 days of the date on your invoice.

Super Early Deadline: October 31, 2025 Early Deadline: December 12, 2025 Regular Deadline: January 23, 2026 Extended Deadline: February 6, 2026 Final Deadline: February 20, 2026

NOTE: Entry fees increase after each deadline. Reference the Fees page for details.

#### JUDGING

#### » First Round:

Entries submitted in all deadlines will be judged in January - March 2026.

NOTE: Physical entries in the Design disciplines will be judged in-person in April 2026.

NOTE: After Round 1 judging is complete, entrants will be notified if their work has advanced to Round 2.

#### » Second Round:

Entries that advance to the Second Round will be judged in March 2026.

#### » Final Discussions:

Juries will participate in Final Discussions to determine the Finalists (Pencil or Merit winners) in late March - April 2026.

#### **FINALISTS**

#### » Finalists Announced: mid April 2026

All work that has won an award – Pencil or Merit – is considered a Finalist. The specific type of award and special awards will be publicly revealed during Creative Week, May 11-15, 2026.

#### » Finalist Confirmations Due: mid April 2026

All finalists must confirm that all information related to their winning entries is complete and accurate.

#### CREATIVE WEEK

- » Creative Week: May 11-15, 2026
- » The One Show: A celebratory gala on May 15, 2026 in New York City

LETTER FROM OUR CHAIRPERSON AND VICE-CHAIR

## THE ONE SHOW 2026

#### Dear Friends,

The advertising industry is undergoing seismic shifts. Technology is changing how we create and connect, business models are being rewritten in real time, and the definition of creativity itself continues to expand. Through it all, one thing remains constant: the power of ideas and the people behind them.

The One Show was created by advertising titans more than fifty years ago, and it remains true to its roots today. We are an award show built by, for, and with the creative community—and our purpose is to celebrate, protect, and advance the very people who built this industry and will carry it forward.

What sets The One Show apart is not just the prestige of the Pencil, but the process behind it. Each year, we convene the world's leading creatives to rigorously debate the work, push one another, and ultimately define the standard of excellence for our industry. This process doesn't just honor the bestit shapes the future.

When you enter The One Show, you're doing more than seeking recognition. You're fueling a nonprofit organization whose programs exist to support creatives as they navigate today's transformations and tomorrow's unknowns. You're reminding clients—and one another—that creativity matters, that bold ideas drive progress, and that our craft has enduring value.

The One Show is not just an award, it is part of a larger Club. We are a global community of members working to make this industry stronger, fairer, and more vibrant. Winners receive complimentary membership, but anyone can join us at any time to contribute to the future we want to build—for ourselves and for the next generation of creative talent.

We invite you to take part in this legacy. Share your best ideas. Enter The One Show. Because when we celebrate creativity together, we ensure it continues to lead the way.

With gratitude and anticipation,

PUM LEFEBURE

CHAIRPERSON

THE ONE CLUB FOR CREATIVITY

TIFFANY ROLFE

VICE-CHAIR

THE ONE CLUB FOR CREATIVITY

## **FABLE OF CONTENTS**

#### **THE ONE SHOW – 2026 ENTRY GUIDE**

#### **TABLE OF CONTENTS**



#### THE ONE SHOW 2026

- 2 Important Dates
- 3 Letter from our Chairperson and Vice-Chair
- 4 Table of Contents

#### GENERAL INFORMATION

- 5 About The One Show
- 6 Highlights What's New
- 8 Awards
- 10 Eligibility and Rules
- 12 Rankings

#### **ENTERING**

- 15 Information Requirements
- 16 Submission Media All Entries
- 17 Entry System Features
- 18 Payment
- 20 Finalist Confirmation Process

#### **CATEGORIES AT A GLANCE**

See the full discipline and category details linked below

- 21 Quick List Fees
- 22 Quick List Categories

#### REFERENCE INFORMATION

#### **Submission Media Details**

- 46 Reference Images
- 47 Digital Images
- 48 Video
- 49 Audio
- 50 URLs
- 51 PDFs
- 52 Animated Gif
- 53 Physical Materials
- 56 Glossary of Terms
- 60 Vertical Markets
- 61 What Your Fees Support The One Club for Creativity

#### **CATEGORIES & REQUIREMENTS**

- 62 Brand-Side / In-House
- 71 Branded Entertainment
- 80 Creative Effectiveness
- 88 Creative Use of Al
- 93 Creative Use of Data
- 99 Creative Use of Technology
- 105 Creator Content
- 109 Cultural Driver
- 113 Design & Branding
- 122 Design in Advertising
- 130 Direct Marketing
- 139 Experiential & Immersive
- 146 Film & Video
- 152 Gaming
- 159 Health & Wellness
- 167 Integrated / Omnichannel

- 173 Interactive, Online & Mobile
- 184 IP & Product Design
- 190 Moving Image Craft & Production
- 197 Music & Sound Craft
- 203 Out of Home
- 210 Pharma
- 217 Print & Promotional
- 224 Public Relations
- 230 Radio & Audio
- 236 Social Media
- 243 Creative Marketer
- 246 Fusion Pencil
- 249 Green Pencil
- 251 Sustainable Development Pencil
- 254 Penta Pencil

#### **USING THIS GUIDE**

Please use this guide to familiarize yourself with categories, requirements, and details to prepare for entering.

**NOTE:** Categories and requirements may change during the entry period. For the most current and accurate information, please refer to The One Show entry site.

# ABOUT THE ONE SHOW

#### **GENERAL INFORMATION**

#### **ABOUT THE ONE SHOW**



#### **ABOUT THE ONE SHOW**

For over five decades, The One Show has set the global benchmark for creative excellence. Recognized as the world's most prestigious award in advertising, design, and beyond, the coveted Gold Pencil has become a career-defining symbol of achievement — and the Crystal Pencil continues that legacy by honoring the very best of the best: the year's most groundbreaking work across every discipline.

The One Show is more than an awards program — it's where the global creative community comes together to celebrate bold ideas, powerful storytelling, and innovation that moves culture forward. Each year, thousands of agencies, brands, nonprofits, and independent creators from around the world enter, with their work judged by a jury of 300+ industry leaders representing every corner of the globe.

Produced by The One Club for Creativity, the world's foremost nonprofit supporting and elevating the creative community, The One Show also serves a deeper purpose: as The One Club's most significant revenue generator, it powers the organization's year-round initiatives that make creative careers more accessible, inclusive, and sustainable. From mentorship programs to DEI initiatives, from student education to professional development, proceeds from The One Show go directly back into supporting creatives at every stage of their career journey.

Winning here isn't just recognition — it's a place in creative history, and a contribution to the future of the industry.

#### THE ONE SHOW GALA

Mark your calendar: on **Friday, May 15, 2026**, The One Show returns to New York City. This is the industry's most anticipated event of the year — a not-to-be-missed gathering of the world's leading creatives, agencies, brands, and innovators, all coming together to honor the ideas that define culture.

The evening is the grand finale of Creative Week, a weeklong celebration of creativity that fills New York with award shows, panels, workshops, portfolio reviews, and networking. But the Gala is the pinnacle: a night dedicated to celebrating the ideas and people shaping the future of creativity.

The Gala stands as the creative industry's most essential night — uniting the people, ideas, and work that define our field.

#### **ONE SHOW QUICK FACTS**

» Founded: 1973

» Entries: 19,860 submissions in 2025» Countries Represented: 62 in 2025

» Awards Presented: 672 Pencils in 2025

# CATEGORY HIGHLIIGHTS

## GENERAL INFORMATION HIGHLIGHTS – WHAT'S NEW



Each year, The One Show evolves to reflect the changing creative landscape. For 2026, we are proud to introduce new categories, refreshed disciplines, and expanded recognition that better honor the work shaping our industry today.

#### CREATOR CONTENT

Recognizing the power of individual creators and creator-led platforms, this new discipline honors work that leverages creator voices, native content, and community-driven storytelling to drive impact.

Learn more about this new discipline

#### **DESIGN, NOW SPLIT INTO TWO DISCIPLINES**

To better reflect the depth and range of design in today's industry, we have separated Design into two focused disciplines:

Learn more about Design in Advertising Learn more about Design & Branding

#### **CREATIVE MARKETER AWARD (FORMERLY THE CMO PENCIL)**

Renamed to reflect the breadth of modern marketing leadership, this award recognizes brands and organizations whose commitment to creativity sets new industry standards.

Learn more about the Creative Marketer category

#### **CREATIVE USE OF AI**

First launched late in the 2025 cycle, this category is back as a full discipline for 2026. It celebrates work that uses AI not as a shortcut, but as a true creative collaborator in concept, craft, or execution.

Learn more about the Creative Use of AI discipline

#### **EXPANDED CURRENCY VALUE ADJUSTMENT (CVA)**

Our CVA policy has been broadened for 2026 to create a more equitable entry system. By taking into account nuanced measures of economic disadvantage, we've re-evaluated and expanded our 10% and 15% entry fee adjustments for countries whose markets face greater challenges, ensuring that brilliant work from across the globe has a fairer path to recognition.

View the CVA country list

#### CASE STUDY VIDEO REQUIREMENTS

Case study videos will no longer be accepted as the primary judging media for categories that are focused on original content. Case study videos are still permitted as secondary media, but the primary media must be submitted as the original content that was aired or published. View the individual category requirements for details.

# CATEGORY HIGHLIIGHTS

## GENERAL INFORMATION HIGHLIGHTS – WHAT'S NEW



#### **USE OF HUMOR / USE OF DRAMA**

These categories have been moved into the Craft section in most disciplines.

#### **NEW CATEGORIES**

Any new categories are noted on the following pages in the guide.

These categories are noted with this icon on the Category List.

## AWARDS

## GENERAL INFORMATION AWARDS



Finalists will receive one of four awards. Not all categories are guaranteed to have winners.

NOTE: All Finalists must verify the authenticity of their work; failure to do so may result in the award being revoked.

#### ONE SHOW PENCILS & MERITS

#### » GOLD, SILVER, BRONZE PENCIL

Pencils can be awarded in all disciplines. Pencil winners will be announced during Creative Week, May 11–15, 2026 and published in the online Archives.

#### » MERIT

Merit awards can be awarded in all disciplines. Merit winners will be published in the online Archives.



#### **GREEN PENCIL**

The Green Pencil recognizes work which made a measurable environmental impact. This includes, but is not limited to, awareness and messaging, product design, and eco-friendly production techniques.

Learn more.



#### **FUSION PENCIL**

The Fusion Pencil celebrates diversity, equity and inclusion (DEI) in both agency/production company staffing and in the content of the work. In addition to meeting The One Show's standards for creative excellence, work submitted must also incorporate DEI considerations for underrepresented groups into both the content of the work and makeup of the team that created it.



Learn more.

#### SUSTAINABLE DEVELOPMENT PENCIL

The SDG Pencil recognizes the teams who chose to utilize their creative talents and resources to better the world we live in, and contribute to securing a sustainable future for all. Work submitted must address at least one of the UN's 17 Sustainable Development Goals (SDGs).

Learn more.



#### **GENERAL INFORMATION**

#### **AWARDS**



#### PENTA PENCIL

The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas, and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more years.

Learn more.



#### **CREATIVE MARKETER**

The Creative Marketer of the Year is a special accolade given to one marketer who has proven savvy and confident enough to champion a creative concept from ideation to reality to success. The winner is selected from the highestscoring submissions in The One Show disciplines and is judged by a collection of highly respected CMOs, brand managers and other marketers, all of whom understand their integral role in creating compelling and effective advertising.



#### **BEST OF DISCIPLINE**

Each jury will vote to select the one entry that best represents the discipline. Work must have been done for a consumer client or brand.



#### **BEST OF NON-PROFIT**

The full jury will vote to select the one entry that best represents work done for a non-profit client, selected from the top-scoring non-profit work in all disciplines.



#### **BEST OF SHOW**

All juries will vote to select the best entry from among all Best of Discipline winners.



## ELIGIBILITY & RULES

#### **GENERAL INFORMATION**

#### **ELIGIBILITY & RULES**



#### **ELIGIBILITY DATES**

All work must have been published or aired between the dates listed below.

"Published" means the advertisement or work appeared in a form of mass media viewed by a substantial audience.

If you were unable to enter work into the 2025 One Show and your work does not fall into the 2026 eligibility dates, please contact **oneshow@oneclub.org**.

**Entry Eligibility Dates:** 

Jan 1, 2025 - Feb 20, 2026

Creative Effectiveness: Jan 1, 2024 - Feb 20, 2026 **Green Pencil:** 

**Sustainable Development Pencil:** 

Jan 1, 2022 - Feb 20, 2026

**Penta Pencil:** 

Jan 1, 2016 - Feb 20, 2026 (at least one work must have been launched between Jan 1, 2025 - Feb 20, 2026)

Jan 1, 2024 - Feb 20, 2026

#### REQUIREMENTS

Entries must be submitted by industry professionals only, including freelancers. Student or spec work is not accepted.

#### SUBMISSION RESTRICTIONS

Please refer to individual categories for specific requirements.

- » The exact same work may only be entered into a maximum of three (3) different categories per discipline (excluding Craft and Innovation categories).
- » The exact same work may NOT be entered multiple times into the same category, regardless of the deadline period.
- » Different executions of the exact same work may NOT be entered into the same category.
- » Work produced on behalf of The One Club for Creativity and its programming, including The One Show, ADC Annual Awards, Type Directors Club, Young Ones Student Awards, ADC Europe, etc. is not eligible.
- » The exact same work may be entered into The One Show two consecutive years ONLY IF:

The work falls within the eligibility requirements for both seasons

AND

The work did NOT win an award (Pencil, Merit, or Special Award) in any category in the previous season

OR

The work is entered into Creative Effectiveness, Green Pencil, Sustainable Development, or Penta Pencil in the current season

OR

The work was only entered into the R&D category in the IP & Product Design discipline in a previous season

## GENERAL INFORMATION ELIGIBILITY & RULES



#### **INTERNATIONAL ENTRIES**

The One Show accepts and celebrates entries from around the world. All work should be submitted in its original language.

English translations are required for all work in another language:

- » Image and Audio Media: Provide an English translation in the "Judging Description/Translation" field with the individual media.
- » Video Media: Provide English subtitles in the video or a translation in the "Judging Description/Translation" field with the individual media.
- » PDF Media: All PDF entries must be submitted in English.
- **» URL Media:** Use the "Judging Description/Translation" field with the individual media to provide any necessary instructions in English.
- » Physical Materials: Use the "English Translation" field in the Information section on the entry.

#### NON-COMPLIANCE

The One Club for Creativity, Inc. (The One Club) reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

- » An agency, the regional office of an agency network, or an independent agency that enters work made for nonexistent clients, or made and run without a client's approval, will be banned from entering The One Show for 3 years.
- » The team credited on the fake work will be banned from entering The One Show for 3 years.
- » An agency, the regional office of an agency network, or an independent agency that enters an ad that has run once, on late night TV, or has only run because the agency produced a single ad and paid to run it themselves, will be banned from entering The One Show for 3 years.
- » Any entrant found to have intentionally misrepresented outcomes, case study narratives, or data claims including the use of falsified footage, fabricated executions, or deceptive editing will be subject to a 3-year ban.
- » Entrants who fail to provide accurate verification letters or who knowingly submit misleading attestation at the time of entry will face penalties up to and including rescinded awards and disqualification from future participation.

**NOTE:** The One Club reserves the right to review "late-night, ran-once" and launch versions. If The One Club, at its sole discretion, determines that the work was created expressly for award show entry, the penalty will hold.

#### **TERMS & CONDITIONS**

The One Club will require proof of publication for all entries. The One Club has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

All entry fees are non-refundable and non-transferable. By submitting entries into the competition, the entrant is committing to pay for all entry fees in full.

The entrant grants permission to The One Club to show, copy or play the entries at such times as The One Club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into The One Show. If any network or local television or radio station shall agree to telecast a news or other program relating to The One Show, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of The One Show as stated on the entry site. Decisions of judges on all matters during judging, including qualifications and categories, are final. Any disputes that may arise will be decided by The One Club Board of Directors. The One Club reserves the right to disqualify work that it finds to be fatally compromised as to originality or veracity after review and final decision by The One Club Board of Directors.

## RANKINGS

### GENERAL INFORMATION RANKINGS



#### ONE SHOW RANKINGS AWARDS

The One Show includes awards for companies based on our rankings system. The rankings are determined by the number of Gold, Silver, Bronze, Merit, and Special Awards awards won.

Each 'Of the Year' award is limited to specific company types, outlined on the following pages.

#### ONE CLUB GLOBAL CREATIVE RANKINGS

Creatives and Companies achieve a One Club Global Ranking with their combined One Show, ADC Annual Awards, and TDC Awards rankings points. These rankings are released in May during Creative Week.

#### » MAY 2026:

The One Show 2026 ADC 105th Annual Awards TDC72

The Global Rankings are updated the following January to include the results of regional and national competitions.

#### **» JANUARY 2027:**

Global TierRegional TierNational TierThe One Show 2026ONE Asia 2026One Club Chapter Awards 2026ADC 105th Annual AwardsADC Europe 2026ADC Europe Member Clubs 2026 \*TDC72

The One Club for Creativity also publishes annual student and education rankings. Learn more.

#### AGENCY RANKINGS

Points are only awarded to agencies listed as Primary and Secondary credits.

Points are divided equally among Primary and Secondary agencies listed under the following credit types: Agency, Design Firm, Digital Agency, Brand-Side / In-House Agency, Media Agency, PR / Marketing Agency

#### » AGENCY OF THE YEAR:

The Agency of the Year Award is given to the Agency that garners the most points overall for winning entries (*Pencils, Merits, Special Awards*).

#### » INDEPENDENT AGENCY OF THE YEAR:

The Independent Agency of the Year Award is given to the Independent Agency (not affiliated with a Holding Company) that garners the most points overall for winning entries (*Pencils, Merits, Special Awards*). **NOTE:** Agencies must identify themselves as Independent and not part of a Holding Company when submitting their entries.

#### » DESIGN FIRM OF THE YEAR:

The Design Firm of the Year Award is given to the Design Firm/Studio that garners the most points overall for winning entries (Pencils, Merits, Special Awards).

#### » BRAND-SIDE AGENCY OF THE YEAR:

The Brand-Side Agency of the Year Award is given to a brand's In-House Agency that garners the most points overall for winning entries (*Pencils, Merits, Special Awards*).

<sup>\*</sup> Only select ADCE Member Club competitions are included in the Global Rankings

## RANKINGS

## GENERAL INFORMATION RANKINGS



#### PRODUCTION COMPANY RANKINGS

Points are awarded to companies listed under the following credit types: Production Company, Music / Sound Production Company

#### » PRODUCTION COMPANY OF THE YEAR:

The Production Company of the Year Award is given to the Production Company that garners the most points overall for winning entries (*Pencils, Merits, Special Awards*). Points are divided equally among companies listed under the Production Company credit type. **NOTE:** Production houses within advertising agencies are not eligible for this award.

#### » MUSIC & SOUND COMPANY OF THE YEAR:

The Music & Sound Company of the Year Award is given to the Music / Sound Production Company that garners the most points overall for winning entries (*Pencils, Merits, Special Awards*). Points are divided equally among companies listed under the Music / Sound Production Company credit type. **NOTE:** Production houses within advertising agencies are not eligible for this award.

#### AGENCY NETWORK RANKINGS

#### » NETWORK OF THE YEAR:

The Network of the Year Award is given to the Network whose agencies have garnered the most points overall for winning entries (*Pencils, Merits, Special Awards*). **NOTE:** Agencies must identify the Network they are part of when submitting their entries.

#### » INDEPENDENT NETWORK OF THE YEAR:

The Independent Network of the Year Award is given to the Independent Network (not affiliated with a Holding Company) whose agencies have garnered the most points overall for winning entries (*Pencils, Merits, Special Awards*). **NOTE:** Agencies must identify the Independent Network they are part of when submitting their entries.

#### **CLIENT / BRAND RANKINGS**

#### » BRAND OF THE YEAR:

The Brand of the Year Award is given to the Brand whose agencies have garnered the most points overall for winning entries (*Pencils*, *Merits*, *Special Awards*).

#### » NON-PROFIT CLIENT OF THE YEAR:

The Non-Profit Client of the Year Award is given to the Non-Profit Client whose agencies have garnered the most points overall for winning entries (*Pencils, Merits, Special Awards*).

#### » CLIENT OF THE YEAR:

The Client of the Year Award is given to the Client Parent Company whose brands/agencies have garnered the most points overall for winning entries (*Pencils, Merits, Special Awards*).

#### CREATIVE RANKINGS

Individual creatives are ranked within each specific credit title as well as a full list of all individuals, regardless of title. **NOTE:** If an individual is credited with a "custom title" they will not be ranked.

#### **GENERAL INFORMATION RANKINGS**



#### **REGIONAL RANKINGS**

Global Regions are ranked from the cumulative points earned by the individual countries/territories represented on winning entries.

#### » ASIA PACIFIC:

Afghanistan, American Samoa, Australia, Bangladesh, Bhutan, British Indian Ocean Territory, Brunei, Cambodia, China, Christmas Island, Cocos (Keeling) Islands, Cook Islands, East Timor, Fiji, French Polynesia, Guam, Hong Kong (SAR China), India, Indonesia, Japan, Kiribati, Laos, Macau (SAR China), Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Pakistan, Palau, Papua New Guinea, Philippines, Pitcairn, Samoa, Singapore, Solomon Islands, South Korea, Sri Lanka, Taiwan, Thailand, Tokelau, Tonga, Tuvalu, Vanuatu, Vietnam, Wallis and Futuna Islands

#### » EUROPE:

Aland Islands, Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Greece, Greenland, Guernsey, Hungary, Iceland, Ireland, Isle of Man, Israel, Italy, Jersey, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Svalbard and Jan Mayen Islands, Sweden, Switzerland, Ukraine, United Kingdom, Vatican City

#### » LATIN AMERICA:

Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands (Islas Malvinas), French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, Venezuela, Virgin Islands (British), Virgin Islands (U.S.)

#### » MIDDLE EAST & AFRICA:

Algeria, Angola, Bahrain, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Cote D'Ivoire (Ivory Coast), Democratic Republic of the Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Iraq, Jordan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Lebanon, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Oman, Palestine, Qatar, Reunion, Rwanda, Saint Helena, Sao Tome and Principe, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland (Eswatini), Tajikistan, Tanzania, Togo, Tunisia, Turkey, Turkmenistan, Uganda, United Arab Emirates, Uzbekistan, Western Sahara, Yemen, Zambia, Zimbabwe

#### » NORTH AMERICA:

Canada, United States

## ENTERING INFORMATION REQUIREMENTS



All One Show entries require information on the project. Below is the information that is **required** for *all* entries, regardless of category. Refer to the individual categories pages for additional requirements.

NOTE: Do NOT use all capital letters when providing information.

#### PROJECT INFORMATION

Entry information should not contain agency details, as judging is anonymous. NOTE: Does not apply to self promotion work.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.

#### **CREDITS**

**COMPANY - Which companies worked on this project?** 

- » Company Name
- » Company City
- » Company Type to be selected from the list provided or "Other" can be selected. NOTE: "Other" titles will not be ranked.
- » NOTE: Companies can be added to an entry as Primary, Secondary, or listed in the full credits (see glossary for clarification)

**INDIVIDUAL** – Which individuals contributed to this project?

- » First Name
- » Last Name
- » Title to be selected from the list provided or "Other" can be selected. NOTE: "Other" titles will not be ranked.
- » Company / Company City the company and location that this individual is associated with (optional)

**NOTE:** Credits do not need to be completed in order to submit entries. Credits may be added to a closed entry after it has been completed and judged. A Primary Credit is the *only* credit required to submit an entry.

**NOTE:** Credits will be saved into your account. Identical credits will not need to be entered more than once as they can be attached to entries from your saved credits list.

#### ENTERING SUBMISSION MEDIA – ALL ENTRIES



All entrants must submit media for judging via The One Show online entry system. Each media type has specific technical requirements, as outlined on the following pages. Refer to the Categories section for specific category requirements.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **IMPORTANT NOTE**

The One Show is accepting physical entry materials for select categories in the Design discipline. Physical materials must be received at The One Club no later than **February 20, 2026**. Entry labels can be printed via The One Show online entry system. See the Physical Materials page for more details.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### JUDGING & SUPPORTING MEDIA

**IMAGES** 

Images submitted can be: Artwork Image (the original content or artwork as it ran)

Project Image (installation, in-situ, detail/closeup, project boards, etc.)

**VIDEOS** 

Videos submitted can be: **Content Video** (the original content as it ran)

Project Video (case study, behind the scenes, trailer, cut-down, demo, screen record, etc.)

**AUDIO** 

Audio files submitted can be: Content Audio (the original content as it ran)

URL

URL to Website (the original site or a landing page providing information about the project)

URL to Full Length Piece (long form or full length content video hosted online)

PDF

PDFs submitted can be: Project PDF (contains images, graphics, and copy providing information about the project)

Publication PDF (full booklets, brochures, books, magazines, etc.)

ANIMATED GIF

Gifs submitted can be: Content Animation (the original artwork or content as it ran)

**PHYSICAL MATERIALS** 

Materials submitted can be: Flat Print (unmounted original or reprinted artwork as it ran)

Dimensional Item (original product, publication, or promotional item as it was produced)

Project Board (unmounted images, graphics, and copy providing information about the project)

#### ENTERING ENTRY SYSTEM FEATURES



#### **SYSTEM HIGHLIGHTS**

- » CREDITS Entrants are able to create one master list of credits in their account. These can then be added to entries without having to type them in each time.
- » MEDIA Entrants have one master list of media in their account. Videos, Images, URLs, PDFs, Audio Files, and Gifs will all be in one place. Specific information and translations can be added to individual media.
- » GROUPS Credits and Media can be organized into groups and used to quickly find these items to be added to entries.
- » ACCOUNT INFO Multiple addresses can be saved to your account for billing and invoicing purposes.
- » INVOICES The address on your invoice can be changed after you submit payment.
- » VAT / TAX ID This information can be added to your account details. It will automatically print on any invoices from that account. All non-U.S. Pencil winners will be required to provide this if they choose to have their awards shipped.
- **» ENTRY MANAGEMENT** There are multiple options for creating and editing your entry—choose the option that works best for you and your submissions.
- » CREATE DUPLICATE ENTRY From your entry list (both Open / Draft Entries and Closed / Submitted Entries), you can duplicate an entry. It will clone all information and media into the new entry. If you duplicate into a category with conflicting requirements, those fields will be marked as incomplete and you will be required to fix them before submitting your new entry.
- » CREATE CLONED ENTRY WITH OTHER ONE CLUB COMPETITIONS Entries created in select One Club competitions can be cloned into and from The One Show, including credits, media, and entry information. Learn more.
- » CATEGORY FINDER When creating an entry, use the Category Finder feature to search and filter all One Show categories by key terms to help you find appropriate places to enter your work.
- » **EDITING ENTRIES** Once submitted, your entry will become locked. Refer to the chart below for which parts of your entry can be edited at what time during the entry process.

	ENTRY CREATION		PROCESSING	WINNER PROCESS	
	Draft / Open Entries	Submitted / Closed Entries	Prepared for Judging	Finalist Entry To Confirm	Finalist Entry Confirmed
Entry Details	unlocked	locked	locked	locked	locked
Media – Judging	unlocked	locked	locked	locked	locked
Media – Supporting	unlocked	locked	locked	locked	locked
Media – Reference	unlocked	unlocked	locked	locked	locked
Media – Archive	n/a	n/a	n/a	unlocked	locked
Information	unlocked	unlocked	locked	unlocked	locked
Credits	unlocked	unlocked	unlocked	unlocked	locked
Entry Showcase Opt-In	unlocked	unlocked	unlocked	n/a	n/a

**NOTE:** Judging and Supporting media cannot be edited after an entry has been submitted. Requests sent to The One Show team cannot be guaranteed and may incur additional fees.

**NOTE:** The media and information displayed in the One Club Archive can be confirmed or replaced for Finalist (winning) entries after Finalists are notified. Learn more.

NOTE: After Finalists (winners) are notified, the Entry Showcase will no longer be public.

#### **QUESTIONS?**

Feel free to reach out to The One Show team at **oneshow@oneclub.org** if you have any questions about the entry system or submitting your work.







All payments must be made in U.S. Dollars (USD).

All payments must reach The One Club within 15 days after the date on your invoice.

NOTE: All online transactions (Credit Cards, Alipay, WeChat Pay) are subject to a 3% processing fee.

#### ONLINE CREDIT CARD

AMEX, MASTERCARD, VISA and DISCOVER are accepted. Online card transactions are encrypted for privacy protection.

#### **ALIPAY / WECHAT PAY**

Alipay and WeChat Pay payments are accepted via the online payment portal.

#### **CHECK**

Entrants based in the United States may arrange payment via check.

For the total amount of fees, checks must be made payable to: The One Club for Creativity, Inc.

NOTE: ALL CHECKS MUST BE IN U.S. DOLLARS DRAWN ON A U.S. BANK.

#### WIRE TRANSFER

International entrants may arrange payment via wire transfer. Account details will be given during the payment process.

NOTE: All wire transfer transactions will be subject to a \$35 USD processing fee.

#### **REFUNDS**

**ALL ENTRY FEES ARE NON-REFUNDABLE AND NON-TRANSFERABLE.** By submitting entries into the competition, entrants are committing to pay for all entry fees in full.





#### **CURRENCY VALUE ADJUSTMENT**

Automatic discounts will be applied to entries from specific countries and regions to account for an unfair disadvantage from the value of their local currency in comparison to the US Dollar.

This reduction of entry fees will be automatically applied during checkout. NOTE: Fee adjustment does not apply to processing fees.

#### » 10% ADJUSTMENT

Argentina

Bahrain

Brazil

Chile

Ecuador

Guatemala

Honduras

Hungary

Panama

Peru

#### » 15% ADJUSTMENT

**Belarus** 

Bolivia

Bulgaria

Colombia Dominican Republic

Egypt

El Salvador

Georgia

India

Indonesia

Jordan

Kazakhstan

Kenya

Lebanon

Malaysia

Morocco

Myanmar

Nicaragua

Pakistan

**Philippines** 

Romania Serbia

South Africa

Thailand

Tunisia

Turkey

Ukraine

Uzbekistan

Vietnam

19

## **ENTERING**FINALIST CONFIRMATION PROCESS



Finalist (winning) entries receive a Pencil, Merit, or Special Award. Once notified of entries that have become Finalists, users are required to complete the Finalist Confirmation Process for these entries to confirm information and media for the One Club Archive as well as provide additional information (details below).

NOTE: It is highly recommended that users begin finalizing their credits once notified of entries advancing to Round 2.

#### **ALL FINALISTS**

The following must be confirmed on all Finalist (winning) entries.

- » PROJECT INFORMATION Confirm all project information originally submitted with the entry (Launch Date, Background, Creative Idea, Insights, etc.).
- » CREDITS Confirm or add all Company and Individual Credits on the entry.
- **» VERIFICATION –** All winners are required to upload proof of publication for each winning entry. This can include media buy sheets, press articles, or a signed letter from the client.
- » ARCHIVE MEDIA By default your Judging Media (not including Supporting Media) will be used for the One Club Online Archive. If needed, provide alternate media for this permanent online archive.

#### **TOP AWARDS**

Best of Discipline, Best of Non-Profit, Special Awards, Of the Year Awards, and Best of Show are awarded on stage at the awards gala on May 16. The following additional information must be confirmed on these entries.

- » ON STAGE ACCEPTOR(S) The names of those who will be attending the ceremony and accepting the Pencil on stage.
- **» AWARD INSCRIPTION** Select the Primary or Secondary credit from the entry to inscribe on the Pencil. **NOTE:** Of the Year awards do not need to provide this.
- **» SHIPPING DETAILS** The full shipping details. **NOTE:** This is required for all top awards, even if an On Stage Acceptor is provided. For accounts not based in the U.S., a VAT / Tax ID is also required for shipments.

#### **PENCILS**

The following must be confirmed on each Pencil-winning entry.

- » AWARD PICKUP NAME(S) The names of anyone who will be attending the ceremony and are permitted to retrieve this entry's Pencil at Award Pickup. NOTE: Only those whose names are provided will be permitted to retrieve the Pencil at the ceremony.
- » AWARD INSCRIPTION Select the Primary or Secondary credit from the entry to inscribe on the Pencil.
- » SHIPPING DETAILS The full shipping details of all Pencils. NOTE: This is required for all Pencil-winning entries, even if an Award Pickup Name is provided.
- » VAT / TAX ID For accounts not based in the U.S., this ID is required for shipments.

#### **MERITS**

The following must be confirmed on each Merit-winning entry.

» AWARD INSCRIPTION - Select the Primary or Secondary credit from the entry to inscribe on the digital certificate.

## CATEGORIES & REQUIREMENTS QUICK LIST – FEES



FEES BY PIEC	ES ACCEPT	ED IN CAT	EGORY:		
DISCIPLINE	SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE
DISCIPLINE	Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 - Feb 20
Creative Use of Data Creative Use of Technology Cultural Driver Experiential & Immersive Fusion Pencil Gaming IP & Product Design Music & Sound Craft	Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900
Branded Entertainment Design in Advertising Film & Video Interactive, Online & Mobile Moving Image Craft Out of Home Print & Promotional Radio & Audio-First Social Media	Single: \$550 Series: \$700 Single or Series: \$550	Single: \$600 Series: \$750 Single or Series: \$600	Single: \$625 Series: \$775 Single or Series: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900 Series: \$1050 Single or Series: \$900
Creator Content Design & Branding	Single: \$400 Series: \$550 Single or Series: \$400	Single: \$450 Series: \$600 Single or Series: \$450	Single: \$475 Series: \$625 Single or Series: \$475	Single: \$575 Series: \$725 Single or Series: \$575	Single: \$750 Series: \$900 Single or Series: \$750
Brand-Side / In-House Health & Wellness Pharma Public Relations	Single or Series: \$550 Integrated: \$750	Single or Series: \$600 Integrated: \$800	Single or Series: \$625 Integrated: \$825	Single or Series: \$725 Integrated: \$925	Single or Series: \$900 Integrated: \$1100
Creative Use of Al	Single or Series: \$550 Pioneer/Innovation: \$400	Single or Series: \$600 Pioneer/Innovation: \$450	Single or Series: \$625 Pioneer/Innovation: \$475	Single or Series: \$725 Pioneer/Innovation: \$575	Single or Series: \$900 Pioneer/Innovation: \$750
Direct Marketing	Single: \$550 Series: \$700 Single or Series: \$550 Integrated: \$750	Single: \$600 Series: \$750 Single or Series: \$600 Integrated: \$800	Single: \$625 Series: \$775 Single or Series: \$625 Integrated: \$825	Single: \$725 Series: \$875 Single or Series: \$725 Integrated: \$925	Single: \$900 Series: \$1050 Single or Series: \$900 Integrated: \$1100
Integrated / Omnichannel	Integrated: \$750	Integrated: \$800	Integrated: \$825	Integrated: \$925	Integrated: \$1100
Creative Effectiveness Creative Marketer	Single or Series: \$750	Single or Series: \$800	Single or Series: \$825	Single or Series: \$925	Single or Series: \$1100
Green Pencil SDG Pencil	Single or Series: \$400	Single or Series: \$450	Single or Series: \$475	Single or Series: \$575	Single or Series: \$750



#### **CATEGORIES**

Detailed information on entering each category can be found on its corresponding Discipline page in this guide.

