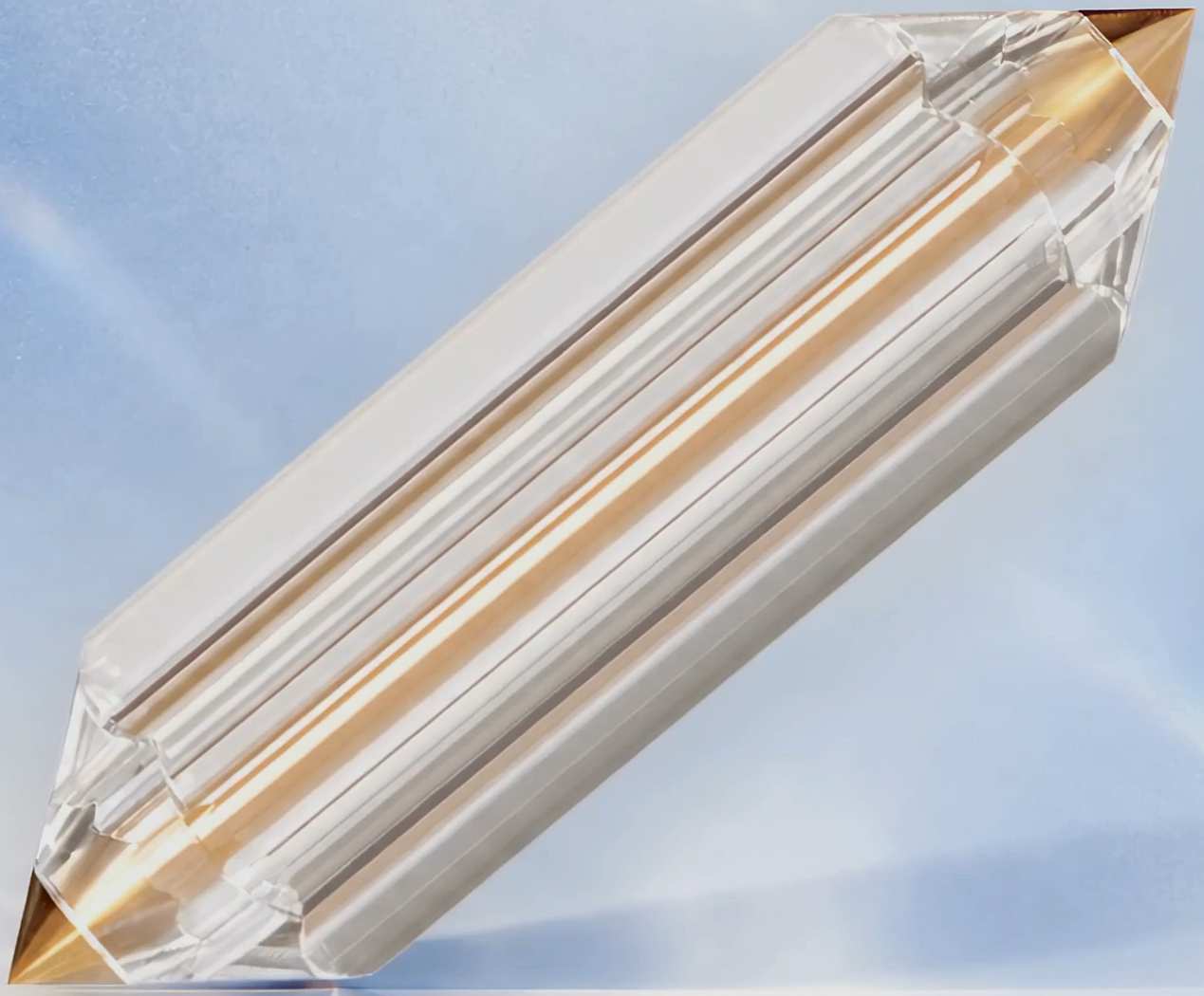
THE ONE SHOW



2027 ENTRY KIT

THE ONE SHOW 2027
IMPORTANT DATES

Entry Deadlines

The One Show 2027 will be accepting entries in four 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 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 invoice date.

- **Advance Deadline:** December 11, 2026
- **Early Deadline:** January 22, 2027
- **Standard Deadline:** February 12, 2027
- **Final Deadline:** March 5, 2027

IMPORTANT NOTE: A late fee will be applied to each entry submitted after the Final Deadline. Submissions will not be accepted past 11:59pm PT on Friday, March 12. To ensure all entries are given the proper attention during jury review, all work must be submitted by this time to enter Round 1 Judging.

Judging

- **First Round:** Entries submitted in all deadlines will be judged in January – March 2027. 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 2027.
- **Discussion Round:** Juries will participate in Final Discussions to determine the Finalists (Pencil or Merit winners) in April 2027.

Finalists / Awards

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 17–20, 2027.

- **Finalists Notified:** April 27, 2027
- **Finalists Announced:** April 28, 2027 (date is subject to change)
- **Archive confirmation (Media, Information, Credits) Due:** April 29, 2027, 11:59 PM ET
- **Engraving and Shipping Information Due:** April 29, 2027, 11:59 PM ET
- **Verification and Ceremony Attendance Due:** May 6, 2027

Creative Week

- **Creative Week:** May 17–20, 2027
- **The One Show Awards Ceremony:** a celebratory gala on Thursday, May 20, 2027 in New York City

Pencils: To make celebrating your win even easier, we ship Pencils directly to all winners. For those joining us in person, on-stage awards (Best of Discipline, Best of Non-Profit, Best of Show, Special Awards) will be engraved and provided at the ceremony. Of the Year awards will be presented at the ceremony, but the engraved Pencils will be shipped directly to the winners.

THE ONE SHOW 2027
ENTRY FEES

Entry fees in USD	Advance Dec 11, 2026	Early Jan 22, 2027	Standard Feb 12, 2027	Final Mar 5, 2027
Standard discipline rates				
Brand-Side / In-House Branded Entertainment Creative Use of AI Creative Use of Data Creative Use of Technology Creator Content (Single / Series) Cultural Driver Design in Advertising Direct Marketing	Experiential & Immersive Film & Video Gaming Health & Wellness Integrated / Omnichannel Interactive, Online & Mobile IP & Product Design Moving Image Craft & Production Music & Sound Craft	Out of Home Pharma Print & Promotional Public Relations Radio & Audio-First Social Media Sports		
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200
Design, Indies & select awards				
Creative Marketer Design & Branding	Fusion Pencil Green Pencil	Indies SDG Pencil		
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850
Special rates by entry or account type				
Creative Effectiveness · All entries	$875	$925	$1,025	$1,200
Creative Use of AI · AI Pioneer	$500	$550	$650	$825
Creator Content · Creator/Freelancer Accounts	$325	$350	$400	$475
Penta Pencil · All entries	$1,175	$1,300	$1,400	$1,600

Late fees per entry

March 8	March 9	March 10	March 11	March 12
+ $25 per entry	+ $50 per entry	+ $75 per entry	+ $100 per entry	+ $125 per entry

Late fees begin at 12:00 am on each date. Entries close March 12 at 11:59 pm PT.
Card processing 3% · Wire transfer $35 · Fees are non-refundable and non-transferable.
Approved independent agencies with up to four offices may receive 20% off entries outside the Indies.
See Currency Value Adjustment for discounts and Payment for payment details.

Select a discipline, award, or category to jump to its full description.

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Creativity is everywhere. The best is celebrated at The One Show.

Some of the most exciting work in advertising today comes from teams that know their audiences in different ways. In-house teams can draw on years of understanding a brand and its customers. Creators can build an idea with the communities they speak to every day. Sports organizations can make something that becomes part of the way fans experience the game. The breadth of people and companies making the work is opening up new possibilities for what advertising can be.

The One Show has always recognized great ideas. To do that well, we have to pay attention to who's making the work, how it gets made, and where it reaches people. When more points of view and ways of working are represented in the jury room, we get a fuller picture of what creative excellence looks like across the industry.

We pioneered Brand-Side to honor in-house teams and created the Indies to celebrate independent agencies. Last year, we separated Design & Branding from Design in Advertising to give design firms and exceptional art direction their own places to shine. This year, we've updated Creator Content and introduced Sports to welcome work from sports organizations and agencies. We've also refreshed Creative Use of AI to keep pace with changing technology and recognize the human creativity behind the work. We're grateful to CapCut, the discipline's presenting partner.

We hope everyone working to move the industry forward can see a place for their best work at The One Show. Bring the idea that changed how people saw a familiar subject, the work that made something possible for an audience that had been overlooked, or the piece that could only have come from your team. When work like that is celebrated on our stage, it gives others a reason to expect more from their own.

Every entry also supports The One Club for Creativity's year-round initiatives to make the creative industry more accessible and inclusive. Those initiatives help people find a way into the industry, develop their craft, and build lasting careers. The work we celebrate today helps create opportunities for the people who will shape the industry in the years ahead.

Thank you for sharing your work with us. We look forward to seeing what you've made.



Adam Izen
Chief Awards Officer · The One Club for Creativity

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Select any title or page number to jump to its section.

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.

GENERAL INFORMATION
ABOUT THE ONE SHOW

For more than five decades, The One Show has set a global standard for creative excellence, recognizing work that shapes culture, transforms business and advances the possibilities of creativity.

At its heart is the Pencil, one of the industry's most coveted honors. Gold, Silver and Bronze Pencils recognize exceptional work across disciplines, while the Crystal Pencil, awarded to each Best of Discipline, represents the highest level of achievement at The One Show.

With 27 disciplines spanning advertising, design, craft, technology, entertainment, culture and more, The One Show is built to reflect the breadth of creativity today—recognizing exceptional work across disciplines, platforms, industries and ways of making.

Each year, work from around the world is considered by nearly 300 leading creative voices, selected for their expertise, perspective and contribution to the industry. No matter where the work comes from or who made it, it is considered on the strength of the idea and the excellence of its execution.

The One Show is produced by The One Club for Creativity, a nonprofit organization whose mission is to support and celebrate the global creative community. As one of the organization's most significant sources of funding, The One Show helps power year-round education, professional development, inclusion and access initiatives designed to strengthen the industry and expand opportunity within it.

Winning a Pencil is more than a moment of recognition. It places your work—and the people behind it—among the creative achievements that define the industry each year. And every entry helps support what comes next.

The One Show Gala

Mark your calendar: on Thursday, May 20, 2027, 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
- **Judges:** 279 in 2026
- **Countries Represented:** 64 in 2026
- **Awards Presented:** 590 Pencils in 2026

Follow The One Show on Instagram: @theoneshowawards — exclusive content, discipline deep dives, judge interviews, and all the important dates, deadlines and reminders.