BRAND-SIDE / IN-HOUS	E		
Brand Identity	BS_01	Brand Identity	
Products	BS_02	Products	
Product Packaging	BS_03	Product Packaging	
Promotional Items	BS_04	Promotional Items	
Print	BS_05	Print	
Out of Home	BS_06	Out of Home	
Branded Content	BS_07	Branded Content	
Experiential / Immersive / Events	BS_08	Experiential / Immersive / Events	
Community Engagement	BS_09	Community Engagement	1
Customer Experience (CX)	BS_10	Customer Experience (CX)	
Creative Use of Data	BS_11	Creative Use of Data	1
Direct Marketing	BS_12	Direct Marketing	
Film & Video	BS_13	Film & Video	1
Online & Mobile	BS_14	Online & Mobile	
Social Media	BS_15	Social Media	1
Public Relations	BS_16	Public Relations	
Radio & Audio	BS_17	Radio & Audio	٦
Internal Communications	BS_18	Internal Communications	
Integrated / Omnichannel Campaign	BS_19	Integrated / Omnichannel Campaign	٦
Brand-Side / External Agency Collaboratio	n BS_20	Brand-Side / External Agency Collaboration	
Brand Universe and Franchise	BS_21	Brand Universe and Franchise	7
B2B Communications	BS_22	B2B Communications	
Campaigns for Good	BS_23	Campaigns for Good	٦
Brand Partnerships	BS_24	Brand Partnerships	

Brand-Side / In-House categories continued >



	BRAND-SIDE / IN-HOUSE			
>		BS_25	Storytelling	•
>		BS_26	Use of Humor	•
>		BS_27	Use of Drama	•
	Craft	BS_28	Art Direction	
		BS_29	Writing	
		BS_30	Use of Technology	
		BS_31	New Ideas in Brand-Side / In-House	
	Innovation	BS_32	Execution in Brand-Side / In-House	
		BS_33	Use of Media in Brand-Side / In-House	

BRANDED ENTERTAINMENT					
Short Form Video	BE_01	Single			
	BE_02	Series / Episodic			
	BE_03	Single			
Long Form Video	BE_04	Series / Episodic			
Full Length Video	BE_05	Single			
	BE_06	Series / Episodic			
Music Videos	BE_07	Brand			
Music videos	BE_08	Artist			
Audio	BE_09	Audio			
Mobile Apps & Features	BE_10	Mobile Apps & Features			
Games / Gaming	BE_11	Games / Gaming			
	BE_12	Brand Installations			
Experiential	BE_13	In-Person Events	l		
Experiential	BE_14	Virtual & Hybrid Events	l		
	BE_15	User-Guided			
Augmented, Virtual & Mixed Reality (AR, VR, MR)	BE_16	Augmented, Virtual & Mixed Reality (AR, VR, MR)			
Low Budget	BE_17	Low Budget			
User-Generated Content (UGC)	BE_18	User-Generated Content (UGC)			

Branded Entertainment categories continued >



BRANDED ENTERTAINMEN	T		
Brand Universe and Franchise	BE_19	Brand Universe and Franchise	•
Commerce	BE_20	Commerce	
B2B Communications	BE_21	B2B Communications	
Branded Entertainment for Good	BE_22	Branded Entertainment for Good	
Brand Partnerships	BE_23	Brand Partnerships	
	BE_24	Storytelling	•
	BE_25	Use of Humor	
Craft	BE_26	Use of Drama	
	BE_27	Art Direction	
	BE_28	Use of Technology	
	BE_29	New Ideas in Branded Entertainment	
Innovation	BE_30	Execution in Branded Entertainment	
	BE_31	Use of Media in Branded Entertainment	

Additional Craft categories for video content work can be found in Moving Image Craft and Music & Sound Craft

CREATIVE EFFECTIVENESS		
	CE_01	Agriculture / Farming
	CE_02	Automotive / Cars / Motorcycles / Trucks
	CE_03	Banking / Financial Services / Insurance / Investment
	CE_04	Beauty / Cosmetics / Toiletries / Personal Care
	CE_05	Beverages - Alcoholic Drinks
	CE_06	Beverages - Non-Alcoholic Drinks
	CE_07	Consumer Packaged Goods / Food / Candy / Snacks
Creative Effectiveness	CE_08	Consumer Products
	CE_09	Consumer Services
	CE_10	Durable Consumer Goods / Home Appliances
	CE_11	Entertainment / Music / Film / Television
	CE_12	Fashion / Clothing / Footwear / Accessories
	CE_13	Gambling / Lottery
	CE_14	Gaming - Digital / Console / Online / Mobile
	CE_15	Health & Wellness / Pharmaceuticals

Creative Effectiveness categories continued >



CREATIVE EFFECTIVENESS		
	CE_16	Household Goods / Cleaning Products
	CE_17	Internal & Corporate Communications
	CE_18	Non-Profit Organizations / Charities / Education / Government
	CE_19	Pet Products & Services
	CE_20	Publications & Media / Books / News
	CE_21	Real Estate
	CE_22	Restaurants / Fast Food Outlets
Creative Effectiveness	CE_23	Retail
	CE_24	Self-Promotion
	CE_25	Sports / Fitness / Sports Apparel
	CE_26	Technology Hardware - Electronics / Computers / Business Equipment / Mobile Phones
	CE_27	Technology Software - Internet / Telecommunications / Software & Apps
	CE_28	Tourism / Travel / Transportation
	CE_29	Toys & Games

CREATIVE USE OF AI		
	AI_01	Campaign
Branded Al	AI_02	Experiential
	AI_03	Other
Creative Use of Data	AI_04	Creative Use of Data
	AI_05	Art & Visual Design
Al Craft	AI_06	Sound
Al Craft	AI_07	Motion
	AI_08	Storytelling
	AI_09	Individual
Creative Al Pioneer	Al_10	Organization
	Al_11	Brand
Innovation in Al	Al_12	Innovation in AI



CREATIVE USE OF DATA		
Data Visualization	CU_01	Static
Data Visualization	CU_02	Dynamic / Responsive
Targeting	CU_03	Targeting
Storytelling	CU_04	Storytelling
Social Media	CU_05	Social Media
Experiential & Immersive	CU_06	Experiential & Immersive
Real-Time Data	CU_07	Real-Time Data
Use of Technology	CU_08	Use of Technology
Data-Driven Personalization	CU_09	Data-Driven Personalization
Responsible or Ethical Use of Data	CU_10	Responsible or Ethical Use of Data
B2B Communications	CU_11	B2B Communications
Commerce	CU_12	Commerce
Data for Good	CU_13	Data for Good
Brand Partnerships	CU_14	Brand Partnerships
	CU_15	New Ideas in Creative Use of Data
Innovation	CU_16	Execution in Creative Use of Data
	CU_17	Use of Media in Creative Use of Data

CREATIVE USE OF TECHNO	LOG	Y
	CT_01	Writing
Use of Al	CT_02	Visuals
	CT_03	Other
Technology as a Creative Tool	CT_04	Technology as a Creative Tool
Digital Product	CT_05	Digital Product
Evanciontial	CT_06	In-person
Experiential	CT_07	Virtual
Augmented, Virtual & Mixed Reality (AR, VR, MR)	CT_08	Augmented, Virtual & Mixed Reality (AR, VR, MR)
Creative Use of Data	CT_09	Creative Use of Data
User-Generated Content (UGC)	CT_10	User-Generated Content (UGC)

Creative Use of Technology categories continued >



CREATIVE USE OF TECHNO	LOGY		
Low Budget	CT_11	Low Budget	•
Sustainability in Tech	CT_12	Sustainability in Tech	•
Technology for Good	CT_13	Technology for Good	
B2B Communications	CT_14	B2B Communications	
Commerce	CT_15	Commerce	
Brand Partnerships	CT_16	Brand Partnerships	•
	CT_17	New Ideas in Technology	
Innovation	CT_18	Execution in Technology	
	CT_19	Use of Media in Technology	

CREATOR CONTENT		
Creator-Led Content	CC_01	Single
Creator-Led Content	CC_02	Series
Multi-Creator Collaboration	CC_03	Multi-Creator Collaboration
Narrative / Character-Led	CC_04	Narrative / Character-Led
Community Activation	CC_05	Community Activation
Platform Feature Innovation	CC_06	Platform Feature Innovation
Art Direction & Visual Identity	CC_07	Art Direction & Visual Identity
Breakthrough Creator	CC_08	Breakthrough Creator

CULTURAL DRIVER			
Popular Culture Impact	CD_01	Popular Culture Impact	
Creator / Brand Collaboration	CD_02	Creator / Brand Collaboration	<b>4</b>
Multicultural Impact	CD_03	Multicultural Impact	
Cultural Driver for Good	CD_04	Cultural Driver for Good	<b>4</b>
Content at the Speed of Culture	CD_05	Content at the Speed of Culture	



DESIGN & BRANDING		
	DE_01	Logo
Brand Identity	DE_02	Single Item
brand identity	DE_03	System
	DE_04	Rebranding
Corporate Communications	DE_05	Corporate Communications
	DE_06	Books
Editorial	DE_07	Magazines & Newspapers
	DE_08	Digital Publications
	DE_09	Typeface Design
Typography	DE_10	Static
	DE_11	Dynamic / In Motion
Collateral	DE_12	Booklets, Books & Brochures
Collateral	DE_13	Physical Items
	DE_14	Mass-market
Packaging	DE_15	Specialty / Limited Edition
rackaging	DE_16	Luxury
	DE_17	Sustainable
Data Visualization	DE_18	Static or Dynamic
Digital Design	DE_19	Digital Design
Posters	DE_20	Single
rusters	DE_21	Series
Spatial Design	DE_22	Architecture & Interior
Spatial Design	DE_23	Wayfinding
Moving Image	DE_24	Single
Moving image	DE_25	Series
B2B Communications	DE_26	B2B Communications
Design for Good	DE_27	Design for Good
	DE_28	Art Direction
	DE_29	Illustration
Craft	DE_30	Photography
	DE_31	Printing & Paper Craft
	DE_32	Animation

Design & Branding categories continued >



<b>DESIGN &amp; BRANDING</b>		
	DE_33	New Ideas in Design & Branding
Innovation	DE_34	Execution in Design & Branding
	DE_35	Use of Media in Design & Branding

Campaign Identity	DA_01	Campaign Identity
	DA_02	Booklets, Books & Brochures
Promotional	DA_03	Physical Items
Packaging	DA_04	Mass-market
	DA_05	Promotional / Campaign
Data Visualization	DA_06	Static or Dynamic
Digital Design	DA_07	Digital Design
Print Advertisements	DA_08	Print Advertisements
	DA_09	Single
Posters	DA_10	Series
	DA_11	Single or Series
Out of Home	DA_12	Brand Installations & Environments
Service Design / Customer Experience (CX)	DA_13	Service Design / Customer Experience (CX)
Film & Video	DA_14	Single or Series
B2B Communications	DA_15	B2B Communications
Design for Good	DA_16	Design for Good
Brand Partnerships	DA_17	Brand Partnerships
	DA_18	Art Direction
	DA_19	Illustration
Craft	DA_20	Photography
Crait	DA_21	Printing & Paper Craft
	DA_22	Animation
	DA_23	Typography
	DA_24	New Ideas in Campaign Design
Innovation	DA_25	Execution in Campaign Design
Ī	DA_26	Use of Media in Campaign Design



<b>DIRECT MARKETING</b>		
Physical Items	DM_01	Physical Items
Print	DM_02	Print
Product Packaging	DM_03	Product Packaging
	DM_04	P.O.P. & In-Store
Out of Home	DM_05	Billboards & Transit
	DM_06	Location-Specific
Targeted Video	DM_07	Online
	DM_08	Brand Installations
	DM_09	In-Person Events
Experiential	DM_10	Virtual & Hybrid Events
	DM_11	Customer Experience / CX
	DM_12	Websites & Mobile
	DM_13	Email & Newsletters
Digital & Online	DM_14	Banners & Pop-ups
	DM_15	Gaming
	DM_16	Adaptive Content
	DM_17	Social Media Post - Single or Series
Social Media	DM_18	Creator-Driven Engagement
	DM_19	Influencer Marketing
Use of Smart Devices & Voice Assistants	DM_20	Use of Smart Devices & Voice Assistants
Brand Universe & Franchise	DM_21	Brand Universe & Franchise
Non-traditional & Guerrilla Marketing	DM_22	Non-traditional & Guerrilla Marketing
Integrated / Omnichannel Campaign	DM_23	Integrated / Omnichannel Campaign
Commerce	DM_24	Commerce
B2B Communications	DM_25	B2B Communications
Direct Marketing for Good	DM_26	Direct Marketing for Good
Brand Partnerships	DM_27	Brand Partnerships
	DM_28	Art Direction
	DM_29	Writing
Craft	DM_30	Printing / Production
	DM_31	Use of Technology
	DM_32	Data-Driven Personalization

Direct Marketing categories continued >



DIRECT MARKETING		
	DM_33	New Ideas in Direct Marketing
Innovation	DM_34	Execution in Direct Marketing
	DM_35	Use of Media in Direct Marketing

EXPERIENTIAL & IMMERSIVE				
France	EX_01	In-Person		
Events	EX_02	Virtual & Hybrid		
User-Guided Experiences or Installations	EX_03	User-Guided Experiences or Installations		
Generative Experiences or Installations	EX_04	Generative Experiences or Installations		
Brand Installations	EX_05	Brand Installations		
Immersive Spaces	EX_06	Immersive Spaces		
Responsive Environments	EX_07	Responsive Environments		
Augmented, Virtual & Mixed Reality (AR, VR, MR)	EX_08	Augmented, Virtual & Mixed Reality (AR, VR, MR)		
Physical Products	EX_09	Physical Products		
Experiential Audio	EX_10	Experiential Audio		
Customer Experience / CX	EX_11	In-Person		
Commerce	EX_12	Commerce		
B2B Communications	EX_13	B2B Communications		
Experiential & Immersive for Good	EX_14	Experiential & Immersive for Good		
Brand Partnerships	EX_15	Brand Partnerships		
	EX_16	Art Direction		
	EX_17	Use of Technology		
Craft	EX_18	Storytelling		
	EX_19	Use of Sound		
	EX_20	Dynamic Data Visualization		
	EX_21	New Ideas in Experiential & Immersive		
Innovation	EX_22	Execution in Experiential & Immersive		
	EX_23	Use of Media in Experiential & Immersive		



FILM & VIDEO				
TV VOD 8 Online 70 Seconds and Under	FI_01	Single		
TV, VOD, & Online - 30 Seconds and Under	FI_02	Series		
TV VOD 8 Online 74 CO Seconds	FI_03	Single		
TV, VOD, & Online - 31-60 Seconds	FI_04	Series		
TV VOD & Online of 00 Seconds	FI_05	Single		
TV, VOD, & Online - 61-90 Seconds	FI_06	Series		
TV VOD 8 Online Over 00 Seconds	FI_07	Single		
TV, VOD, & Online - Over 90 Seconds	FI_08	Series		
TV, VOD, & Online	FI_09	Varying Length Series		
Cinema Advertising	FI_10	Cinema Advertising		
Low Budget	FI_11	Low Budget		
User-Generated Content (UGC)	FI_12	User-Generated Content (UGC)		
B2B Communications	FI_13	B2B Communications		
Film & Video for Good	FI_14	Film & Video for Good		
Brand Partnerships	FI_15	Brand Partnerships		
Use of Humor	FI_16	Use of Humor		
Use of Drama	FI_17	Use of Drama		
	FI_18	New Ideas in Film		
Innovation	FI_19	Execution in Film		
	FI_20	Use of Media in Film		

Craft categories can be found in Moving Image Craft and Music & Sound Craft

GAMING				
Branded Game	GA_01	Branded Game		
Brand Placement / In Game	GA_02	Brand Placement / In Game		
Brand Integration	GA_03	Brand Integration		
Mobile Gaming	GA_04	Mobile Gaming		
Streaming and Creator	GA_05	Streaming and Creator		
Community Building	GA_06	Community Building		
Use of Gaming as a Tool	GA_07	Use of Gaming as a Tool		
Game Marketing	GA_08	Game Marketing		

Gaming categories continued >



GAMING		
Player-Generated Gaming Environments	GA_09	Player-Generated Gaming Environments
Branded Virtual Goods	GA_10	Branded Virtual Goods
Experiential & Immersive In-Person Games	GA_11	Experiential & Immersive In-Person Games
Physical Gaming Accessories	GA_12	Physical Gaming Accessories
Guerilla / Game Modification	GA_13	Guerilla / Game Modification
B2B Communications	GA_14	B2B Communications
Gaming for Good	GA_15	Gaming for Good
	GA_16	Art Direction
	GA_17	Storytelling
Craft	GA_18	VFX & Animation
	GA_19	Music
	GA_20	Sound Design
	GA_21	New Ideas in Gaming
Innovation	GA_22	Execution in Gaming
	GA_23	Use of Media in Gaming

HEALTH & WELLNESS		
Branded Content	HW_01	Branded Content
Experiential / Immersive / Events	HW_02	Experiential / Immersive / Events
Creative Use of Data	HW_03	Creative Use of Data
Brand Identity	HW_04	Brand Identity
Products	HW_05	Products
Product Packaging	HW_06	Product Packaging
Promotional Items	HW_07	Promotional Items
Direct Marketing	HW_08	Direct Marketing
Film & Video	HW_09	Film & Video
Online & Mobile	HW_10	Online & Mobile
Social Media	HW_11	Branded Posts
Social Media	HW_12	Influencer & Creator
Print	HW_13	Print

Health & Wellness categories continued >



HEALTH & WELLNESS			
Out of Home	HW_14	Out of Home	
Public Relations	HW_15	Public Relations	
Radio & Audio	HW_16	Radio & Audio	
Brand Universe & Franchise	HW_17	Brand Universe & Franchise	
Integrated / Omnichannel Campaign	HW_18	Integrated / Omnichannel Campaign	
Integration of Al	HW_19	Integration of AI	l
Community-Driven Campaigns	HW_20	Community-Driven Campaigns	
B2B Communications	HW_21	B2B Communications	l
Brand Partnerships	HW_22	Brand Partnerships	
	HW_23	Use of Humor	
	HW_24	Art Direction	l
Craft	HW_25	Writing	l
	HW_26	Use of Technology	l
	HW_27	Data-Driven Personalization	l
	HW_28	New Ideas in Health & Wellness	
Innovation	HW_29	Execution in Health & Wellness	
	HW_30	Use of Media in Health & Wellness	

INTEGRATED / OMNICHANNEL					
Integrated / Omnichannel Campaign	IG_01	Integrated / Omnichannel Campaign			
Brand Transformation / Repositioning	IG_02	Brand Transformation / Repositioning			
Rebranding Campaign	IG_03	Rebranding Campaign			
Customer Experience / CX	IG_04	Customer Experience / CX			
Commerce	IG_05	Commerce			
B2B Communications	IG_06	B2B Communications			
Integrated / Omnichannel Campaigns for Good	IG_07	Integrated / Omnichannel Campaigns for Good			
	IG_08	Multi-Brand			
Brand Partnerships	IG_09	Celebrity / Brand Collaboration			
	IG_10	Creator / Brand Collaboration			

Integrated / Omnichannel categories continued >



INTEGRATED / OMNIO	CHANNEL	
Craft	IG_11	Use of Humor
	IG_12	Use of Drama
	IG_13	Art Direction
	IG_14	Writing
	IG_15	Use of Technology
	IG_16	Storytelling
Innovation	IG_17	New Ideas in Integrated / Omnichannel
	IG_18	Execution in Integrated / Omnichannel
	IG_19	Use of Media in Integrated / Omnichannel

INTERACTIVE, ONLINE & MOBILE			
Websites	IN_01	Websites	
Mobile Applications	IN_02	Mobile Applications	
Utility	IN_03	Utility	
Customer Experience / CX	IN_04	Customer Experience / CX	
AI Customization User Experience	IN_05	Al Customization User Experience	
Online Community Platform	IN_06	Online Community Platform	
Online Advertising	IN_07	Native Ads	
	IN_08	Display Ads	
	IN_09	Interactive Video, Storytelling & Experiences	
Online & Mobile Video	IN_10	Pre-Roll	
	IN_11	Online-only Video - Single or Series	
	IN_12	Mobile Video	
Gaming	IN_13	Online	
	IN_14	Mobile	
Branded Virtual Goods	IN_15	Branded Virtual Goods	
Physical Product & Mobile Integration	IN_16	Physical Product & Mobile Integration	
Augmented, Virtual & Mixed Reality (AR, VR, MR)	IN_17	Augmented, Virtual & Mixed Reality (AR, VR, MR)	
Use of Smart Devices & Voice Assistants	IN_18	Use of Smart Devices & Voice Assistants	

Interactive, Online & Mobile categories continued >



TERACTIVE, ONLINE & MOBILE			
Interactive Digital Experience - In-Person	IN_19	Interactive Digital Experience - In-Person	
Branded Digital Environment	IN_20	Branded Digital Environment	
Creative Use of Data	IN_21	Creative Use of Data	
Commerce	IN_22	Commerce	
B2B Communications	IN_23	B2B Communications	
Interactive & Mobile for Good	IN_24	Interactive & Mobile for Good	
Brand Partnerships	IN_25	Brand Partnerships	
UX / UI	IN_26	Utility / Ecommerce	
	IN_27	User Experience / CX / DX	
	IN_28	Interface Design	
	IN_29	Conversational Interface	
	IN_30	Cross-Channel - Digital / Physical	
	IN_31	Art Direction	
	IN_32	Visual Effects	
Craft	IN_33	Animation	
	IN_34	Music	
	IN_35	Sound Design	
	IN_36	Writing	
	IN_37	Use of Technology	
	IN_38	Use of Technology - Al	
Innovation	IN_39	New Ideas in Interactive, Online, & Mobile	
	IN_40	Execution in Interactive, Online, & Mobile	
	IN_41	Use of Media in Interactive, Online, & Mobile	



	IP & PRODUCT DESIGN			
	Promotional	IP_01	Physical Product	
		IP_02	Digital Product	
		IP_03	Integrated Digital & Physical Product	
		IP_04	Physical Product	
	In-Market	IP_05	Digital Product	
		IP_06	Integrated Digital & Physical Product	
	Experimental / Internal Projects / R&D	IP_07	Experimental / Internal Projects / R&D	
	Al Integration in New Products	IP_08	Al Integration in New Products	
	Narrative & World-Building	IP_09	Narrative & World-Building	<b>4</b>
	Community-Driven Product or IP	IP_10	Community-Driven Product or IP	<b>4</b>
	Commerce	IP_11	Commerce	
	B2B Communications	IP_12	B2B Communications	
	Products for Good	IP_13	Products for Good	
		IP_14	Multi-Brand	
	Brand Partnerships	IP_15	Celebrity / Brand Collaboration	<b>4</b>
		IP_16	New Ideas in IP & Product Design	
	Innovation	IP_17	Execution in IP & Product Design	
		IP_18	Use of Media in IP & Product Design	

MOVING IMAGE CRAFT & PRODUCTION		
Since at least	MI_01 Single	
Direction	MI_02 Series	
Maria in a	MI_03 Single	
Writing	MI_04 Series	
Editing	MI_05 Single	
Editing	MI_06 Series	
Cinamatagraphy	MI_07 Single	
Cinematography	MI_08 Series	
Animation	MI_09 Single	
Animation	MI_10 Series	

Moving Image Craft & Production categories continued >



MOVING IMAGE CRAFT & PRODUCTION			
	MI_11	Single	
Visual Effects	MI_12	Series	
Special / Breatical Effects	MI_13	Single	
Special / Practical Effects	MI_14	Series	
Production Design	MI_15	Production Design	
	MI_16	Actor	
Casting	MI_17	Real People	
	MI_18	Celebrity / Influencer	
Title Sequences	MI_19	Title Sequences	
Trailers & Teasers	MI_20	Trailers & Teasers	
Han of Tankardam.	MI_21	Use of Technology	
Use of Technology	MI_22	Al	
Low Budget	MI_23	Low Budget	
Non-traditional Filmmaking	MI_24	Non-traditional Filmmaking	
Innovation in Moving Image Craft	MI_25	Innovation in Moving Image Craft	

MUSIC & SOUND CRAFT		
Sonic Branding / Branded Audio	MS_01	Sonic Branding / Branded Audio
Experiential Music & Sound	MS_02	Experiential Music & Sound
Custom Content	MS_03	Custom Content
Use of Licensed Music	MS_04	Use of Licensed Music
Music Adentation	MS_05	Instrumental
Music Adaptation	MS_06	Song
	MS_07	Score - Short Form
Original Music	MS_08	Score - Long Form
	MS_09	Song
Artist / Brand Collaboration	MS_10	Artist / Brand Collaboration
Voice Direction	MS_11	Voice Direction
Sound Design	MS_12	Sound Design

Music & Sound Craft categories continued >



MUSIC & SOUND CRAFT		
Sound Mixing	MS_13	Sound Mixing
Sound Editing	MS_14	Sound Editing
Use of Technology	MS_15	Use of Technology
	MS_16	Al
Innovation in Music & Sound Craft	MS_17	Innovation in Music & Sound Craft

OUT OF HOME			
	OH_01	Single	
P.O.P. & In-Store	OH_02	Series	
Posters	OH_03	Single	
Posters	OH_04	Series	
	OH_05	Single	
Billboards & Transit	OH_06	Series	
	OH_07	Dynamic Billboards & Transit	
Murals	OH_08	Murals	
Brand Installations	OH_09	Brand Installations	
brand installations	OH_10	Real-time Responsive / Generative	<
Experiential & Installations	OH_11	Experiential & Installations	
B2B Communications	OH_12	B2B Communications	
Sustainability in Out of Home	OH_13	Sustainability in Out of Home	<
Out of Home for Good	OH_14	Out of Home for Good	
Brand Partnerships	OH_15	Brand Partnerships	

Out of Home categories continued >



	OUT OF HOME			
>		OH_16	Use of Humor	•
		OH_17	Use of Drama	•
		OH_18	Art Direction	
		OH_19	Writing	
c	Craft	OH_20	Illustration	
		OH_21	Photography	
		OH_22	Typography	
		OH_23	Printing & Production	
		OH_24	Use of Technology	
		OH_25	New Ideas in Out of Home	
li	nnovation	OH_26	Execution in Out of Home	
		OH_27	Use of Media in Out of Home	

PHARMA		
Branded Content	PH_01	Branded Content
Experiential / Immersive / Events	PH_02	Experiential / Immersive / Events
Creative Use of Data	PH_03	Creative Use of Data
Brand Identity	PH_04	Brand Identity
Products	PH_05	Products
Promotional Items	PH_06	Promotional Items
Direct Marketing	PH_07	Direct Marketing
Film & Video	PH_08	Film & Video
Online & Mobile	PH_09	Online & Mobile
Social Media	PH_10	Social Media
Print	PH_11	Print
Out of Home	PH_12	Out of Home
Public Relations	PH_13	Public Relations
Radio & Audio	PH_14	Radio & Audio
Integrated / Omnichannel Campaign	PH_15	Integrated / Omnichannel Campaign
B2B Communications	PH_16	B2B Communications

Pharma categories continued >



PHARMA			
B2B Communications	PH_16	B2B Communications	
Integration of AI	PH_17	Integration of AI	4
	PH_18	Art Direction	
	PH_19	Writing	
Craft	PH_20	Use of Sound	4
	PH_21	Use of Technology	
	PH_22	Data-Driven Personalization	
	PH_23	New Ideas in Pharma	
Innovation	PH_24	Execution in Pharma	
	PH_25	Use of Media in Pharma	

PRINT & PROMOTIONAL		
M	PT_01	Single
Newspaper	PT_02	Series
Magazina	PT_03	Single
Magazine	PT_04	Series
Books / Booklets / Brochures	PT_05	Books / Booklets / Brochures
Physical Products & Apparel	PT_06	Physical Products & Apparel
Product Packaging	PT_07	Product Packaging
Digital Extensions & Integration	PT_08	Digital Extensions & Integration
Community-Driven Campaigns	PT_09	Community-Driven Campaigns
B2B Communications	PT_10	B2B Communications
Print & Promotional for Good	PT_11	Print & Promotional for Good
Brand Partnerships	PT_12	Brand Partnerships

Print & Promotional categories continued >



PRINT & PROMOTIONAL			
•	PT_13	Use of Humor	
>	PT_14	Use of Drama	•
	PT_15	Art Direction	
Craft	PT_16	Writing	
	PT_17	Illustration	
	PT_18	Photography	
	PT_19	Typography	
	PT_20	Printing & Production	
	PT_21	New Ideas in Print & Promotional	
Innovation	PT_22	Execution in Print & Promotional	
	PT_23	Use of Media in Print & Promotional	

PUBLIC RELATIONS		
Traditional Media Relations	PR_01	Traditional Media Relations
Digital & Online	PR_02	Digital & Online
Events & Experiential	PR_03	Events & Experiential
Community Building	PR_04	Community Building
Internal Communications	PR_05	Internal Communications
Brand Voice	PR_06	Brand Voice
Business Transformation	PR_07	Business Transformation
Reputation Management	PR_08	Reputation Management
Current Event Response / Real-Time Reactive	PR_09	Current Event Response / Real-Time Reactive
B2B Communications	PR_10	B2B Communications
Public Relations for Good	PR_11	Public Relations for Good
Brand Partnerships	PR_12	Multi-Brand
brand rathlerships	PR_13	Creator / Brand Collaboration
Integrated / Omnichannel PR Campaign	PR_14	Integrated / Omnichannel PR Campaign
	PR_15	New Ideas in Public Relations
Innovation	PR_16	Execution in Public Relations
	PR_17	Use of Media in Public Relations



RADIO & AUDIO-FIRST		
Sonic Branding / Branded Audio	RA_01	Sonic Branding / Branded Audio
	RA_02	Single
Broadcast	RA_03	Series
	RA_04	Streaming Audio Advertising
Online		Branded Podcast
Custom Content		Custom Content
Experiential Radio & Audio	RA_07	Experiential Radio & Audio
Commerce	RA_08	Commerce
B2B Communications	RA_09	B2B Communications
Radio & Audio for Good	RA_10	Radio & Audio for Good
B I B I i	RA_11	Multi-Brand
Brand Partnerships	RA_12	Creator / Brand Collaboration
	RA_13	Use of Humor
	RA_14	Use of Drama
	RA_15	Writing - Single
	RA_16	Writing - Series
	RA_17	Sound Design
Craft	RA_18	Use of Music
	RA_19	Voice Direction
	RA_20	Casting
	RA_21	Storytelling
	RA_22	Use of Technology
	RA_23	New Ideas in Radio & Audio
Innovation	RA_24	Execution in Radio & Audio
	RA_25	Use of Media in Radio & Audio



SOCIAL MEDIA			
SM_02 Multi-Platform	SOCIAL MEDIA		
SM_02 Multi-Platform  SM_03 Single  SM_04 Single Platform Series  SM_05 Multi-Platform Series  SM_06 Real-time Response  SM_07 Under 15 Seconds  SM_08 Over 15 Seconds  Livestream  User-Generated Content (UGC)  Brand Universe  Community Building  SM_10 User-Generated Content (UGC)  Brand Universe  Community Building  SM_12 Community Building  Community Building  SM_13 Community Engagement  Social Media Stunts & Activations  SM_14 Social Media Stunts & Activations  Influencer Marketing  Influencer Marketing  Inventive Feature Use or Modification  Commerce  SM_18 Commerce  Social Media for Good  Brand Partnerships  SM_20 Brand Partnerships  SM_20 Brand Partnerships  SM_21 Use of Humor  SM_22 Use of Drama  SM_23 Writing  SM_24 Use of Visuals  SM_25 Use of Technology  SM_26 Craft - Use of Technology  All  Innovation  Innovation  SM_28 Execution in Social Media  SM_28 Execution in Social Media	Social Channel	SM_01	Single Platform
SM_04   Single Platform Series	Social Channel	SM_02	Multi-Platform
Social Post		SM_03	Single
SM_05   Multi-Platform Series	Contail Door	SM_04	Single Platform Series
Social Video   SM_08   Over 15 Seconds	Social Post	SM_05	Multi-Platform Series
Social Video		SM_06	Real-time Response
SM_08   Over 15 Seconds	Social Video	SM_07	Under 15 Seconds
User-Generated Content (UGC)   SM_10   User-Generated Content (UGC)	Social Video	SM_08	Over 15 Seconds
Brand Universe	Livestream	SM_09	Livestream
Community Building SM_12 Community Building Community Engagement SM_13 Community Engagement Social Media Stunts & Activations  SM_14 Social Media Stunts & Activations  SM_15 Influencer Marketing SM_16 Use of Celebrity Inventive Feature Use or Modification SM_17 Inventive Feature Use or Modification  Commerce SM_18 Commerce Social Media for Good SM_19 Social Media for Good  Brand Partnerships SM_20 Brand Partnerships  SM_21 Use of Humor SM_22 Use of Drama SM_22 Use of Drama  SM_23 Writing  SM_24 Use of Visuals SM_25 Use of Technology SM_26 Craft - Use of Technology - Al  SM_27 New Ideas in Social Media  Innovation  SM_28 Execution in Social Media	User-Generated Content (UGC)	SM_10	User-Generated Content (UGC)
Community Engagement       SM_13       Community Engagement         Social Media Stunts & Activations       SM_14       Social Media Stunts & Activations         Influencer Marketing       SM_15       Influencer Marketing         SM_16       Use of Celebrity         Inventive Feature Use or Modification       SM_17       Inventive Feature Use or Modification         Commerce       SM_18       Commerce         Social Media for Good       SM_19       Social Media for Good         Brand Partnerships       SM_20       Brand Partnerships         SM_21       Use of Humor         SM_22       Use of Drama         SM_23       Writing         SM_24       Use of Visuals         SM_25       Use of Technology         SM_26       Craft - Use of Technology - Al         SM_27       New Ideas in Social Media         Innovation       SM_28       Execution in Social Media	Brand Universe	SM_11	Brand Universe
Social Media Stunts & Activations   SM_14   Social Media Stunts & Activations	Community Building	SM_12	Community Building
Influencer Marketing	Community Engagement	SM_13	Community Engagement
Influencer Marketing	Social Media Stunts & Activations	SM_14	Social Media Stunts & Activations
Inventive Feature Use or Modification   SM_17   Inventive Feature Use or Modification	Influencer Marketing	SM_15	Influencer Marketing
Commerce         SM_18         Commerce           Social Media for Good         SM_19         Social Media for Good           Brand Partnerships         SM_20         Brand Partnerships           SM_21         Use of Humor           SM_22         Use of Drama           SM_23         Writing           SM_24         Use of Visuals           SM_25         Use of Technology           SM_26         Craft - Use of Technology - Al           SM_27         New Ideas in Social Media           Innovation         SM_28         Execution in Social Media	initialities warketing	SM_16	Use of Celebrity
Social Media for Good   SM_19   Social Media for Good	Inventive Feature Use or Modification	SM_17	Inventive Feature Use or Modification
SM_20   Brand Partnerships	Commerce	SM_18	Commerce
SM_21	Social Media for Good	SM_19	Social Media for Good
SM_22	Brand Partnerships	SM_20	Brand Partnerships
Craft           SM_23         Writing           SM_24         Use of Visuals           SM_25         Use of Technology           SM_26         Craft - Use of Technology - Al           SM_27         New Ideas in Social Media           SM_28         Execution in Social Media		SM_21	Use of Humor
SM_24 Use of Visuals  SM_25 Use of Technology  SM_26 Craft - Use of Technology - AI  SM_27 New Ideas in Social Media  SM_28 Execution in Social Media		SM_22	Use of Drama
SM_24 Use of Visuals  SM_25 Use of Technology  SM_26 Craft - Use of Technology - AI  SM_27 New Ideas in Social Media  SM_28 Execution in Social Media	Craft	SM_23	Writing
SM_26 Craft - Use of Technology - AI  SM_27 New Ideas in Social Media  SM_28 Execution in Social Media		SM_24	Use of Visuals
SM_27 New Ideas in Social Media SM_28 Execution in Social Media		SM_25	Use of Technology
Innovation SM_28 Execution in Social Media		SM_26	Craft - Use of Technology - Al
		SM_27	New Ideas in Social Media
SM_29 Use of Media in Social Media	Innovation	SM_28	Execution in Social Media
		SM_29	Use of Media in Social Media

# OUICK LIST - CATEGORIE

## CATEGORIES & REQUIREMENTS QUICK LIST – CATEGORIES



#### **CATEGORIES - SPECIAL AWARDS**

#### **CREATIVE MARKETER**

Creative Marketer CM\_01 Creative Marketer

#### **FUSION PENCIL**

Fusion Pencil FP\_01 Fusion Pencil

#### **GREEN PENCIL**

Green Pencil GP\_01 Green Pencil

#### SUSTAINABLE DEVELOPMENT PENCIL

Sustainable Development Goals SD\_01 Sustainable Development Goals

#### **PENTA PENCIL**

Penta Pencil PP\_01 Penta Pencil

# REFERENCE IMAGES

46

### SUBMISSION MEDIA REFERENCE IMAGE



Digital Reference Images are required for ALL entries. These images may be used by The One Show for promotional purposes. These images will be used for reference but **will not be judged**.

#### **CONTENT**

- » The images should reflect the content of your entry.
- » For Content Video entries, reference images should be high res stills from the video.
- » When submitting multiple images, each should be unique do not submit duplicate images for one entry.

#### **DIMENSIONS**

- » The longest side of each image should be at least 2400 pixels long
- » The longest side of each image must be a maximum of 4800 pixels long





#### **FILE SIZE**

» Each file must be no larger than 5 MB





#### **FORMAT**

- » Each file must be a high res JPEG or PNG
- » Each file should be RGB color mode









# IGITAL IMAGES

### SUBMISSION MEDIA DIGITAL IMAGE



Follow these specs for ALL digital images submitted for ALL entries.

Please reference the individual category requirements for quantity of images required.

#### **DIMENSIONS**

- » The longest side of each image should be at least 2400 pixels long
- » The longest side of each image must be a maximum of 4800 pixels long





#### **FILE SIZE**

» Each file must be no larger than 5 MB





#### **FORMAT**

- » Each file must be a high res JPEG or PNG
- » Each file should be RGB color mode









#### NOTE

- » For digital project boards, all information should be large enough to be seen from a distance when projected or on a small monitor or tablet.
- » Images submitted can be:

Artwork Image (the original content or artwork as it ran)

Project Image (installation, in-situ, detail/closeup, project boards, etc.)

#### **VIDEO**



Video entries will only be accepted through online upload.

Please reference the individual category requirements for length restrictions.

#### **ASPECT RATIO / RESOLUTION**

- **»** 1920 × 1080 is preferred and recommended
- » Minimum resolution of 1280 × 720
- » All videos must be submitted in 16×9 format
- » Other aspect ratios will automatically have black pillars added after uploading the video into the online system



#### **FORMAT**

- » .mov or .mp4
- » H.264 compression
- » Audio compression must be AAC





#### FILE SIZE -

» Each file must be no larger than 500MB





#### **EXTRAS** -

- » Do NOT include color bars or tone
- » Do NOT include agency information or slates





#### NOTE

» Videos submitted can be:

Content Video (the original content as it ran)

Project Video (case study, behind the scenes, trailer, making-of, cut-down, demo, screen record, etc.)

» Case Study and Project Videos should be no longer than 2 minutes.

### **AUDIO**



Audio entries will only be accepted through online upload.

Please reference the individual category requirements for length restrictions.

#### **FILE SIZE**

» Each file must be no larger than 50MB





#### **FORMAT**

» All audio files must be in MP3 format





#### **EXTRAS**

- » Do NOT include agency information
- » Do NOT include audio slates



#### URL



URL entries will only be accepted through the online entry system.

#### **ALL URLS**

- » Entries must be an active URL
- » URL links entered must remain unchanged through June 2026

#### **URL TO WEBSITE**

- » URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.) for Website categories
- » Landing pages of case study information are acceptable





#### URL TO FULL LENGTH VIDEOS

- » For Long Form and Full Length video categories, a URL may be submitted to a content video hosted online (i.e., Vimeo, YouTube, etc.)
- » If you have a case study video, it must be submitted through the online upload system.





#### NOTE

- » Password-protected URLs are NOT recommended
- » Some categories may accept a URL to a download link to an application. This will be supporting media and is not guaranteed to be downloaded and installed by the jury.

#### **PDF**



PDF entries will only be accepted through the online entry system.

#### **ALL PDFS**

- » Files must be exported at a high resolution image compression.
- » Printers marks should not be included.

#### PROJECT PDF -

- » Images, graphics, and copy should be provided in a single file
- » Project PDFs should be three (3) pages or less





#### **PUBLICATION PDF** -

- » Physical books should be entered as multi-page documents for categories that do not allow physical submissions
- » Publication PDFs should not contain any extraneous project information. They should be a digital version of the book as it was printed.
- » Publication PDFs should be exported in RGB color mode.





#### FILE SIZE -

» Each file must be no larger than 15 MB





#### NOTE

- » Password-protected PDFs are NOT accepted
- » Single-page PDFs can be submitted for Book and Magazine covers, but Digital Image submissions are recommended.
- » Digital publications may be entered as PDFs, providing they contain their original interactive components.

# DIGITAL IMAGE

## **SUBMISSION MEDIA**

### **ANIMATED GIF**



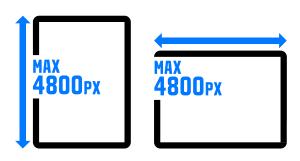
Animated gifs will only be accepted through the online entry system.

#### **ALL GIFS**

» Gifs are only accepted for Content Animations (the original content or artwork as it ran)

#### **DIMENSIONS**

» The longest side of each image must be a maximum of 4800 pixels long



#### **FILE SIZE**

» Each file must be no larger than 50 MB



#### **FORMAT**

- » Each file must be a high res GIF when possible
- » Each file should be RGB color mode









#### NOTE

» For artwork animations in a language other than English, provide an English translation in the "Judging Description / Translation" field with the individual gif file.

# PHYSICAL MATERIALS – ALI

### SUBMISSION MEDIA PHYSICAL MATERIALS – ALL



The Design discipline accepts physical entry materials for select categories.

Physical materials must be received at The One Club no later than February 20, 2026.

#### **ENTRY LABELS**

All entry labels for physical submissions will be automatically generated and can be downloaded via the One Show online entry system.

All entry labels must be printed and securely attached to each entry before mailing.

**NOTE:** Only entries with physical judging media will have an entry label generated.



#### **SHIPPING / MAILING**

Physical entries must be mailed to:

The One Club for Creativity Attn: The One Show 450 W 31st St. 6th Floor New York, NY 10001 United States

The One Show online entry system will generate mailing labels for you once you complete the Checkout step in the entry process. Please affix these to the outside of your shipment packaging, in addition to any courier labels required.



#### DIGITAL SUPPORTING MEDIA

Physical submissions also require digital supporting media (images, video) that can be viewed by the jury at their discretion. Review the Image and Video submission media pages for file specs.

This media may be viewed on a hand-held tablet; images and text on supporting digital files should be large enough to be viewed in this format.

< Back to Table of Contents SUBMISSION MEDIA 53

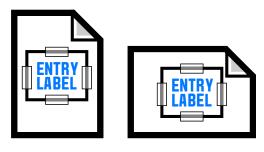
### PHYSICAL MATERIALS - 2D / FLAT



The Design discipline accepts physical entry materials for select categories.

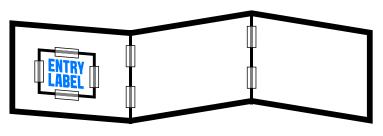
#### **SINGLE**

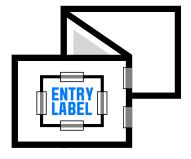
» Tape the entry label to the back of your entry



#### **SERIES**

- » Tape your series pieces together horizontally
- » Tape your entry label to the back of the first piece
- » Fold your entry like an accordion





#### **ALL PRINT WORK**

» Do NOT mount your work





#### **NOTE**

- » Submit prints at the original size in which they ran or were published.
- » Physical submissions will also accept digital supporting media (images, video) that can be viewed by the jury at their discretion. Review the Image and Video submission media pages for file specs.
- » Print entry labels at full size and attach securely.

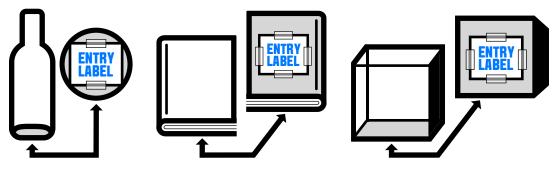
### PHYSICAL MATERIALS - 3D / DIMENSIONAL



The Design discipline accepts physical entry materials for select categories.

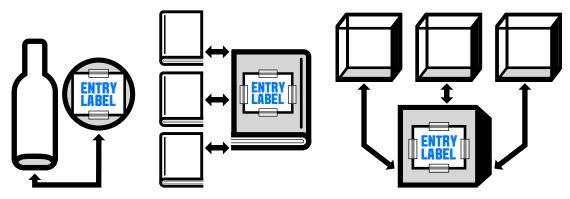
#### SINGLE

» Tape the entry label to the bottom or back of your entry



#### **SERIES**

- » Tape the entry label to the bottom or back of each piece in your series entry
- » Include all pieces of a series in the same box for shipment



#### **NOTE**

- » Physical submissions will also accept digital supporting media (images, video) that can be viewed by the jury at their discretion. Review the Image and Video submission media pages for file specs.
- » Print entry labels at full size and attach securely.
- » For oddly-shaped or unique items, please email oneshow@oneclub.org with questions.
- » Do not use packing peanuts in your shipment.
- » If you need to send a project board with your 3D piece, it should be submitted as digital supporting material.

**SUBMISSION MEDIA** < Back to Table of Contents

**55** 

# **GLOSSARY OF TERMS**

## REFERENCE INFORMATION GLOSSARY OF TERMS



For the purposes of The One Show, the terms on the following pages are to be used as provided.

#### **GENERAL TERMS**

#### » DISCIPLINE:

The various classifications of work under which entries may be submitted. The One Show is divided into 23 disciplines (Film & Video, Design, Out of Home, etc).

#### » CATEGORY / SUBCATEGORY:

Divisions within a discipline, grouped by media type and other common characteristics. Multiple Subcategories may be listed within a Category. **NOTE:** The term "Category" often includes the "Subcategory" information.

#### » CLIENT TYPE:

The type of client that commissioned the work. **NOTE:** Available options are Consumer / Brand, Business to Business, Corporate Social Responsibility, and Non-Profit.

#### » VERTICAL MARKET:

The specific industry to which your product or service relates. See the full list of Vertical Markets.

#### **CREDITS**

#### » PRIMARY CREDIT:

The one (1) company that led the project and should be listed at the top of the credits. If multiple companies should be listed at the top, entrants may include them in the "Secondary Credits" section. **NOTE:** The company listed as Primary will be published under the "Agency" heading, with the Secondary companies at the top of the online Archives listing.

#### » SECONDARY CREDITS:

Up to three (3) companies that worked on the project and should be listed at the top of the credits, with the Primary company. The lead company should be credited in the "Primary Credit" section. **NOTE:** Companies listed as Secondary will be published with the Primary company under the "Agency" heading at the top of the online Archives listing.

NOTE: Primary and Secondary credits will split rankings points. For more details, see the Rankings pages.

#### » FULL CREDITS:

All companies and individual creatives who worked on the project can be added to the "Full Credits" section. These credits will be published in the online Archives. **NOTE:** Credits are listed in a default order by title/type, which is not adjustable.

#### » COMPANY CREDIT TYPE:

When adding Company Credits, entrants can select from a list of Company Types. Options include Agency, Brand-Side / In-House Agency, Client / Brand, Design Firm, Digital Agency, Media Agency, PR / Marketing Agency, Publisher, Agency In-House Production Company, Production Company, Music / Sound Production Company, Post Production Company, and Freelancer. **NOTE:** If a company is credited with a custom type using "Other" it will not be ranked.

#### » INDIVIDUAL CREDIT TITLE:

When adding Individual Credits, entrants can select from a list of creative credit Titles. **NOTE:** If an individual is credited with a custom title using "Other" they will not be ranked.

# GLOSSARY OF TERMS

## REFERENCE INFORMATION GLOSSARY OF TERMS



#### **ENTRIES**

#### » SINGLE:

A single piece of work that may or may not be part of a campaign.

#### » SERIES:

Multiple pieces of work that are part of the same campaign. Please see the individual categories for details. **NOTE:** Two pieces or more may be entered as a Series.

#### » SINGLE OR SERIES:

Either a single piece of work or a series of multiple pieces of work within one campaign. Please see the individual categories for details.

#### » OPEN / DRAFT ENTRIES:

Entries that have been started in the system, but have not been submitted for judging are considered "Open." Open entries will not be eligible for judging until they have been closed by clicking the "proceed to payment" button during checkout.

#### » CLOSED / SUBMITTED ENTRIES:

After clicking the "proceed to payment" button during checkout, entries are considered "Closed." Closed entries have been submitted for judging.

#### » ENTRY LIST:

This is an itemized list of the entries that were submitted together within a specific invoice.

#### » VERIFICATION FORM:

A document confirming the print or air date of the work, to meet the eligibility requirements for entry. This is most commonly a letter from the client, but can also be a media buy sheet, tear sheet, or other verifying document.

NOTE: All Finalists are required to provide a form of verification during the Finalist Confirmation Process in mid-April.

#### » INVOICE / PAYMENT FORM:

This is a documentation of the financial summary of your entries. This will only include the entries you have "proceeded to payment" with during checkout.

#### » ENTRY SHOWCASE:

The Entry Showcase is an option to publicly share your work online. Sharing entries in the showcase is not required. **NOTE:** Your entry will not be judged from the showcase.

#### **FINALISTS**

#### » FINALIST:

A Finalist has won a Pencil, Merit, or Special Award. The One Show will be releasing a list of all of the Finalists in April 2026. The specific type of award will be publicly revealed at The One Show award announcement in May. **NOTE:** All Finalists must verify the authenticity of the work prior, or will forfeit the award.

#### » FINALIST CONFIRMATIONS:

All Finalists are required to complete a Finalist Confirmation per win to confirm their Entry Information, Award Inscription, Credits, Archive Media, and Verification. Failure to submit Verification will result in the award being revoked.

# **GLOSSARY OF TERMS**

## **REFERENCE INFORMATION**

### **GLOSSARY OF TERMS**



#### SUBMISSION MEDIA

#### » SUBMISSION MEDIA:

The material and content that the jury will review and score.

#### » JUDGING MEDIA:

The primary material and content that the jury will be judging.

#### » SUPPORTING MEDIA:

The secondary material and content that the jury may choose to review at their discretion.

#### » REFERENCE IMAGES:

All entries require at least one (1) high-resolution reference image. Reference images will not be reviewed by the Jury. These may be used for internal reference and marketing purposes.

#### » MEDIA:

Media includes digital images, videos, audio files, animated gifs, URLs, PDFs, or physical materials. **NOTE:** Please see the list below for specific types.

#### » CONTENT VIDEO

A video with content as it originally aired. Content Videos contain no extraneous information and should not include background, explanation, or results.

#### » PROJECT VIDEO

A video that provides information on a work in one of the formats below.

#### » CASE STUDY VIDEO

A video that provides an explanation of the project. It should focus on the *idea* of the project and the creative execution. These videos may also include cultural background, explanation and results.

#### » BEHIND THE SCENES / MAKING OF VIDEO

A video that provides background information on how a project was made. It should focus on the techniques and process of creating the work.

#### » CUT-DOWN / TRAILER

A video providing a summary of the content in a longer piece. Cut-downs and Trailers contain no extraneous information and should not include background, explanation, or results, but rather provide the viewer with a preview of what is contained in the longer piece. **NOTE:** Categories that accept Cut-Downs or Trailers will also accept a URL to the Full-Length piece.

#### » DEMO VIDEO

A video showcasing or demonstrating a product. This includes unboxing, products in use, screen records of digital sites or apps, and other presentations of digital or physical work.

#### » ARTWORK IMAGE

An image with content as it was originally placed. Artwork Images contain no extraneous information and should not include background, explanation, or results.

#### » PROJECT IMAGE

An image that provides information on a work in one of the formats below.

#### » PROJECT BOARD

A composite of multiple images and information that provides an explanation of the project. It should focus on the *idea* of the project and the creative execution. These composites may also include cultural background, explanation, and results. **NOTE:** All information should be large enough to be seen from a distance when projected or on a small monitor.

#### » INSTALLATION / IN-SITU

These images show the work as it was placed and the surrounding environment. i.e. An image of a poster installed in a bus shelter, or a billboard on the side of a highway.

# GLOSSARY OF TERM

## REFERENCE INFORMATION

### **GLOSSARY OF TERMS**



#### » URL TO WEBSITE

The web address of an active site submitted for judging with an entry. **NOTE:** Landing pages to case study information are accepted. The URL address or content on the page should not reveal the entering company name.

#### » URL TO FULL LENGTH PIECE

The web address of the full version of a long form video hosted online. **NOTE:** URLs to Full Length videos should go directly to the hosted video and not contain any additional information on the page.

#### » AUDIO

A file containing only audio with content as it was originally aired.

#### » PDF

Digital multi-page content containing images, graphics, and copy.

#### » PUBLICATION PDF

A digital version of a physical mutli-page publication. This includes submissions for booklets, brochures, books, magazines, and other publications. **NOTE:** Publication PDFs may also be submitted for digital publications. The entering company name and/or logo should not be included in the PDF.

#### » ANIMATED GIF

Animated graphics, usually short in length, illustrating dynamic or moving graphics. **NOTE:** Gif files are only accepted if animated. Still or static graphics should be submitted as jpeg files.

#### » SUPPORTING APP DOWNLOAD LINK

A URL that directly links to downloading a mobile application. **NOTE:** Specific categories may accept an app download link as Supporting Media for an entry, but judges are not required to install the product for judging.

#### » PHYSICAL MATERIALS

Flat or dimensional printed materials. Includes items such as posters, apparel, promotional items, publications, etc. **NOTE:** Physical materials may only be submitted for select Design in Advertising and Design & Branding categories. Learn more about which categories allow physical material submissions.

# VERTICAL MARKETS

## REFERENCE INFORMATION

#### **VERTICAL MARKETS**



#### VERTICAL MARKETS

The specific industry to which your product or service relates.

**NOTE:** When entering your work, you may select from the following Vertical Markets. **NOTE:** The exact same piece may NOT be entered into different Vertical Markets.

- » AGRICULTURE / FARMING
- » AUTOMOTIVE / CARS / MOTORCYLES / TRUCKS
- » BANKING / FINANCIAL SERVICES / INSURANCE / INVESTMENT
- » BEAUTY / COSMETICS / TOILETRIES / PERSONAL CARE
- » BEVERAGES ALCOHOLIC DRINKS
- » BEVERAGES NON-ALCOHOLIC DRINKS
- » CONSUMER PACKAGED GOODS / FOOD / CANDY / SNACKS Includes any fast-moving edible items sold in stores; foods that get used up and have to be replaced frequently
- » CONSUMER PRODUCTS
- » CONSUMER SERVICES

Includes services that do not involve the production of tangible goods (i.e., landscaping, moving, consulting, storage, couriers)

» DURABLE CONSUMER GOODS / HOME APPLIANCES

Consumer products that do not have to be purchased frequently that are made to last for an extended period of time (typically more than three years)

- » ENTERTAINMENT / MUSIC / FILM / TELEVISION
- » FASHION / CLOTHING / FOOTWEAR / ACCESSORIES
- » GAMBLING / LOTTERY
- » GAMING DIGITAL / CONSOLE / ONLINE / MOBILE
- » HEALTH & WELLNESS

This vertical market should be used for non-regulated products and/or services.

» HOUSEHOLD GOODS / CLEANING PRODUCTS

Goods and products used to maintain a household (i.e., paint, gardening supplies, kitchen utensils)

- » INTERNAL & CORPORATE COMMUNICATIONS
- » NON-PROFIT ORGANIZATIONS / CHARITIES / EDUCATION / GOVERNMENT
- » PET PRODUCTS & SERVICES
- » PHARMACEUTICALS

This vertical market should be used for regulated products and/or services.

- » PUBLICATIONS & MEDIA / BOOKS / NEWS
- » REAL ESTATE
- » RESTAURANTS / FAST FOOD OUTLETS
- » RETAIL

Any store that sells products to the public other than restaurants

- » SELF-PROMOTION
- » SPORTS / FITNESS / SPORTS APPAREL
- » TECHNOLOGY HARDWARE ELECTRONICS / COMPUTERS / BUSINESS EQUIPMENT / MOBILE PHONES
- » TECHNOLOGY SOFTWARE INTERNET / TELECOMMUNICATIONS / SOFTWARE & APPS
- » TOURISM / TRAVEL / TRANSPORTATION
- » TOYS & GAMES

# **ABOUT THE ONE SHOW**

## THE ONE CLUB FOR CREATIVITY

#### WHAT YOUR FEES SUPPORT



#### THE ONE CLUB FOR CREATIVITY

The One Club for Creativity exists to support and celebrate the success of the global creative community.

We are a diverse community of creative thinkers and doers who believe creativity is the most powerful element to business success.

We celebrate world-changing ideas. We stimulate the dynamic intersection of art and commerce. We create fertile spaces for writers, art directors, designers, technologists, and artists to grow. We foster a more diverse and connected global community. We forge bonds between recognized creative masters and emerging creative voices.

Most important, we are a non-profit organization that pours everything we make back into nurturing a more vibrant and inspired global creative community.

#### ONE CLUB INITIATIVES & PROGRAMMING

#### » INCLUSION & DIVERSITY

From our annual Where Are All The Black People career fair to international Creative Boot Camps, The One Club is committed to creating an industry that embraces the inclusion of individuals across a grand spectrum of cultures, races and orientations.

#### » CREATIVE DEVELOPMENT

The One Club encourages professionals of all levels to expand both their knowledge and their networks. Creative Development initiatives including ONE School, Brand-Side, Creative Leaders Retreats, Freelancer Connect, and the Executive Creative Summit exist to help individuals navigate their careers, as well as agencies and other companies to make their businesses places of learning.

#### » EDUCATION

Working with schools throughout the world, The One Club endeavors to provide opportunities for young creatives to immerse themselves in the professional community. From the globe-spanning Portfolio Night, to the annual Educators Summit, Saturday Career Workshops, and scholarship opportunities, and the annual Young Ones Student Awards, there is a home for the young and curious within The One Club.

#### » GENDER EQUALITY

With our annual Next Creative Leaders competition, The One Club and The 3% Movement honor rising young female or non-binary creatives who are doing game-changing work and creating positive change within our industry. Elevate is a mentorship program open to mid-level women and non-binary individuals who are new leaders or are stepping into leadership roles.

#### » AWARDS

The One Club for Creativity not only inspires and supports creative excellence, we also honor those who achieve it. The One Show, ADC Annual Awards, and TDC Awards are among the most coveted accolades in the history of the industry. The Creative Hall of Fame honors industry legends, and Young Guns and Ascenders identify legends in the making. The One Club Global Rankings are an industry benchmark highlighting the top agencies, work, and creatives each year. The results from the global competitions are released each May, followed by the inclusion of the regional competitions—ONE Asia and ADC Europe—and national competitions—One Club Chapter Awards and select ADCE Member Clubs—in January.

#### » ONE CLUB MEMBERSHIP

Members of The One Club for Creativity become part of an international community that stands behind our mission to champion excellence in advertising and design in all its forms. We offer memberships on individual and corporate levels. Corporate Members receive exclusive invitations to participate in One Club initiatives, opportunities to collaborate on editorial, event and virtual content and even receive One Show entry discounts (depending on membership tier).

Individual Members receive free or discounted admission to our workshops, panels and talks, access to more than 1,000 museums, and other exclusive benefits.

To become a member, please visit our website or contact our membership team at membership@oneclub.org.

## CATEGORIES & REQUIREMENTS BRAND-SIDE / IN-HOUSE



Brand-Side / In-House recognizes work produced by a brand's internal creative team that focuses on the advertising and marketing of their product or service.

NOTE: External partners including agencies and production companies may have been part of the campaign execution, but the creative idea must have originated from the brand.

NOTE: Brand-Side work can also be entered into other One Show disciplines.

FEES BY DEADLINE				
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900
Integrated: \$750	Integrated: \$800	Integrated: \$825	Integrated: \$925	Integrated: \$1100

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- » ENTRY TITLE Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » EXECUTION Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# **BRAND-SIDE / IN-HOUSE**

## **CATEGORIES & REQUIREMENTS**

**BRAND-SIDE / IN-HOUSE** 



#### ADDITIONAL INFORMATION

» All Brand-side entries must describe the role of the brand's internal creative team in the creation of the work, including which parts of the work they produced.

#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

BRAND-SIDE / IN-HOUSE



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES
RAND ID	ENTITY		
BS_01	Brand Identity  A single (1) or series (2-10) of elements of an identity system created by a brand-side or internal creative team. Includes logo, business cards, stationery, branding guidelines, prospectus, etc.	1 Project Video + Optional Supporting Media OR 2-20 Images + Optional Supporting Media	1-20
RODUCT	·s		
BS_02	Products  A single (1) or series (2-5) of commercially available physical and/or digital products created by a brand-side or internal creative team.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
RODUCT	PACKAGING		
BS_03	Product Packaging  A single (1) or series (2-10) of packaging created by a brand-side or internal creative team for a commercially available product or line of products.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
ROMOTI	ONAL ITEMS		
B\$_04	Promotional Items  A single (1) or series (2-10) of physical items created by a brand- side or internal creative team. Includes giveaways, swag, or other non-commercially available products.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-15
RINT			
BS_05	Print  A single (1) or series (2-10) of traditional print advertising created by a brand-side or internal creative team. Includes newspaper and magazine advertisements.	1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10
UT OF H	ОМЕ		
BS_06	Out of Home  A single (1) or series (2-10) of out-of-home advertising created by a brand-side or internal creative team. Includes billboards, posters, vehicle wraps, transit, point-of-purchase displays, etc.	1 Project Video + Optional Images + Optional Demo Videos OR 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10





CATEGORY	<i>(</i>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
BRANDED	CONTENT		
BS_07	Branded Content  A single (1) or series (2-5) of work created by a brandside or internal creative team in which the brand is incorporated into the story and goes beyond traditional product placement or sponsorship.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Piece(s) + Optional Supporting Videos + Optional Supporting Project Image	1-10
EXPERIEN	NOTE: For content videos longer than 5 minutes, The One Show r	eserves the right to stop the video at the 5-minute ma	ırk.
BS_08	Experiential / Immersive / Events  A single (1) or series (2-5) of brand experiences created by a brand-side or internal creative team that engage an audience within a physical or digital environment.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video OR 1-15 Project Images + Optional Supporting Media	1-15
сомми	IITY ENGAGEMENT		
BS_09	Community Engagement  Recognizes work created by an in-house brand team that actively involves and engages its community. Entries should show how the brand fosters participation, collaboration, or co-creation that strengthens audience connection and loyalty.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
СИЅТОМ	ER EXPERIENCE (CX)		
BS_10	Customer Experience (CX)  A system (2-10) of touchpoints that define the overall perception of a brand, based on the users' interactions with it. Includes physical and digital presence as well as brand voice and tone applied to customer service channels.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15

## BRAND-SIDE / IN-HOUSE



TEGOR	·	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
EATIVE	USE OF DATA				
BS_11	Creative Use of Data  A single (1) or series (2-5) of work created by a brand-side or internal creative team in which data played an integral role in its development and execution.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10		
	NOTE: Entries must provide the area(s) in which data played a crud	ial role and how it was used.			
RECT M	IARKETING				
BS_12	Direct Marketing  A single (1) or series (2-5) of targeted physical or digital communications created by a brand-side or internal creative team. Must have a clear target group, with a call to action, and defined results.	1 Project Video + Optional Images OR 3-15 Images	1-15		
	NOTE: Non-broadcast videos should be entered in categories BS_ NOTE: Entries must define the target audience of the project.	07: Branded Content and BS_13: Film & Video.			
.M & VI	DEO				
BS_13	Film & Video  A single (1) or series (2-5) of broadcast, online or non-broadcast videos created by a brand-side or internal creative team.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.				
	MODILE				
ILINE &	MOBILE				
BS_14	Online & Mobile  The use of a single (1) or series (2-5) of websites, microsites, or mobile applications created by a brand-side or internal creative team as a tool for engagement with the brand.	1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image OR 1-5 Project Videos + Optional Supporting Media	1-10		
	Online & Mobile  The use of a single (1) or series (2-5) of websites, microsites, or mobile applications created by a brand-side or internal creative team as a tool for engagement with the brand.	+ Optional Supporting Project Video(s) + Optional Supporting Project Image OR 1-5 Project Videos	1-10		
BS_14	Online & Mobile  The use of a single (1) or series (2-5) of websites, microsites, or mobile applications created by a brand-side or internal creative team as a tool for engagement with the brand.	+ Optional Supporting Project Video(s) + Optional Supporting Project Image OR 1-5 Project Videos	1-10		

# CATEGORIES & REQUIREMENTS BRAND-SIDE / IN-HOUSE



TEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
BLIC R	ELATIONS		
BS_16	Public Relations  A single (1) or series (2-5) of PR-led campaigns, programs and tactics created by a brand-side or internal creative team.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
DIO &	AUDIO		
BS_17	Radio & Audio  A single (1) or series (2-5) of radio and audio advertising created by a brand-side or internal creative team.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10
TERNAI	COMMUNICATIONS		
BS_18	Internal Communications  A single (1) or series (2–10) of internal communications created by a brand to inform, engage, or inspire its employees.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
TEGRA	TED / OMNICHANNEL CAMPAIGN		
BS_19	Integrated / Omnichannel Campaign  A fully integrated campaign created by a brand-side or internal creative team consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to, television, print, online, out-of-home, or radio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
		in the compaign	
	NOTE: Project videos should include at least 3 different mediums	in the campaign.	
AND-S	NOTE: Project videos should include at least 3 different mediums  IDE / EXTERNAL AGENCY COLLABORATI		
AND-S BS_20	·		1-15

## BRAND-SIDE / IN-HOUSE



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
RAND UI	NIVERSE AND FRANCHISE		
BS_21	Brand Universe and Franchise  A single (1) or series (2–5) of work created by an in-house brand team that extends the brand into an ongoing world beyond its core offering. This can include recurring formats, programs, experiences, or characters that build a self-sustaining franchise and deepen audience connection.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
B COM	MUNICATIONS		
BS_22	<b>B2B Communications</b> A single (1) or series (2-5) of work created by a brand-side or internal creative team intended to communicate a message or service between businesses.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 Content Videos + Optional Supporting Video or Image	1-15
	NOTE: B2B work can also be entered into other Brand-Side / In-H	ouse categories.	
AMPAIG	INS FOR GOOD		
BS_23	Campaigns for Good	1 Project Video + Optional Supporting Media	1-15
	A single (1) or series (2-10) of brand ideas that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	OR 1-15 Project Images + Optional Supporting Media OR 1-5 Content Videos + Optional Supporting Video or Image	
RAND PA	a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger	OR 1-15 Project Images + Optional Supporting Media OR 1-5 Content Videos	
BS_24	a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	OR 1-15 Project Images + Optional Supporting Media OR 1-5 Content Videos	1-15

# CATEGORIES & REQUIREMENTS BRAND-SIDE / IN-HOUSE



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RAFT			
BS_25	Storytelling A single (1) or series (2-5) of branded entertainment judged on the strength and execution of its narrative craft.	1-10 Files of Original Content + Optional Supporting Project Images OR 1-10 Files of Original Content + Optional Supporting Project Video	1-10
BS_26	Use of Humor  A single (1) or series (2-5) of branded content that leverage humor as a creative tool.	1-10 Files of Original Content + Optional Supporting Project Images OR 1-10 Files of Original Content + Optional Supporting Project Video	1-10
B\$_27	Use of Drama  A single (1) or series (2-5) of branded content that leverage drama as a creative tool.	1-10 Files of Original Content + Optional Supporting Project Images OR 1-10 Files of Original Content + Optional Supporting Project Video	1-10
BS_28	Art Direction  Communication of the overall visual appearance of a single (1) or series (2-5) of work created by a brand-side or internal creative team.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
BS_29	Writing Writing in a single (1) or series (2-5) of work created by a brandside or internal creative team.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
BS_30	Use of Technology  Specialized digital technologies applied to a single (1) or series (2-5) of work created by a brand-side or internal creative team. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.	