GENERAL INFORMATION
HIGHLIGHTS — WHAT'S NEW FOR 2027

New disciplines. New opportunities. More ways to be recognized.

For 2027, we're expanding how we recognize the world's best creative work, with new opportunities for sports, creators, independent agencies, and the rapidly evolving worlds of AI and gaming. We've also made updates to eligibility, entry pricing, and the submission process to make entering more straightforward.

New & Evolving Disciplines

SPORTS: A NEW STAGE FOR CREATIVE EXCELLENCE

Sport is more than a game. It's culture, community, passion, and one of the world's most powerful creative platforms. Our new Sports discipline celebrates the work that harnesses the unique power, culture, and communities of sport — from groundbreaking campaigns and fan experiences to athlete collaborations, innovation, and craft.

CREATIVE USE OF AI: PUSHING THE POSSIBILITIES

As AI transforms the creative landscape, we're evolving how we recognize its most exceptional applications. Our expanded Creative Use of AI discipline, presented by CapCut, introduces new and refined categories spanning advertising, experiences, products, creative craft, innovation, and the pioneers advancing the field. It's not about simply using AI. It's about what creativity makes possible with it.

GAMING: MORE WAYS TO PLAY

Gaming continues to redefine how brands connect with audiences, build worlds, and inspire participation. We've refined our Gaming discipline to better reflect the breadth of creativity happening across games and gaming culture, with clearer opportunities to recognize experiences, innovation, and exceptional craft.

CREATOR CONTENT: MADE FOR THE PEOPLE MAKING CULTURE

Creators aren't just participating in the creative industry. They're shaping it. Our evolved Creator Content discipline recognizes creator-led storytelling, collaborations, community activations, platform innovation, and more. And to make The One Show more accessible to the creators themselves, we're introducing special entry pricing for eligible creators entering this discipline.

More Opportunities for Independents

INDIES: OPEN TO MORE INDEPENDENT AGENCIES

For 2027, The One Show Indies is open to all qualifying independent agencies, regardless of their number of offices, provided at least 51% of the agency is owned by the agency and/or its staff.

And there's an additional benefit for smaller independents: qualifying agencies with four offices or fewer receive 20% off entries into non-Indies disciplines, making it easier to compete across The One Show. When applying as an Indie Agency in your account profile, our team will verify size and auto-apply the discount to your account if applicable.

To receive this discount, entrants MUST receive their indie account authorization email from us before checking out. Entrants who checkout and pay before the code is applied, will not be discounted / refunded retroactively.

GENERAL INFORMATION
HIGHLIGHTS — WHAT'S NEW FOR 2027

Entry & Pricing Updates

- **Simpler Single & Series Pricing:** We've updated our entry pricing across The One Show, and we've introduced a clearer, more consistent structure for Single and Series entries.
- **Special Pricing for Creators:** We're introducing discounted entry fees for eligible creators entering the Creator Content discipline, helping more independent creative voices bring their work to the global stage.
- **More Flexibility After the Deadline:** Entries submitted after the Final Deadline will be subject to an additional late entry fee, allowing submissions to continue while the entry system remains open. We still recommend entering early to secure the best available pricing.

Also New This Year

- **Digital-only submissions:** The One Show 2027 will not be accepting physical entry materials. All submissions must be submitted with digital media.
- **Award Intelligence:** optional AI-powered jury feedback, added at checkout for 10% of entry fees and delivered in June.
- **Members Choice Award (introduced in 2026):** selected from the top Gold-winning work of the year and voted on by One Club members.
- Every discipline page now includes "Who should enter?" and "Entry Tips" guidance.
- **One Show Digital Assistant:** an on-site assistant (bottom right of every page) that answers questions in English or your first language.
- **Rules:** non-commissioned passion projects are explicitly not accepted, and The One Club may disqualify entries submitted without proper documentation verifying the creation of the work.

Creative Use of AI Presenting Partner

CapCut is the presenting partner of Creative Use of AI. Its AI-powered video, image, audio, and editing tools help creators bring ideas to life and make advanced production tools more accessible.

GENERAL INFORMATION
AWARDS

Finalists 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 17–20, 2027 and published in the online archives.
- **MERIT:** Merits can be awarded in all disciplines. Merit winners will be published in the online archives.

Members Choice

Introduced in 2026, the Members Choice Award is selected from the top Gold-winning work of the year. Voted on by The One Club for Creativity's member community, this award celebrates a piece that connects with the audience outside of the jury room.

Crystal Pencil



Awarded to Best of Disciplines, Best of Non-Profit, and the year's top ranked winners—including agencies, production studios, networks, and more.

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.

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.

Best of Show

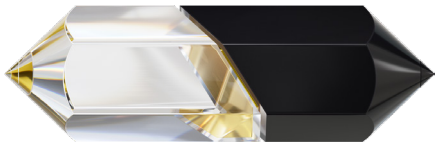


The full jury will vote to select the best entry from among all Best of Discipline winners.

GENERAL INFORMATION
AWARDS

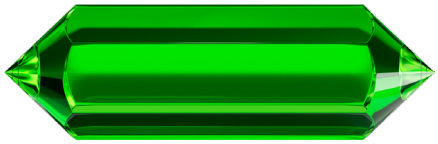
Fusion Pencil

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.



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 category must be published or aired between January 1, 2025 – March 5, 2027.



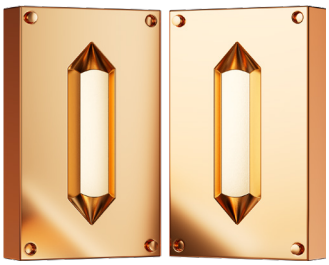
Sustainable Development Goals Pencil

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, 2023 – March 5, 2027.



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. NOTE: The work being submitted must have launched between January 1, 2017 – March 5, 2027. NOTE: At least one campaign must have launched between January 1, 2026 – March 5, 2027.



GENERAL INFORMATION
ELIGIBILITY & RULES

Eligibility Dates

All work must have been first 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.

Discipline / Award	Eligibility Dates
All entries	January 1, 2026 – March 5, 2027
Creative Effectiveness	January 1, 2025 – March 5, 2027
Green Pencil	January 1, 2025 – March 5, 2027
SDG Pencil	January 1, 2023 – March 5, 2027
Penta Pencil	January 1, 2017 – March 5, 2027 (at least one campaign must have launched between January 1, 2026 – March 5, 2027)

NOTE: If you were unable to enter work into The One Show 2026, and your work does not fall into the 2027 eligibility dates, please contact oneshow@oneclub.org.

Rules & Regulations

• Entries must be submitted by industry professionals only, including freelancers. Student, spec work, or non-commissioned passion projects are not accepted.

• 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, etc. is not eligible.

• The One Club reserves the right to disqualify entries submitted without proper documentation verifying the creation of the work.

• 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.

Submission Restrictions

• The exact same work may only be entered into a maximum of 3 different categories per discipline (excluding craft and innovation categories). NOTE: Some disciplines set different limits — see each discipline's "Entering" notes (e.g., Creative Effectiveness: one category; Moving Image Craft & Production and Music & Sound Craft: no limit; Indies: max 10 entries per company).

• 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.

• The exact same work may be entered into The One Show two consecutive years ONLY IF: (1) the work falls within the eligibility requirements for both seasons, AND (2) at least one of the following is true: the work did NOT win an award (Pencil, Merit, Special Award) in any category in the previous season; OR the work is entered into Creative Effectiveness, Green Pencil, SDG Pencil, 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.

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 banned from entering The One Show for 3 years.

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.

Integrity Safeguards

All entrants must certify the authenticity of their submissions at entry, verification letters remain mandatory to confirm both release and accuracy, and our judging platform includes flagging tools so jurors can raise concerns about questionable work. A dedicated 3–6 week review window before winners are announced allows us to thoroughly investigate any flagged entries to protect the integrity of the awards.

GENERAL INFORMATION
ELIGIBILITY & RULES

Terms & Conditions

The One Club for Creativity 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 for Creativity 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. The entrant or person submitting the work is responsible for ensuring that any copyrighted material has been approved or released and does not hold The One Club legally responsible for any matters pertaining to the creation of the work. 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.

GENERAL INFORMATION
RANKINGS

The One Show Rankings provides a cumulative list of companies and individuals based on points earned from their winning entries. The rankings will be determined based on the point values listed on this chart:

Award	Points
Gold Pencil	45
Silver Pencil	21
Bronze Pencil	9
Merit	3
Creative Marketer	90
Fusion Pencil	90
SDG Pencil	90
Green Pencil	90
Penta Pencil	150
Best of Non-Profit	90
Best of Discipline	90
Best of Show	135

MULTIPLE AWARDS WITHIN DISCIPLINES: When the same piece of work wins multiple awards within a single Discipline or in multiple Disciplines, the points for all award wins will be counted towards the rankings.

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, Digital Agency, Media Agency, PR / Marketing Agency, Design Firm, Type Foundry, Brand-Side / In-House Agency.

- **AGENCY OF THE YEAR:** given to the Agency that garners the most points overall for winning entries (Pencils, Merits, Special Awards), allocated per the chart above.
- **INDEPENDENT AGENCY OF THE YEAR:** given to the Independent Agency (not affiliated with a Holding Company) that garners the most points overall. NOTE: Agencies must identify themselves as Independent and not part of a Holding Company when submitting their entries.
- **DESIGN FIRM OF THE YEAR:** given to the Design Firm/Studio that garners the most points overall.
- **BRAND-SIDE AGENCY OF THE YEAR:** given to a brand's In-House Agency that garners the most points overall.

GENERAL INFORMATION
RANKINGS

Client / Brand Rankings

- **BRAND OF THE YEAR:** given to the Brand whose agencies have garnered the most points overall.
- **NON-PROFIT CLIENT OF THE YEAR:** given to the Non-Profit Client whose agencies have garnered the most points overall.
- **CLIENT OF THE YEAR:** given to the Client Parent Company whose brands/agencies have garnered the most points overall.

Production Company Rankings

Points are awarded to companies listed under the following credit types: Production Company, Music / Sound Production Company. Points are divided equally among companies listed under the same credit type.

- **PRODUCTION COMPANY OF THE YEAR:** given to the Production Company that garners the most points overall. NOTE: Production houses within advertising agencies are not eligible for this award.
- **MUSIC & SOUND COMPANY OF THE YEAR:** given to the Music / Sound Production Company that garners the most points overall. NOTE: Production houses within advertising agencies are not eligible for this award.

Agency Network Rankings

- **NETWORK OF THE YEAR:** given to the Network whose agencies have garnered the most points overall. NOTE: Agencies must identify the Network they are part of when submitting their entries.
- **INDEPENDENT NETWORK OF THE YEAR:** given to the Independent Network (not affiliated with a Holding Company) whose agencies have garnered the most points overall. NOTE: Agencies must identify the Independent Network they are part of when submitting their entries.