# CATEGORIES & REQUIREMENTS BRAND-SIDE / IN-HOUSE



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
NNOVAT	ION			
BS_31	New Ideas in Brand-Side / In-House  A single (1) or series (2-5) of work created by a brand-side or internal creative team that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
NOTE: Entries must include a written explanation of the innovative an NOTE: Innovative techniques in execution or use of media should be of Media.		, ,		
BS_32	Execution in Brand-Side / In-House  A single (1) or series (2-5) of work created by a brand-side or internal creative team that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: Entries must include a written explanation of the innovative	· ·		
BS_33	Use of Media in Brand-Side / In-House  A single (1) or series (2-5) of work created by a brand-side or internal creative team that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the media use and NOTE: Innovative concepts and ideas or techniques in execution should be entered into Innovation categories BS_31 BS_32: Execution.			

## CATEGORIES & REQUIREMENTS BRANDED ENTERTAINMENT



Branded Entertainment recognizes the merging of advertising and entertainment content. It includes work that is built around a brand and goes beyond traditional product placement or sponsorship, adding to the experience of the viewer.

NOTE: Traditional commercial spots do not generally qualify for this discipline and should instead be entered in the Film & Video discipline.

NOTE: Content Videos should be entered as Judging Media and Case Videos as Supporting Media in all content categories. See individual categories for specific requirements.

FEES BY DEADLINE				
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20
Single: \$550	Single: \$600	Single: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900
Series: \$700	Series: \$750	Series: \$775		Series: \$1050
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625		Single or Series: \$900

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# BRANDED ENTERTAINMEN

## CATEGORIES & REQUIREMENTS BRANDED ENTERTAINMENT



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

**NOTE:** Content Videos should be entered as Judging Media and Case Videos as Supporting Media in all content categories. See individual categories for specific requirements.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
HORT FC	DRM VIDEO			
BE_01	Single  A single (1) online or broadcast video with a brand integrated into the script, plot, or broader themes.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-2	
	NOTE: Short form submissions must be 3 minutes or less.			
BE_02	Series / Episodic  A series (2-5) of online or broadcast videos with a brand integrated into the script, plot, or broader themes.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	2-10	
ONG FOI	NOTE: Short form submissions must be 3 minutes or less each.  RM VIDEO		_	
BE_03	Single  A single (1) online or broadcast video with a brand integrated into the script, plot, or broader themes.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2	
	NOTE: Long form submissions must be more than 3 minutes and	less than 20 minutes.		
BE_04	Series / Episodic  A series (2-5) of online or broadcast videos with a brand integrated into the script, plot, or broader themes.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10	
	NOTE: Long form submissions must be more than 3 minutes and less than 20 minutes each.			



CATEGORY	•	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
FULL LEN	GTH VIDEO				
BE_05	Single  A single film or video with a brand integrated into the script, plot, or broader themes. Includes fiction and non-fiction work. May have been released via cinema, broadcast, VOD or online.	1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2		
	NOTE: Full length submissions must be at least 20 minutes or long	er.	•		
BE_06	Series / Episodic  A series (2-5) of films or videos with a brand integrated into the script, plot, or broader themes. Includes fiction and nonfiction work. May have been released via cinema, broadcast, VOD or online.	2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10		
	NOTE: Full length submissions must be at least 20 minutes or long	er each.			
MUSIC VI	DEOS				
BE_07	Brand  A single (1) or series (2-5) of live-action or animated videos with a brand integrated into the script, plot, or broader themes.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: Music videos promoting a musician and not a brand must be submitted in BE_08 Music Videos - Artist.				
BE_08	Artist  A single (1) or series (2–5) of live-action or animated videos created to promote a musician or musical act. The work serves as a powerful extension of the artist's brand—reflecting identity, aesthetic, and point of view.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: Music videos promoting a brand and not a musician must b	be submitted in BE_07 Music Videos - Brand.			
AUDIO					
BE_09	Audio  A single (1) or series (2-5) of audio content with a brand integrated into the script, plot, or broader themes.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		

## **BRANDED ENTERTAINMENT**



ATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
OBILE A	APPS & FEATURES		
BE_10	Mobile Apps & Features  A single (1) or series (2–5) of branded applications on a mobile platform that use entertainment to enhance the user's interaction with the brand. Entries may include interactive features, gamification, AR/VR elements, or other mobilenative functionalities that create a deeper, more engaging brand experience.	1-5 Project Videos + Optional Supporting Media	1-10
SAMES /	GAMING		
BE_11	Games / Gaming  A single (1) or series (2-5) of games that feature a brand as an integral component of gameplay. Includes digital games on mobile, online, console, computer and other platforms. Also includes physical and immersive games that require participants to interact with a specific environment.	1-15 Project Images + Optional Supporting Media OR 1-5 Project Videos + Optional Supporting Images and/or URLs	1-15
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.	1
XPERIEN	ITIAL		_
BE_12	Brand Installations  A single (1) or series (2-5) of temporary or permanent immersive experiences that connect people to a brand in a physical or virtual space. Includes physical and digital pop-up stores, exhibitions, trade show booths, 360 videos, street art or takeovers of public spaces.	3-15 Images OR 1 Project Video + Optional Images	1-15
BE_13	In-Person Events  A single (1) or series (2-5) of planned in-person events, competitions, or social gatherings centered around a brand.	1 Project Video + Optional Supporting Media	1-10
BE_14	Virtual & Hybrid Events  A single (1) or series (2-5) of online community events centered around a brand. Includes livestreaming, product launches, concerts, etc. Also includes hybrid events which seamlessly combine in-person and virtual elements.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10
BE_15	User-Guided  A single (1) or series (2-5) in which the audience actively shapes the experience. Users drive the narrative through interaction—whether by making choices, influencing outcomes, or exploring different pathways	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10

# BRANDED ENTERTAINMENT



ATEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES		
UGMEN	TED, VIRTUAL & MIXED REALITY (AR, VR,	MR)			
BE_16	Augmented, Virtual & Mixed Reality (AR, VR, MR)  A single (1) or series (2-5) of branded content utilizing Augmented, Virtual, or Mixed Reality technology to enhance the visual experience.  NOTE: No special equipment will be used for judging. The require	1 Project Video + Optional Supporting Media d submission media must showcase the tech	nology.		
OW BUD	GET				
BE_17	Low Budget  A single (1) or series (2-5) of branded content that utilized a low or conservative production budget.	1 Project Video + Optional Supporting Images OR 1-5 Content Videos + Optional Project Video + Optional Supporting Images OR 3-15 Images	1-15		
	NOTE: Entries must provide the production budget (in USD) and an explanation of how it was applied.				
BE_18	User-Generated Content (UGC)  A single (1) or series (2-5) of branded content derived from customer/user submitted materials. Can be stand-alone or woven into a larger plot or narrative.	1 Project Video + Optional Supporting Images OR 1-5 Content Videos + Optional Project Video + Optional Supporting Images OR 3-15 Images	1-15		
RAND U	NIVERSE AND FRANCHISE				
BE_19	Brand Universe and Franchise  An extension of a brand built through engaging, ongoing content or experiences. This work creates a self-sustaining	1 Project Video + Optional Supporting Media OR 1-15 Project Images	1-15		



TEGOR		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
OMMER	CE				
BE_20	Commerce  A single (1) or series (2-5) of branded content that integrates commerce and entertainment content to facilitate the buying, selling, or trading of goods or services.	1 Project Video + Optional Supporting Images OR 1-5 Content Videos + Optional Project Video + Optional Supporting Images OR 3-15 Images	1-15		
в сом	MUNICATIONS				
BE_21	B2B Communications  A single (1) or series (2-5) of branded content or experiences intended to communicate a message or service between businesses.	1 Project Video + Optional Supporting Images OR 1-5 Content Videos + Optional Project Video + Optional Supporting Images OR 3-15 Images	1-15		
	NOTE: B2B work can also be entered into other Branded Entertainment categories.				
ANDED	ENTERTAINMENT FOR GOOD				
BE_22	Branded Entertainment for Good	1 Project Video + Optional Supporting Images	1-15		
	A single (1) or series (2-5) of branded content or experiences that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	OR 1-5 Content Videos + Optional Project Video + Optional Supporting Images OR 3-15 Images			
AND PA	that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger	1-5 Content Videos + Optional Project Video + Optional Supporting Images OR			
AND PA	that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1-5 Content Videos + Optional Project Video + Optional Supporting Images OR	1-15		



ATEGOR	_	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RAFT			
BE_24	Storytelling A single (1) or series (2-5) of branded entertainment judged on the strength and execution of its narrative craft.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Video	1-10
BE_25	Use of Humor  A single (1) or series (2-5) of branded content that leverage humor as a creative tool.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Video	1-10
BE_26	Use of Drama  A single (1) or series (2-5) of branded content that leverage drama as a creative tool.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Video	1-10
BE_27	Art Direction  The overall visual appearance of a single (1) or series (2-5) of branded content or experiences.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Video	1-10
BE_28	Use of Technology  New or existing digital technologies applied to a single (1) or series (2-5) of branded content or experiences. Includes the use of AI technologies.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Video	1-10



ATEGORY	•	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
INOVAT	ION		
BE_29	New Ideas in Branded Entertainment  A single (1) or series (2-5) of branded content that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media 1-15 Project Images OR + Optional Supporting Media OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media shoul of Media.	· · ·	. ,
BE_30	Execution in Branded Entertainment  A single (1) or series (2-5) of branded content that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media 1-15 Project Images OR + Optional Supporting Media OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-15
	NOTE: Entries must include a written explanation of the innovative		
BE_31	Use of Media in Branded Entertainment  A single (1) or series (2-5) of branded content that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media 1-15 Project Images OR + Optional Supporting Media OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution BE_30: Execution.	·	



Creative Effectiveness recognizes bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose.

NOTE: Work entered in this discipline must be published or aired between January 1, 2024 - February 20, 2026.

NOTE: Work can only be entered into one Creative Effectiveness category.

NOTE: Requirements for all Creative Effectiveness categories differ from other One Show categories, both in the Information and Media required.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20	
Single or Series: \$750	Single or Series: \$800	Single or Series: \$825	Single or Series: \$925	Single or Series: \$1100	

## PROJECT INFORMATION

Entry information should not contain agency details, as judging is anonymous. NOTE: Does not apply to self promotion work.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+).
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- **» PROJECT DESCRIPTION** Describe the project or campaign overall. Insights and results should be provided in the individual Objectives on the entry. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.

## OREATIVE EFFECTIVENESS

## CATEGORIES & REQUIREMENTS CREATIVE EFFECTIVENESS



## **PROJECT MEDIA**

All Creative Effectiveness categories require the following media.

- » JUDGING MEDIA 1-2 Project Videos and/or Project Boards that describe the project overall.
- » SUPPORTING MEDIA 1-10 files of the original content as it aired or was released.

### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

## REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

## ADDITIONAL REQUIREMENTS

All Creative Effectiveness categories require additional information and media, detailed on the following pages.

## **CREATIVE EFFECTIVENESS**



## **OBJECTIVES / INSIGHTS / RESULTS**

All Creative Effectiveness categories require additional information and media for the objective(s) of a campaign.

### 1-3 Objectives must be defined on the entry.

The following is required for each Objective:

### **OBJECTIVE**

### » OBJECTIVE TYPE

Choose from a provided list:
Brand or Business Transformation
Environmental / Social Impact

New Brand or Product/Service Launch
Revenue

### » OBJECTIVE DESCRIPTION

Provide a short explanation of the desired outcome. (max 100 words)

### » REASON FOR OBJECTIVE

Describe the business conditions, goals, or market context for defining this objective. (max 150 words)

### » MEASUREMENT METHOD

Describe how the results of this objective were measured; explain the reason for this methodology. (max 100 words) NOTE: Actual results should be provided in the Results section.

Category Growth

Profitability

Volume

Geographic Expansion

### **INSIGHTS & STRATEGY**

### » TARGET AUDIENCE

Provide the demographics and other notable qualities of the identified target audience. (max 100 words)

### » KEY INSIGHT(S)

Describe the insight(s) that informed the creative concept. (max 300 words)

### » DATA SUPPORTING THE IDENTIFICATION OF AUDIENCE AND INSIGHT

Define and describe the information that helped to identify the target audience and arrive at the key insight. (max 300 words)

NOTE: Submit any supporting visuals (graphs, charts, etc.) in the Objective Supporting Visuals section.

### » CREATIVE IDEA

Describe the creative idea; explain how it addressed the objective, audience, and insights identified. (max 300 words)

## RESULTS

### » RESULTS

Share the results of the campaign. Results should support the objective stated above. (max 300 words) **NOTE:** Submit any supporting visuals (graphs, charts, etc.) in the Objective Supporting Visuals section.

### » HOW DID CREATIVITY DRIVE EFFECTIVENESS?

Describe how the creative idea drove effectiveness in meeting the defined objective. (max 300 words)

### OBJECTIVE SUPPORTING VISUALS

With each objective, **up to 10 files** of supporting visuals can be provided to support the written statements. These can be charts, graphs, infographics, etc. They must support the objective they are linked to.

## **CREATIVE EFFECTIVENESS**



## **SUMMARY**

The following should be prepared for each Creative Effectiveness entry. Use this sheet as a Quick Guide to preparing these entries. Required fields and media are marked in red.

## **ENTRY DETAILS & INFORMATION**

### » ENTRY DETAILS

- \* Client / Brand
- \* Entry Title
- \* Single or Series?



\* Thumbnail

### » INFORMATION

- \* Client Type
- \* Launch Date (month / year)
- \* Project Description (max 300 words)
  English Translation

### **MEDIA**

### » JUDGING MEDIA



1-2 Proiect \

Project Video(s) and/or Project Board(s)

### » SUPPORTING MEDIA



1-10

Files of Original Content

Permitted file types include Image, Video, PDF, Animated Gif, Audio File, or URL.

### » REFERENCE IMAGES



1-10

Images to represent the work

NOTE: the jury will not see these

### **OBJECTIVES**

\* 1-3 Objectives must be provided with additional written and visual support for each.

The following information must be provided for each Objective:

### » OBJECTIVES

- \* Objective Type (select from list)
- \* Objective Description (max 100 words)
- \* Reason for Objective (max 150 words)
- \* Measurement Method (max 150 words)

### » INSIGHTS & STRATEGY

- \* Target Audience (max 100 words)
- \* Key Insight(s) (max 300 words)
- \* Data supporting the identification of audience and insight (max 300 words)
- \* Creative Idea (max 300 words)

### » RESULTS

- \* Results (max 300 words)
- \* How did creativity drive effectiveness? (max 300 words)

### » FILES OF VISUAL SUPPORT FOR THE OBJECTIVE



1-10

Files to provide visual support for the objective.

Permitted file types include Image, Video, PDF, Animated Gif, Audio File, or URL.





ATEGORY	TEGORY SUBMISSION MEDIA REFERENC OPTIONS IMAGES				
REATIVE	EFFECTIVENESS				
CE_01	Agriculture / Farming  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Agriculture / Farming.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_02	Automotive / Cars / Motorcycles / Trucks  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Automotive / Cars / Motorcycles / Trucks.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_03	Banking / Financial Services / Insurance / Investment  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Banking / Financial Services / Insurance / Investment.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_04	Beauty / Cosmetics / Toiletries / Personal Care  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Beauty / Cosmetics / Toiletries / Personal Care.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_05	Beverages - Alcoholic Drinks  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Alcoholic Beverages.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_06	Beverages - Non-Alcoholic Drinks  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Non-Alcoholic Beverages.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_07	Consumer Packaged Goods / Food / Candy / Snacks  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Consumer Packaged Goods / Food / Candy / Snacks.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		
CE_08	Consumer Products  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Consumer Products.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10		



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
CE_09	Consumer Services  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Consumer Services.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_10	Durable Consumer Goods / Home Appliances  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Durable Consumer Goods / Home Appliances.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_11	Entertainment / Music / Film / Television  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Entertainment / Music / Film / Television.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_12	Fashion / Clothing / Footwear / Accessories  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Fashion / Clothing / Footwear / Accessories.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_13	Gambling / Lottery  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Gambling / Lottery.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_14	Gaming - Digital / Console / Online / Mobile  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Gaming, including Digital, Console, Online, and Mobile.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_15	Health & Wellness / Pharmaceuticals  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Health & Wellness / Pharmaceuticals.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_16	Household Goods / Cleaning Products  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Household Goods / Cleaning Products.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10



ATEGOR1		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
CE_17	Internal & Corporate Communications  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Internal & Corporate Communications.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_18	Non-Profit Organizations / Charities / Education / Government  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Non-Profit Organizations / Charities / Education / Government.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_19	Pet Products & Services  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Pet Products & Services.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_20	Publications & Media / Books / News  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Publications & Media / Books / News.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_21	Real Estate  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Real Estate.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_22	Restaurants / Fast Food Outlets  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Restaurants / Fast Food Outlets.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_23	Retail  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Retail.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_24	Self-Promotion  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in Self-Promotion.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
CE_25	Sports / Fitness / Sports Apparel  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Sports / Fitness / Sports Apparel.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_26	Technology Hardware - Electronics / Computers / Business Equipment / Mobile Phones  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Technology Hardware including Electronics / Computers / Business Equipment / Mobile Phones.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_27	Technology Software - Internet / Telecommunications / Software & Apps  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Technology Software including Internet / Telecommunications / Software & Apps.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_28	Tourism / Travel / Transportation  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Tourism / Travel / Transportation.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10
CE_29	Toys & Games  A single (1) or series (2-10) of bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose in the industry of Toys & Games.	1 Project Video + 1-10 Files of Original Content + 1-10 Files of Visual Support for Each Objective	1-10



Creative Use of AI (Artificial Intelligence) recognizes the groundbreaking use and integration of AI in work for brands, agencies and individuals. It celebrates the partnership between human creativity and artificial intelligence in the evolution of creative work and process.

NOTE:No special equipment will be used for judging. The required submission media must showcase the technology.

NOTE: Entries in the following categories are exempt from the restriction that entries must be submitted by industry professionals only, including freelancers; non-commissioned passion projects are not accepted. Work in these categories does not require a client commission:

- » AI\_09: Creative AI Pioneer Individual
- » Al\_11: Creative Al Pioneer Brand
- » Al\_10: Creative Al Pioneer Organization
- » Al\_12: Innovation in Al

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20	
Single or Series: \$550 Pioneer/Innovation: \$400	Single or Series: \$600 Pioneer/Innovation: \$450	Single or Series: \$625 Pioneer/Innovation: \$475	Single or Series: \$725 Pioneer/Innovation: \$575	Single or Series: \$900 Pioneer/Innovation: \$750	

## PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- » ENTRY TITLE Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

## CREATIVE USE OF AL

## CATEGORIES & REQUIREMENTS CREATIVE USE OF AI



## ADDITIONAL INFORMATION

- » All Creative Use of Al entries must explain how Al technology was used to enhance the work and how it played a vital role in the creation or experience.
- » All Creative Use of AI entries must provide details on which AI tools were used in the creation of this work.

### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

## REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
BRANDE	) AI		
AI_01	Campaign  A single (1) or series (2-10) of work powered by Al created to promote a brand, product, message, or service. Mediums can include, but are not limited to, television, print, online, out-of-home, or radio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
AI_02	Experiential  A temporary or permanent brand experience powered by Al in physical and/or digital environments to engage audiences and create a connection with a brand product, message, or service. Includes installations and immersive environments, digital interfaces, chatbots, Al tools, etc.	1 Project Video     + Optional Supporting Media     OR     1-15 Project Images     + Optional Supporting Media	1-15
	NOTE: Al campaigns or Al in non-traditional mediums should be e	ntered into AI_01: Branded AI Campaign or AI_03: Ot	her Branded AI.
AI_03	Other  A single (1) or series (2-10) of unique promotional materials powered by AI that live outside a standard campaign or experiential project.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Al campaigns or experiences should be entered into Al_01:	: Branded Al Campaign or Al_02: Branded Al Experier	ice.
CREATIVI	USE OF DATA		
AI_04	Creative Use of Data  A single (1) or series (2-10) of work promoting a brand, product, message, or service executed on top of data sets created, transformed, or manipulated by Al.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15



CA	TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ΑI	CRAFT			
	AI_05	Art & Visual Design  The use of AI as a key component in generating or enhancing a project's overall appearance.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Image	1-10
	AI_06	Sound  The use of AI as a key component in generating or enhancing a project's audio; including music, voice, and sound.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Image	1-10
	AI_07	<b>Motion</b> The use of Al as a key component in generating or enhancing a project's motion graphics, animation, or visual effects.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Image	1-10
	AI_08	Storytelling  The use of AI as a key component in the creation, enhancement, or execution of cinematic or narrative elements, including scriptwriting, character development, scene creation, lighting, cinematography, and editing.	1-10 Files of Original Content + Optional Project Video OR 1-10 Files of Original Content + Optional Project Image	1-10
CR	EATIVE	AI PIONEER		
	AI_09	Individual  The Individual Creative AI Pioneer recognizes a person who is creating innovative tools or work in AI that pushes boundaries, shaping and/or inspiring future implementation of the technology.	1 Project Video + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-10
		NOTE: Entries must include a written explanation of the innovative the past year.  NOTE: The individual's work does NOT need to have been commis		nas created over



CA	\TEGOR`	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
CREATIVE AI PIONEER (CONT.)					
	Al_10	Organization  The Organization Creative AI Pioneer recognizes a company or group that is creating innovative tools or work in AI that pushes boundaries, shaping and/or inspiring future implementation of the technology.	1 Project Video + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-10	
		NOTE: Entries must include a written explanation of the innovative the past year.  NOTE: The organization's work does NOT need to have been com-	Ť	on has created over	
	Al_11	Brand  The Brand Creative AI Pioneer recognizes a brand that is creating innovative tools or work in AI that pushes boundaries, shaping and/or inspiring future implementation of the technology.	1 Project Video + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-10	
IN	NOVAT	NOTE: Entries must include a written explanation of the innovative past year.  NOTE: The brand's work does NOT need to have been commission		created over the	
	Al_12	Innovation in AI  A single (1) or series (2-5) of experimental work using AI that pushes boundaries; exploring new techniques, applications and processes that will shape or inspire future implementation of the technology.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
		NOTE: Work in this category does NOT need to have been commi	ssioned by a client.		



Creative Use of Data recognizes work in which the gathering, interpretation, and/or display of data is integral in defining or communicating the brand's message.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 - Feb 20	
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900	

## PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

### ADDITIONAL INFORMATION

» All Creative Use of Data entries must provide the area(s) in which data played a crucial role and how it was used.

## CREATIVE USE OF DATA

## CATEGORIES & REQUIREMENTS CREATIVE USE OF DATA



## SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

### THUMBNAIL

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## REFERENCE IMAGES

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TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES
TA VISU	JALIZATION		
CU_01	Static  A single (1) or series (2-5) of work which utilizes creative visual representation of data. Includes static charts, maps, graphs, custom content, etc.	1-15 Images OR 1 Project Video + Optional Images	1-15
CU_02	Dynamic / Responsive  A single (1) or series (2-5) of work which utilizes creative visual representation of data. Includes dynamic forms of charts, maps, graphs, custom content, etc.	1-5 Project Videos + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10
RGETIN	IG		
CU_03	Targeting  A single (1) or series (2-5) of work for which data was used and interpreted to target a specific audience. Data must have played an integral role in defining the audience for the brand's message.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10
ORYTEL	LING		
CU_04	Storytelling  A single (1) or series (2-5) of work for which data was used and interpreted to create or enhance a brand narrative. Data must have played an integral role in telling a brand's story.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10
CIAL M	IEDIA		
CU_05	Social Media  A single (1) or series (2-5) of work for which data generated from social media platforms was used and interpreted to engage with an audience. Data must have played an integral role in defining the brand's message.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10
PERIEN	TIAL & IMMERSIVE		
CU_06	Experiential & Immersive  A single (1) or series (2-5) of work for which data was used and interpreted to create an experience in a virtual or physical environment. Includes events, exhibitions, art interventions, responsive environments, etc. Data must have played an	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
EAL-TIME DATA				
CU_07	Real-Time Data  A single (1) or series (2-5) of work for which data was gathered, interpreted, and used in real time to engage with an audience. Data must have played an integral role in defining the brand's message.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10	
SE OF TE	CHNOLOGY	1		
CU_08	Use of Technology  A single (1) or series (2–5) of work that applies specialized digital technologies to gather, analyze, or display data for a brand, product, service, or message. Includes the use of Al and other emerging tools where technology enables data to be transformed into creative impact.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the tech	nology.	
ATA-DRI	VEN PERSONALIZATION			
CU_09	Data-Driven Personalization  Use of a specific data set to personalize advertising in a single (1) or series (2-5) of work for a brand, product, service, or message. Includes custom messaging, displays, experiences, targeting, products, etc.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
SPONS	IBLE OR ETHICAL USE OF DATA			
CU_10	Responsible or Ethical Use of Data  Work that identifies critical issues in how data is used and offers pioneering solutions that protect individuals and society. Entries may be a single (1) or series (2–5) of initiatives that introduce new approaches to privacy, security, and ethics, moving beyond the status quo to set higher standards for the future.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
В СОМІ	MUNICATIONS			
CU_11	B2B Communications  A single (1) or series (2-5) of work for which data was used and interpreted to communicate a message or service between businesses.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content	1-10	



CATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
COMMER	CE		
CU_12	Commerce  A single (1) or series (2-5) of work for which data was used and interpreted to facilitate the buying, selling, or trading of goods or services. Data must have played an integral role in driving consumer transactions.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10
DATA FOR	GOOD		
CU_13	Data for Good  A single (1) or series (2-5) of work for which data was used and interpreted to create a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand. Data must have played an integral role in defining the brand's message.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10
BRAND PA	ARTNERSHIPS		
CU_14	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of work for which data was used and interpreted for a brand, product, service, or message.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Project Video	1-10
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		1



ATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
NOVAT	ION		
CU_15	New Ideas in Creative Use of Data  A single (1) or series (2-5) of work in which data was used to explore new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media shoul of Media.	·	, ,
CU_16	Execution in Creative Use of Data  A single (1) or series (2-5) of work in which data plays a central role and explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or use of media should be en	· · · · · · · · · · · · · · · · · · ·	
CU_17	Use of Media in Creative Use of Data  A single (1) or series (2-5) of work in which data plays a central role that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution CU_16: Execution.	·	•



Creative Use of Technology recognizes work for which technology played an integral role in defining or communicating the brand's message.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20	
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## PROJECT INFORMATION

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- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » EXECUTION Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# OREATIVE USE OF TECHNOLOGY

## CATEGORIES & REQUIREMENTS CREATIVE USE OF TECHNOLOGY



## SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

## REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



CA	ATEGORY	,	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
US	SE OF AI			
	CT_01	Writing  A single (1) or series (2-5) of work that utilized Al technology as a creative writing tool central to the execution, or as a key element of the final product.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
		NOTE: Entries must include a written explanation of how AI technology	ology was used in the writing of the work.	
	CT_02	Visuals  A single (1) or series (2-5) of work that utilized AI technology as a creative visual tool central to the execution, or as a key element of the final product.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
		NOTE: Entries must include a written explanation of how AI technology	ology was used in the creation of visuals of the wo	ork.
	CT_03	Other  A single (1) or series (2-5) of work that utilized Al technology as a creative tool in ideation, execution, or as a key element of the final product.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
		NOTE: Entries must include a written explanation of how AI technol NOTE: Work that utilized AI for the writing or creation of visuals for	•,	or CT_02: Visuals.
TE	CHNOL	OGY AS A CREATIVE TOOL		
	CT_04	Technology as a Creative Tool  A single (1) or series (2-5) of work that utilized technology as a creative tool in ideation, execution, or as a key element of the final product. Includes technology such as projection mapping, responsive environments, and other work where technology was a core component.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
		NOTE: Entries that used AI technology should be entered into CT_	01, CT_02, or CT_03: Use of AI.	•
DI	GITAL P	RODUCT		
	CT_05	Digital Product  A single (1) or series (2-10) of tools, platforms, or services designed for ongoing use (such as apps, utilities, or software) implementing innovative use of technology. Entries should demonstrate how technology elevates functionality, design, or user experience while strengthening the brand connection.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
XPERIENTIAL					
CT_06	In-person  A single (1) or series (2-5) of in-person events, installations, or other physical immersive environments where a person actively engages with technology, centered around a brand, product, message, or service.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
CT_07	Virtual  A single (1) or series (2-5) of online or digital events, competitions, or other virtual experiences where a person actively engages with technology, centered around a brand, product, message, or service. Includes metaverse.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
UGMEN	TED, VIRTUAL & MIXED REALITY (AR, VR,	MK)			
CT_08	Augmented, Virtual & Mixed Reality (AR, VR, MR)  Augmented, Virtual, and Mixed Reality technology used to enhance a single (1) or series (2-5) of brand experiences.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the tech	nology.		
REATIVE	USE OF DATA				
CT_09	Creative Use of Data  A single (1) or series (2–5) of work where data directly powers the technology behind the idea. Emphasis is on how data is gathered, processed, or visualized through technology as a core element of development and execution.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must provide the area(s) in which data played a crue	cial role and how it was used.			
SER-GEN	NERATED CONTENT (UGC)				
CT_10	User-Generated Content (UGC)  A single (1) or series (2-5) of work derived from customer/user submitted materials. Technology must be a core element of the gathering, use, or display of the content or other materials provided by users.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		



ATEGOR	Υ	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
OW BUD	GET		
CT_11	Low Budget  A single (1) or series (2-10) that makes inventive use of technology under limited resources, showing how creativity and ingenuity—rather than scale of spend—delivered strong results and impact.  NOTE: Entries must provide the production budget (in USD) and a	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media  n explanation of how it was applied.	1-15
CT_12	Sustainability in Tech  A single (1) or series (2-10) that applies technology in ways that reduce environmental impact or promote sustainable practices, from product design to production, distribution, or long-term use.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
ECHNOL	OGY FOR GOOD		
CT_13	Technology for Good  A single (1) or series (2-5) of work in which technology was used to create a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
2B COM	MUNICATIONS		
CT_14	<b>B2B Communications</b> A single (1) or series (2-5) of work in which technology was used to communicate a message or service between businesses.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
OMMER	CE		
CT_15	Commerce  The use of technology in a single (1) or series (2-5) of work to facilitate the buying, selling, or trading of goods or services.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15



CA	TEGORY	·	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
BR	BRAND PARTNERSHIPS						
	CT_16	Brand Partnerships  Two or more brands working together to create a single (1) or series (2–5) of technology-driven products, platforms, or experiences.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
		NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred					
IN	INNOVATION						
	CT_17	New Ideas in Technology  A single (1) or series (2-5) of work in which technology was used to explore new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
		NOTE: Entries must include a written explanation of the innovative and transformative aspects of the concept and idea behind the pr NOTE: Innovative techniques in execution or use of media should be entered into Innovation categories CT_18: Execution or CT_19: Use of					
	CT_18	Execution in Technology  A single (1) or series (2-5) of work in which technology plays a central role and explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
		NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in executio NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories CT_17: New Ideas or CT_19: Use					
	CT_19	Use of Media in Technology  A single (1) or series (2-5) of work in which technology plays a central role that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
		NOTE: Entries must include a written explanation of the innovative and transformative aspects of the media use and placement.  NOTE: Innovative concepts and ideas or techniques in execution should be entered into Innovation categories CT_17: New Ideas or CT_18: Execution.					

## CATEGORIES & REQUIREMENTS CREATOR CONTENT



Work conceived and executed in partnership with individual creators, where the creator's voice, platform, or style is integral to the idea. This discipline celebrates content that leverages creators' unique influence and authenticity to connect brands with audiences in ways that traditional advertising alone cannot achieve.

FEES BY DEADLINE				
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20
Single: \$400 Series: \$550 Single or Series: \$400	Single: \$450 Series: \$600 Single or Series: \$450	Single: \$475 Series: \$625 Single or Series: \$475	Single: \$575 Series: \$725 Single or Series: \$575	Single: \$750 Series: \$900 Single or Series: \$750

## PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- **» EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

## CREATOR CONTENT

## CATEGORIES & REQUIREMENTS CREATOR CONTENT



## SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

## REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

## CATEGORIES & REQUIREMENTS CREATOR CONTENT



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
REATOR	-LED CONTENT		
CC_01	Single  A single (1) piece of branded content led by a creator, where the creator's voice, platform, or style is central to the idea and execution.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10
CC_02	Series  A series (2–5) of branded content led by a creator, where the creator's voice, platform, or style is central to the idea and execution.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10
IULTI-CR	EATOR COLLABORATION		
CC_03	Multi-Creator Collaboration  A single (1) or series (2–5) of branded work created by multiple creators working together. Defined by the authentic integration of diverse creator voices, styles, or audiences to amplify impact, extend reach, and bring new dimensions to the brand partnership.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10
ARRATIV	/E / CHARACTER-LED		
CC_04	Narrative / Character-Led  A single (1) or series (2–5) of creator content defined by storytelling or original character development. Recognized for narrative craft or distinct personas that extend the creator's voice and deepen brand connection.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10
OMMUN	ITY ACTIVATION		
CC_05	Community Activation  A single (1) or series (2–5) of creator-led work designed to mobilize or actively involve a community. Includes challenges, collaborations, or participatory formats that drive shared creation and engagement.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10
LATFORM	M FEATURE INNOVATION		
CC_06	Platform Feature Innovation  A single (1) or series (2–5) of creator-led work that makes inventive use of a platform's features or reimagines them in unexpected ways. Includes filters, polls, stitches, AR, or live formats used creatively to amplify impact.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10

## CATEGORIES & REQUIREMENTS CREATOR CONTENT



CATEGORY	<b>f</b>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ART DIREC	CTION & VISUAL IDENTITY		
CC_07	Art Direction & Visual Identity  A single (1) or series (2–5) of creator content where visual design, style, or identity defines the brand collaboration.  Celebrates distinctive aesthetics and craft that elevate the creator's work into an ownable brand expression.	1-10 Files of Original Content + Optional Project Images OR 1-10 Files of Original Content + Optional Project Video	1-10

## CATEGORIES & REQUIREMENTS CULTURAL DRIVER



Cultural Driver recognizes influential ideas and executions that had a sizable impact in their respective cultures and environments, created new trends, or transformed culture. In addition to the quality of the idea and execution, work in this discipline will be judged through the lens of the specific culture it impacted.