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.

Global Rankings

Creatives and Companies achieve a One Club Global Ranking with their combined One Show, ADC Awards, and TDC Awards rankings points. The Global Rankings are updated at the end of each calendar year to include the results of the ONE Asia, ADC Europe awards, and select ADCE Member Clubs.

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 (incl. Hong Kong & Macau), Chinese Taipei, Christmas Island, Cocos (Keeling) Islands, Cook Islands, East Timor, Fiji, French Polynesia, Guam, India, Indonesia, Japan, Kazakhstan, Kiribati, Kyrgyzstan, Laos, 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, Tajikistan, Thailand, Tokelau, Tonga, Turkmenistan, Tuvalu, Uzbekistan, 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, Turkey, 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, Kenya, Kuwait, 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), Tanzania, Togo, Tunisia, Uganda, United Arab Emirates, 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 for additional requirements.

NOTE: Entry information should not contain agency details, as judging is anonymous; this does not apply to self promotion or Brand-Side work.

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

NOTE: All fields are required and will be seen by the jury, unless otherwise noted.

- **ENTRY TITLE –** Provide the name of the project, or the campaign name. NOTE: Do not put the category into the Entry Title.
- **CLIENT / BRAND –** Who is the client on the project and/or what brand is it promoting?
- **SINGLE OR SERIES –** Choose from: Single (1), Series (2+). Required only for categories that allow both Single and Series entries. In these categories, the fee will be determined by this response. Entries will be reviewed to ensure accuracy.
- **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. See the Vertical Markets list.
- **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, not required). NOTE: Results are not required at the time of entry in most categories. This information can be added or updated on winning entries prior to release in the public Winners Archive.
- **TRANSLATION TO ENGLISH –** Required for all entries which are not originally in English. NOTE: Video entries should include subtitles when possible.

CREDITS

A Primary Credit is the only credit required to submit an entry. 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. Credits will be saved into your account; identical credits can be attached to entries from your Manage Credits list.

- **COMPANY –** Company Name; Company City; Company Type (selected from the list provided). NOTE: "Other" can be selected, but will not be ranked.
- **INDIVIDUAL –** First Name; Last Name; Title (selected from the list provided; "Other" can be selected, but will not be ranked); Company / Company City (optional).

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 in the Submission Media section. Refer to the Categories section for specific category requirements.

- **JUDGING MEDIA –** The primary material and content that the jury will be judging.
- **SUPPORTING MEDIA –** Secondary material and content that the jury may review at their discretion.

IMPORTANT NOTE: The One Show 2027 will not be accepting physical entry materials. All submissions must be submitted with digital media.

- **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.
- **ENTRY THUMBNAIL –** Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.
- **IMAGES –** Artwork Image (the original content or artwork as it ran); Project Image (installation, in-situ, detail/closeup, project boards, etc.)
- **VIDEOS –** Content Video (the original content as it ran); Project Video (behind the scenes, trailer, cut-down, demo, screen record, etc.); Case Study Video (contains background, context, and results)
- **AUDIO –** 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 –** Project PDF (contains images, graphics, and copy providing information about the project); Publication PDF (full booklets, brochures, books, magazines, etc.)
- **ANIMATED GIF –** Content Animation (the original content or artwork as it ran)

QUESTIONS?

View the FAQ page, or ask the One Show Digital Assistant (bottom right of every page — available in English or your first language). Contact the One Show team at oneshow@oneclub.org (response within two business days), by phone at 212-979-1900 ext. 501, or schedule a Zoom video call. Business hours: Monday – Friday, 10:00am – 6:00pm ET (15:00 – 23:00 GMT).

ENTERING
ENTRY SYSTEM FEATURES

- **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.
- **CREATE COPY (DUPLICATE ENTRY) –** On an entry in your Open/Draft or Closed/Submitted list, click the CREATE COPY button to duplicate that entry into another category or categories. NOTE: You may be required to make adjustments to the new entry if it does not fit the new category's requirements.
- **CLONE INTO ADC AWARDS –** Create an entry in either The One Show or ADC Awards and email oneshow@oneclub.org (Subject: Entry Clone Request) with the Entry IDs to clone into the other competition. Allow up to 48 hours; clone requests on deadline days are not guaranteed.
- **CATEGORY FINDER –** When creating an entry, use the Category Finder feature to search and filter all One Show categories by key terms.

EDITING ENTRIES

	Draft / Open	Submitted / Closed	Prepared for Judging	Finalist To Confirm	Finalist Confirmed
Entry Details	unlocked	locked	locked	locked	locked
Media – Judging	unlocked	locked	locked	locked	locked
Media – Supporting	unlocked	locked	locked	locked	locked
Media – Reference Images	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: Entries are prepared for judging in the order they are received, typically within 1-2 business days.

NOTE: The media displayed in the One Club Archive can be confirmed or replaced for Finalist (winning) entries after Finalists are notified. After Finalists (winners) are notified, the Entry Showcase will no longer be public.

See your work through the jury's eyes.

AI-powered jury feedback, reviewed by The One Show team.

What you'll learn

See how your work performed in the jury room. The tool draws on category descriptions, judging criteria, jury president guidance, your entry and recorded final discussions. The One Show team reviews the feedback for accuracy and anonymity. Judges are never identified, and feedback does not compare entries.

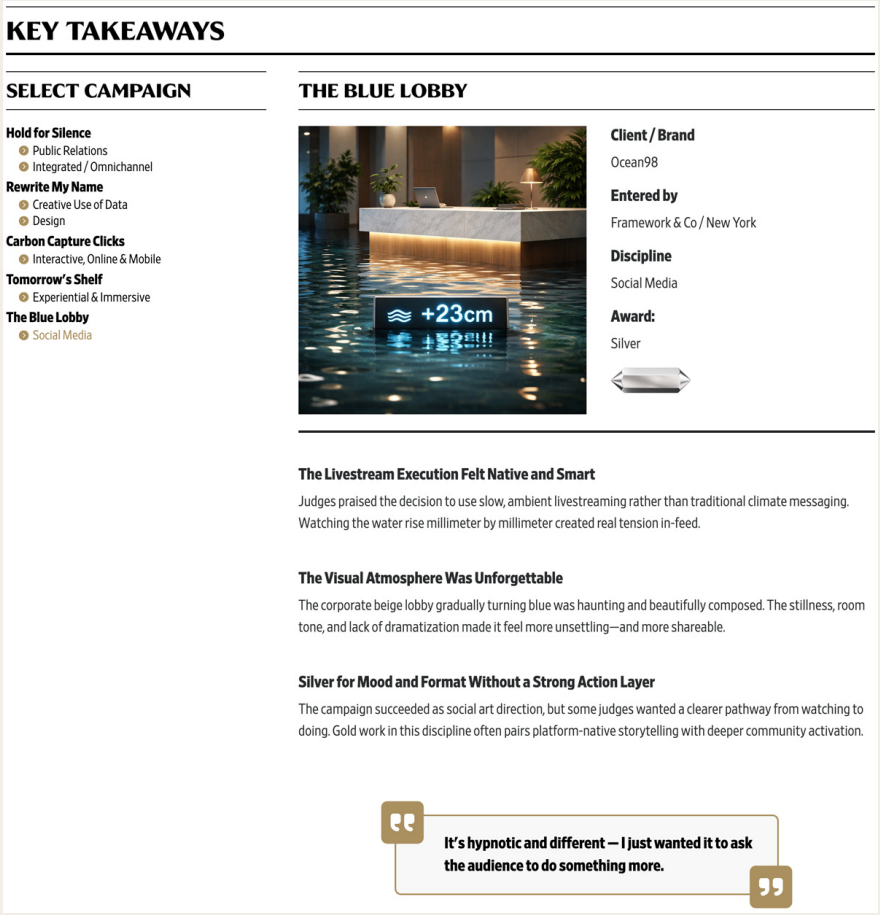
Finalists

Finalist entries receive specific insights informed by actual jury conversation around the work.

Non-finalists

Non-finalists receive broader, discipline-level insights grounded in jury criteria and category intent.

SAMPLE FEEDBACK REPORT



KEY TAKEAWAYS

SELECT CAMPAIGN

Hold for Silence
- Public Relations
- Integrated / Omnichannel

Rewrite My Name
- Creative Use of Data
- Design

Carbon Capture Clicks
- Interactive, Online & Mobile

Tomorrow's Shelf
- Experiential & Immersive

The Blue Lobby
- Social Media

THE BLUE LOBBY

+23cm

Client / Brand
Ocean98

Entered by
Framework & Co / New York

Discipline
Social Media

Award:
Silver

The Livestream Execution Felt Native and Smart

Judges praised the decision to use slow, ambient livestreaming rather than traditional climate messaging. Watching the water rise millimeter by millimeter created real tension in-feed.

The Visual Atmosphere Was Unforgettable

The corporate beige lobby gradually turning blue was haunting and beautifully composed. The stillness, room tone, and lack of dramatization made it feel more unsettling—and more shareable.

Silver for Mood and Format Without a Strong Action Layer

The campaign succeeded as social art direction, but some judges wanted a clearer pathway from watching to doing. Gold work in this discipline often pairs platform-native storytelling with deeper community activation.

> **It's hypnotic and different — I just wanted it to ask the audience to do something more.**

Add Entry Feedback at checkout

Select "Add Entry Feedback to Invoice."

Questions? osinsights@oneclub.org

10% of entry fees

Based on fees at checkout. Delivered in June, shortly after The One Show.

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ENTERING
PAYMENT

For questions not answered below, please contact accounting@oneclub.org. Business hours: Monday – Friday, 10:00am – 6:00pm ET (15:00 – 23:00 GMT).

- All payments must be made in U.S. Dollars (USD).
- All payments must reach The One Club within 15 days of the invoice date.

PAYMENT OPTIONS

- **CREDIT CARD –** AMEX, MASTERCARD, VISA, and DISCOVER credit cards are accepted. Online card transactions are encrypted for privacy protection. NOTE: Credit card transactions are subject to a 3% processing fee.
- **ALIPAY –** Alipay payments are accepted via the online payment portal. NOTE: subject to a 3% processing fee.
- **WECHAT PAY –** WeChat Pay payments are accepted via the online payment portal. NOTE: subject to a 3% processing fee.
- **CHECK –** Entrants based in the United States may arrange payment via check. 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: Wire transfer transactions are subject to a $35 USD processing fee.