FEES BY DEADLINE						
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE		
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- » ENTRY TITLE Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

» All Cultural Driver entries must provide information on the cultural context and impact of the work.

## CULTURAL DRIVER

## CATEGORIES & REQUIREMENTS CULTURAL DRIVER



#### SUBMISSION MEDIA

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- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

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## CATEGORIES & REQUIREMENTS CULTURAL DRIVER



CATEGORY	,	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
POPULAR	CULTURE IMPACT					
CD_01	Popular Culture Impact  A single (1) or series (2-10) of work that permeated and changed popular culture and created new trends.	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10			
	NOTE: Entries must provide a description of the impact on popula	r culture.				
CREATOR	/ BRAND COLLABORATION					
CD_02	Creator / Brand Collaboration  A single (1) or series (2-10) that features a collaboration between multiple brands and/or creators that generate cultural impact. Entries should demonstrate how the partnership authentically merges voices, expands reach, and sparks engagement beyond traditional advertising.	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10			
CD_03	Multicultural Impact  A single (1) or series (2-10) of work that addresses the needs of a specific minority culture within a cultural mainstream.  (i.e., the Hispanic market in the United States, the Muslim market in Indonesia, the Aboriginal culture in Australia, etc.)	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10			
	NOTE: Entries must define both the majority culture and minority culture.  NOTE: Entries must provide information on the specific needs of the minority culture that were addressed and the impact on that culture.					
CULTURA	L DRIVER FOR GOOD					
CD_04	Cultural Driver for Good  A single (1) or series (2-10) that drives cultural conversation in service of a social cause. Entries should show how creativity sparks awareness, shifts perceptions, or mobilizes communities toward positive change.	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10			

## CATEGORIES & REQUIREMENTS CULTURAL DRIVER



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
NTENT	AT THE SPEED OF CULTURE		
CD_05	Content at the Speed of Culture  A single (1) or series (2-10) of work in immediate response to new trends. Includes work that anticipated or reacted to live cultural moments as they were occurring.	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10
	NOTE: Entries must provide information on the cultural trend or in adding to that trend.	moment that the work was addressing and ho	ow it specifically participated



Design & Branding celebrates premium design across brand and product communications. This discipline recognizes excellence in identity, packaging, publications, environments, and other applications where design elevates how a brand is expressed and experienced.

NOTE: Design work created specifically for an advertising campaign may be entered in the Design in Advertising discipline.

FEES BY DEADLINE							
SUPER EARLY EARLY REGULAR EXTENDED FINAL DEADLINE DEADLINE DEADLINE DEADLINE							
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 - Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20			
Single: \$400 Series: \$550 Single or Series: \$400	Single: \$450 Series: \$600 Single or Series: \$450	Single: \$475 Series: \$625 Single or Series: \$475	Single: \$575 Series: \$725 Single or Series: \$575	Single: \$750 Series: \$900 Single or Series: \$750			

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- » CLIENT / BRAND Who was the client on the project?
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- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
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## DESIGN & BRANDING

#### CATEGORIES & REQUIREMENTS DESIGN & BRANDING



#### SUBMISSION MEDIA

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CA	TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
BR	BRAND IDENTITY						
	DE_01	Logo A single (1) graphic image that identifies a company or product. Includes static and dynamic logos.	1-3 Images, Animated Gifs, or Videos + Optional Supporting Project Media	1-3			
		NOTE: A logo and its variations can be entered in this category.  NOTE: Sonic branding logos should be entered in category MS_0: Branded Audio.	1: Music & Sound Craft – Sonic Branding or RA_01: So	onic Branding /			
	DE_02	Single Item  A single (1) individual component of the identity system of a brand, product, or service. Includes physical collateral such as letterhead, business cards, uniforms, giveaways, etc. or digital items.	1 Physical Item + Supporting Project Images + Optional Supporting Video OR 1-5 Images + Optional Project Video	1-5			
		NOTE: Logos should be entered in category DE_01: Brand Identity NOTE: Full identity systems should be entered in category DE_03	· ·				
	DE_03	System  A series (2-20) of elements of the identity system for a brand, product, or service. May include business cards, stationery, logo, network IDs, branding guidelines, etc.	2-20 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 2-20 Images + Optional Supporting Media	1-20			
		NOTE: A logo and its variations should be entered as a single entry NOTE: Sonic branding logos should be entered in category MS_07 Branded Audio.		onic Branding /			
	DE_04	Rebranding  A series (2-20) of elements of a new identity system for an existing brand, product, or service. Entries must include examples of the previous branding for comparison. May include business cards, stationery, logo, network IDs, branding guidelines, etc. Includes complete brand transformation systems.	2-20 Physical Items + Images of Previous Branding + Supporting Project Images + Optional Supporting Project Video OR 2-20 Images + Optional Supporting Media	1-20			
		NOTE: A logo and its variations should be entered as a single entry NOTE: Sonic branding logos should be entered in category MS_0 Branded Audio.		onic Branding /			
CC	DRPORA	TE COMMUNICATIONS					
	DE_05	Corporate Communications  A single (1) or series (2-10) of communications from a company to its shareholders or the public. Includes printed or digital annual reports, corporate sustainability reports, brand books, and identity guidelines.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20			



CA <sup>-</sup>	TEGORY	,	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
ED	ITORIA	L					
	DE_06	Books  Overall design of a single (1) or series (2-10) of commercially available books. Includes book cover design.	1-10 Printed Publications + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video + Optional Publication PDFs	1-20			
		NOTE: Non-commercially available books should be entered in ca Advertising category DA_02: Promotional - Booklets, Books & Bro NOTE: Each book in a series must have been released within the e	ochures.	es, or Design in			
	DE_07	Magazines & Newspapers  Overall design of a single (1) or series (2-10) of commercially available magazines or newspapers. Includes cover design.	1-10 Printed Publications + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video + Optional Publication PDFs	1-20			
		Advertising category DA_02: Promotional - Booklets, Books & Broc	IOTE: Non-commercially available books should be entered in category DE_12: Collateral - Booklets, Books & Brochures, or Design in Indvertising category DA_02: Promotional - Booklets, Books & Brochures.  IOTE: Each magazine or newspaper in a series must have been released within the eligibility dates.				
	DE_08	Digital Publications  Overall layout design and functionality of a single (1) or series (2-10) of e-books, digital magazines, catalogues, or other digital and interactive publications.	1-20 Images + Optional Project Video + Optional Publication PDFs	1-20			
ΤY	POGRA	PHY					
	DE_09	Typeface Design A single (1) font or family of fonts.	1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10			
		NOTE: Use of the typeface will not be judged, but may be submitt	ed for reference.				
	DE_10	Static  A single (1) or series (2-10) of non-moving type-based compositions for a brand. It can be stand-alone or incorporated into a larger design. Includes printed, digital, and 3D objects.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-20			
	DE_11	Dynamic / In Motion  A single (1) or series (2-10) of animated (kinetic) type compositions for a brand. It can be stand-alone or incorporated into a larger design.	1 Project Video + Optional Supporting Media OR 1-5 Content Videos + Optional Supporting Media	1-10			



TEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
LLATE	RAL				
DE_12	Booklets, Books & Brochures  A single (1) or series (2-10) of printed or digital communications containing information about a brand, product, service, or message. Includes multi-page catalogues, pamphlets, booklets, brochures, etc.  NOTE: Commercially available publications should be entered into	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video + Optional Publication PDFs	1-20 litorial - Magazines &		
DF 47	Newspapers.	1-10 Physical Items	1-20		
DE_13	Physical Items  A single (1) or series (2-10) of physical items created to promote a brand, product, service, or message. Includes apparel and other dimensional items.	+ Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video	1-20		
	NOTE: Packaging of promotional items should be entered into Des NOTE: Both commercially-available and gratis products can be en		Promotional / Campaigr		
CKAGI	NG				
DE_14	Mass-market  A single (1) or series (2-10) of packaging for a commercially available product or line of products. Mass-market items are produced on a large scale and aimed at a wide consumer base.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video	1-20		
	NOTE: Packaging of non-commercially available or gratis products should be entered into category Design in Advertising category DA_5: Packaging - Promotional / Campaign.				
	Specialty / Limited Edition	1-10 Physical Items + Supporting Project Images	1-20		
DE_15	A single (1) or series (2-10) of limited-edition packaging produced for a commercially available product or line of products in a niche market.	+ Optional Supporting Project Video OR 1-20 Images + Optional Project Video			
DE_15	produced for a commercially available product or line of	OR 1-20 Images + Optional Project Video	ategory DA_5: Packagir		



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ACKAGII	NG (CONT.)		
DE_17	Sustainable  A single (1) or series (2-10) of packaging for a product or line of products that reduces the negative impact on the environmentfor in its production and/or materials. Includes packaging for commercially available and promotional gratis products.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video	1-20
OATA VISU	UALIZATION		
DE_18	Static or Dynamic  A single (1) or series (2-10) of work which utilizes creative visual representation of data. Can be static or dynamic forms of charts, maps, graphs, custom content, etc.	1 Project Video + Optional Images OR 1-15 Images	1-15
IGITAL D	DESIGN		
DE_19	<b>Digital Design</b> The aesthetics of a single (1) or series (2-10) of websites, apps, games, utilitites, or other digital branded collateral items.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10
OSTERS			
DE_20	<b>Single</b> A single (1) printed poster displayed on a vertical surface with the intent of promoting a brand, product, service, or message.	1 Physical Print + Supporting Project Images + Optional Supporting Project Video OR 1 Artwork Image + Optional Project Images + Optional Supporting Project Video	1-5
DE_21	Series  A series (2-10) of printed posters displayed on a vertical surface with the intent of promoting a brand, product, service, or message.	2-10 Physical Prints + Supporting Project Images + Optional Supporting Project Video OR 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-20



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES
ATIAL D	DESIGN		
DE_22	Architecture & Interior  Design of a single (1) or series (2-10) of permanent or long-term structures or environments for a brand or organization. Includes buildings and landscapes for public and private facilities.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
	NOTE: Billboards and transit should be entered in categories DA_	11: Out of Home.	
DE_23	Wayfinding  A single (1) or system (2-10) of pieces of signage used to guide the user through an environment by using landmarks, signs and pathways. Can be indoor or outdoor, temporary or permanent.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
OVING	MAGE		
DE_24	Single  A single (1) moving image-based work that communicates a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, title sequences, etc.	1 Content Video	1-2
DE_25	Series  A series (2-5) of moving image-based works that communicate a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, title sequences, etc.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10
в сомі	MUNICATIONS		
DE_26	B2B Communications  A single (1) or series (2-5) of work intended to communicate a message or service between businesses.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
SIGN F	OR GOOD		
DE_27	Design for Good  A single (1) or series (2-5) of work that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
CRAFT			
DE_28	Art Direction  The overall visual appearance of a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
DE_29	Illustration  Illustration within a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
DE_30	Photography  Photography within a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
	NOTE: Altered photographs may be entered, but added elements	such as typography or illustration will not be conside	red.
DE_31	Printing & Paper Craft  The application of specialized skills, technologies and other uses of paper and printing techniques in a single (1) or series (2-10) of work. Includes 3D printing.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
DE_32	Animation  Animation within a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
INNOVAT	ION		
DE_33	New Ideas in Design & Branding  A single (1) or series (2-5) of design work that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should of Media.		



CATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
INNOVAT	ION (CONT.)		
DE_34	Execution in Design & Branding  A single (1) or series (2-5) of design work that explores new techniques, devices, or methods in implementation that push the discipline forward.  NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or use of media should be entried to the innovative concepts.	· ·	
DE_35	Use of Media in Design & Branding  A single (1) or series (2-5) of design work that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.  NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution sexecution.	, , ,	



Design in Advertising recognizes work where design is central to the concept and execution of an advertising campaign. This discipline celebrates how typography, identity, packaging, environments, and other design systems are applied to campaigns in ways that amplify the idea, engage audiences, and elevate the brand experience.

FEES BY DEADLINE						
SUPER EARLY EARLY REGULAR EXTENDED FINAL DEADLINE DEADLINE DEADLINE DEADLINE						
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20		
Single: \$550 Series: \$700 Single or Series: \$550	Single: \$600 Series: \$750 Single or Series: \$600	Single: \$625 Series: \$775 Single or Series: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900 Series: \$1050 Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » EXECUTION Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS –** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# DESIGN IN ADVERTISING

## CATEGORIES & REQUIREMENTS DESIGN IN ADVERTISING



#### ADDITIONAL INFORMATION

» All Direct Marketing entries must define the target audience of the project.

#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



ATEGORY	,	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
AMPAIG	N IDENTITY			
DA_01	Campaign Identity  A series (2–20) of design elements that establish the visual identity system of an advertising campaign. May include typography, layout systems, color palettes, graphic devices, imagery styles, or other components that create cohesion and distinction across campaign touchpoints.	2-20 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 2-20 Images + Optional Supporting Media	1-20	
	NOTE: A logo and its variations should be entered in category DE, NOTE: Sonic branding logos should be entered in category MS_0 Branded Audio.	, <del>-</del>	01: Sonic Branding /	
комоті	ONAL			
DA_02	Booklets, Books & Brochures  A single (1) or series (2–10) of printed or digital multi-page communications created as part of an advertising campaign. May include catalogues, pamphlets, booklets, brochures, or similar formats designed to promote a brand, product, service, or message.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video + Optional Publication PDFs	1-20	
	NOTE: Commercially available publications should be entered into category DE_06: Books or DE_07: Magazines & Newspapers.			
DA_03	Physical Items  A single (1) or series (2–10) of physical items created as part of an advertising campaign to promote a brand, product, service, or message. Includes apparel, merchandise, and other dimensional items.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video	1-20	
	NOTE: Packaging of promotional items should be entered into cat  NOTE: Both commercially available and gratis products can be en	• • • • • • • • • • • • • • • • • • • •	sign.	



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
CKAGII	NG		
DA_04	Mass-market  A single (1) or series (2–10) of packaging created as part of an advertising campaign for a commercially available product or product line, produced on a large scale for a broad consumer audience.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video	
	NOTE: Packaging of non-commercially available or gratis products s	hould be entered into category DA_05: Packagin	g - Promotional / Campai
DA_05	Promotional / Campaign  A single (1) or series (2–10) of packaging created as part of an advertising campaign for non-commercially available or gratis products. This includes limited-edition items, giveaways, and promotional packaging designed to support a brand, product, service, or message.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Images + Optional Project Video	
	NOTE: Packaging of commercially available products should be enpackaging categories DE_14: Mass-market, DE_15: Specialty / Lim		
TA VISU	JALIZATION		
DA_06	Static or Dynamic  A single (1) or series (2-10) of work within an advertising campaign which utilizes creative visual representation of data. Can be static or dynamic forms of charts, maps, graphs, custom content, etc.	1 Project Video + Optional Images OR 1-15 Images	1-15
GITAL D	PESIGN		
DA_07	Digital Design  The aesthetics of a single (1) or series (2-10) of websites, apps, games, utilitites, or other digital branded collateral items within an advertising campaign.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10
INT AD	VERTISEMENTS		
DA_08	Print Advertisements  A single (1) or series (2-10) of full-page, spread, or small space advertisements in a magazine or newspaper promoting a product, service, or message.	1-10 Physical Prints + Supporting Project Images + Optional Supporting Project Video OR 1-10 Artwork Images	1-20



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
OSTERS			
DA_09	<b>Single</b> A single (1) printed poster displayed on a vertical surface with the intent of promoting a brand, product, service, or message.	1 Physical Print + Supporting Project Images + Optional Supporting Project Video OR 1 Artwork Image + Optional Project Images + Optional Supporting Project Video	1-5
DA_10	Series  A series (2-10) of printed posters displayed on a vertical surface with the intent of promoting a brand, product, service, or message.	2-10 Physical Prints + Supporting Project Images + Optional Supporting Project Video OR 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-20
UT OF H	ОМЕ		
DA_11	Single or Series  A single (1) or series (2-10) environmental design elements including billboards, transit, point-of-purchase, kiosks, and other ambient media created as part of an advertsing campaign.	1 Art Image + Optional Project Images + Optional Supporting Project Video	1-4
DA_12	Brand Installations & Environments  A single (1) or series (2–10) of temporary or permanent spaces or immersive experiences created as part of a campaign to connect people to a brand, product, service, or message. Includes pop-up stores, trade show booths, exhibitions, street art, public space takeovers, live events, art interventions, responsive environments, and long-term branded structures or landscapes.	1 Project Video + Optional Images OR 2-15 Images	1-15
	NOTE: Billboards and transit should be entered in categories DA_	11: Out of Home.	
ERVICE I	DESIGN / CUSTOMER EXPERIENCE (CX)		
DA_13	Service Design / Customer Experience (CX)  A system (2–10) of touchpoints created as part of an advertising campaign that shapes the overall perception of a brand through user interaction. Includes physical and digital experiences, as well as brand voice and tone applied to customer service channels.	1 Project Video + Optional Supporting Media OR 1-15 Images + Optional Project Videos or Images	1-15



CATEGORY	1	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ILM & VI	DEO		
DA_14	Single or Series  A single (1) or series (2-5) of moving image-based work created as part of an advertising campaign that communicates a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, title sequences, etc.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
32B COM	MUNICATIONS		
DA_15	<b>B2B Communications</b> A single (1) or series (2-5) of work intended to communicate a message or service between businesses as part of an advertising campaign.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Video or Images	1-15
DESIGN F	OR GOOD		
DA_16	Design for Good  A single (1) or series (2-5) of work that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand as part of an advertising campaign.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Video or Images	1-15
BRAND PA	ARTNERSHIPS		
DA_17	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of design-focused work as part of an advertising campaign.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Video or Images	1-15
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		•



ATEGORY	·	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RAFT			
DA_18	Art Direction  The overall visual appearance of a single (1) or series (2-10) of work within an advertising campaign. Can be a stand-alone work or incorporated into a larger design.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
DA_19	Illustration  Illustration within a single (1) or series (2-10) of work within an advertising campaign. Can be a stand-alone work or incorporated into a larger design.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
DA_20	Photography  Photography within a single (1) or series (2-10) of work within an advertising campaign. Can be a stand-alone work or incorporated into a larger design.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
	NOTE: Altered photographs may be entered, but added elements su	uch as typography or illustration will not be considered.	
DA_21	Printing & Paper Craft  The application of specialized skills, technologies and other uses of paper and printing techniques in a single (1) or series (2-10) of work within an advertising campaign. Includes 3D printing.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20
DA_22	Animation  Animation within a single (1) or series (2-10) of work within an advertising campaign. Can be a stand-alone work or incorporated into a larger design.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
DA_23	Typography  A single (1) or series (2–10) of type-based compositions created as part of an advertising campaign. Work may be static or kinetic, stand-alone or incorporated into a larger design, and can include printed, digital, 3D, or animated executions.	1-10 Physical Items + Supporting Project Images + Optional Supporting Project Video OR 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs	1-20



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
INOVATI	ON		
DA_24	New Ideas in Campaign Design  A single (1) or series (2-5) of design work within an advertising campaign that explores new or transformative ideas and concepts that push the discipline forward.  NOTE: Entries must include a written explanation of the innovative	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media  e and transformative aspects of the concept and idea	1-15 behind the project.
	NOTE: Innovative techniques in execution or use of media should of Media.	be entered into Innovation categories DA_25: Exec	ution or DA_26: Use
DA_25	Execution in Campaign Design  A single (1) or series (2-5) of design work within an advertising campaign that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or use of media should be ent	· · · · · · · · · · · · · · · · · · ·	
DA_26	Use of Media in Campaign Design  A single (1) or series (2-5) of design work within an advertising campaign that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution DA_25: Execution.	· ·	



Direct Marketing recognizes communications to a clear target group, with a call to action, and defined results.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
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#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
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- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
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- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- **» EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
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#### ADDITIONAL INFORMATION

» All Direct Marketing entries must define the target audience of the project.

## DIRECT MARKETING

## CATEGORIES & REQUIREMENTS DIRECT MARKETING



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
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#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES			
HYSICAL ITEMS						
DM_01	Physical Items  A single (1) or series (2-10) of 3-dimensional physical pieces of advertising that target a specific audience. Includes pieces delivered via mail, messenger, handouts, etc.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20			
RINT						
DM_02	Print  A single (1) or series (2-10) of print communications targeting a specific audience. Includes newspaper and magazine advertisements, posters, and other flat printed collateral.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20			
RODUCT	PACKAGING					
DM_03	Product Packaging  A single (1) or series (2-10) of packaging for a promotional product or line of products targeting a specific audience.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20			
UT OF H	OME					
DM_04	P.O.P. & In-Store  A single (1) or series (2-10) of promotions placed in-store or at point-of-sale, targeting a specific audience. Includes posters, shelf banners, 3D displays, etc.	1 Project Video + Optional Images + Optional Demo Videos OR 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10			
DM_05	Billboards & Transit  A single (1) or series (2-10) of advertisements which appears in or around transit, targeting a specific audience. Includes billboards, bus shelters, subways, taxis, and airports.	1 Project Video + Optional Images + Optional Demo Videos OR 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10			



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RGETE	VIDEO		
DM_06	Location-Specific  A single (1) or series (2-5) of videos created for exclusive viewing by an audience in a specific location. Includes work done for lobby displays, events, amusement parks, etc.	1-5 Content Videos + Optional Supporting Video or Image	1-10
	NOTE: Entries cannot have also appeared online or over broadcas	t television.	
DM_07	Online A single (1) or series (2-5) of online videos targeted for a specific audience.	1-5 Content Videos + Optional Supporting Video or Image	1-10
(PERIEN	TIAL		
DM_08	Brand Installations  A single (1) or series (2-5) of temporary or permanent immersive experiences centered around a brand, targeted for a specific audience in which each user determines their own experience based on their interaction with the work. Includes kiosks, takeovers, pop-ups, trade show booths, constructed public environments, etc.	1 Project Video + Optional Images OR 3-15 Images	1-15
DM_09	In-Person Events  A single (1) or series (2-5) of planned public events, competitions, or social gatherings centered around a brand, in which the targeted audience connects exclusively in a physical space.	1 Project Video + Optional Supporting Media	1-10
DM_10	Virtual & Hybrid Events  A single (1) or series (2–5) of brand events, competitions, or social gatherings designed for a targeted audience, delivered either fully online or through a hybrid format that combines inperson and digital participation.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10
DM_11	Customer Experience / CX  A system (2-10) of touchpoints that define the overall perception of a brand, based on the users' interactions with it. Includes physical and digital presence as well as brand voice and tone applied to customer service channels.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image OR 1-15 Images + Optional Project Images + Optional Project Video	1-10



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
IGITAL &	ONLINE		
DM_12	Websites & Mobile  The use of a single (1) or series (2-5) of websites, microsites, or mobile applications as a tool for engagement with a brand's targeted demographic.	1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image OR 1-5 Project Videos + Optional Supporting Media	1-10
DM_13	Email & Newsletters  The use of a single (1) or series (2-5) of email communications as a tool for engagement with a brand's targeted demographic.	1-15 Images OR 1 Project Video + Optional Images	1-15
DM_14	Banners & Pop-ups  The use of a single (1) or series (2-5) of online banner advertisements as a tool for engagement with a brand's targeted demographic.	1 Project Video + Optional Images OR 1-15 Images	1-15
DM_15	Gaming  A single (1) or series (2-5) of game(s) used as a tool for engagement with a brand's targeted demographic. Includes fully branded games and brand placement or integration into an existing game.	1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image OR 1-5 Project Videos + Optional Supporting Media	1-10
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.	
DM_16	Adaptive Content  A single (1) or series (2–5) of digital advertising or content that customizes messaging through targeting, data, or algorithms. Entries should demonstrate how adaptive approaches enhance relevance and effectiveness in ways that feel original, engaging, and unexpected to the audience.	1 Project Video + Optional Images OR 1-10 Files of Original Content + Optional Supporting Project Video	1-10



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
SOCIAL M	IEDIA		
DM_17	Social Post - Single or Series  The use of a single (1) or series (2–10) of social media posts, channels, or online videos as tools for engagement with a brand's targeted demographic.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs to Original Posts	1-10
	NOTE: Entries must provide the social platform(s) used.		
DM_18	Creator-Driven Engagement  A single (1) or series (2–5) of work on social platforms where creators are used strategically to connect with a specific audience. Entries should show how authentic creator involvement drives targeted engagement, fosters community, and amplifies brand impact.	1-10 Files of Original Content + Optional Supporting Project Video OR 1-10 Files of Original Content + Optional Supporting Project Image	1-10
DM_19	Influencer Marketing  A single (1) or series (2–5) of work on social platforms where influencers are leveraged to reach and resonate with a defined audience. Entries should demonstrate how influencer partnerships extend targeted reach, enhance credibility, and generate measurable interaction.	1 Project Video + Optional Supporting URLs to Original Posts + Optional Supporting Images  OR  1-15 Images + Optional Supporting Project Video + Optional Supporting URLs to Original Posts	1-15
USE OF SN	MART DEVICES & VOICE ASSISTANTS		
DM_20	Use of Smart Devices & Voice Assistants  The use of a single (1) or series (2-5) of smart devices or platforms to communicate and interact with consumers on behalf of a brand. Includes wearables, smart speakers, Google Home, Alexa, Apple Siri, etc.	1-5 Project Videos + Optional Supporting Media	1-10
BRAND UN	NIVERSE & FRANCHISE		
DM_21	Brand Universe & Franchise  A single (1) or series (2–5) of work that extends a brand into an ongoing world or franchise as part of a direct marketing campaign. Defined by recurring formats, programs, or experiences designed to build continuity and engage a targeted audience beyond the core product.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15
NON-TRA	DITIONAL & GUERRILLA MARKETING		
DM_22	Non-traditional & Guerrilla Marketing  The use of a single (1) or series (2-5) of unconventional and/or low budget techniques outside of standard marketing strategy to engage with a brand's targeted audience. Includes wild postings, stunts, etc.	1 Project Video + Optional Images OR 3-15 Images	1-15



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
<b>FEGRAT</b>	ED / OMNICHANNEL CAMPAIGN		
DM_23	Integrated / Omnichannel Campaign  A fully integrated direct marketing campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to, television, print, online, outdoor, or radio.  NOTE: Project videos should include at least 3 different mediums	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
MMER		,	
DM_22	Commerce  A single (1) or series (2-5) of communications targeting a specific audience created to keep existing customers or attract new customers to buy, sell, or trade goods or services. Includes loyalty programs, geofencing, app & social media integration, etc.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
в сомі	MUNICATIONS		
DM_25	B2B Communications  A single (1) or series (2-5) of work targeting a specific audience to communicate a message or service between businesses.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
RECT M	ARKETING FOR GOOD		
DM_26	Direct Marketing for Good  A single (1) or series (2-5) of targeted communications that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
AND PA	RTNERSHIPS		
DM_27	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of direct marketing work.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include all client/brand names involved in the	work.	I



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
CRAFT	RAFT				
DM_28	Art Direction  Communication of the overall visual appearance of a single (1) or series (2-5) of direct marketing work.	3-15 Images OR 1 Project Video + Optional Supporting Media	1-15		
DM_29	Writing Writing in a single (1) or series (2-5) of direct marketing work.	1 Project Video + Optional Supporting Media OR 3-15 Images	1-15		
DM_30	Printing / Production  Specialized printing or production techniques applied to a single (1) or series (2-5) of physical direct marketing work.	1 Project Video + Optional Supporting Media OR 3-15 Images	1-15		
DM_31	Use of Technology  Specialized digital technologies applied to a single (1) or series (2-5) of direct marketing work. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
DM_32	Data-Driven Personalization  Use of a specific data set to personalize advertising in a single (1) or series (2-5) of direct marketing work.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image OR 3-15 Images	1-15		



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
INOVATI	ON			
DM_33	New Ideas in Direct Marketing  A single (1) or series (2-5) of direct marketing work that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the concept and idea behind the project.  NOTE: Innovative techniques in execution or use of media should be entered into Innovation categories DM_34: Execution or DM_35: Use of Media.			
DM_34	Execution in Direct Marketing  A single (1) or series (2-5) of direct marketing work that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories DM_33: New Ideas or DM_35: Use of Media.			
DM_35	Use of Media in Direct Marketing  A single (1) or series (2-5) of direct marketing work that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the media use and placement.  NOTE: Innovative concepts and ideas or techniques in execution should be entered into Innovation categories DM_33: New Ideas or DM_34: Execution.			

## CATEGORIES & REQUIREMENTS EXPERIENTIAL & IMMERSIVE



Experiential & Immersive recognizes temporary or permanent brand experiences that use physical and/or digital environments to engage audiences and create a connection with the brand.

FEES BY DEADLINE				
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE
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Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- **» TRANSLATION TO ENGLISH** Required only for entries which are not originally in English. **NOTE:** Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# EXPERIENTIAL & IMMERSIVE

#### **CATEGORIES & REQUIREMENTS**

#### **EXPERIENTIAL & IMMERSIVE**



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

#### **CATEGORIES & REQUIREMENTS**

#### **EXPERIENTIAL & IMMERSIVE**



CATEGORY	ſ	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
EVENTS	EVENTS					
EX_01	In-Person  A single (1) or series (2-5) of in-person events, competitions, stunts, or other social gatherings centered around a brand, product, message, or service. Includes guerrilla marketing.	1 Project Video + Optional Supporting Media	1-10			
EX_02	Virtual & Hybrid  A single (1) or series (2–5) of brand events, community gatherings, or competitions delivered either fully online or through a hybrid format that combines in-person and virtual elements. Includes livestreamed experiences, metaverse activations, and other digitally enabled formats.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10			
USER-GUI	DED EXPERIENCES OR INSTALLATIONS					
EX_03	User-Guided Experiences or Installations  A single (1) or series (2–5) of experiential works where users interact to shape the outcome. User choices, actions, or exploration drive the narrative or experience.	1 Project Video + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15			
GENERAT	IVE EXPERIENCES OR INSTALLATIONS					
EX_04	Generative Experiences or Installations  A single (1) or series (2–5) of experiential works powered by generative systems. Real-time or algorithmic inputs (such as data, behavior, or environment) create evolving, unique brand experiences for users.	1 Project Video + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-10			
BRAND IN	STALLATIONS					
EX_05	Brand Installations  A single (1) or series (2-5) of installations centered around a brand, product, message, or service that engage an audience within a larger environment.	1 Project Video + Optional Imag OR 3-15 Images	1-15			
IMMERSIV	MMERSIVE SPACES					
EX_06	Immersive Spaces A single (1) or series (2-5) of large-scale immersive environments centered around a brand, product, service, or message. Includes exhibitions, trade shows, expos, pop-up stores, takeovers, etc.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15			

#### **CATEGORIES & REQUIREMENTS**

#### **EXPERIENTIAL & IMMERSIVE**



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
SPONS	IVE ENVIRONMENTS				
EX_07	Responsive Environments  A single (1) or series (2-5) of digital elements integrated into a new or existing physical structure, used to enhance an individual's experience of a brand, product, message, or service. Includes architecture enhancement such as projection mapping, or user-activation (environmental responses to touch, movement, light, temperature, sound, etc. caused by the user).	1 Project Video + Optional Images	1-15		
JGMEN	TED, VIRTUAL & MIXED REALITY (AR, VR,	MR)			
EX_08	Augmented, Virtual & Mixed Reality (AR, VR, MR)  Augmented, Virtual, and Mixed Reality technology used to enhance a single (1) or series (2-5) of brand experiences. Includes metaverse.	1 Project Video + Optional Supporting Media	1-10		
	NOTE: No special equipment will be used for judging. The required submission media must showcase the technology.				
IYSICAI	PRODUCTS				
EX_09	Physical Products  The dynamic interaction of a user with a physical product or object centered around a brand, message, or service.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20		
	NOTE: No special equipment will be used for judging. The required submission media must showcase the product.				
PERIEN	TIAL AUDIO				
EX_10	Experiential Audio  A single (1) or series (2-5) of branded audio content that triggers	1 Project Video + Optional Audio Files + Optional Supporting Project Image	1-10		
	action from the listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.	OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image			
ЈЅТОМІ	action from the listener. Includes proximity-based listening,	1-5 Audio Files + Optional Supporting Project Video			

## CATEGORIES & REQUIREMENTS EXPERIENTIAL & IMMERSIVE



CATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
COMMER	COMMERCE					
EX_12	Commerce  A single (1) or series (2-5) of temporary or permanent brand experiences utilizing physical and/or digital environments that facilitate the buying, selling, or trading of goods or services. Includes In-store experiences and displays, pop-up shops, events, sampling, etc.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
B2B COM	MUNICATIONS					
EX_13	B2B Communications  A single (1) or series (2-5) of temporary or permanent brand experiences intended to communicate a message or service between businesses.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
EXPERIEN	ITIAL & IMMERSIVE FOR GOOD					
EX_14	Experiential & Immersive for Good  A single (1) or series (2-5) of brand experiences that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
BRAND PA	RAND PARTNERSHIPS					
EX_15	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of brand experiences.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
	NOTE: Entries must include all client/brand names involved in the work.  NOTE: All brands involved should also be listed under the full credits.					