PAYMENT ISSUES / 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.
- **ONLINE CREDIT CARD PAYMENT ERROR –** Even if your payment was declined, your entries have been submitted (confirmation is on the Invoices page). Contact your card provider to pre-approve the charge, then return to the Invoices page and click "Online Credit Card" under Payment Status to pay again, or select another payment option. NOTE: DO NOT re-create the entries in your account and attempt to check out again. This will result in duplicate entries and invoices.
- **PO NUMBERS –** Add a PO number in the Memo field of the invoice from the Invoices section of your account. Tax ID / VAT numbers can be added under Account Holder details and will print on invoices after Checkout.

Making The One Show more accessible

We believe in an equitable and accessible One Show. Economic disparities and differences in currency value can make entry fees a greater barrier in some markets.

To help reduce that barrier, The One Show automatically applies a 10% or 15% entry fee discount at checkout for entrants from the countries and regions listed below.

10% Adjustment	15% Adjustment
Argentina, Bahrain, Brazil, Chile, Ecuador, Guatemala, Honduras, Hungary, Panama, Peru	Bangladesh, 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

Currency Value Adjustment discounts apply to entry fees only. Processing fees are excluded.

ENTERING
FINALIST CONFIRMATION PROCESS

Finalist (winning) entries receive a Pencil, Merit, or Special Award. Once notified, 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.

Confirmation	Due
Archive confirmation (Media, Information, Credits)	April 29, 2027, 11:59 PM ET
Engraving and Shipping Information	April 29, 2027, 11:59 PM ET
Verification and Ceremony Attendance	May 6, 2027

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

- **ALL FINALISTS –** Project Information, Credits, Verification (proof of publication: media buy sheets, press articles, or a signed letter from the client), Archive Media.
- TOP AWARDS (Best of Discipline, Best of Non-Profit, Special Awards, Of the Year Awards, Best of Show — presented on stage at the gala on May 20, 2027) – On Stage Acceptor(s), Award Inscription (not needed for Of the Year awards), Shipping Details (VAT / Tax ID for non-U.S. accounts).
- **PENCILS –** Award Inscription (selected from the Primary or Secondary credits on the entry) and Shipping Details. Pencils are shipped directly to winners. VAT / Tax ID required for shipments to specific countries.
- **MERITS –** Award Inscription for the digital certificate.

Winners: every individual listed on the credits of winning work is offered a complimentary One Club membership. Provide a unique contact email for each Individual credit on the winning entry. (Source: FAQ)

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• New for 2027 *Select any discipline or category to jump to its section.*

BRAND-SIDE / IN-HOUSE

Code	Category	
BS_01	Brand Identity	
BS_02	Products	
BS_03	Product Packaging	
BS_04	Promotional Items	
BS_05	Print	
BS_06	Out of Home	
BS_07	Branded Content	
BS_08	Experiential / Immersive / Events	
BS_09	Community Engagement	
BS_10	Brand Experience & Customer Journey	•
BS_11	Creative Use of Data	
BS_12	Direct Marketing	
BS_13	Film & Video	
BS_14	Digital Experiences	
BS_15	Social Media	
BS_16	Public Relations	
BS_17	Radio & Audio	
BS_18	Internal Communications	
BS_19	Integrated / Omnichannel Campaign	
BS_20	Brand-Side / External Agency Collaboration	
BS_21	Brand Intellectual Property	•
BS_22	B2B Communications	
BS_23	Campaigns for Good	
BS_24	Brand Partnerships	
BS_25	Craft - Storytelling	
BS_26	Craft - Use of Humor	
BS_27	Craft - Use of Drama	
BS_28	Craft - Art Direction	
BS_29	Craft - Writing	
BS_30	Craft - Use of Technology	
BS_31	Innovation - New Ideas in Brand-Side / In-House	
BS_32	Innovation - Execution in Brand-Side / In-House	
BS_33	Innovation - Use of Media in Brand-Side / In-House	

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

BRANDED ENTERTAINMENT

Code	Category
BE_01	Short Form Video - Single
BE_02	Short Form Video - Series / Episodic
BE_03	Long Form Video - Single
BE_04	Long Form Video - Series / Episodic
BE_05	Full Length Video - Single
BE_06	Full Length Video - Series / Episodic
BE_07	Music Videos - Brand
BE_08	Music Videos - Artist
BE_09	Audio
BE_10	Mobile Apps & Features
BE_11	Games / Gaming
BE_12	Experiential - Brand Installations
BE_13	Experiential - In-Person Events
BE_14	Experiential - Virtual & Hybrid Events
BE_15	Augmented, Virtual & Mixed Reality (AR, VR, MR)
BE_16	Low Budget
BE_17	User-Generated Content (UGC)
BE_18	Brand Universe and Franchise
BE_19	Commerce
BE_20	B2B Communications
BE_21	Branded Entertainment for Good
BE_22	Brand Partnerships
BE_23	Craft - Storytelling
BE_24	Craft - Use of Humor
BE_25	Craft - Use of Drama
BE_26	Craft - Art Direction
BE_27	Craft - Use of Technology
BE_28	Innovation - New Ideas in Branded Entertainment
BE_29	Innovation - Execution in Branded Entertainment
BE_30	Innovation - Use of Media in Branded Entertainment

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

CREATIVE EFFECTIVENESS

Code	Category
CE_01	Creative Effectiveness - Agriculture / Farming
CE_02	Creative Effectiveness - Automotive / Cars / Motorcycles / Trucks
CE_03	Creative Effectiveness - Banking / Financial Services / Insurance / Investment
CE_04	Creative Effectiveness - Beauty / Cosmetics / Toiletries / Personal Care
CE_05	Creative Effectiveness - Beverages - Alcoholic Drinks
CE_06	Creative Effectiveness - Beverages - Non-Alcoholic Drinks
CE_07	Creative Effectiveness - Consumer Packaged Goods / Food / Candy / Snacks
CE_08	Creative Effectiveness - Consumer Products
CE_09	Creative Effectiveness - Consumer Services
CE_10	Creative Effectiveness - Durable Consumer Goods / Home Appliances
CE_11	Creative Effectiveness - Entertainment / Music / Film / Television
CE_12	Creative Effectiveness - Fashion / Clothing / Footwear / Accessories
CE_13	Creative Effectiveness - Gambling / Lottery
CE_14	Creative Effectiveness - Gaming - Digital / Console / Online / Mobile
CE_15	Creative Effectiveness - Health & Wellness / Pharmaceuticals
CE_16	Creative Effectiveness - Household Goods / Cleaning Products
CE_17	Creative Effectiveness - Internal & Corporate Communications
CE_18	Creative Effectiveness - Non-Profit Organizations / Charities / Education / Government
CE_19	Creative Effectiveness - Pet Products & Services
CE_20	Creative Effectiveness - Publications & Media / Books / News
CE_21	Creative Effectiveness - Real Estate
CE_22	Creative Effectiveness - Restaurants / Fast Food Outlets
CE_23	Creative Effectiveness - Retail
CE_24	Creative Effectiveness - Self-Promotion
CE_25	Creative Effectiveness - Sports / Fitness / Sports Apparel
CE_26	Creative Effectiveness - Technology Hardware - Electronics / Computers / Business Equipment / Mobile Phones
CE_27	Creative Effectiveness - Technology Software - Internet / Telecommunications / Software & Apps
CE_28	Creative Effectiveness - Tourism / Travel / Transportation
CE_29	Creative Effectiveness - Toys & Games

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• New for 2027 *Select any discipline or category to jump to its section.*

CREATIVE USE OF AI

Code	Category	
AI_01	Creative Use of AI - Advertising & Communications	•
AI_02	Creative Use of AI - Experience & Interaction	•
AI_03	Creative Use of AI - Product, Service & Utility	•
AI_04	Creative Use of AI - Systems, Personalization & Scale	•
AI_05	AI Craft - Art & Visual Design	
AI_06	AI Craft - Motion	
AI_07	AI Craft - Sound	
AI_08	AI Craft - Storytelling	•
AI_09	Creative AI Pioneer - Individual	•
AI_10	Creative AI Pioneer - Organization	•
AI_11	Creative AI Pioneer - Brand	•
AI_12	Frontier AI	•

CREATIVE USE OF DATA

Code	Category	
CU_01	Data Visualization - Static	
CU_02	Data Visualization - Dynamic / Responsive	
CU_03	AI & Machine Learning	•
CU_04	Data-Driven Insight	•
CU_05	Targeting	
CU_06	Storytelling	
CU_07	Social Media	
CU_08	Experiential & Immersive	
CU_09	Real-Time Data	
CU_10	Use of Technology	
CU_11	Data-Driven Personalization	
CU_12	Responsible or Ethical Use of Data	
CU_13	B2B Communications	
CU_14	Commerce	
CU_15	Data for Good	
CU_16	Brand Partnerships	
CU_17	Innovation - New Ideas in Creative Use of Data	
CU_18	Innovation - Execution in Creative Use of Data	
CU_19	Innovation - Use of Media in Creative Use of Data	

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• New for 2027 *Select any discipline or category to jump to its section.*

CREATIVE USE OF TECHNOLOGY

Code	Category	
CT_01	Use of AI - Writing	
CT_02	Use of AI - Visuals	
CT_03	Use of AI - Other	
CT_04	Technology as a Creative Tool	
CT_05	Digital Product	
CT_06	Experiential & Immersive	•
CT_07	Creative Use of Data	
CT_08	User-Generated Content (UGC)	
CT_09	Low Budget	
CT_10	Sustainability in Tech	
CT_11	Technology for Good	
CT_12	B2B Communications	
CT_13	Commerce	
CT_14	Brand Partnerships	
CT_15	Innovation - New Ideas in Technology	
CT_16	Innovation - Execution in Technology	
CT_17	Innovation - Use of Media in Technology	

CREATOR CONTENT

Code	Category	
CC_01	Creator-Led Content - Single	
CC_02	Creator-Led Content - Series	
CC_03	Multi-Creator Collaboration	
CC_04	Narrative / Character-Led	
CC_05	Community & Participation	•
CC_06	Creative Use of Medium	•
CC_07	Original Format & IP	•
CC_08	Creator Craft - Art Direction & Visual Identity	•
CC_09	Creator Craft - Writing & Storytelling	•
CC_10	Creator Craft - Performance	•
CC_11	Creator Craft - Use of Humor	•
CC_12	Breakthrough Creator	

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

CULTURAL DRIVER

Code	Category
CD_01	Popular Culture Impact
CD_02	Creator / Brand Collaboration
CD_03	Multicultural Impact
CD_04	Cultural Driver for Good
CD_05	Content at the Speed of Culture

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

DESIGN & BRANDING

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

DESIGN IN ADVERTISING

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

DIRECT MARKETING

Code	Category
DM_01	Physical Items
DM_02	Print
DM_03	Product Packaging
DM_04	Out of Home - P.O.P. & In-Store
DM_05	Out of Home - Billboards & Transit
DM_06	Targeted Video - Location-Specific
DM_07	Targeted Video - Online
DM_08	Experiential - Brand Installations
DM_09	Experiential - In-Person Events
DM_10	Experiential - Virtual & Hybrid Events
DM_11	Experiential - Customer Experience / CX
DM_12	Digital & Online - Websites & Mobile
DM_13	Digital & Online - Email & Newsletters
DM_14	Digital & Online - Banners & Pop-ups
DM_15	Digital & Online - Gaming
DM_16	Digital & Online - Adaptive Content
DM_17	Social Media Post - Single or Series
DM_18	Social Media - Creator-Driven Engagement
DM_19	Social Media - Influencer Marketing
DM_20	Use of Smart Devices & Voice Assistants
DM_21	Brand Universe & Franchise
DM_22	Non-traditional & Guerrilla Marketing
DM_23	Integrated / Omnichannel Campaign
DM_24	Commerce
DM_25	B2B Communications
DM_26	Direct Marketing for Good
DM_27	Brand Partnerships
DM_28	Craft - Art Direction
DM_29	Craft - Writing
DM_30	Craft - Printing / Production
DM_31	Craft - Use of Technology
DM_32	Craft - Data-Driven Personalization
DM_33	Innovation - New Ideas in Direct Marketing
DM_34	Innovation - Execution in Direct Marketing
DM_35	Innovation - Use of Media in Direct Marketing

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

EXPERIENTIAL & IMMERSIVE

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027**

Select any discipline or category to jump to its section.

FILM & VIDEO

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• New for 2027

Select any discipline or category to jump to its section.

GAMING

Code	Category	
GA_01	Branded Games & Playable Experiences	•
GA_02	In-Game Brand Integration	•
GA_03	Gaming Marketing & Communications	•
GA_04	Creators, Streamers & Gaming Talent	•
GA_05	Gaming Communities & Fandom	•
GA_06	Gamification	•
GA_07	Mods, Hacks & Player Creativity	•
GA_08	Products, Goods & Gaming Utility	•
GA_09	Experiential & Immersive Gaming	•
GA_10	Gaming for Good	
GA_11	Gaming Craft - Visual Design & Motion	•
GA_12	Gaming Craft - Storytelling & Narrative Design	•
GA_13	Gaming Craft - Music & Sound Design	•
GA_14	Innovation - New Ideas in Gaming	
GA_15	Innovation - Execution in Gaming	
GA_16	Innovation - Use of Media in Gaming	

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• New for 2027 *Select any discipline or category to jump to its section.*

HEALTH & WELLNESS

Code	Category	
HW_01	Branded Content	
HW_02	Experiential / Immersive / Events	
HW_03	Creative Use of Data	
HW_04	Brand Identity	
HW_05	Products	
HW_06	Product Packaging	
HW_07	Promotional Items	
HW_08	Direct Marketing	
HW_09	Film & Video	
HW_10	Online & Mobile	
HW_11	Social Media - Branded Posts	
HW_12	Social Media - Influencer & Creator	
HW_13	Print	
HW_14	Out of Home	
HW_15	Public Relations	
HW_16	Radio & Audio	
HW_17	Brand Intellectual Property	•
HW_18	Integrated / Omnichannel Campaign	
HW_19	Integration of AI	
HW_20	Community-Driven Campaigns	
HW_21	B2B Communications	
HW_22	Brand Partnerships	
HW_23	Use of Humor	
HW_24	Craft - Art Direction	
HW_25	Craft - Writing	
HW_26	Craft - Use of Technology	
HW_27	Craft - Data-Driven Personalization	
HW_28	Innovation - New Ideas in Health & Wellness	
HW_29	Innovation - Execution in Health & Wellness	
HW_30	Innovation - Use of Media in Health & Wellness	

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

INDIES

Code	Category
ID_01	Branded Content
ID_02	Experiential / Immersive / Events
ID_03	Brand Identity
ID_04	Creative Effectiveness
ID_05	Design
ID_06	Products
ID_07	Direct Marketing
ID_08	Film & Video
ID_09	Health & Wellness / Pharma
ID_10	Online & Mobile
ID_11	Social Media & Creator Content
ID_12	Print & Out of Home
ID_13	Public Relations
ID_14	Radio, Audio & Podcasts
ID_15	Integrated / Omnichannel Campaign
ID_16	Campaigns for Good
ID_17	Craft - Use of Humor
ID_18	Craft - Art Direction
ID_19	Craft - Writing
ID_20	Craft - Typography
ID_21	Craft - Illustration
ID_22	Craft - Animation / Motion Design
ID_23	Craft - Editing
ID_24	Craft - Cinematography
ID_25	Craft - Sound Design & Music
ID_26	Craft - Photography

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

INTEGRATED / OMNICHANNEL

Code	Category
IG_01	Integrated / Omnichannel Campaign
IG_02	Brand Transformation / Repositioning
IG_03	Rebranding Campaign
IG_04	Customer Experience / CX
IG_05	Commerce
IG_06	B2B Communications
IG_07	Integrated / Omnichannel Campaigns for Good
IG_08	Brand Partnerships - Multi-Brand
IG_09	Brand Partnerships - Celebrity / Brand Collaboration
IG_10	Brand Partnerships - Creator / Brand Collaboration
IG_11	Craft - Use of Humor
IG_12	Craft - Use of Drama
IG_13	Craft - Art Direction
IG_14	Craft - Writing
IG_15	Craft - Use of Technology
IG_16	Craft - Storytelling
IG_17	Innovation - New Ideas in Integrated / Omnichannel
IG_18	Innovation - Execution in Integrated / Omnichannel
IG_19	Innovation - Use of Media in Integrated / Omnichannel

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

INTERACTIVE, ONLINE & MOBILE

Code	Category
IN_01	Websites
IN_02	Mobile Applications
IN_03	Utility
IN_04	Customer Experience / CX
IN_05	AI Customization User Experience
IN_06	Online Community Platform
IN_07	Online Advertising - Native Ads
IN_08	Online Advertising - Display Ads
IN_09	Interactive Video, Storytelling & Experiences
IN_10	Pre-Roll
IN_11	Online-only Video - Single or Series
IN_12	Mobile Video
IN_13	Gaming - Online
IN_14	Gaming - Mobile
IN_15	Branded Virtual Goods
IN_16	Physical Product & Mobile Integration
IN_17	Augmented, Virtual & Mixed Reality (AR, VR, MR)
IN_18	Use of Smart Devices & Voice Assistants
IN_19	Interactive Digital Experience - In-Person
IN_20	Branded Digital Environment
IN_21	Creative Use of Data

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

INTERACTIVE, ONLINE & MOBILE (continued)

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

IP & PRODUCT DESIGN

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

MOVING IMAGE CRAFT & PRODUCTION

Code	Category
MI_01	Direction - Single
MI_02	Direction - Series
MI_03	Writing - Single
MI_04	Writing - Series
MI_05	Editing - Single
MI_06	Editing - Series
MI_07	Cinematography - Single
MI_08	Cinematography - Series
MI_09	Animation - Single
MI_10	Animation - Series
MI_11	Visual Effects - Single
MI_12	Visual Effects - Series
MI_13	Special / Practical Effects - Single
MI_14	Special / Practical Effects - Series
MI_15	Production Design
MI_16	Casting - Actor
MI_17	Casting - Real People
MI_18	Casting - Celebrity / Influencer
MI_19	Title Sequences
MI_20	Trailers & Teasers
MI_21	Use of Technology
MI_22	Use of Technology - AI
MI_23	Low Budget
MI_24	Non-traditional Filmmaking
MI_25	Innovation in Moving Image Craft

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

MUSIC & SOUND CRAFT

Code	Category
MS_01	Sonic Branding / Branded Audio
MS_02	Experiential Music & Sound
MS_03	Custom Content
MS_04	Use of Licensed Music
MS_05	Music Adaptation - Instrumental
MS_06	Music Adaptation - Song
MS_07	Original Music - Score - Short Form
MS_08	Original Music - Score - Long Form
MS_09	Original Music - Song
MS_10	Artist / Brand Collaboration
MS_11	Voice Direction
MS_12	Sound Design
MS_13	Sound Mixing
MS_14	Sound Editing
MS_15	Use of Technology
MS_16	Use of Technology - AI
MS_17	Innovation in Music & Sound Craft

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027**

Select any discipline or category to jump to its section.

OUT OF HOME

Code	Category
OH_01	P.O.P. & In-Store
OH_02	Posters
OH_03	Billboards & Transit - Single
OH_04	Billboards & Transit - Series
OH_05	Dynamic Billboards & Transit
OH_06	Murals
OH_07	Brand Installations
OH_08	Brand Installations - Real-time Responsive / Generative
OH_09	Experiential & Immersive
OH_10	B2B Communications
OH_11	Sustainability in Out of Home
OH_12	Out of Home for Good
OH_13	Brand Partnerships
OH_14	Craft - Use of Humor
OH_15	Craft - Use of Drama
OH_16	Craft - Art Direction
OH_17	Craft - Writing
OH_18	Craft - Illustration
OH_19	Craft - Photography
OH_20	Craft - Typography
OH_21	Craft - Printing & Production
OH_22	Craft - Use of Technology
OH_23	Innovation - New Ideas in Out of Home
OH_24	Innovation - Execution in Out of Home
OH_25	Innovation - Use of Media in Out of Home

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

PHARMA

Code	Category
PH_01	Branded Content
PH_02	Experiential / Immersive / Events
PH_03	Creative Use of Data
PH_04	Brand Identity
PH_05	Products
PH_06	Promotional Items
PH_07	Direct Marketing
PH_08	Film & Video
PH_09	Online & Mobile
PH_10	Social Media
PH_11	Print
PH_12	Out of Home
PH_13	Public Relations
PH_14	Radio & Audio
PH_15	Integrated / Omnichannel Campaign
PH_16	B2B Communications
PH_17	Integration of AI
PH_18	Craft - Art Direction
PH_19	Craft - Writing
PH_20	Craft - Use of Sound
PH_21	Craft - Use of Technology
PH_22	Craft - Data-Driven Personalization
PH_23	Innovation - New Ideas in Pharma
PH_24	Innovation - Execution in Pharma
PH_25	Innovation - Use of Media in Pharma