## CATEGORIES & REQUIREMENTS EXPERIENTIAL & IMMERSIVE



ATEGOR	RY .	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
RAFT				
EX_16	Art Direction  Communication of the overall visual appearance of a single (1) or series (2-5) of brand experiences.	1 Project Video + Optional Supporting Media OR 3-15 Images	1-15	
EX_17	Use of Technology  New or existing digital technologies applied to a single (1) or series (2-5) of experiential work. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
EX_18	<b>Storytelling</b> The integration of words, visuals, and audio within a single (1) or series (2-5) of brand experiences to tell a story.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10	
EX_19	Use of Sound  The use of audio within a single (1) or series (2-5) of brand experiences. Includes sound design, sound effects, music, etc.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10	
EX_20	Dynamic Data Visualization  Creative visual representation of data that responds to a user's input in real time within a single (1) or series (2-5) of brand experiences.	1 Project Video + Optional Supporting Media OR 1-15 Images	1-15	

## CATEGORIES & REQUIREMENTS EXPERIENTIAL & IMMERSIVE



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
NNOVAT	ION				
EX_21	New Ideas in Experiential & Immersive  A single (1) or series (2-5) of brand experiences that explore new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovativ NOTE: Innovative techniques in execution or use of media shoul of Media.	· · · · · ·			
EX_22	Execution in Experiential & Immersive  A single (1) or series (2-5) of brand experiences that explore new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories EX_21: New Ideas or EX_23: Use of Media.				
EX_23	Use of Media in Experiential & Immersive  A single (1) or series (2-5) of brand experiences that explore creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution EX_22: Execution.	· ·	•		



Film & Video recognizes advertising in the form of commercial spots that aired on television, in cinemas, or online.

NOTE: Content Videos should be entered as Judging Media and Case Videos as Supporting Media in all content categories. See individual categories for specific requirements.

FEES BY DEADLINE						
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL		
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE		
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20		
Single: \$550	Single: \$600	Single: \$625	Single: \$725	Single: \$900		
Series: \$700	Series: \$750	Series: \$775	Series: \$875	Series: \$1050		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

## FILM & VIDEO

## CATEGORIES & REQUIREMENTS FILM & VIDEO



#### SUBMISSION MEDIA

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- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

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#### REFERENCE IMAGES

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ATEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
V, VOD,	& ONLINE - 30 SECONDS AND UNDER		
FI_01	30 Seconds and Under - Single A single (1) commercial spot airing on television, video-on-demand platforms, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-2
	NOTE: Submissions must be 30 seconds or less.		1
FI_02	30 Seconds and Under - Series  A series (2-5) of commercial spots airing on television, video- on-demand platforms, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	2-10
	NOTE: Submissions must be 30 seconds or less each.		•
, VOD,	& ONLINE - 31-60 SECONDS		
FI_03	31-60 Seconds - Single  A single (1) commercial spot airing on television, video-on-demand platforms, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-2
	NOTE: Submissions must be longer than 30 seconds.  NOTE: Submissions must be no longer than 60 seconds.		
FI_04	<b>31-60 Seconds - Series</b> A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	2-10
	NOTE: Submissions must be longer than 30 seconds each.  NOTE: Submissions must be no longer than 60 seconds each.		
, VOD,	& ONLINE - 61-90 SECONDS		
FI_05	61-90 Seconds - Single  A single (1) commercial spot airing on television, video-on-demand platforms, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-2
	NOTE: Submissions must be longer than 60 seconds.  NOTE: Submission must be no longer than 90 seconds.		1
FI_06	61-90 Seconds - Series  A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	2-10
	NOTE: Submissions must be longer than 60 seconds each.  NOTE: Submission must be no longer than 90 seconds each.		



ATEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES				
TV, VOD, & ONLINE - OVER 90 SECONDS							
FI_07	Over 90 Seconds - Single  A single (1) commercial spot airing on television, video-on-demand platforms, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-2				
	NOTE: Submissions must be longer than 90 seconds.  NOTE: Submissions must be no longer than 5 minutes.		1				
FI_08	Over 90 Seconds - Series  A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	2-10				
	NOTE: Submissions must be longer than 90 seconds each.  NOTE: Submissions must be no longer than 5 minutes each.						
, vod,	& ONLINE						
FI_09	Varying Length Series  A series (2-5) of commercial spots of varying lengths, airing on television, video-on-demand platforms, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	2-10				
	NOTE: Entries must include a video from at least two (2) of the video length categories.  NOTE: Series submitted in this category cannot be entered into other series categories.						
NEMA A	ADVERTISING						
FI_10	Cinema Advertising  A single (1) or series (2–5) of spots created specifically to run in movie theaters, intended for the cinema screen rather than standard broadcast or online use.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10				
OW BUD	GET						
FI_11	Low Budget  A single (1) or series (2-5) of commercial spots that creatively utilized a low or conservative production budget. Includes broadcast, cinema, online, or mobile.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10				
	NOTE: Entries must provide the production budget (in USD) and a	n explanation of how it was applied.	•				



ATEGOR	Υ	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
SER-GE	NERATED CONTENT (UGC)		
FI_12	User-Generated Content (UGC)  A single (1) or series (2-5) of videos that are derived from customer/user submitted content, created on behalf of a brand or organization. Includes broadcast, cinema, and online.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR  1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
2B COM	MUNICATIONS		
FI_13	B2B Communications  A single (1) or series (2-5) of commercial spots intended to communicate a message or service between businesses.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
LM & VI	DEO FOR GOOD		
FI_14	Film & Video for Good  A single (1) or series (2-5) of commercial spots that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
RAND P	ARTNERSHIPS		
FI_15	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of commercial spots.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		
SE OF H	UMOR		
FI_16	Use of Humor  A single (1) or series (2-5) of commercial spots that leverage humor as a creative tool.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10



ATEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
SE OF D	RAMA				
FI_17	Use of Drama  A single (1) or series (2-5) of commercial spots that leverage drama as a creative tool.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
NOVAT	TON				
FI_18	New Ideas in Film  A single (1) or series (2-5) of commercial spots that explore new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media 1-5 Content Videos OR + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the concept and idea behind the project.  NOTE: Innovative techniques in execution or use of media should be entered into Innovation categories FI_19: Execution or FI_20: Use of Media.				
FI_19	Execution in Film  A single (1) or series (2-5) of commercial spots that explore new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media 1-5 Content Videos OR + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories FI_18: New Ideas or FI_20: Use of Media.				
FI_20	Use of Media in Film  A single (1) or series (2-5) of commercial spots that explore creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media 1-5 Content Videos OR + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: Entries must include a written explanation of the innovativ NOTE: Innovative concepts and ideas or techniques in execution FI_19: Execution.				

## DAMING

### CATEGORIES & REQUIREMENTS GAMING



Gaming recognizes interactive experiences that use gameplay to entertain, inform, and create community. It includes work that is built around a brand that engages the user and adds to the gaming experience.

NOTE: No special equipment will be used for judging. The required submission media must showcase the game.

NOTE: Work can be brands utilizing existing games, or standalone games built for a brand.

FEES BY DEADLINE						
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE		
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

» All Gaming entries must provide the platform(s) on which the project was released.

## DAMING

### CATEGORIES & REQUIREMENTS GAMING



#### SUBMISSION MEDIA

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ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ANDED	GAME		
GA_01	Branded Game  A single (1) or series (2-5) of new games built around a brand, product, message, or service. Includes console, web, mobile, and console games.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: No special equipment will be used for judging. The require NOTE: Branded elements within existing games should be entered	•	3: Brand Integration.
AND PL	ACEMENT / IN GAME		
GA_02	Brand Placement / In Game  A single (1) or series (2-5) of branded elements built into an existing game to promote a brand, product, message, or service. Includes console, web, mobile, and console games.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: No special equipment will be used for judging. The require NOTE: New games created around a brand should be entered into NOTE: Entries must provide the game(s) the brand was placed into	GA_01: Branded Game.	
AND IN	TEGRATION		
GA_03	Brand Integration  A single (1) or series (2-5) of branded components such as maps, takeovers, and other incorporations into an existing game to promote a brand, product, message, or service. The brand must be integrated into and add to the gaming experience. Includes console, web, mobile, and console games.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: No special equipment will be used for judging. The require NOTE: New games created around a brand should be entered into NOTE: Entries must provide the game(s) the brand was integrated	GA_01: Branded Game.	
OBILE G	AMING		
GA_04	Mobile Gaming  A single (1) or series (2-5) of mobile-based games built around a brand, product, message, or service. Includes new fully-branded games and branded elements placed or integrated into existing games.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
		I	



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
REAMIN	NG AND INFLUENCER		
GA_05	Streaming and Creator  A single (1) or series (2–5) of work created in partnership with a gaming streamer or creator to enhance or promote a brand through their audience and style. Includes platforms such as Twitch, YouTube Live, Kick, and other game streaming services.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include the name and gaming and/or streaming	I ng platform of the influencer(s) involved in the worl	τ.
MMUN	ITY BUILDING		
GA_06	Community Building  The use of a single (1) or series (2-5) of new or existing games to build, support, and/or facilitate interaction between users and utilize the social aspect of gaming. Includes web, mobile, and console games.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
E OF G	AMING AS A TOOL		
GA_07	Use of Gaming as a Tool  A brand's use of gaming as a medium to provide a useful service or function to its users such as education, therapy, ecommerce, etc. Includes, web, mobile, and console games.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
МЕ МА	RKETING		
GA_08	Game Marketing  A single (1) or series (2-5) of pieces in a marketing campaign for a particular game or gaming product. Includes all mediums such as print, online, tv and video, experiential, and direct marketing.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media OR 1-5 Files of Original Content + Optional Supporting Media	1-15
	NOTE: Marketing for video games can also be entered into the ap of Home, Experiential, Integrated, etc.).	propriate discipline for the medium in which the ca	mpaign ran (Film, Ou
AYER-G	ENERATED GAMING ENVIRONMENTS		
GA_09	Player-Generated Gaming Environments  A brand's integration into a game or platform where individuals can create, explore, and interact with one another in real time within gameplay in a lasting virtual space. Includes metaverse.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
		1	



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ANDED	VIRTUAL GOODS		
GA_10	Branded Virtual Goods  A single (1) or series (2-5) of branded digital items that can be purchased or earned by the user to enhance their gaming experience. Includes skins, NFTs, virtual fashion, virtual tools, vehicles, and other digital goods.  NOTE: No special equipment will be used for judging. The require	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15 ds.
DEDIEN	NOTE: Entries must provide the game(s) the brand was integrated  TIAL & IMMERSIVE IN-PERSON GAMES	l into.	-
PERIEN	TIAL & IMMERSIVE IN-FERSON GAMES		
GA_11	Experiential & Immersive In-Person Games  A single (1) or series (2-5) of immersive games created around a brand, product, message, or service that require participants to interact with a physical environment. Includes experiences designed for new or existing physical spaces.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
	NOTE: Physical gaming products should be entered into GA_12: F	Physical Gaming Accessories.	
YSICAL	GAMING ACCESSORIES		
GA_12	Physical Gaming Accessories  A single (1) or series (2-5) of commercially-available physical products that enhance gameplay of a digital game, created to communicate a brand's personality or story. Includes both branded products and products intended for use with a branded game.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
	NOTE: No special equipment will be used for judging. The require	ed submission media must showcase the physical ac	ccessory.
ERILLA	/ GAME MODIFICATION		
GA_13	Guerilla / Game Modification  A single (1) or series (2-5) of unsanctioned modifications that enhance a particular game or gaming experience in service or a brand, product, message, or service. Includes user interface customizations, game conversions, art mods, total conversions, etc.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15
ВСОМ	MUNICATIONS		
GA_14	B2B Communications  Use of gaming to communicate a message or service between businesses in a single (1) or series (2-5) of work.	1-15 Project Images + Optional Supporting Media OR 1-5 Project Videos + Optional Supporting Images and/or URLs	1-15



ATEGOR	<i>'</i>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
AMING	AMING FOR GOOD					
GA_15	Gaming for Good  A brand's use of gaming to provide a positive social, cultural, or environmental impact. Includes awareness of and interaction with an issue, and other positive impact projects.	1-15 Project Images + Optional Supporting Media OR 1-5 Project Videos + Optional Supporting Images and/or URLs	1-15			
GA_16	Art Direction  The overall visual appearance of a single (1) or series (2-5) of digital games. Includes branded games or games with brand integration or placement.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15			
GA_17	Storytelling  The integration of visuals, audio, and character development within a single (1) or series (2-5) of digital games to create a narrative. Includes branded games or games with brand integration or placement.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15			
GA_18	VFX & Animation  Animation or visual effects applied to a single (1) or series (2-5) of digital games. Includes branded games or games with brand integration or placement.	1-5 Project Videos + Optional Supporting Images and/or URLs	1-10			
GA_19	Music  Use of original or adapted licensed music in a single (1) or series (2-5) of digital games. Includes branded games or games with brand integration or placement.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10			
GA_20	Sound Design  The creation and application of sounds or voiceover which accentuate, highlight, and score moments and movements in a single (1) or series (2-5) of digital games. Includes branded games or games with brand integration or placement.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10			

## CAMMAC



ATEGOR		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
NOVAT	ON				
GA_21	New Ideas in Gaming  A single (1) or series (2-5) of digital branded games or gaming experiences that explore new or transformative ideas and concepts that push the discipline forward.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should of Media.	· · · · · · · · · · · · · · · · · · ·			
GA_21	Execution in Gaming  A single (1) or series (2-5) of digital branded games or gaming experiences that explore new techniques, devices, or methods in implementation that push the discipline forward.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories GA_21: New Ideas or GA_23: Use of Media.				
GA_22	Use of Media in Gaming  A single (1) or series (2-5) of digital branded games or gaming experiences that explore creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1-5 Project Videos + Optional Supporting Images and/or URLs OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution s GA_22: Execution.				

### CATEGORIES & REQUIREMENTS HEALTH & WELLNESS



Health & Wellness recognizes work that promotes a brand, product, service, or message that assists in a person or animal's health and well-being.

NOTE: Campaigns for regulated products should be entered into the Pharma discipline.

FEES BY DEADLINE						
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL		
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE		
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900		
Integrated: \$750	Integrated: \$800	Integrated: \$825	Integrated: \$925	Integrated: \$1100		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- » ENTRY TITLE Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- **» EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

- » All Health and Wellness entries must provide the product / service type of the project.
- » All Health and Wellness entries must provide the area(s) of health and wellness covered in the project.
- » All Health and Wellness entries must provide the goal of the project, whether it was to raise awareness and/or increase sales.

## HEALTH & WELLNESS

#### **CATEGORIES & REQUIREMENTS**

**HEALTH & WELLNESS** 



#### **SUBMISSION MEDIA**

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

#### **HEALTH & WELLNESS**

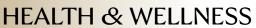


ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RANDED	CONTENT		
HW_01	Branded Content  A single (1) or series (2-5) of Health and Wellness work in which the brand is incorporated into the story and goes beyond traditional product placement or sponsorship.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
	NOTE: For content videos longer than 5 minutes, The One Show r	eserves the right to stop the video at the 5-minute ma	ark.
(PERIEN	TIAL / IMMERSIVE / EVENTS		
HW_02	Experiential / Immersive / Events  A single (1) or series (2-5) of brand experiences that engage an audience within a physical or digital environment and are centered around a Health and Wellness brand, product, message, or service.	1 Project Video + Optional Supporting Media 1 URL to Website OR + Optional Project Video + Optional Supporting Project Image OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
REATIVE	USE OF DATA		
HW_03	Creative Use of Data  A single (1) or series (2-5) of Health and Wellness work in which data played an integral role in its development and execution.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-5 Files of Original Content + Optional Supporting Media	1-10
	NOTE: Entries must provide the area(s) in which data played a cru	cial role and how it was used.	
RAND ID	ENTITY		
HW_04	Brand Identity  A single (1) or series (2-10) of elements of an identity system for a Health and Wellness brand, product, message, or service. Includes logo, business cards, stationery, branding guidelines, prospectus, etc.	1 Project Video + Optional Supporting Media OR 2-20 Images + Optional Media	1-20

#### **HEALTH & WELLNESS**



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES		
RODUCT	s				
HW_05	Products  A single (1) or series (2-5) of commercially available physical and/or digital products used to communicate, promote and/or assist in the user's Health and Wellness.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20		
RODUCT	PACKAGING				
HW_06	Product Packaging  A single (1) or series (2-10) of packaging for a Health and Wellness product or line of products.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20		
ROMOTIO	ONAL ITEMS				
HW_07	Promotional Items  A single (1) or series (2-10) of physical items created to promote a Health and Wellness brand, product, service, or message. Includes giveaways, swag, or other non-commercially available products.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20		
RECT M	ARKETING				
HW_08	Direct Marketing  A single (1) or series (2-5) of targeted physical or digital communications created for a Health and Wellness brand, product, message, or service. Must have a clear target group, with a call to action, and defined results.	3-15 Images OR 1 Project Video + Optional Images	1-15		
	NOTE: Non-broadcast videos should be entered in categories HW NOTE: Entries must define the target audience of the project.	/_01: Branded Content and HW_09: Film & Video.			
LM & VII	DEO				
HW_09	Film & Video  A single (1) or series (2-5) of broadcast, online or non-broadcast videos created for a Health and Wellness brand, product, service, or message.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.				





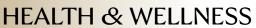
TEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
ILINE &	MOBILE				
HW_10	Online & Mobile  The use of a single (1) or series (2-5) of websites, microsites, or mobile applications as a tool for engagement with a Health and Wellness brand, product, service, or message.	1-5 Project Videos + Optional Supporting Media OR 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image	1-10		
CIAL M	IEDIA				
HW_11	Branded Posts  A single (1) or series (2-10) of work that leverages the power of social platforms to communicate a Health and Wellness-related message and engage its targeted audience.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10		
	NOTE: Entries must provide the social platform(s) used.				
HW_12	Influencer & Creator  A single (1) or series (2–5) of work on social platforms leveraging influencers or creators to build trust, share credible information, reduce stigma, or drive healthy actions.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Project Video + Optional Supporting URLs to Original Content	1-10		
INT					
HW_13	Print  A single (1) or series (2-10) of traditional print advertising to promote a Health and Wellness brand, product, service, or message. Includes newspaper and magazine advertisements, posters, and other flat printed collateral.	1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10		
JT OF H	ОМЕ				
HW_14	Out of Home  A single (1) or series (2-10) of out-of-home advertising created to promote a Health and Wellness brand, product, service, or message. Includes billboards, posters, vehicle wraps, transit, point-of-purchase displays, etc.	Project Video + Optional Images + Optional Demo Videos OR 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10		
BLIC RE	ELATIONS				
HW_15	Public Relations  A single (1) or series (2-5) of PR-led campaigns, programs and tactics promoting a Health and Wellness-related brand, product, service, or message.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10		

## CATEGORIES & REQUIREMENTS HEALTH & WELLNESS





CATEGORY	,	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES					
RADIO & A	ADIO & AUDIO							
HW_16	Radio & Audio  A single (1) or series (2-5) of advertising in the form of audio-based content for a Health and Wellness-related brand, product, service, or message.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR  1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10					
BRAND UN	NIVERSE & FRANCHISE							
HW_17	Brand Universe & Franchise  A single (1) or series (2–5) of work that extends a health brand or initiative into an ongoing world—through recurring formats, programs, platforms, or experiences. Entries should show how the universe sustains participation over time, deepens trust, affinity, sales and/or health literacy.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15					
NTEGRAT	ED / OMNICHANNEL CAMPAIGN							
HW_18	Integrated / Omnichannel Campaign  A fully integrated Health and Wellness brand campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to, television, print, online, out-of-home, or radio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15					
	NOTE: Project videos should include at least 3 different mediums	in the campaign.						
NTEGRAT	TION OF AI							
HW_19	Integration of AI  A single (1) or series (2–5) of work in health and wellness that integrates AI to improve access, personalization, triage, education, or support. Defined by originality in how AI enhances care, safeguards privacy, and demonstrates clear benefit to users or patients.	1 Project Video + Optional Supporting Media OR 1-10 Project Images + Optional Supporting Media	1-10					
COMMUN	ITY-DRIVEN CAMPAIGNS							
HW_20	Community-Driven Campaigns  A single (1) or series (2–5) of work built around participation from patients, caregivers, or advocacy communities. Entries should demonstrate co-creation, peer support, and inclusive design.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15					





CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
B2B COM	MUNICATIONS		
HW_21	<b>B2B Communications</b> A single (1) or series (2-5) of Health and Wellness work intended to communicate a message or service between businesses.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
BRAND PA	RTNERSHIPS		
HW_22	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of health & wellness work.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		
CRAFT			
HW_23	Use of Humor  A single (1) or series (2-5) of work for a Health and Wellness-related brand, product, service, or message that leverages humor as a creative tool.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
HW_24	Art Direction  Communication of the overall visual appearance of a single (1) or series (2-5) of work created for a Health and Wellness brand, product, service, or message.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
HW_25	Writing Writing in a single (1) or series (2-5) of work created for a Health and Wellness brand, product, service, or message.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
HW_26	Use of Technology  Specialized digital technologies applied to a single (1) or series (2-5) of work for a Health and Wellness brand, product, service, or message. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.	_
HW_27	Data-Driven Personalization  A single (1) or series (2-5) of work created for a Health and Wellness brand, product, message, or service in which a specific data set is used to personalize the user's interaction with the brand.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15

## CATEGORIES & REQUIREMENTS HEALTH & WELLNESS



ATEGOR'	<i>'</i>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
NOVAT	ION		
HW_28	New Ideas in Health & Wellness  A single (1) or series (2-5) of work for a Health and Wellness-related brand, product, service, or message that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should of Media.	· · · · · ·	
HW_29	Execution in Health & Wellness  A single (1) or series (2-5) of work for a Health and Wellness-related brand, product, service, or message that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative	· ·	
HW_30	Use of Media in Health & Wellness  A single (1) or series (2-5) of work for a Health and Wellness-related brand, product, service, or message that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution s HW_29: Execution.	·	

## CATEGORIES & REQUIREMENTS INTEGRATED / OMNICHANNEL



Integrated / Omnichannel recognizes creative concepts and messaging unified across multichannel campaigns.

NOTE: Campaigns must consist of 3-10 elements, executed in at least 3 mediums.

FEES BY DEADLINE						
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE		
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20		
Integrated: \$750	Integrated: \$800	Integrated: \$825	Integrated: \$925	Integrated: \$1100		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- >> TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

» All Integrated categories require at least three (3) different mediums, to be selected from the list provided.

## INTEGRATED / OMNICHANNEL

## CATEGORIES & REQUIREMENTS INTEGRATED / OMNICHANNEL



#### **SUBMISSION MEDIA**

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

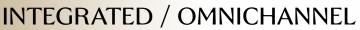
#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

#### INTEGRATED / OMNICHANNEL



TEGOR		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
TEGRA	TED / OMNICHANNEL CAMPAIGN				
IG_01	Integrated / Omnichannel Campaign  A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
AND TI	RANSFORMATION / REPOSITIONING				
IG_02	Brand Transformation / Repositioning  A fully integrated campaign that changes the way that the public perceives a brand or organization. Must consist of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Project videos should explain the transformation from the or NOTE: An integrated campaign that does not change public percesolely the visual identity should be entered into DE_04: Design - R	eption should be entered into IG_03: Rebran	ding Campaign. A rebrand c		
BRAND	ING CAMPAIGN				
IG_03	Rebranding Campaign  A fully integrated campaign using a new visual identity system for an existing brand, product, or service. Must consist of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: A rebrand of solely the visual identity should be entered into DE_04: Design - Rebranding.				
ISTOM	ER EXPERIENCE / CX				
IG_04	Customer Experience / CX  A system (3-10) of touchpoints executed in at least 3 mediums that define the overall perception of a brand, based on the users' interactions with it. Includes physical and/or digital presence as well as brand voice and tone applied to customer service channels. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	A system (3-10) of touchpoints executed in at least 3 mediums that define the overall perception of a brand, based on the users' interactions with it. Includes physical and/or digital presence as well as brand voice and tone applied to customer service channels. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	+ Optional Supporting Media OR 1-15 Project Images	1-15		





TEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
в сомі	MUNICATIONS				
IG_06	B2B Communications  A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums, intended to communicate a message or service between businesses. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-5		
TEGRAT	TED / OMNICHANNEL CAMPAIGNS FOR (	GOOD			
IG_07	Integrated / Omnichannel Campaigns for Good  A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums, that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
AND PA	ARTNERSHIPS				
IG_08	Multi-Brand  Two or more brands working together to create a fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include all client/brand names involved in the work.  NOTE: All brands involved should also be listed under the full credits.				
IG_09	Celebrity / Brand Collaboration  A fully integrated campaign consisting of 3–10 elements executed in at least 3 mediums, created through collaboration between a brand and a celebrity or public figure. Work in this category demonstrates strategic alignment, creative integration, and expanded reach and credibility through the partnership.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: All client/brand names involved in the work must be included NOTE: All brands and talent should also be listed under full credits.				
IG_10	Creator / Brand Collaboration  A fully integrated campaign consisting of 3–10 elements executed in at least 3 mediums, created through collaboration between a brand and a creator. Work in this category demonstrates authentic alignment, innovative use of creator voice, and expanded cultural relevance through the partnership.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: All client/brand names involved in the work must be included NOTE: All brands and creators should also be listed under full creators.				

## CATEGORIES & REQUIREMENTS INTEGRATED / OMNICHANNEL



CATE	ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
CRAI	RAFT					
IG	i_11	Use of Humor  A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums that leverages humor as a creative tool. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
IG	i_12	Use of Drama  A fully integrated campaign consisting of 3–10 elements executed in at least 3 mediums, distinguished by its dramatic craft where tension, emotion, and performance are used to heighten storytelling and amplify impact across channels.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
IG	à_13	Art Direction  Communication of the overall visual appearance of an integrated campaign. Must consist of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
IG	i_14	Writing  Writing across an integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
IG	G_15	Use of Technology  New or existing digital technologies applied to an integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
IG	i_16	Storytelling  The integration of words, visuals, and audio in an integrated campaign to tell the story of a brand, product, message, or service. Must consist of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		

## CATEGORIES & REQUIREMENTS INTEGRATED / OMNICHANNEL



ATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES				
NOVATION							
IG_17	New Ideas in Integrated / Omnichannel  An integrated campaign that explores new or transformative ideas and concepts that push the discipline forward. Must consist of 3-10 excecutions in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15				
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should of Media.	· ·	. ,				
IG_18	Execution in Integrated / Omnichannel  An integrated campaign that explores new techniques, devices, or methods in implementation that push the discipline forward. Must consist of 3-10 excecutions in at least 3 mediums.  Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15				
	NOTE: Entries must include a written explanation of the innovative	· ·					
IG_19	Use of Media in Integrated / Omnichannel  An integrated campaign that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward. Must consist of 3-10 excecutions in at least 3 mediums. Mediums can include, but are not limited to film, print, out-of-home, experiential, websites, mobile, social media, online video, or audio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15				
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution IG_18: Execution.						

#### **INTERACTIVE, ONLINE & MOBILE**



Interactive, Online & Mobile recognizes advertising communicated through digital channels including websites, mobile applications, and other digital media.

FEES BY DEADLINE					
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL	
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE	
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20	
Single: \$550	Single: \$600	Single: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900	
Series: \$700	Series: \$750	Series: \$775		Series: \$1050	
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625		Single or Series: \$900	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- **» TRANSLATION TO ENGLISH** Required only for entries which are not originally in English. **NOTE:** Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# INTERACTIVE, ONLINE & MOBILE

#### **CATEGORIES & REQUIREMENTS**

**INTERACTIVE, ONLINE & MOBILE** 



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



ATEGORY	<b>Y</b>	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
EBSITES	5				
IN_01	Websites  A single (1) or series (2-5) of websites, microsites, or webpages created to promote a brand, product, message, or service. Includes desktop, responsive, and mobile sites.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10		
OBILE A	PPLICATIONS				
IN_02	Mobile Applications  A single (1) or series (2-5) of mobile applications created to promote a brand, product, message, or service.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
TILITY					
IN_03	Utility  A single (1) or series (2-5) of branded online or mobile tools that facilitate a useful function for the user. Includes utility tools and ecommerce in apps, websites and mobile platforms.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
	NOTE: Larger digital commerce projects should be entered into IN_22: Commerce.				
USTOMI	ER EXPERIENCE / CX	I	1		
IN_04	Customer Experience / CX  A system (2-10) of digital touchpoints that define the overall perception of a brand, based on the users' interactions with it. Includes online and other digital presence as well as brand voice and tone applied to customer service channels.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
CUSTO	MIZATION USER EXPERIENCE				
IN_05	Al Customization User Experience  A single (1) or series (2–5) of work that uses Al to customize and adapt user experience. Defined by personalization that enhances relevance, accessibility, or usability while demonstrating originality in how Al is applied.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		



ATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
NLINE C	OMMUNITY PLATFORM				
IN_06	Online Community Platform  The use of an online community platform to facilitate communication and activity between users, centered around a brand, product, message, or service. Includes new platforms or the use of existing platforms such as Twitch, Zoom, Slack, Discord, etc.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image	1-15		
	NOTE: Posts on social media channels should be entered into the	Social Media discipline.			
NLINE A	DVERTISING				
IN_07	Native Ads  A single (1) or series (2-5) of digital advertisements that match the appearance and function of the platform in which they appear, created to promote a brand, product, message, or service.	1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos OR 1-5 Project Videos + Optional Supporting Media	1-15		
IN_08	<b>Display Ads</b> A single (1) or series (2-5) of digital banner advertisements created for a brand, product, message, or service.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
NLINE &	MOBILE VIDEO				
IN_09	Interactive Video, Storytelling & Experiences  A single (1) or series (2–5) of work where users engage directly with video, narrative, or experiential content. Includes formats such as interactive films, branching stories, scroll-based storytelling, or other immersive digital experiences where interaction shapes the journey.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
	NOTE: Videos without an interactive component should be entered into the Film & Video discipline or categories IN_10: Pre-Roll, IN_11: Online-Only Video, and IN_12: Mobile Video.				
IN_10	Pre-Roll  A single (1) or series (2-5) of online advertisements that play before the start of a video.	1-5 Content Videos + Optional Supporting Video or Image	1-10		

# INTERACTIVE, ONLINE & MOBILE

#### **CATEGORIES & REQUIREMENTS**



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
ONLINE 8	MOBILE VIDEO (CONT.)				
IN_11	Online-only Video - Single or Series  A single (1) or series (2-5) of videos for a brand, product, message, or service created specifically to be viewed online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image  OR  1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-10		
	NOTE: Online videos with an interactive component should be ent	tered into category IN_09: Interactive Video, Storytel	ling & Experiences.		
IN_12	Mobile Video  A single (1) or series (2-5) of videos for a brand, product, message, or service created specifically to be viewed on a mobile device. Includes vertical video.	1-5 Content Videos + Optional Supporting Video or Image	1-10		
	NOTE: Mobile videos with an interactive component should be entered into category IN_09: Interactive Video, Storytelling & Experiences.				
AMING					
IN_13	Online  A single (1) or series (2-5) of online games that feature a brand as a component of gameplay or as a standalone game. Includes PC, console, and other online gaming platforms.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10		
	NOTE: No special equipment will be used for judging. The required submission media must showcase the technology.  NOTE: Mobile-specific games or brand integrations should be entered in category IN_14: Gaming - Mobile.				
IN_14	<b>Mobile</b> A single (1) or series (2-5) of mobile games that feature a brand as a component of gameplay or as a standalone game.	1-15 Project Images + Optional Supporting Media OR 1-5 Project Videos + Optional Supporting Media	1-15		
	NOTE: No special equipment will be used for judging. The required submission media must showcase the technology.  NOTE: PC or console games should be entered in category IN_13: Gaming - Online.				
RANDED	VIRTUAL GOODS				
IN_15	Branded Virtual Goods  A single (1) or series (2-10) of branded digital objects used in an online community or game.	1-5 Project Videos + Optional Supporting Media OR 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10		



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
PHYSICA	HYSICAL PRODUCT & MOBILE INTEGRATION					
IN_16	Physical Product & Mobile Integration  A single (1) or series (2-5) of physical products that integrate with a mobile platform, created to communicate a brand's personality or story. The products must work together to complement and enhance the user experience.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
AUGMEN	UGMENTED, VIRTUAL & MIXED REALITY (AR, VR, MR)					
IN_17	Augmented, Virtual & Mixed Reality (AR, VR, MR)  Augmented, Virtual, and Mixed Reality technology used to enhance the visual experience of a brand, product, service, or message.	1 Project Video + Optional Supporting Media	1-10			
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.				
USE OF S	MART DEVICES & VOICE ASSISTANTS					
IN_18	Use of Smart Devices & Voice Assistants  Use of a single (1) or series (2-5) of smart devices or platforms to communicate and interact with consumers on behalf of a brand. Includes wearables, smart speakers, Google Home, Alexa, Apple Siri, etc.	1-5 Project Videos + Optional Supporting Media	1-10			
INTERAC	TIVE DIGITAL EXPERIENCE - IN-PERSON					
IN_19	Interactive Digital Experience - In-Person  A single (1) or series (2-5) of digital-physical interactive installations centered around a brand, product, message, or service. Includes installations within a larger environment such as kiosks, or fully immersive large-scale experiences.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10			
BRANDED	RANDED DIGITAL ENVIRONMENT					
IN_20	Branded Digital Environment  A single (1) or series (2-5) of fully digital interactive installations centered around a brand, product, message, or service within online learning, gaming, and other virtual experiences.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
	NOTE: No special equipment will be used for judging. The required submission media must showcase the experience.					