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

PRINT & PROMOTIONAL

Code	Category
PT_01	Newspaper - Single
PT_02	Newspaper - Series
PT_03	Magazine - Single
PT_04	Magazine - Series
PT_05	Books / Booklets / Brochures
PT_06	Physical Products & Apparel
PT_07	Product Packaging
PT_08	Digital Extensions & Integration
PT_09	Community-Driven Campaigns
PT_10	B2B Communications
PT_11	Print & Promotional for Good
PT_12	Brand Partnerships
PT_13	Craft - Use of Humor
PT_14	Craft - Use of Drama
PT_15	Craft - Art Direction
PT_16	Craft - Writing
PT_17	Craft - Illustration
PT_18	Craft - Photography
PT_19	Craft - Typography
PT_20	Craft - Printing & Production
PT_21	Innovation - New Ideas in Print & Promotional
PT_22	Innovation - Execution in Print & Promotional
PT_23	Innovation - Use of Media in Print & Promotional

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

PUBLIC RELATIONS

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

RADIO & AUDIO-FIRST

Code	Category
RA_01	Sonic Branding / Branded Audio
RA_02	Broadcast - Single
RA_03	Broadcast - Series
RA_04	Online - Streaming Audio Advertising
RA_05	Online - Branded Podcast
RA_06	Custom Content
RA_07	Experiential Radio & Audio
RA_08	Commerce
RA_09	B2B Communications
RA_10	Radio & Audio for Good
RA_11	Brand Partnerships - Multi-Brand
RA_12	Brand Partnerships - Creator / Brand Collaboration
RA_13	Craft - Use of Humor
RA_14	Craft - Use of Drama
RA_15	Craft - Writing - Single
RA_16	Craft - Writing - Series
RA_17	Craft - Sound Design
RA_18	Craft - Use of Music
RA_19	Craft - Voice Direction
RA_20	Craft - Casting
RA_21	Craft - Storytelling
RA_22	Craft - Use of Technology
RA_23	Innovation - New Ideas in Radio & Audio
RA_24	Innovation - Execution in Radio & Audio
RA_25	Innovation - Use of Media in Radio & Audio

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027** *Select any discipline or category to jump to its section.*

SOCIAL MEDIA

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

CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• New for 2027 *Select any discipline or category to jump to its section.*

SPORTS

Code	Category	
SP_01	Sports Branding & Identity	•
SP_02	Athlete Brand Building	•
SP_03	Creative Sponsorship & Brand Partnerships	•
SP_04	Athlete Partnerships & NIL	•
SP_05	Merchandise & Product Collaborations	•
SP_06	Branded Entertainment & Storytelling	•
SP_07	Social & Creator-Led Creativity	•
SP_08	Sports Broadcasts & Streams	•
SP_09	Hype, Announcements & Reveals	•
SP_10	Tune-In, Attendance & Season Launches	•
SP_11	Events & Experiential	•
SP_12	Gaming & Esports	•
SP_13	Fan Engagement & Loyalty	•
SP_14	Creative Use of Media & Platforms	•
SP_15	Creative Use of Data	•
SP_16	Creative Use of Technology	•
SP_17	Impact Through Sport	•
SP_18	Most Creative Organization in Sport	•
SP_19	Most Creative Brand in Sport	•
SP_20	Sports Impact Leader	•

CREATIVE MARKETER

Code	Category
CM_01	Creative Marketer

FUSION PENCIL

Code	Category
FP_01	Fusion Pencil

GREEN PENCIL

Code	Category
GP_01	Green Pencil

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CATEGORIES & REQUIREMENTS
QUICK LIST — CATEGORIES

• **New for 2027**

Select any discipline or category to jump to its section.

SDG PENCIL

Code	Category
SD_01	Sustainable Development Goals

PENTA PENCIL

Code	Category
PP_01	Penta Pencil

REFERENCE INFORMATION
SUBMISSION MEDIA SPECIFICATIONS

General file specifications are outlined below for all media types. Media types accepted vary by category. Digital media will be saved into your account and can be attached to multiple entries from your Manage Media list.

Reference Images

• Reference Image files will only be accepted through the online entry system and are required for all entries. These images may be used by The One Show for promotional purposes, but they will not be judged.

• 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.

• **DIMENSIONS:** longest side at least 2400 pixels; maximum 4800 pixels.

• **FILE SIZE:** no larger than 5 MB.

• **FORMAT:** high res JPEG or PNG; RGB color mode.

Images

• Artwork Image (the original content or artwork as it ran); Project Image (installation, in-situ, detail/ closeup, project boards, etc.)

• **DIMENSIONS:** longest side at least 2400 pixels; maximum 4800 pixels.

• **FILE SIZE:** no larger than 5 MB.

• **FORMAT:** high res JPEG or PNG; RGB color mode.

• **NOTE:** For Project Board images, all information should be large enough to be seen from a distance when projected or on a small monitor. Provide English translations in the "Judging Description / Translation" field.

Video

• Content Video (the original content as it ran — see individual categories for length restrictions); Project Video (behind the scenes, trailer, cut-down, demo, screen record, etc. — no longer than 2 minutes); Case Study Video (contains background, context, and results — no longer than 2 minutes).

• **ASPECT RATIO / RESOLUTION:** 1920 x 1080 preferred and recommended; minimum 1280 x 720; all videos must be submitted in 16x9 format; other aspect ratios will automatically have black pillars added.

• **FORMAT:** .mov or .mp4; H.264 compression; AAC audio compression.

• **FILE SIZE:** no larger than 500 MB.

• **EXTRAS:** Do NOT include color bars or tone. Do NOT include agency information or slates.

• **NOTE:** For video entries in a language other than English, provide English subtitles or a translation in the "Judging Description / Translation" field.

Audio

• Content Audio (the original content as it ran).

• **FORMAT:** MP3.

• **FILE SIZE:** no larger than 50 MB.

REFERENCE INFORMATION
SUBMISSION MEDIA SPECIFICATIONS

- **EXTRAS:** Do NOT include agency information. Do NOT include audio slates.
- **NOTE:** Provide an English translation in the "Judging Description / Translation" field for non-English audio.

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).
- **ALL URLS:** Entries must be an active URL. URL links entered must remain unchanged through June 2027.
- **URL TO WEBSITE:** URLs of a video hosted online (i.e., Vimeo, YouTube, etc.) are NOT accepted for Website categories. Landing pages of project 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. Case Study and Project Videos must be submitted through online upload.
- **NOTE:** Password-protected URLs are NOT recommended, as complicated logins slow down judging. Some categories may accept a URL to a download link for an application as supporting media; it is not guaranteed to be downloaded and installed by the jury.

PDF

- Project PDF (images, graphics, and copy providing information about the project); Publication PDF (full booklets, brochures, books, magazines, etc.)
- **ALL PDFS:** exported at a high resolution image compression; printers marks should not be included.
- **FILE SIZE:** no larger than 15 MB.
- **PROJECT PDF:** single file; three (3) pages or less.
- **PUBLICATION PDF:** Physical books should be entered as multi-page documents. No extraneous project information — a digital version of the book as it was printed.
- **NOTE:** All PDF files must be submitted in English. Password-protected PDFs are NOT accepted. Single-page PDFs can be submitted for Book and Magazine covers, but Digital Image submissions are highly recommended. Digital publications may be entered as PDFs, providing they contain their original interactive components.

Animated Gif

- Content Animation (the original content or artwork as it ran).
- **DIMENSIONS:** longest side maximum 4800 pixels.
- **FILE SIZE:** no larger than 50 MB.
- **FORMAT:** high res GIF when possible; RGB color mode.
- **NOTE:** Provide an English translation in the "Judging Description / Translation" field for non-English animations.

Physical Materials

The One Show 2027 will not be accepting physical entry materials. All submissions must be submitted with digital media.

REFERENCE INFORMATION
GLOSSARY OF TERMS

- **DISCIPLINE:** The general area of practice under which categories are organized. The One Show covers more than 20 disciplines.
- **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 the product or service relates. See the full list of verticals.
- **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 page.
- **FULL CREDITS:** All companies and individual creatives who worked on the project can be added to the "Full Credits" section. NOTE: These credits will be published in the online archives.
- **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, Freelancer. NOTE: If a company is credited with a type of "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 title of "Other" they will not be ranked.NOTE: Credits are listed in a default order by title/type, which is not adjustable.
- **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. Specifics can vary between categories. NOTE: Two pieces may be entered as a Series.
- **SINGLE OR SERIES:** Either a single piece of work or a series of multiple pieces of work. Specifics can vary between categories. NOTE: Categories listed as Single or Series accept either a single piece of work or multiple pieces of the campaign.
- **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.

REFERENCE INFORMATION
GLOSSARY OF TERMS

• **VERIFICATION FORM:** A document confirming the print or air date of the work, to meet the eligibility requirements for entry. 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 LIST:** This is an itemized list of the entries that were submitted together within a specific invoice.

• **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.

• **FINALIST:** A Finalist has won either a Pencil or Merit award. The One Show will be releasing a list of all of the Finalists in April. The specific type of award will be publicly revealed at The One Show award announcement in late May. NOTE: All Finalists are required to complete a Finalist Confirmation per win to confirm their Entry Information, Award Inscription, Credits, and Verification. Failure to submit Verification will result in the award being revoked.

• **FINALIST CONFIRMATIONS:** All Finalists will be notified of their award by email, at which time they will be required to confirm their Entry Information, Award Inscription, Credits, and Verification. Finalist Confirmations must be submitted to ensure that the correct information is included for their award inscription, presentations, and the online awards archive.

• **SUBMISSION MEDIA:** The material and content that the jury will review and score. NOTE: See the list below for specific types of media that can be submitted.

• **JUDGING MEDIA:** The primary material and content that the jury will be judging. NOTE: See the list below for specific types of media that can be submitted.

• **SUPPORTING MEDIA:** The secondary material and content that the jury may choose to review at their discretion. NOTE: See the list below for specific types of media that can be submitted.

• **REFERENCE IMAGES:** All entries require at least 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, URLs or PDFs submitted with entries.

• **VIDEO:** Moving Image media submitted with an entry. Categories may accept a variety of videos including Case Studies, Content Videos, Cut-Downs/Trailers, Behind the Scenes Videos, or Demos.

• **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.

• **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.

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

• **CUT-DOWN VIDEO / 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.

REFERENCE INFORMATION
GLOSSARY OF TERMS

- **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.
- **IMAGE:** Still or static graphics submitted with an entry. Categories may accept a variety of images including Artwork Images, Installation Images, Project Boards, or In-Situ Images. NOTE: Animated graphics should be submitted as Video or Animated Gifs.
- **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.
- **INSTALLATION IMAGE:** These images show the work as it was placed and the surrounding environment. Also referred to as "in situ". i.e. An image of a poster installed in a bus shelter, or a billboard on the side of a highway.
- **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.
- **AUDIO:** A file containing only audio with content as it was originally aired.
- **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 or png files.
- **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.
- **URL TO FULL LENGTH PIECE:** The web address of the full version of a long form video hosted online. NOTE: URLs to Full Length Pieces should go directly to the hosted video.
- **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.
- **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.
- **PHYSICAL MATERIALS:** The One Show 2027 will not be accepting physical entry materials. All submissions must be submitted with digital media.

REFERENCE INFORMATION
VERTICAL MARKETS

The specific industry to which the product or service relates. When entering your work, you may select from the Vertical Market options listed below.

NOTE: The exact same piece may NOT be entered into different Vertical Markets.

- AGRICULTURE / FARMING
- AUTOMOTIVE / CARS / MOTORCYCLES / 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

REFERENCE INFORMATION
VERTICAL MARKETS

- TECHNOLOGY HARDWARE - ELECTRONICS / COMPUTERS / BUSINESS EQUIPMENT / MOBILE PHONES
- TECHNOLOGY SOFTWARE - INTERNET / TELECOMMUNICATIONS / SOFTWARE & APPS
- TOURISM / TRAVEL / TRANSPORTATION
- TOYS & GAMES

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GENERAL INFORMATION
WHAT YOUR FEES SUPPORT

The One Club for Creativity, the world's foremost nonprofit organization whose mission is to support and celebrate the global creative community, uses the revenue generated from entry fees to fund a number of initiatives for our industry.

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.

One Club programs include: Brand-Side, Creative Boot Camps, Executive Creative Summit, Creative Leaders Retreat, Portfolio Night, ONE School, ONE Creator Lab, and Saturday Career Workshops.

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.

WHO SHOULD ENTER?

Internal Creative Teams

Brand studios and in-house teams turning deep knowledge of their business into distinctive creative work.

Brand Collaborators

Agency, production, and specialist partners helping bring an internally originated idea to life.

Entrants of all types are welcome with qualifying work; the creative idea must have originated within the brand.

ENTRY TIPS

Show how proximity to the business unlocked the idea. Explain the internal team's creative contribution and distinguish it from the roles of external partners.

Include the work itself and the context behind key decisions. Help judges see how brand knowledge shaped the execution, audience experience, or business outcome, beyond simply identifying who produced it.

ENTERING

The same work may be entered into up to three (3) categories in Brand-Side / In-House. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Brand-Side / In-House work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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.

CATEGORIES

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.

Option 1: 2-20 Images + Optional Media

Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Animated Gifs, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

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.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_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.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_07 Branded Content

A single (1) or series (2-5) of work created by a brand-side or internal creative team in which the brand is incorporated into the story and goes beyond traditional product placement or sponsorship.

NOTE: For content videos longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.

Option 1: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

BS_10 Brand Experience & Customer Journey

A system (2-10) of touchpoints that improve or transform the experience of interacting with a brand as a customer. Touchpoints may include digital platforms, physical environments, commerce, service, communications and other interactions before, during or after purchase.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must provide the area(s) in which data played a crucial role and how it was used.

Option 1: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

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.

NOTE: Non-broadcast videos should be entered in categories BS_07: Branded Content and BS_13: Film & Video.

NOTE: Entries must define the target audience of the project.

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

BS_14 Digital Experiences

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.

Option 1: 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image

Judging Media: 1 URL to Website (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_15 Social Media

A single (1) or series (2-10) of work created by a brand-side or internal creative team that leverages the power of social platforms to communicate the brand's message and engage its targeted audience.

NOTE: Entries must provide the social platform(s) used.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: Project videos should include at least 3 different mediums in the campaign.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_20 Brand-Side / External Agency Collaboration

A single (1) or series (2-10) of work created in collaboration by a brand-side and external agency.

NOTE: Entries must include a written explanation which outlines what the brand-side agency and external agency each specifically contributed to the collaboration.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

BS_21 Brand Intellectual Property

A single (1) or series (2-10) of work creating, developing or expanding distinctive brand-owned intellectual property. This may include original or existing characters, formats, platforms, programs, experiences, entertainment properties or other ownable creative ideas. Entries should demonstrate how the work establishes, evolves or extends the IP beyond a single execution, creating new opportunities for audience connection and continued creative development.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_22 B2B Communications

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.

NOTE: B2B work can also be entered into other Brand-Side / In-House categories.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

BS_23 Campaigns for Good

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.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_24 Brand Partnerships

Two or more brands partnering together to build brand equity for each and/or to reach a unique audience.

NOTE: Entries must include all brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

BS_25 Craft - Storytelling

A single (1) or series (2-5) of branded entertainment judged on the strength and execution of its narrative craft.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 10 Project Images (optional)

Reference Images: 1 - 10 Reference Images (required)

BS_26 Craft - Use of Humor

A single (1) or series (2-5) of branded content that leverage humor as a creative tool.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 10 Project Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_27 Craft - Use of Drama

A single (1) or series (2-5) of branded content that leverage drama as a creative tool.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

BS_28 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

BS_29 Craft - Writing

Writing in a single (1) or series (2-5) of work created by a brand-side or internal creative team.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_30 Craft - 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.

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

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

BS_31 Innovation - 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.

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 BS_32: Execution or BS_33: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRAND-SIDE / IN-HOUSE

BS_32 Innovation - 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.

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 BS_31: New Ideas or BS_33: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

BS_33 Innovation - 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.

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 BS_31: New Ideas or BS_32: Execution.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

Branded Entertainment celebrates work where the audience experience comes first and the brand plays a supporting, yet integral role. It goes beyond traditional product placement or sponsorship, delivering films, series, music, games, or other content designed to engage on its own merits while naturally weaving in the brand. The emphasis is on storytelling, craft, and audience enjoyment—where advertising and cultural content converge.

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

WHO SHOULD ENTER?

Entertainment Makers

Production companies, studios, publishers, and creators making branded work audiences actively choose to watch, hear, or experience.

Brand Storytellers

Brand teams and agencies building entertainment through meaningful creative partnerships, with the audience experience at the center.

Entrants of all types are welcome, from independent makers to established entertainment businesses.

ENTRY TIPS

Lead with the entertainment itself. Give judges enough of the story, performance, or experience to understand why an audience would choose it, and show how the brand belongs within it.

Explain relevant cultural context and how people found and engaged with the work. Include evidence of audience response where useful; a campaign summary should support the experience, not replace it.

ENTERING

The same work may be entered into up to three (3) categories in Branded Entertainment. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Branded Entertainment work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

CATEGORIES

BE_01 Short Form Video - Single

A single (1) online or broadcast video with a brand integrated into the script, plot, or broader themes.

NOTE: Short form submissions must be 3 minutes or less.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 Content Video (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 2 Reference Images (required)

BE_02 Short Form Video - Series / Episodic

A series (2-5) of online or broadcast videos with a brand integrated into the script, plot, or broader themes.

NOTE: Short form submissions must be 3 minutes or less each.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 2 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_03 Long Form Video - Single

A single (1) online or broadcast video with a brand integrated into the script, plot, or broader themes.

NOTE: Long form submissions must be more than 3 minutes and less than 20 minutes.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

BE_04 Long Form Video - Series / Episodic

A series (2-5) of online or broadcast videos with a brand integrated into the script, plot, or broader themes.

NOTE: Long form submissions must be more than 3 minutes and less than 20 minutes each.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

BE_05 Full Length Video - 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.

NOTE: Full length submissions must be at least 20 minutes or longer.

Option 1: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_06 Full Length Video - Series / Episodic

A series (2-5) of films or videos 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.

NOTE: Full length submissions must be at least 20 minutes or longer each.

Option 1: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image
Judging Media: 2 - 5 URLs to Full Length Pieces (required)
Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

BE_07 Music Videos - 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. NOTE: Music videos promoting a musician and not a brand must be entered in BE_08 Music Videos - Artist.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

BE_08 Music Videos - 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. NOTE: Music videos promoting a brand and not a musician must be entered in BE_07 Music Videos - Brand.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_09 Audio

A single (1) or series (2-5) of audio content with a brand integrated into the script, plot, or broader themes.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

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 mobile-native functionalities that create a deeper, more engaging brand experience.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

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

Option 1: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_12 Experiential - 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.

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

BE_13 Experiential - In-Person Events

A single (1) or series (2-5) of planned in-person events, competitions, or social gatherings centered around a brand.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

BE_14 Experiential - 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.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_15 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 required submission media must showcase the technology.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

BE_16 Low Budget

A single (1) or series (2-5) of branded content that utilized a low or conservative production budget.

NOTE: Entries must provide the production budget (in USD) and an explanation of how it was applied.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Project Video + Optional Supporting Images
Judging Media: 1 - 5 Content Videos (required); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_17 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.

Option 1: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Project Video + Optional Supporting Images

Judging Media: 1 - 5 Content Videos (required); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

BE_18 Brand Universe and Franchise

An extension of a brand built through engaging, ongoing content or experiences. This work creates a self-sustaining world or franchise that deepens audience connection beyond the core product.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_19 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.

Option 1: 1-5 Content Videos + Optional Project Video + Optional Supporting Images

Judging Media: 1 - 5 Content Videos (required); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

BE_20 B2B Communications

A single (1) or series (2-5) of branded content or experiences intended to communicate a message or service between businesses.

NOTE: B2B work can also be entered into other Branded Entertainment categories.

Option 1: 1-5 Content Videos + Optional Project Video + Optional Supporting Images

Judging Media: 1 - 5 Content Videos (required); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_21 Branded Entertainment for Good

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.

Option 1: 1-5 Content Videos + Optional Project Video + Optional Supporting Images

Judging Media: 1 - 5 Content Videos (required); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

BE_22 Brand Partnerships

Two or more brands working together to create a single (1) or series (2-5) of branded content or experiences.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_23 Craft - Storytelling

A single (1) or series (2-5) of branded entertainment judged on the strength and execution of its narrative craft.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

BE_24 Craft - Use of Humor

A single (1) or series (2-5) of branded content that leverage humor as a creative tool.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

BE_25 Craft - Use of Drama

A single (1) or series (2-5) of branded content that leverage drama as a creative tool.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

BE_26 Craft - Art Direction

The overall visual appearance of a single (1) or series (2-5) of branded content or experiences.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_27 Craft - 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.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

BE_28 Innovation - 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.

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 BE_29: Execution or BE_30: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
BRANDED ENTERTAINMENT

BE_29 Innovation - 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.

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 BE_28: New Ideas or BE_30: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

BE_30 Innovation - 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.

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 BE_28: New Ideas or BE_29: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

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, 2025 – March 5, 2027.

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

WHO SHOULD ENTER?

Strategy & Effectiveness Teams

Strategists, planners, and measurement specialists who can connect a strong creative idea to meaningful business results.

Brand & Agency Partners

Marketing leaders and creative teams with evidence of what their work achieved against a defined objective.