ATEGOR	<b>Y</b>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
REATIVE	USE OF DATA				
IN_21	Creative Use of Data  A single (1) or series (2-5) of work for which data was gathered, interpreted, and used to engage with an audience. Data must have played an integral role in the brand's message or distribution strategy.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
	NOTE: Entries must provide the area(s) in which data played a crucial role and how it was used.				
OMMER	CE				
IN_22	Commerce  A single (1) or series (2-5) of branded online or mobile transaction tools or solutions that facilitate the buying, selling, or trading of goods or services. Includes E-Commerce, Mobile Commerce, and online or digital payment solutions.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
2B COM	MUNICATIONS				
IN_23	B2B Communications  A single (1) or series (2-5) of interactive, online, and mobilebased work intended to communicate a message or service between businesses.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
ITERAC	TIVE & MOBILE FOR GOOD				
IN_24	Interactive & Mobile for Good  A single (1) or series (2-5) of interactive, online, and mobile-based work that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		





CATEGORY	<b>Y</b>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
BRAND PA	RAND PARTNERSHIPS				
IN_25	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of interactive, online, or mobile-based work.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
	NOTE: Entries must include all client/brand names involved in the work.  NOTE: All brands involved should also be listed under the full credits.				
UX / UI	X / UI				
IN_26	Utility / Ecommerce  A single (1) or series (2-5) of branded online tools, websites, or mobile applications that facilitates a useful function for the user.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
IN_27	User Experience / CX / DX  Overall ease of use of a single (1) or series (2-5) of websites or mobile applications created for a brand, product, message, or service. Includes work integrated across multiple digital channels.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
IN_28	Interface Design  Overall look and feel of a single (1) or series (2-5) of websites or mobile applications created for a brand, product, message, or service.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		
IN_29	Conversational Interface  A single (1) or series (2–5) of UX/UI designs built around conversational interfaces such as chatbots, home assistants, voice interfaces, and other dialogue-based systems.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15		





ATEGOR	<b>Y</b>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
X / UI (C	ONT.)		
IN_30	Cross-Channel - Digital / Physical  A single (1) or series (2-5) of branded user experiences that provide a seamless integration between at least one digital device or platform and one physical object.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must represent a single work across 2-5 different m	nediums, including at least 1 physical and 1 digital.	
RAFT			
IN_31	Art Direction  Communication of the overall visual appearance of a single (1) or series (2-5) of interactive, online, or mobile-based work.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15
IN_32	Visual Effects  Visual effects applied to a single (1) or series (2-5) of websites, mobile applications, smart devices, or other interactive digital work. Includes motion graphics, virtual reality, augmented reality, etc.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10
IN_33	Animation  Animation applied to a single (1) or series (2-5) of websites, mobile applications, smart devices, or other interactive digital work.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10
IN_34	Music  Use of original or adapted licensed music in a single (1) or series (2-5) of websites, mobile applications, smart devices, or other interactive digital work.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10
IN_35	Sound Design  Sound design for a single (1) or series (2-5) of websites, mobile applications, smart devices, or other interactive digital work. Also includes sound effects.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10





CA	TEGORY	1	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
UX	/ UI (C	ONT.)		
	IN_36	Writing  Writing in a single (1) or series (2-5) of interactive, online, or mobile-based work.	1-5 Project Videos + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15
	IN_37	Use of Technology  New or existing digital technologies applied to a single (1) or series (2-5) of interactive, online, or mobile-based work.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10
		NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.	
	IN_38	Use of Technology - Al  The use of Al technologies applied to a single (1) or series (2-5) of interactive, online, or mobile-based work.	1-5 Project Videos + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-10
		NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technology.	

#### INTERACTIVE, ONLINE & MOBILE



ATEGOR'	Υ	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
INOVAT	ION		
IN_39	New Ideas in Interactive, Online, & Mobile  A single (1) or series (2-5) of interactive, online, or mobile-based work that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should be	·	
IN_40	Execution in Interactive, Online, & Mobile  A single (1) or series (2-5) of interactive, online, or mobile-based work that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or use of media should be ent	· · · · · · · · · · · · · · · · · · ·	
IN_41	Use of Media in Interactive, Online, & Mobile  A single (1) or series (2-5) of interactive, online, or mobile-based work that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media OR 1-5 URLs to Site + Optional Supporting Images and/or Videos	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution IN_40: Execution.	·	

#### IP & PRODUCT DESIGN



IP & Product Design recognizes original products, experiences, and intellectual properties created by a brand. This discipline includes physical or digital products, branded utilities, ownable figures, narrative assets, and other creations that extend a brand's presence and create lasting connections with audiences.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20	
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- » ENTRY TITLE Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# IP & PRODUCT DESIGN

#### **CATEGORIES & REQUIREMENTS**

#### IP & PRODUCT DESIGN



#### **SUBMISSION MEDIA**

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

# CATEGORIES & REQUIREMENTS IP & PRODUCT DESIGN

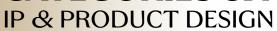


TEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES		
омоті	IONAL				
IP_01	Physical Product  A single (1) or series (2-5) of physical products created to communicate a brand's personality or story. Includes giveaways, swag, or other non-commercially available products.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20		
	NOTE: Commercially available physical products should be entered	ed in category IP_04: In-Market.			
IP_02	<b>Digital Product</b> A single (1) or series (2-5) of digital products created to communicate a brand's personality or story. Includes software, applications, games, services, platforms, etc.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Commercially available digital products should be entered	l in category IP_05: In-Market.			
IP_03	Integrated Digital & Physical Product  A single (1) or series (2-5) of physical products that integrate with a digital product created to communicate a brand's personality or story. The products must work together to complement and enhance the user experience.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Commercially available integrated products should be ent	tered in category IP_06: In-Market.			
MARK	ET				
IP_04	Physical Product  A single (1) or series (2-5) of commercially-available physical products created to communicate a brand's personality or story.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20		
	NOTE: Non-commercially available physical products should be e	entered in category IP_01: Promotional.			
IP_05	Digital Product  A single (1) or series (2-5) of commercially-available digital products created to communicate a brand's personality or story.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Non-commercially available digital products should be ent	tered in category IP_02: Promotional.	,		
IP_06	Integrated Digital & Physical Product  A single (1) or series (2-5) of commercially-available physical products that integrate with a digital product created to communicate a brand's personality or story. The products must work together to complement and enhance the user experience.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Non-commercially available integrated products should be entered in category IP_03: Promotional.				

#### IP & PRODUCT DESIGN



TEGOR	Υ	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
PERIM	ENTAL / INTERNAL PROJECTS / R&D		
IP_07	Experimental / Internal Projects / R&D  A single (1) or series (2-5) of new digital or physical inventions not yet released in the marketplace. Must be in service of a brand.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries submitted in this category cannot be entered into a	nny other One Show category.	
INTEG	RATION IN NEW PRODUCTS		
IP_08	Al Integration in New Products  A single (1) or series (2-5) of digital and/or physical products that incorporate Al technologies, created to communicate a brand's personality or story. The use of Al must directly enhance the user experience.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
RRATI	VE & WORLD-BUILDING		
IP_09	Narrative & World-Building  A single (1) or series (2–5) of products, experiences, concepts, characters, or similar elements that expand a brand into a larger narrative world beyond its core offering. This can include story-driven product extensions, immersive experiences, or mascots that create distinctive and ownable brand IP.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
MMU	NITY-DRIVEN PRODUCT OR IP		
IP_10	Community-Driven Product or IP  A single (1) or series (2–5) of IP or product design initiatives shaped directly by community input. Work in this category demonstrates meaningful participation, co-creation, or user contributions that influence the final property and deepen brand connection.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
MMER	RCE		
IP_11	Commerce  A single (1) or series (2-5) of digital and/or physical products that facilitate the buying, selling, or trading of goods or services.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
ВСОМ	MUNICATIONS		
IP_12	B2B Communications  A single (1) or series (2-5) of digital and/or physical products created to communicate a message or service between businesses. Includes commercially-available and promotional products.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15





TEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
ODUC.	rs for good				
IP_13	Products for Good  A single (1) or series (2-5) of digital and/or physical products that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
AND P	ARTNERSHIPS				
IP_14	Multi-Brand  Two or more brands working together to create a single (1) or series (2-5) of new products. Includes physical and/or digital products for either in-market or promotional release.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred				
IP_15	Celebrity / Brand Collaboration  A single (1) or series (2–5) of products or IP developed through collaboration between a brand and a celebrity. Work in this category should highlight authentic alignment, cultural resonance, and the creation of distinctive offerings.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: All client/brand names involved in the work must be included NOTE: All brands and talent should also be listed under full credit				
NOVAT	ION				
IP_13	New Ideas in IP & Product Design  A single (1) or series (2-5) of digital or physical products that explore new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media shou of Media.	·			
IP_14	Execution in IP & Product Design  A single (1) or series (2-5) of digital or physical products that explore new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_16: New Ideas or IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into Innovation categories IP_18: Use of Media should be entered into IP_18: Use of Media should be entere				

# CATEGORIES & REQUIREMENTS IP & PRODUCT DESIGN



ATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
INOVAT	TON (CONT.)		
IP_15	Use of Media in IP & Product Design  A single (1) or series (2-5) of digital or physical products that explore creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution IP_17: Execution.	·	



Moving Image Craft & Production recognizes the specialized skills demonstrated in the creation and production of branded content videos and commercial spots.

FEES BY DE	FEES BY DEADLINE					
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL		
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE		
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20		
Single: \$550	Single: \$600	Single: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900		
Series: \$700	Series: \$750	Series: \$775		Series: \$1050		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625		Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# MOVING IMAGE CRAFT & PRODUCTION

# CATEGORIES & REQUIREMENTS MOVING IMAGE CRAFT & PRODUCTION



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



CATEGORY	1	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
DIRECTIO	N		
MI_01	Single  Overall artistic vision of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.	1 Content Video	1-2
MI_02	Series  Overall artistic vision of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10
WRITING			
MI_03	Single  Scriptwriting of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.	1 Content Video	1-2
MI_04	Series  Scriptwriting of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10
EDITING			
MI_05	Single  Editing of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2
MI_06	Series  Editing of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES
NEMAT	OGRAPHY		
MI_07	Single  Cinematography of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2
MI_08	Series  Cinematography of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10
IIMATIO	ON		
MI_09	Single  Animation applied to a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2
MI_10	Series  Animation applied to a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10
SUAL EF	FECTS		
MI_11	Single  Visual effects applied digitally in post-production to a single (1) commercial spot or branded content video. Includes CGI, motion capture, green screen, and other digital effects in television, cinema, digital games, or online videos.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2
MI_12	Series  Visual effects applied digitally in post-production to a series (2-5) of commercial spots or branded content videos. Includes CGI, motion capture, green screen, and other digital effects in television, cinema, digital games, or online videos.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10



	OPTIONS	IMAGES
PRACTICAL EFFECTS		
Single  Special effects achieved on set in the production of a single (1) commercial spot or branded content video. Includes pyrotechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.	1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image	1-2
Series  Special effects achieved on set in the production of a series (2-5) commercial spots or branded content videos. Includes pyrotechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.	2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	2-10
ION DESIGN		
Production Design  Production design of a single (1) or series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
Actor  The selection of talent for a particular role or part in a single (1) or series (2-5) of television, cinema, digital games, or online moving image pieces.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
NOTE: Casting of real people, celebrities, or influencers should be	entered into categories MI_17: Real People or MI_18: C	Celebrity / Influenc
Real People  The selection of non-actors for a particular role or part in a single (1) or series (2-5) of television, cinema, digital games, or online moving image pieces. Includes street casting, documentary, testimonials, etc.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
	Special effects achieved on set in the production of a single (1) commercial spot or branded content video. Includes pyrotechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.  Series  Special effects achieved on set in the production of a series (2-5) commercial spots or branded content videos. Includes pyrotechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.  ON DESIGN  Production Design  Production design of a single (1) or series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.  Actor  The selection of talent for a particular role or part in a single (1) or series (2-5) of television, cinema, digital games, or online moving image pieces.  NOTE: Casting of real people, celebrities, or influencers should be real people  The selection of non-actors for a particular role or part in a single (1) or series (2-5) of television, cinema, digital games, or online moving image pieces. Includes street casting,	Special effects achieved on set in the production of a single (1) commercial spot or branded content video. Includes protechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.  Series  Special effects achieved on set in the production of a series (2-5) commercial spots or branded content videos. Includes protechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.  Series  Special effects achieved on set in the production of a series (2-5) commercial spots or branded content videos. Includes protechnics, mechanical rigs, makeup, prosthetics, and other practical effects in television, cinema, digital games, or online videos.  ON DESIGN  Production Design  Production Design  Production design of a single (1) or series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.  1 Project Video  4 Optional Supporting Project Image  OR  1 Project Video  4 Optional Supporting Project Image  OR  1 Project Video  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to Full Length Pieces  4 Optional Supporting Project Image  OR  1 S URLs to



ATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
ASTING	(CONT.)		
MI_18	Celebrity / Influencer  The intentional selection of a celebrity, influencer, or other well-known figure whose existing audience, persona, or cultural relevance is central to the creative impact. Applies to a single (1) or series (2–5) of television, cinema, digital games, or online moving image pieces.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
	NOTE: Work created specifically for distribution on social media of Marketing.	channels should be entered into categories SM_15 or	SM_16: Influencer
TLE SEG	QUENCES		
MI_19	Title Sequences  Opening or ending title sequences for a single (1) or series (2-5) of commercial spots, branded content videos, or other content developed for film, television or internet release.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
RAILERS	& TEASERS		
MI_20	Trailers & Teasers  A single (1) or series (2-5) of video advertisements created to promote and preview upcoming content such as television shows, video games, books, theatrical events/concerts, etc.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
SE OF TE	ECHNOLOGY		
MI_21	Use of Technology  The use of new or existing technology applied to a single (1) or series (2-5) of television, cinema, digital games, or online moving image pieces.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
	NOTE: No special equipment will be used for judging. The require NOTE: Work using Al technology should be entered into MI_22: U	+ Optional Supporting Video(s) + Optional Supporting Project Image d submission media must showcase the technology.	



ATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
E OF TI	ECHNOLOGY (CONT.)		
MI_22	AI  The use of AI technologies applied to a single (1) or series (2-5) of television, cinema, digital games, or online videos.	1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
	NOTE: No special equipment will be used for judging. The require	ed submission media must showcase the technology.	
W BUD	GET		
MI_23	Low Budget  A single (1) or series (2-5) of commercial spots or branded content that creatively utilized a low or conservative production budget.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s)	1-10
		+ Optional Supporting Project Image	
	NOTE: Entries must provide the production budget (in USD) and a	+ Optional Supporting Project Image	
ON-TRA	NOTE: Entries must provide the production budget (in USD) and a	+ Optional Supporting Project Image	
ON-TRA		+ Optional Supporting Project Image	1-10
MI_24	Non-traditional Filmmaking  A single (1) or series (2–5) of moving image work produced using unconventional filmmaking methods. This may include innovative production techniques, experimental formats, or	+ Optional Supporting Project Image  n explanation of how it was applied.  1 Project Video + Optional Content Video(s) + Optional Supporting Project Image OR  1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR  1-5 URLs to Full Length Pieces + Optional Supporting Video(s)	1-10

#### **MUSIC & SOUND CRAFT**



Music & Sound Craft recognizes the specialized skills demonstrated in the production or execution of original, licensed, and adapted music as well as sound in videos, commercial spots, or other work utilizing audio as a key component of its creative.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20	
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# MUSIC & SOUND CRAFT

# CATEGORIES & REQUIREMENTS MUSIC & SOUND CRAFT



#### **SUBMISSION MEDIA**

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.





		SUBMISSION MEDIA OPTIONS	REFEREN IMAGES
NIC BR	ANDING / BRANDED AUDIO		
MS_01	Sonic Branding / Branded Audio  A single (1) or series (2-5) of memorable sequences of sounds or notes used to identify a brand, product, service, or message. Includes sonic logos, jingles, etc.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10
PERIEN	TIAL MUSIC & SOUND		
MS_02	Experiential Music & Sound  A single (1) or series (2-5) of audio content that triggers active engagement from a listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
<b>STOM</b> (	CONTENT		
MS_03	Custom Content  A single (1) or series (2-5) of audio content customized to a specific individual or group. Can be stand-alone or woven into a larger plot or narrative.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
MS_03	Custom Content  A single (1) or series (2-5) of audio content customized to a specific individual or group. Can be stand-alone or woven into	+ Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video	1-10
MS_03	Custom Content  A single (1) or series (2-5) of audio content customized to a specific individual or group. Can be stand-alone or woven into a larger plot or narrative.	+ Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video	1-10





CATEGORY	,	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
MUSIC AD	PAPTATION				
MS_05	Instrumental  Use of adapted instrumental music in a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10		
	NOTE: Entries must provide the original artist/song that was adap	oted.			
MS_06	Song  Use of adapted musical compositions(s) with lyrics in a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10		
	NOTE: Entries must provide the original artist/song that was adapted.				
ORIGINAL	. MUSIC				
MS_07	Score - Short Form  Original instrumental composition(s) created for a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10		
	NOTE: Short form submissions must be 3 minutes or less.				
MS_08	Score - Long Form  Original instrumental composition(s) created for a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10		
	NOTE: Long form submissions must be longer than 3 minutes.				
MS_09	Song  Original musical composition(s) with vocals created for a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10		

#### **MUSIC & SOUND CRAFT**



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES
RTIST / I	BRAND COLLABORATION		
MS_10	Artist / Brand Collaboration  A single (1) or series (2–5) of audio content in any medium where the collaboration between the brand and a recording artist or creator extends beyond the licensing or composition of a song. The artist, creator, or their work should play a featured role.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
NCE DI	NOTE: Entries must list the recording artist(s) and/or creator(s) inv	olved in the work and the role they played in its	creation.
MS_11	Voice Direction  A single (1) or series (2–5) of work where voice direction is central to the impact. This includes casting, performance, and delivery choices that elevate storytelling, character, or brand identity through sound.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
UND DI	ESIGN		
MS_12	Sound Design  The creation and application of sounds which accentuate, highlight, and score moments and movements in a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
DUND M	IXING		
M\$_12	Sound Mixing  The blending of all sound, music, and dialogue within one singular mix for a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
OUND E	DITING		
MS_13	Sound Editing  The editing, manipulation, and alteration of existing sounds / sound design in a single (1) or series (2-5) of work in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10

#### **MUSIC & SOUND CRAFT**



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
USE OF T	ECHNOLOGY		
MS_15	Use of Technology  The use of new or existing technology applied to a single (1) or series (2-5) of audio-based work.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
	NOTE: No special equipment will be used for judging. The require NOTE: Work using AI technology should be entered into MS_16: U		ogy.
MS_16	AI  The use of AI technologies applied to a single (1) or series (2-5) of audio-based work.	1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10
	NOTE: No special equipment will be used for judging. The require	d submission media must showcase the technological	ogy.
INNOVAT	TION IN MUSIC & SOUND CRAFT		
MS_17	Innovation in Music & Sound Craft  A single (1) or series (2-5) of audio-based work that explores transformative devices or methods in its execution and pushes the discipline forward.	1 Project Video + Optional Supporting Media OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image OR 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image	1-10



Out of Home recognizes advertising in public spaces, delivered via physical or digital mediums.

FEES BY DEADLINE					
SUPER EARLY EARLY REGULAR EXTENDED FINAL DEADLINE DEADLINE DEADLINE					
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20	
Single: \$550 Series: \$700 Single or Series: \$550	Single: \$600 Series: \$750 Single or Series: \$600	Single: \$625 Series: \$775 Single or Series: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900 Series: \$1050 Single or Series: \$900	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# OUT OF HOME

# CATEGORIES & REQUIREMENTS OUT OF HOME



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
).P. & IN	-STORE		
OH_01	Single A single (1) poster, shelf banner, 3D display, window display, or other promotion placed in-store or at point-of-sale.	1 Artwork Image + Optional Project Images + Optional Supporting Project Video	1-4
OH_02	Series  A series (2-10) of posters, shelf banners, 3D displays, window displays, or other promotions placed in-store or at point-of-sale.	2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-15
STERS			
OH_03	Single  A single (1) printed poster displayed on a surface with the intent of promoting a brand, product, service, or message. Includes guerilla postings.	1 Artwork Image + Optional Project Images + Optional Supporting Project Video	1-4
OH_04	Series  A series (2-10) of printed posters displayed on a surface with the intent of promoting a brand, product, service, or message. Includes guerilla postings.	2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-15
LBOAR	DS & TRANSIT		
OH_05	Single "A single (1) static advertisement which appears in or around transit. Includes billboards, bulletins, lamppost banners, vehicle wraps, bus shelters, subways, taxis, and transportation hubs.	1 Artwork Image + Optional Project Images + Optional Supporting Project Video	1-4
	NOTE: Work that includes dynamic digital components should be	entered in category OH_07: Dynamic Billboards	& Transit.
OH_06	Series  A series (2-10) of static advertisements which appear in or around transit. Includes billboards, bulletins, lamppost banners, vehicle wraps, bus shelters, subways, taxis, and transportation hubs.	2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-15
	NOTE: Work that includes dynamic digital components should be	entered in category OH_07: Dynamic Billboards	& Transit.
OH_07	Dynamic Billboards & Transit  A single (1) or series (2-10) of advertisements which incorporate digital or electronic components that move or change. Includes digital and motorized billboards and other dynamic displays.	1-5 Project Videos + Optional Supporting Images	1-10
	NOTE: Work entered in this category cannot be entered into OH_	05 and OH 06: Billboards & Transit.	



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
IURALS			
OH_08	Murals  A single (1) or series (2-10) of large scale advertisements applied directly on building surfaces via paint, vinyl, or other mediums.	1 Project Video + Optional Supporting Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
RAND IN	STALLATIONS		
OH_09	Brand Installations  A single (1) or series (2-10) of temporary or permanent immersive experiences that connect people to a brand in an indoor or outdoor space. Includes pop-up stores, trade show booths, kiosks, and station or street dominations.	3-15 Images OR 1 Project Video + Optional Images	1-15
OH_10	Real-time Responsive / Generative  A single (1) or series (2–5) of brand installations designed to respond in real time. Defined by generative or data-driven elements that adapt to audience interaction, environmental factors, or live inputs to create evolving experiences.	3-15 Images OR 1 Project Video + Optional Images	1-15
XPERIEN	TIAL & INSTALLATIONS		
OH_11	Experiential & Installations  A single (1) or series (2-10) of physical spaces used to connect people to a brand, product, service, or message via human interaction and experience. Includes live events, exhibitions, art interventions, responsive environments, etc.	1 Project Video + Optional Images OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
2B COMI	MUNICATIONS		
OH_12	B2B Communications  A single (1) or series (2-5) of out-of-home advertising intended to communicate a message or service between businesses.	1 Project Video + Optional Images + Optional Demo Videos OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
USTAINA	BILITY IN OUT OF HOME		
OH_13	Sustainability in Out of Home  A single (1) or series (2–5) of out of home work that incorporates sustainable practices. This may include environmentally responsible materials, renewable energy use, or innovative methods that reduce impact while maintaining creative effectiveness.	1 Project Video + Optional Images + Optional Demo Videos OR 1-15 Images + Optional Project Images + Optional Project Video	1-15



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
JT OF H	OME FOR GOOD		
OH_14	Out of Home for Good  A single (1) or series (2-5) of out-of-home advertisments that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Images + Optional Demo Videos OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
AND PA	ARTNERSHIPS		
OH_15	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of out of home advertising.	1 Project Video + Optional Images + Optional Demo Videos OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
RAFT	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cre		
OH_16	Use of Humor  A single (1) or series (2-5) of out of home advertising that leverage humor as a creative tool.	1 Project Video + Optional Images + Optional Demo Videos OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
OH_17	Use of Drama  A single (1) or series (2-5) of out of home advertising that leverage drama as a creative tool.	1 Project Video + Optional Images + Optional Demo Videos OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
OH_18	Art Direction  Communication of the brand's overall visual appearance in a single (1) or series (2-10) of out-of-home work.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
AFT (C	ONT.)		
OH_19	<b>Writing</b> Writing in a single (1) or series (2-10) of out-of-home work.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
OH_20	Illustration  Illustration within a single (1) or series (2-10) of out-of-home work.  Can be a stand-alone work or incorporated into a larger layout.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
OH_21	Photography  Photography within a single (1) or series (2-10) of out-of-home work. Can be a stand-alone work or incorporated into a larger layout.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
	NOTE: Altered photographs may be entered, but added elements	such as typography or illustration will not be conside	ered.
OH_22	Typography  Use of typography within a single (1) or series (2-10) of out-of-home work. Can be a stand-alone work or incorporated into a larger layout.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
OH_23	Printing & Production  Specialized printing or production techniques applied to a single (1) or series (2-10) of out-of-home work.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
OH_24	Use of Technology  The use of new or existing digital technology applied to a single (1) or series (2-10) of out-of-home work. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: No special equipment will be used for judging. The require	I d submission media must showcase the technology.	



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
NNOVATION					
OH_25	New Ideas in Out of Home  A single (1) or series (2-5) of out of home advertising that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the concept and idea behind the project.  NOTE: Innovative techniques in execution or use of media should be entered into Innovation categories OH_26: Execution or OH_27: Use of Media.				
OH_26	Execution in Out of Home  A single (1) or series (2-5) of out of home advertising that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories OH_25: New Ideas or OH_27: Use of Media.				
OH_27	Use of Media in Out of Home  A single (1) or series (2-5) of out of home advertising that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
NOTE: Entries must include a written explanation of the innovative and transformative aspects of the media use NOTE: Innovative concepts and ideas or techniques in execution should be entered into Innovation categories (OH_26: Execution.					

# PHARMA

# CATEGORIES & REQUIREMENTS PHARMA



Pharma recognizes communications created for products or services that diagnose, treat, prevent, or advocate for medical conditions.

NOTE: Campaigns for non-regulated products should be entered into the Health & Wellness discipline.

FEES BY DEADLINE				
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900
Integrated: \$750	Integrated: \$800	Integrated: \$825	Integrated: \$925	Integrated: \$1100

#### **PROJECT INFORMATION**

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- **» EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# PHARMA

## CATEGORIES & REQUIREMENTS PHARMA



#### ADDITIONAL INFORMATION

- » All Pharma entries must provide the product / service type of the project.
- » All Pharma entries must provide the medical condition addressed in the project.
- » All Pharma entries must provide the audience targeted in the project (consumer, patient, or medial professionals).
- » All Pharma entries must provide the goal of the project, whether it was to raise awareness, increase sales, and/or directly address a medical condition.

#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.



\TEGOR\		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
ANDED	CONTENT		
PH_01	Branded Content  A single (1) or series (2-5) of Pharma work in which the brand is incorporated into the story and goes beyond traditional product placement or sponsorship.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image OR 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image	1-10
	NOTE: For content videos longer than 5 minutes, The One Show	reserves the right to stop the video at the 5-minute ma	ırk.
PERIEN	TIAL / IMMERSIVE / EVENTS		
PH_02	Experiential / Immersive / Events  A single (1) or series (2-5) of brand experiences that engage an audience within a physical or digital environment and are centered around a Pharma brand, product, message, or service.	1 Project Video + Optional Supporting Media 1 URL to Website  OR + Optional Project Video + Optional Supporting Project Image  OR 1-15 Images + Optional Project Images + Optional Project Video	1-15
REATIVE	USE OF DATA		
PH_03	Creative Use of Data  A single (1) or series (2-5) of Pharma work in which data played an integral role in its development and execution.	1 Project Video + 1-5 Files of Original Content + Optional Supporting Media OR 1-5 Files of Original Content + Optional Supporting Project Video or Images	1-10
		ucial role and how it was used.	1
	NOTE: Entries must provide the area(s) in which data played a cru		
AND ID	NOTE: Entries must provide the area(s) in which data played a cru  ENTITY		
PH_04		2-20 Images + Optional Supporting Media	1-20
	ENTITY  Brand Identity  A single (1) or series (2-10) of elements of an identity system for a Pharma brand, product, message, or service. Includes logo, business cards, stationery, branding guidelines, prospectus, etc.	2-20 Images	1-20

# PHARMA



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
омоті	ONAL ITEMS				
PH_06	Promotional Items  A single (1) or series (2-10) of physical items created to promote a Pharma brand, product, service, or message. Includes giveaways, swag, or other non-commercially available products.	1-20 Images + Optional Project Videos	1-20		
RECT M	ARKETING				
PH_07	Direct Marketing  A single (1) or series (2-5) of targeted physical or digital communications created for a Pharma brand, product, message, or service. Must have a clear target group, with a call to action, and defined results.  NOTE: Non-broadcast videos should be entered in categories PH_NOTE: Entries must include the targeted audience.	3-15 Images OR 1 Project Video + Optional Images  O1: Branded Content or PH_08: Film & Video.	1-15		
LM & VII	DEO				
PH_08	Film & Video  A single (1) or series (2-5) of broadcast, online or non-broadcast videos created for a Pharma brand, product, service, or message.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10		
	NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.				
NLINE &	MOBILE				
PH_09	Online & Mobile  The use of a single (1) or series (2-5) of websites, microsites, or mobile applications as a tool for engagement with a Pharma brand, product, service, or message.	1-5 Project Videos + Optional Supporting Media OR 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image	1-10		
CIAL M	IEDIA				
PH_10	Social Media  A single (1) or series (2-10) of work that leverages the power of social platforms to communicate a Pharma-related message and engage its targeted audience.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10		
	NOTE: Entries must include all social platforms used.	I .	I		



ATEGORY	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
RINT	RINT					
PH_11	Print  A single (1) or series (2-10) of traditional print advertising to promote a Pharma brand, product, service, or message. Includes newspaper and magazine advertisements and promotional items.	1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10			
UT OF H	ОМЕ					
PH_12	Out of Home  A single (1) or series (2-10) of traditional print advertising to promote a Pharma brand, product, service, or message. Includes newspaper and magazine advertisements, posters, and other flat printed collateral.	1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-10			
UBLIC RI	ELATIONS					
PH_13	Public Relations  A single (1) or series (2-5) of PR-led campaigns, programs and tactics promoting a Pharma-related brand, product, service, or message.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10			
ADIO & /	AUDIO					
PH_14	Radio & Audio  A single (1) or series (2-5) of advertising in the form of audio-based content for a Pharma-related brand, product, service, or message.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10			
NTEGRAT	TED / OMNICHANNEL CAMPAIGN					
PH_15	Integrated / Omnichannel Campaign  A fully integrated Pharma brand campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to, television, print, online, out-of-home, or radio.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15			
	NOTE: Project videos should include at least 3 different mediums	in the campaign.	_			
2B COM	MUNICATIONS					
PH_16	<b>B2B Communications</b> A single (1) or series (2-5) of Pharma work intended to communicate a message or service between businesses.	1 Project Video + Optional Supporting Media OR 1-10 Images + Optional Supporting Media	1-10			



CA	TEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
IN.	NTEGRATION OF AI					
	PH_17	Integration of AI  A single (1) or series (2–5) of pharmaceutical work that applies AI to improve patient outcomes, streamline processes, or enhance experiences for healthcare professionals. Includes innovations in diagnostics, treatment support, or data-driven personalization.	1 Project Video + Optional Supporting Media OR 1-10 Images + Optional Project Media	1-10		
CR	CRAFT					
	PH_18	Art Direction  Communication of the overall visual appearance of a single (1) or series (2-5) of work created for a Pharma brand, product, service, or message.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	PH_19	Writing Writing in a single (1) or series (2-5) of work created for a Pharma brand, product, service, or message.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	PH_20	Use of Sound  The use of audio within a single (1) or series (2-5) of Pharmarelated work. Includes sound design, sound effects, music, etc.	1 Project Video + Optional Audio Files + Optional Supporting Image OR 1-5 Audio Files + Optional Supporting Project Media	1-15		
	PH_21	Use of Technology  Specialized digital technologies applied to a single (1) or series (2-5) of work for a Pharma brand, product, service, or message. Includes the use of AI technologies.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: No special equipment will be used for judging. The required submission media must showcase the technology.					
	PH_22	Data-Driven Personalization  Use of a specific data set to personalize communications in a single (1) or series (2-5) of work created for a Pharma brand, product, service, or message.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		

# PHARMA



CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
NNOVATION					
PH_23	New Ideas in Pharma  A single (1) or series (2-5) of work for a Pharma-related brand, product, service, or message that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the concept and in NOTE: Innovative techniques in execution or use of media should be entered into Innovation categories PH_24: E of Media.				
PH_24	Execution in Pharma  A single (1) or series (2-5) of work for a Pharma-related brand, product, service, or message that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or use of media should be enter	·			
PH_25	Use of Media in Pharma  A single (1) or series (2-5) of work for a Pharma-related brand, product, service, or message that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution PH_24: Execution.	·			

#### PRINT & PROMOTIONAL



Print & Promotional recognizes advertising communicated through printed publications and other physical collateral.

FEES BY DEADLINE						
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL		
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE		
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20		
Single: \$550	Single: \$600	Single: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900		
Series: \$700	Series: \$750	Series: \$775		Series: \$1050		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625		Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# PRINT & PROMOTIONA

#### **CATEGORIES & REQUIREMENTS**

#### **PRINT & PROMOTIONAL**



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

#### **PRINT & PROMOTIONAL**



newspaper advertisement to promote a brand, ervice, or message. Full page, spread, or small space	1 Artwork Image + Optional Project Images	
ervice, or message. Full page, spread, or small space		
tered here.	+ Optional Supporting Project Video	1-4
-10) of newspaper advertisements to promote a duct, service, or message. Full page, spread, or small be entered here.	2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-15
magazine advertisement to promote a brand, ervice, or message. Full page, spread, small space, or nts may be entered here.	1 Artwork Image + Optional Project Images + Optional Supporting Project Video	1-4
-10) of magazine advertisements to promote a brand, ervice, or message. Full page, spread, small space, or nts may be entered here.	2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video	1-15
TS / BROCHURES		
Booklets / Brochures or series (2-10) of printed communications created e a brand, product, service, or message. Includes nulti-page catalogues, pamphlets, booklets, books, flyers etc.	1-20 Images + Optional Project Video + Optional Publication PDFs	1-20
mmercially available books, magazines, or newspapers s Magazines & Newspapers.	should be entered into category DE_06: Editori	al - Books or DE_07:
JCTS & APPAREL		
Products & Apparel or series (2-10) of physical items created to promote roduct, service, or message. Includes clothing, is, jewelry, pet apparel, giveaways, swag, or other	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
l F	Products & Apparel  series (2-10) of physical items created to promote duct, service, or message. Includes clothing,	Products & Apparel  Series (2-10) of physical items created to promote duct, service, or message. Includes clothing, jewelry, pet apparel, giveaways, swag, or other products.  1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images

#### **PRINT & PROMOTIONAL**



CATEGOR	<i>(</i>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RODUCT	PACKAGING		
PT_07	Product Packaging  A single (1) or series (2-10) of packaging for a promotional product or line of products.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
IGITAL E	EXTENSIONS & INTEGRATION		
PT_08	Digital Extensions & Integration  A single (1) or series (2–5) of print or promotional work enhanced by digital extensions. Includes interactive print, QR integration, AR layers, or connected experiences that bridge physical and digital to expand reach and impact.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
ОММИ	IITY-DRIVEN CAMPAIGNS		
PT_09	Community-Driven Campaigns  A single (1) or series (2–5) of print or promotional work built around active community participation. Defined by cocreation, user contributions, or grassroots involvement that strengthens authenticity and engagement.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
2B COM	MUNICATIONS		
PT_10	B2B Communications  A single (1) or series (2-10) of print or promotional advertising intended to communicate a message or service between businesses.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
RINT & P	ROMOTIONAL FOR GOOD		
PT_11	Print & Promotional for Good  A single (1) or series (2-5) of print or promotional advertising that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20





TEGOR	Υ	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
AND PA	ARTNERSHIPS		
PT_12	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of print or dimensional promotional work.	1 Project Video + Optional Images + Optional Demo Videos OR 1-20 Images + Optional Videos	1-20
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		
AFT			
PT_13	Use of Humor  A single (1) or series (2-5) of print work that leverage humor as a creative tool.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
PT_14	Use of Drama  A single (1) or series (2-5) of print work that leverage drama as a creative tool.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
PT_15	Art Direction  Communication of the brand's overall visual appearance in a single (1) or series (2-10) of print work.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
PT_16	Writing Writing in a single (1) or series (2-10) of print work.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15
PT_17	Illustration  Illustration within a single (1) or series (2-10) of print work. Can be a stand-alone work or incorporated into a larger layout.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15

### CATEGORIES & REQUIREMENTS PRINT & PROMOTIONAL



ATEGORY	<b>Y</b>	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
RAFT (C	ONT.)			
PT_18	Photography  Photography within a single (1) or series (2-10) of print work.  Can be a stand-alone work or incorporated into a larger layout.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15	
	NOTE: Altered photographs may be entered, but added elements	such as typography or illustration will not be conside	ered.	
PT_19	<b>Typography</b> Use of typography within a single (1) or series (2-10) of print work. Can be a stand-alone work or incorporated into a larger layout.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15	
PT_20	Printing & Production  Specialized printing or production techniques applied to a single (1) or series (2-10) of print work.	1-15 Images + Optional Project Images + Optional Project Video OR 1 Project Video + Optional Images + Optional Demo Videos	1-15	
NOVAT	ION			
PT_21	New Ideas in Print & Promotional  A single (1) or series (2-5) of print advertising that explores new or transformative ideas and concepts that push the discipline forward.  NOTE: Entries must include a written explanation of the innovative	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15 behind the project.	
	NOTE: Innovative techniques in execution or use of media should of Media.	d be entered into Innovation categories PT_22: Exec	ution or PT_23: Use	
PT_22	Execution in Print & Promotional  A single (1) or series (2-5) of print advertising that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15	
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories PT_21: New Ideas or PT_23: Use of Media.			

### CATEGORIES & REQUIREMENTS PRINT & PROMOTIONAL



ATEGOR'	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
NOVAT	ION (CONT.)		
PT_23	Use of Media in Print & Promotional  A single (1) or series (2-5) of print advertising that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovat NOTE: Innovative concepts and ideas or techniques in execution PT_22: Execution.	'	•



Public Relations recognizes campaigns, programs, and tactics that are led by strategic communication and earned influence, rather than traditional paid advertising. These initiatives actively engage audiences, spark cultural conversation, and build credibility in service of a clear objective.

NOTE: This includes areas such as public affairs, community affairs, and related practices.

FEES BY DEA	FEES BY DEADLINE					
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL		
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE		
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900		
Integrated: \$750	Integrated: \$800	Integrated: \$825	Integrated: \$925	Integrated: \$1100		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- **» CREDITS** Company and Individual credits should be supplied for all entries. **NOTE:** Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# PUBLIC RELATIONS

### CATEGORIES & REQUIREMENTS PUBLIC RELATIONS



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RADITIO	NAL MEDIA RELATIONS		
PR_01	Traditional Media Relations  A public relations campaign via traditional media outlets, such as television, radio, leaflets, billboards, newspapers, and magazines, created to raise awareness and influence public perception of a brand, product, message, or service.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
DIGITAL 8	ONLINE		
PR_02	Digital & Online  A public relations campaign via online methods such as social media, blogging, or email marketing, created to raise awareness and influence public perception of a brand, product, message, or service.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
VENTS &	EXPERIENTIAL		
PR_03	Events & Experiential  A public relations campaign centered around a "stunt," conference, or other event created to raise awareness and influence public perception of a brand, product, message, or service.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
OMMUN	IITY BUILDING		
PR_04	Community Building  A public relations campaign engaging target audiences via social networks and community forums in order to improve brand sentiment and increase consumer interaction with the brand, product, message, or service.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
NTERNAL	COMMUNICATIONS		
PR_05	Internal Communications  A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, employees, members, etc.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
RAND VO	DICE		
PR_06	Brand Voice  The combination of verbal, visual, emotional, and other tools to tell a brand's narrative and to maintain and increase engagement.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10



ATEGORY	1	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
USINESS	TRANSFORMATION		
PR_07	Business Transformation  A public relations campaign intended to explain and highlight the evolution of the brand or organization, resulting in a change of consumer perception.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
	NOTE: Project videos should explain the transformation from the on NOTE: A rebrand of a visual identity should be entered into DE_04		
EPUTATI	ON MANAGEMENT		
PR_08	Reputation Management  A public relations campaign designed to enhance, preserve, or improve the short or long-term reputation of a brand or organization.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
URRENT	EVENT RESPONSE / REAL-TIME REACTIVE	/E	
PR_09	Current Event Response / Real-Time Reactive  The use of real-time information to create brand-centric messaging or to react to current events.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
2B COM	MUNICATIONS		
PR_10	<b>B2B Communications</b> A public relations campaign intended to communicate a message or service between businesses.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
UBLIC RI	ELATIONS FOR GOOD		
PR_11	Public Relations for Good  A public relations campaign that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10



TEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCI IMAGES
AND PA	ARTNERSHIPS		
PR_12	Multi-Brand  Two or more brands working together to create a single unified public relations campaign.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		
PR_13	Creator / Brand Collaboration  A single (1) or series (2–5) of work where creators and brands collaborate to unlock targeted audiences and amplify impact and/ or cultural relevance.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
TEGRA	TED / OMNICHANNEL PR CAMPAIGN		
PR_14	Integrated / Omnichannel PR Campaign  A fully integrated public relations campaign across at least 3 channels. Channels can include, but are not limited to media relations, events, community building, etc.	1 Project Video + Optional Images, PDFs, Videos and/or URLs OR 1-10 Images + Optional Project Video, PDF, and/or URLs	1-10
	NOTE: Project videos should include at least 3 different mediums	in the campaign.	•
NOVAT	ION		
PR_15	New Ideas in Public Relations  A public relations campaign that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should of Media.	·	
PR_16	Execution in Public Relations  A public relations campaign that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovativ NOTE: Innovative concepts and ideas or use of media should be en	· ·	



ATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
NNOVAT	ION (CONT.)		
PR_17	Use of Media in Public Relations  A public relations campaign that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovation NOTE: Innovative concepts and ideas or techniques in execution PR_16: Execution.	·	

#### **RADIO & AUDIO-FIRST**



Radio & Audio recognizes advertising in the form of audio-based content such as broadcast or online commercial spots and podcasts.

FEES BY DEADLINE						
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL		
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE		
Sep 24 – Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20		
Single: \$550	Single: \$600	Single: \$625	Single: \$725 Series: \$875 Single or Series: \$725	Single: \$900		
Series: \$700	Series: \$750	Series: \$775		Series: \$1050		
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625		Single or Series: \$900		

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# RADIO & AUDIO-FIRST

#### **CATEGORIES & REQUIREMENTS**

**RADIO & AUDIO-FIRST** 



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

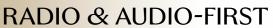
Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

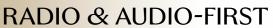
Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES





ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES
ONIC BR	ANDING / BRANDED AUDIO		
RA_01	Sonic Branding / Branded Audio  A single (1) or series (2-5) of sounds or compositions used to identify a brand. Includes sonic logos, jingles, etc.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10
ROADCA	ist		
RA_02	Single  A single (1) commercial spot broadcast over national, regional, or satellite radio stations.	1 Audio File + Optional Translation Video + Optional Supporting Project Video and/or Image	1-3
RA_03	Series A series (2-5) of commercial spots broadcast over national, regional, or satellite radio stations.	2-5 Audio Files + Optional Translation Videos + Optional Supporting Project Video and/or Image	1-10
NLINE			
RA_04	Streaming Audio Advertising  A single (1) or series (2-5) of commercial spots broadcast over an internet radio station or platform.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-5
RA_05	Branded Podcast  A single (1) or series (2-5) of podcasts that integrate a brand into its content.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10
usтом (	CONTENT		
RA_06	Custom Content  A single (1) or series (2-5) of branded audio content customized to a specific audience. Can be stand-alone or woven into a larger plot or narrative. Includes user-generated content.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10
(PERIEN	TIAL RADIO & AUDIO		
RA_07	Experiential Radio & Audio  A single (1) or series (2-5) of branded audio content that triggers action from the listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10





TEGORY		SUBMISSION MEDIA OPTIONS	REFEREN IMAGES		
MMER	CE				
RA_08	Commerce  A single (1) or series (2-5) of branded audio communications that facilitates the buying, selling, or trading of goods or services. Includes the use of voice assistants, audiobots, podcasts, and other audio-led experiences.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
в сом	MUNICATIONS				
RA_09	B2B Communications  A single (1) or series (2-10) of audio-led advertising intended to communicate a message or service between businesses.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
DIO &	AUDIO FOR GOOD				
RA_10	Radio & Audio for Good  A single (1) or series (2-5) of audio-led advertising that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
AND PA	ARTNERSHIPS				
RA_11	Multi-Brand  Two or more brands working together to create a single (1) or series (2-5) of audio-based pieces.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred		·		
RA_12	Creator / Brand Collaboration  A single (1) or series (2–5) of radio or audio-first work created through collaboration between a brand and a creator. Highlights authentic alignment, distinctive creator voice, and expanded reach or resonance delivered through the partnership.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
	NOTE: All client/brand names involved in the work must be included.  NOTE: All brands and creators should also be listed under full credits.				

### CATEGORIES & REQUIREMENTS RADIO & AUDIO-FIRST



CATEGORY	ATEGORY SUBMISSION MEDIA REFER OPTIONS IMAG				
CRAFT					
RA_13	Use of Humor  A single (1) or series (2-5) of radio and audio advertising that leverage humor as a creative tool.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_14	Use of Drama  A single (1) or series (2-5) of radio and audio advertising that leverage drama as a creative tool.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_15	Writing - Single Writing of a single (1) audio-based piece.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-3		
RA_16	Writing - Series Writing of a series (2-5) of audio-based pieces.	2-5 Audio Files + Optional Translation Videos + Optional Supporting Project Video and/or Image	1-10		
RA_17	<b>Sound Design</b> Sound design of a single (1) or series (2-5) of audio-based pieces.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_18	Use of Music  Use of original or adapted music in a single (1) or series (2-5) of audio-based pieces.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_19	Voice Direction  Direction in a single (1) or series (2-5) of audio-based pieces.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_20	Casting Casting in a single (1) or series (2-5) of audio-based pieces.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_21	Storytelling  A single (1) or series (2–5) of radio or audio-first work distinguished by the strength of its storytelling craft. Defined by structure, pacing, character, and emotional impact that bring the idea to life through sound.	1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		
RA_22	Use of Technology  A single (1) or series (2–5) of radio or audio-first work where technology is central to the creative execution. Includes innovative recording methods, sound manipulation, distribution formats, or technical applications that advance the medium.	1 Project Video + Optional Audio Files + Optional Supporting Project Image OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10		

#### RADIO & AUDIO-FIRST



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES	
INOVATI	ON			
RA_23	New Ideas in Radio & Audio  A single (1) or series (2-5) of radio and audio advertising that explores new or transformative ideas and concepts that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10	
	·	TE: Entries must include a written explanation of the innovative and transformative aspects of the concept and idea behind the project.  TE: Innovative techniques in execution or use of media should be entered into Innovation categories RA_24: Execution or RA_25: of Media.		
RA_24	Execution in Radio & Audio  A single (1) or series (2-5) of radio and audio advertising that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10	
	NOTE: Entries must include a written explanation of the innovative and transformative aspects of the techniques used in execution.  NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories RA_23: New Ideas or RA_25: Use of Media.			
RA_25	Use of Media in Radio & Audio  A single (1) or series (2-5) of radio and audio advertising that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image	1-10	
	NOTE: Entries must include a written explanation of the innovative	· ·	·	



Social Media recognizes work where social platforms are central to the idea, strategy, and execution. While the work may exist as part of a broader campaign, the social components must be conceived as social-first and built around the behaviors, features, and culture of the platforms themselves.

FEES BY DEADLINE					
SUPER EARLY	EARLY	REGULAR	EXTENDED	FINAL	
DEADLINE	DEADLINE	DEADLINE	DEADLINE	DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20	
Single: \$550	Single: \$600	Single: \$625	Single: \$725	Single: \$900	
Series: \$700	Series: \$750	Series: \$775	Series: \$875	Series: \$1050	
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- » ENTRY TITLE Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- **» EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### **ADDITIONAL INFORMATION**

» All Social Media entries must provide the platform(s) on which the project was released.

# SOCIAL MEDIA

### CATEGORIES & REQUIREMENTS SOCIAL MEDIA



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES



CATEGORY	1	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
SOCIAL C	HANNEL		
SM_01	Single Platform  A brand's overall brand personality and voice on a single (1) social network, utilizing that particular network's specific functionalities or strengths.	1 Project Video + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15
SM_02	Multi-Platform  A brand's overall brand personality and voice on a series (2-5) of social networks, utilizing each particular network's specific functionalities or strengths.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15
SOCIAL P	OST		
SM_03	Single  A single (1) branded post on a social network, utilizing that particular network's specific functionalities or strengths. Post should have been created specifically for distribution on social media channels.	1 File of Original Content (Image, Gif, Video) + Project Video and/or Images + Optional Supporting URL	1-4
SM_04	Single Platform Series  A series (2-10) of branded posts around a central theme on a single social network, utilizing that particular network's specific functionalities or strengths. Campaigns should have been created specifically for distribution on social media channels.	1 Project Video or Project Image + 2-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10
SM_05	Multi-Platform Series  A series (2-10) of branded posts around a central theme on a series (2-5) of social networks, utilizing each particular network's specific functionalities and strengths. Campaigns should have been created specifically for distribution on social media channels.	1 Project Video or Project Image + 2-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10
SM_06	Real-time Response  The use of real-time information to create brand-centric messaging or to react to current events in a single (1) or series (2-10) of social posts. Posts should have been created specifically for distribution on social media channels.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
SOCIAL V	IDEO		
SM_07	Under 15 Seconds  A single (1) or series (2-5) of mobile-first vertical or square videos, up to 15 seconds in length, which are comprehensible with and without sound and created to promote a brand, product, message, or service. Videos should have been created specifically for distribution on social media channels.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
SM_08	Over 15 Seconds  A single (1) or series (2-5) of mobile-first vertical or square videos, over 15 seconds in length, which are comprehensible with and without sound and created to promote a brand, product, message, or service. Videos should have been created specifically for distribution on social media channels.	1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image	1-10
.IVESTRE	AM		
SM_09	<b>Livestream</b> A single (1) or series (2-5) of online videos that document a brand's live event via real-time video on a social platform.	1 Project Video + Optional Supporting Media OR 1 URL to Website + Optional Project Video + Optional Supporting Project Image	1-10
JSER-GEN	IERATED CONTENT (UGC)		
SM_10	User-Generated Content (UGC)  A single (1) or series (2-10) of branded social content that is derived from user-submitted materials. Content should have been created specifically for distribution on social media channels.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10
RAND UN	NIVERSE		
SM_11	Brand Universe  A single (1) or series (2–5) of social media work that builds an ongoing world around a brand, going beyond traditional product selling or placement. Includes recurring formats, characters, or experiences that create continuity, expand storytelling, and deepen audience connection across platforms.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15
COMMUN	IITY BUILDING		
SM_12	Community Building  A single (1) or series (2–5) of social media work designed to bring audiences together and foster active participation.  Defined by initiatives that encourage dialogue, user contributions, shared identity, and lasting engagement.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15



TEGORY		SUBMISSION MEDIA OPTIONS	REFERENC IMAGES		
MMUN	IITY ENGAGEMENT				
SM_13	Community Engagement  A single (1) or series (2-10) of branded social content that encourages active participation from users to trigger engagement and interaction with the brand.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
CIAL M	IEDIA STUNTS & ACTIVATIONS				
SM_14	Social Media Stunts & Activations  A single (1) or series (2-5) of real-world stunts or activations intended to trigger social media response and interaction.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
FLUENC	ER MARKETING				
SM_15	Influencer Marketing  Partnership with an established social media influencer or influencers to enhance or promote a brand through that influencer's audience and style, released on a single (1) or a series (2-5) of social platforms.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
	NOTE: Entries must include the name and social channel(s) of the	influencer(s) involved in the work.			
SM_16	Use of Celebrity  The use and incorporation of an established celebrity or celebrities to enhance or promote a brand via content created specifically for distribution on social media channels.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
	NOTE: Entries must include the name(s) of any celebrities involved in the work.				
VENTIV	E FEATURE USE OR MODIFICATION				
SM_17	Inventive Feature Use or Modification  A single (1) or series (2–5) of social media work that makes inventive use of a platform's features or modifies them in unexpected ways. Includes reimagining native tools (e.g., filters, polls, stitches, AR, live formats) or bending platform mechanics to deliver creative impact and deeper audience engagement.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
MMER	CE				
SM_18	Commerce  A single (1) or series (2-10) of branded social content that integrates and facilitates the buying, selling, or trading of goods.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		



CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
OCIAL M	IEDIA FOR GOOD				
SM_19	Social Media for Good  A single (1) or series (2-5) of branded social content that creates a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
RAND PA	RTNERSHIPS				
SM_20	Brand Partnerships  Two or more brands working together to create a single (1) or series (2-5) of work created specifically for distribution on social media channels.	1-5 Project Videos + Optional Supporting Media OR 1-15 Images + Optional Supporting Media	1-15		
	NOTE: Entries must include all client/brand names involved in the NOTE: All brands involved should also be listed under the full cred	·····			
CRAFT					
SM_21	Use of Humor  A single (1) or series (2-5) of branded social media content that leverage humor as a creative tool.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10		
SM_22	Use of Drama  A single (1) or series (2-5) of branded social media content that leverage drama as a creative tool.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10		
SM_23	Writing  1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs				
SM_24	Use of Visuals  Use of visuals in a single (1) or series (2-10) of social media posts. Includes static or dynamic elements.	1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs	1-10		
SM_24	Use of Visuals  Use of technology applied to a single (1) or series (2-10) of social media posts.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15		
NOTE: No special equipment will be used for judging. The required submission media must showcase the technolog NOTE: Work using AI technology should be entered into SM_24: Use of AI.					



ATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
RAFT (C	ONT.)		
SM_26	Craft - Use of Technology - AI  The use of AI technologies applied to a single (1) or series (2-5) of social media posts.  NOTE: No special equipment will be used for judging. The require	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media ed submission media must showcase the tech	1-15
NOVATI	ON		
SM_27	New Ideas in Social Media  A single (1) or series (2-5) of work created specifically for distribution on social media channels that explores new or transformative ideas and concepts that push the discipline forward.  NOTE: Entries must include a written explanation of the innovative NOTE: Innovative techniques in execution or use of media should of Media.	·	
SM_28	Execution in Social Media  A single (1) or series (2-5) of work created specifically for distribution on social media channels that explores new techniques, devices, or methods in implementation that push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or use of media should b of Media.	· ·	
SM_29	Use of Media in Social Media  A single (t) or series (2-5) of work created specifically for distribution on social media channels that explores creative placement, positioning, timing, or other innovative use of media to reach the target audience and push the discipline forward.	1 Project Video + Optional Supporting Media OR 1-15 Project Images + Optional Supporting Media	1-15
	NOTE: Entries must include a written explanation of the innovative NOTE: Innovative concepts and ideas or techniques in execution SM_28: Execution.	·	•

### CATEGORIES & REQUIREMENTS CREATIVE MARKETER



The Creative Marketer award honors the senior brand leader—such as a CMO or other top marketing executive—behind award-winning work that elevated creativity as a core priority for the brand. It recognizes the confidence and bravery of an individual who champions bold ideas from concept through execution to measurable success.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20	
Single or Series: \$750	Single or Series: \$800	Single or Series: \$825	Single or Series: \$925	Single or Series: \$1100	

#### SUBMISSION REQUIREMENTS

The following should be prepared for each Creative Marketer entry. Details are on the following pages.

#### **ENTRY DETAILS & INFORMATION**

- » ENTRY DETAILS
  - \* Client / Brand
  - \* Entry Title
  - \* Single or Series?
  - \* Thumbnail



- » INFORMATION
  - \* Client Type
  - \* Launch Date (month / year)
  - \* Marketer Name
  - \* Marketer Title
  - \* Marketer Role

- \* Project Background (max 300 words)
- \* Project Creative Idea (max 300 words)
- \* Project Insights & Strategy (max 300 words)
- \* Project Execution (max 300 words)
- \* Project Business Results (max 300 words)
  English Translation

#### **MEDIA**

#### » JUDGING MEDIA



Project Video or Project Image

#### » SUPPORTING MEDIA



1-10 Files of Original Content

Permitted file types include: Image, Video, PDF, Audio File, URL

#### » REFERENCE IMAGES



1-10

Images to represent the work

NOTE: the jury will not see these

### CATEGORIES & REQUIREMENTS CREATIVE MARKETER



#### PROJECT INFORMATION

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who is the client this person represents and supports?
- » SINGLE OR SERIES Choose from: Single (1) for a campaign with one piece, Series (2+) for larger campaigns that encompass multiple pieces.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » BUSINESS RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

In addition to the information required on all entries (listed on the following page), Creative Marketer entries must also provide the following:

- » NAME The full name of the CMO or Brand Marketer who championed the project and contributed to its success.
  NOTE: This individual should also be included in the Full Credits on the entry.
- » TITLE The title of this CMO or Brand Marketer
- » ROLE Provide details on the contributing role of the CMO or Brand Marketer. Include context and information that elaborate on the challenges overcome or ways in which this individual elevated the work creatively, the reach of the brand, or overall impact. (max 300 words)Answers to these required questions will be viewed and considered by the jury.

### CATEGORIES & REQUIREMENTS CREATIVE MARKETER



#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

CATEGOR	Y	SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES
CREATIVE	MARKETER		
CM_01	Creative Marketer  The Creative Marketer award honors the senior brand leader—such as a CMO or other top marketing executive—behind award-winning work that elevated creativity as a core priority for the brand. It recognizes the confidence and bravery of an individual who champions bold ideas from concept through execution to measurable success.	1 Project Video or Image + 1-10 Supporting Files of Original Content	1-10

### CATEGORIES & REQUIREMENTS FUSION PENCIL



The Fusion Pencil celebrates diversity, equity and inclusion (DEI) in both agency/production company staffing and in the content of the work itself. It will be awarded to work that both meets The One Show's standards for creative excellence, and incorporates DEI considerations for underrepresented groups into both the content of the work and makeup of the team that created it.

#### The Fusion Pencil will recognize work based on three criteria:

- » The work must first meet The One Show's standards for excellence in creativity of ideas and quality of execution.
- » Awarded work will demonstrate that issues of Diversity, Equity & Inclusion (i.e., racial and ethnic diversity, gender diversity, ageism, cognitive or physical abilities, positive body image, all kinds of discrimination, negative stereotypes, etc.), in any way those might manifest in the specific market for which the work is made, have been seriously considered and implemented in the work.
- » Entrants must disclose how they have implemented DEI principles when forming the teams involved in the work both:
  - **» Behind the scenes** what percentage of the agency and production company teams directly involved in the work are part of underrepresented groups (i.e., women and other marginalized genders, racial or ethnic groups, LGBTQ+, and people with cognitive or physical differences).
  - » Public-facing (In front of the camera) how the work communicates authentically with the target audience through casting, language, script, and narrative/storytelling.

FEES BY DEADLINE				
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE
Sep 24 - Oct 31	Nov 1 - Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20
Single or Series: \$550	Single or Series: \$600	Single or Series: \$625	Single or Series: \$725	Single or Series: \$900

# FUSION PENCIL

### CATEGORIES & REQUIREMENTS FUSION PENCIL



#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

All Fusion Pencil entries require additional detailed information on the areas in which diversity and inclusion were addressed in the creation of the work and of the teams directly involved in the project.

- » DEI AREAS Select the underrepresented areas your work addresses. You may select more than one.
- » DEI IMPLEMENTATION Describe how the work communicates authentically with the target audience through casting, language, script, narrative/storytelling, and community involvement.
- » **DEI METHODS & PRINCIPLES –** Describe the methodology in research and testing for successful implementation.
- » **DEI IN THE CREATIVE TEAM:** Provide the number of Creative Team Members AND the number of how many of those team members represent the DEI areas selected.
- » CREATIVE TEAM DETAILS For each creative, include as many of the following details as possible. We encourage you to describe each team member's involvement in the work.
  - » Name (may be omitted for privacy if preferred)
  - » Title
  - » Ethnicity
  - » Gender
  - » Orientation
  - » Age
  - » Different physical / cognitive ability

### CATEGORIES & REQUIREMENTS FUSION PENCIL



#### **SUBMISSION MEDIA**

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES		
FUSION PENCIL					
FP_01	Fusion Pencil  The Fusion Pencil honors work that meets the highest standards of creative excellence while advancing diversity, equity, and inclusion (DEI). It recognizes ideas that authentically reflect underrepresented groups in their content, and the teams whose makeup and process embody those same values.	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10		

### CATEGORIES & REQUIREMENTS GREEN PENCIL



The Green Pencil recognizes work which made a measurable environmental impact. This includes, but is not limited to, awareness and messaging, product design, and eco-friendly production techniques.

NOTE: Work entered in this discipline must be published or aired between January 1, 2024 - February 20, 2026.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 - Feb 6	Feb 7 – Feb 20	
Single or Series: \$400	Single or Series: \$450	Single or Series: \$475	Single or Series: \$575	Single or Series: \$750	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

# GREEN PENCIL

### CATEGORIES & REQUIREMENTS GREEN PENCIL



#### ADDITIONAL INFORMATION

All Green Pencil entries must include a detailed written explanation of the positive ecological impact of the work. (max 500 words)

Consider the following:

- » The environmental issue and background the work addresses
- » How the work made a positive ecological impact
- » Additional factors such as supply chain, production, etc.

#### SUBMISSION MEDIA

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
GREEN PENCIL						
GP_01	Green Pencil  The Green Pencil recognizes work which made a measurable environmental impact. This includes, but is not limited to, awareness and messaging, product design, and eco-friendly production techniques.	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10			

### CATEGORIES & REQUIREMENTS SUSTAINABLE DEVELOPMENT PENCIL



The SDG Pencil recognizes the teams who chose to utilize their creative talents and resources to better the world we live in, and contribute to securing a sustainable future for all. Work submitted must address at least one of the UN's 17 Sustainable Development Goals (SDGs).

NOTE: Work entered in this category must be published or aired between January 1, 2022 - February 20, 2026.

FEES BY DEADLINE					
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE	
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20	
Single or Series: \$400	Single or Series: \$450	Single or Series: \$475	Single or Series: \$575	Single or Series: \$750	

#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- **» EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

### CATEGORIES & REQUIREMENTS SUSTAINABLE DEVELOPMENT PENCIL



#### ADDITIONAL INFORMATION

All Sustainable Development entries must include a written detailed explanation of the impact, scalability, partnership, and overall results of your campaign and select at least one of the 17 Sustainable Development Goals (SDGs) which the work addresses. (max 500 words)

#### SDG GOALS

- » SDG #1: NO POVERTY End poverty in all its forms everywhere
- » SDG #2: ZERO HUNGER End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- » SDG #3: GOOD HEALTH & WELL-BEING Ensure healthy lives and promote well-being for all at all ages
- » SDG #4: QUALITY EDUCATION Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- » SDG #5: GENDER EQUALITY Achieve gender equality and empower all women and girls
- » SDG #6: CLEAN WATER & SANITATION Ensure availability and sustainable management of water and sanitation for all
- » SDG #7: AFFORDABLE & CLEAN ENERGY Ensure access to affordable, reliable, sustainable and modern energy for all
- » SDG #8: DECENT WORK & ECONOMIC GROWTH Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- » SDG #9: INDUSTRY, INNOVATION & INFRASTRUCTURE Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- » SDG #10: REDUCED INEQUALITIES Reduce inequality within and among countries
- » SDG #11: SUSTAINABLE CITIES & COMMUNITIES Make cities and human settlements inclusive, safe, resilient and sustainable
- » SDG #12: RESPONSIBLE CONSUMPTION & PRODUCTION Ensure sustainable consumption and production patterns
- » SDG #13: CLIMATE ACTION Take urgent action to combat climate change and its impacts
- » SDG #14: LIFE BELOW WATER Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- » SDG #15: LIFE ON LAND Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- » SDG #16: PEACE, JUSTICE & STRONG INSTITUTIONS Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- » SDG #17: PARTNERSHIPS FOR THE GOALS Strengthen the means of implementation and revitalize the global partnership for sustainable development

### CATEGORIES & REQUIREMENTS SUSTAINABLE DEVELOPMENT PENCIL



#### **SUBMISSION MEDIA**

All entries must include media for judging, submitted via The One Show online entry system. Submission Media options are determined by the Category, outlined on the following pages.

Each media type has specific technical requirements, as outlined in the Submission Media section of this packet.

- » JUDGING MEDIA The primary material and content that the jury will review and score.
- » SUPPORTING MEDIA Secondary material and content that the jury may review at their discretion.

#### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

ALL entries require high res digital reference images. These images will not be judged. However, they may be used by The One Show for promotional purposes. ALL entries require high res digital reference images. These images will not be judged. However, they may be used by The One Show for promotional purposes.

C	CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
SI	SUSTAINABLE DEVELOPMENT GOALS						
	SD_01	Sustainable Development Goals  The Sustainable Development Pencil rewards the teams who chose to utilize their creative talents and resources to better the world we live in, and contribute to securing a sustainable future for all. Work submitted should address at least one of the UN's 17 Sustainable Development Goals (SDGs).	1 Project Video + 1-10 Files of Original Content + Optional Supporting Media OR 1-10 Files of Original Content + Optional Supporting Media	1-10			

## DENTA DENCE

### CATEGORIES & REQUIREMENTS PENTA PENCIL



The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas and the clients who trust them. The Penta Pencil celebrates the impact and essence of this partnership.

It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more years.

Entries must feature campaigns produced by one agency, for one brand, in any five years within a 10-year period. You must document at least one award-winning campaign per year (more is encouraged), indicating the year when it launched and the awards it won. All entries must include project information and media for judging.

#### **ELIGIBILITY**

Five or more years of an agency/client collaboration must be represented in a Penta Pencil entry. The five years do not need to be consecutive, providing the entry fulfills the following requirements:

- » At least one of the campaigns included must have been launched within the current 2026 One Show eligibility dates: January 1, 2025 February 20, 2026
- » All work must have been launched between January 1, 2016 February 20, 2026.

FEES BY DEADLINE				
SUPER EARLY DEADLINE	EARLY DEADLINE	REGULAR DEADLINE	EXTENDED DEADLINE	FINAL DEADLINE
Sep 24 – Oct 31	Nov 1 – Dec 12	Dec 13 – Jan 23	Jan 24 – Feb 6	Feb 7 – Feb 20
Series: \$1000	Series: \$1100	Series: \$1200	Series: \$1300	Series: \$1500

## DENTA DENCE

### CATEGORIES & REQUIREMENTS PENTA PENCIL



#### PROJECT INFORMATION

Entry information should not contain external agency details, as judging is anonymous.

- **» ENTRY TITLE** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » CLIENT / BRAND Who was the client on the project?
- » SINGLE OR SERIES Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries.
- » CLIENT TYPE Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » VERTICAL MARKET The specific industry to which the product or service relates.
- » LAUNCH DATE The month and year in which the work first ran, aired, was published, etc.
- » BACKGROUND Describe the challenge presented, problem being addressed, cultural background, or other key components to the initial brief. (max 300 words)
- » CREATIVE IDEA A summary of the creative idea behind the work. (max 300 words)
- » INSIGHTS & STRATEGY The insights and strategy that informed the final work and its intended purpose. (max 300 words)
- » **EXECUTION** Explain critical elements of the final execution of the work including craft, placement, tone, and other specific aspects of the creation and implementation of the work. (max 300 words)
- » RESULTS The results or outcome of the work such as reach, response, engagement, sales, awareness, etc. (max 300 words)
- » TRANSLATION TO ENGLISH Required only for entries which are not originally in English. NOTE: Video entries should include subtitles when possible.
- » CREDITS Company and Individual credits should be supplied for all entries. NOTE: Only Primary Credit is required to submit your entry. View the Information Requirements page for details on credit structure.

#### ADDITIONAL INFORMATION

- » AGENCY / BRAND RELATIONSHIP Describe the relationship and continued work between the creatives and the brand in 1,000 words or less. Descriptions will be visible to the jury and are required for Penta Pencil entries.
- » Penta Pencil entries require an overview of the campaigns, as well as launch years and awards won.

## DENTA DENCE

### CATEGORIES & REQUIREMENTS PENTA PENCIL



#### SUBMISSION MEDIA

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#### **THUMBNAIL**

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

#### REFERENCE IMAGES

CATEGORY		SUBMISSION MEDIA OPTIONS	REFERENCE IMAGES			
PENTA PENCIL						
PP_01	Penta Pencil  The Penta Pencil recognizes that award-winning work is the result of a successful collaboration between creatives with great ideas, and the clients who trust them. It will be awarded to a team of Agency and Brand who, together, have created stellar work for five or more years.	1-5 Project Videos + Optional Supporting Media OR 5-20 Project Images + Optional Supporting Media	1-20			