Entrants of all types are welcome with qualifying work and a clear effectiveness story.

ENTRY TIPS

Start with the business objective, then connect the creative idea to the result. Give judges a clear baseline, measurement period, and source for the outcomes you report.

Explain why creativity made a difference, including relevant market conditions or other factors. Prioritize evidence tied to the objective; reach and engagement alone may not demonstrate the business impact you claim.

ENTERING

The same work can only be entered into one category in Creative Effectiveness.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Creative Effectiveness work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2025 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
All Entries	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

Submission checklist

Submit once per project

Below is the information that is required for all entries, regardless of category. Refer to the individual categories for additional requirements.

NOTE: Entry information should not contain agency details, as judging is anonymous; this does not apply to self promotion or Brand-Side work.

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

- ☐ **Entry Title**
  Provide the name of the project, or the campaign name.

  NOTE: Do not put the category into the Entry Title.
- ☐ **Client / Brand**
  Who is the client on the project and/or what brand is it promoting?
- ☐ **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** · Max 300 words
  Describe the project or campaign overall. Insights and results should be provided in the individual Objectives on the entry.
- ☐ **Translation to English**
  Required for all entries which are not originally in English.

  NOTE: Video entries should include subtitles when possible.

Project media

All Creative Effectiveness categories require the following media. For overall file specifications, view the Submission Media page.

- ☐ **Judging media** · 1–2 files
  Project Videos and/or Project Boards that describe the project overall.
- ☐ **Supporting media** · 1–10 files
  Original content as it aired or was presented.

Repeat for each objective

Define 1–3 objectives per entry. Provide the following information and media for each one.

Objective

- **Objective type**
  Choose from the options below.

  Brand or Business Transformation • Category Growth • Environmental / Social Impact (e.g. sustainability / purpose / diversity / CSR) • Geographic Expansion

  New Brand or Product/Service Launch • Profitability (growth / maintenance / easing decline) • Revenue (growth / maintenance / easing decline / value share) • Volume (growth / maintenance / easing decline / volume share)
- **Objective Description** · Max 100 words
  Provide a short explanation of the desired outcome.
- **Reason for Objective** · Max 150 words
  Describe the business conditions, goals, or market context for defining this objective.
- **Measurement Method** · Max 100 words
  Describe how the results of this objective were measured; explain the reason for this methodology.

  NOTE: Actual results should be provided in the Results section.

Insights & Strategy

- **Target Audience** · Max 100 words
  Provide the demographics and other notable qualities of the identified target audience.
- **Key Insight(s)** · Max 300 words
  Describe the insight(s) that informed the creative concept.
- **Data supporting the identification of audience and insight** · Max 300 words
  Define and describe the information that helped to identify the target audience and arrive at the key insight.
- **Creative Idea** · Max 300 words
  Describe the creative idea; explain how it addressed the objective, audience, and insights identified.

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

Results

- **Results** · Max 300 words
  Share the results of the campaign. Results should support the objective stated above.
- **How did creativity drive effectiveness?** · Max 300 words
  Describe how the creative idea drove effectiveness in meeting the defined objective.

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

Objective supporting media

- **Supporting visuals** · Up to 10 files
  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.

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CATEGORIES

CE_01 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_02 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_03 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_04 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_05 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_06 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_07 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_08 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_09 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_10 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_11 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_12 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_13 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_14 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_15 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_16 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_17 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_18 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_19 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_20 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_21 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_22 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_23 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_24 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_25 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_26 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_27 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CE_28 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE EFFECTIVENESS

CE_29 Creative Effectiveness - 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.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF AI



PRESENTED BY CapCut
Powering Creativity with AI

Creative Use of AI recognizes work that advances creative expression, expands how artificial intelligence is used or develops the capabilities of the technology itself. It celebrates original ideas, exceptional execution and inventive tools or processes, with human creative direction and judgment shaping the outcome. The use of AI alone is not enough; entries should demonstrate a meaningful creative or technological achievement.

NOTE: No special equipment will be used for judging. The required submission media must clearly demonstrate the work, explain AI's role and identify the human creative contribution.

Creative Use of AI is presented by CapCut. CapCut empowers creators to push the boundaries of what's possible with AI. Through a powerful suite of AI-driven video, image, audio, and editing tools, CapCut helps transform bold ideas into compelling creative work—making advanced technology more accessible and opening new possibilities for creative expression.

WHO SHOULD ENTER?

Creative Technologists

AI studios, developers, and multidisciplinary teams using artificial intelligence to unlock an original creative idea or experience.

Creative Makers

Artists, filmmakers, designers, and brand teams directing AI as part of a purposeful creative process.

Entrants of all types are welcome, whether AI is visible in the finished work or working behind the scenes.

ENTRY TIPS

Make the human creative decisions and AI's contribution easy to distinguish. Show what AI enabled and why that capability mattered to the idea or audience experience.

Include a clear demonstration of the finished work and explain the relevant process without relying on technical jargon. Your submission should make the technology understandable on its own, without special judging equipment.

ENTERING

The same work may be entered into up to three (3) categories in Creative Use of AI. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Creative Use of AI work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.



PRESENTED BY
CapCut
Powering Creativity with AI

ENTRY INFORMATION (DISCIPLINE-SPECIFIC)

Use of AI: Explain how AI technology was used to enhance the work and how it played a vital role in the creation or experience. Provide the specific AI tool that was used.

Information - Pioneer & Frontier

PIONEER (INDIVIDUAL / ORGANIZATION / BRAND)

- **Individual:** Provide information on the person who is creating innovative tools or work in AI, and if these contributions were for client-commissioned or personal work. Include details on how their contributions push boundaries and are shaping or inspiring future implementation of the technology.
- **Organization:** Provide information on the organization that is creating innovative tools or work in AI, and if these contributions were for client-commissioned or personal work. Include details on how their contributions push boundaries and are shaping or inspiring future implementation of the technology.
- **Brand:** Provide information on the brand that is creating innovative tools or work in AI. Include details on how their contributions push boundaries and are shaping or inspiring future implementation of the technology.

FRONTIER AI

- Provide a description on how the work demonstrates explorative techniques, applications and processes with artificial intelligence that push boundaries and will shape or inspire future implementation of the technology.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
AI Pioneer	$500	$550	$650	$825

CATEGORIES

AI_01 Creative Use of AI - Advertising & Communications

A single (1) or series (2-10) of work in which innovative uses of AI are used to create, enable or transform advertising and brand communications. AI should be fundamental to the creative idea or how it is brought to life, rather than simply a production tool. Mediums can include, but are not limited to, television, print, online, out-of-home, or radio.

NOTE: AI Experiences or non-traditional mediums should be entered into AI_02: Experience & Interaction

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)



AI_02 Creative Use of AI - Experience & Interaction

A single (1) or series (2-10) of work in which innovative uses of AI are used to create, ecreate responsive, participatory or adaptive experiences. This may include physical, digital or hybrid experiences in which AI meaningfully shapes how audiences engage with the work.

NOTE: AI campaigns should be entered into AI_01: Advertising & Communications

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

AI_03 Creative Use of AI - Product, Service & Utility

A single (1) or series (2-10) of work in which innovative uses of AI are used to create or fundamentally transform products, services, tools and utilities. The AI should enable meaningful functionality or value that would not otherwise be possible.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

AI_04 Creative Use of AI - Systems, Personalization & Scale

A single (1) or series (2-10) of work in which innovative uses of AI are used to create, adapt, orchestrate or deliver creative work dynamically, individually or at scale. This may include personalization, real-time adaptation, generative systems and other applications in which the innovation lies in how AI enables creative complexity or reach.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)



AI_05 AI Craft - Art & Visual Design

Exceptional creative craft achieved through AI in visual expression, including imagery, illustration, design, typography and other visual forms. AI should meaningfully expand the creative possibilities of the execution.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

AI_06 AI Craft - Motion

Exceptional use of AI in moving-image craft, including film, animation, visual effects and other forms of motion. AI should contribute meaningfully to the creative quality, technique or possibilities of the execution.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

AI_07 AI Craft - Sound

Exceptional use of AI in audio craft, including music, voice, sound design and other sonic expression. AI should contribute meaningfully to the creative quality, technique or possibilities of the execution.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)



AI_08 AI Craft - Storytelling

Exceptional use of AI in the craft of storytelling, including narrative development, writing, characters, world-building and emerging forms of adaptive or generative narrative.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

AI_09 Creative AI Pioneer - Individual

Recognizes an individual whose work is advancing the creative possibilities of AI and establishing new approaches, practices or standards for its use in creativity and advertising.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)



AI_10 Creative AI Pioneer - Organization

Recognizes an organization demonstrating sustained leadership in advancing the creative possibilities of AI through its work, tools, practices or contributions to the industry. May include: creative agencies, technology platforms, production teams, etc.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

AI_11 Creative AI Pioneer - Brand

Recognizes a brand demonstrating sustained ambition and leadership in the creative use of AI through innovative work, experimentation or investment in new creative possibilities.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)



AI_12 Frontier AI

Recognizes groundbreaking or emerging uses of AI that challenge existing conventions, introduce new creative capabilities or establish forms of creative expression not adequately represented by existing categories. Intended as an evolving category that reflects the rapidly changing frontier of creative AI.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

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.

WHO SHOULD ENTER?

Data & Insight Specialists

Data scientists, analysts, researchers, and visualization studios transforming information into a distinctive creative experience.

Creative Collaborators

Brand teams, agencies, designers, and developers making data central to storytelling, participation, or a useful service.

Entrants of all types are welcome, including teams working with small, local, or unconventional datasets.

ENTRY TIPS

Show the journey from data source to creative experience. Explain what was gathered, how it was interpreted, and how it shaped what people saw, felt, or could do.

Help judges understand why this particular data was essential. Include examples of the resulting work or interaction, and demonstrate its value beyond audience targeting, campaign reporting, or a compelling statistic.

ENTERING

The same work may be entered into up to three (3) categories in Creative Use of Data. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Creative Use of Data work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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.

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CATEGORIES

CU_01 Data Visualization - 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.

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-15 Images

Judging Media: 1 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

CU_02 Data Visualization - 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.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_03 AI & Machine Learning

A single (1) or series (2-5) of work in which AI and machine learning to analyze, interpret or act upon data. Entries should demonstrate how AI reveals patterns, generates insights, makes predictions or enables decisions from data in ways that are fundamental to the creative idea or execution.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CU_04 Data-Driven Insight

A single (1) or series (2-5) of work in which ideas were born from an unexpected discovery, pattern or insight revealed through data. Entries should demonstrate how the interpretation of data led directly to the creative idea or opportunity.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_05 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_06 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CU_07 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_08 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 integral role in defining the brand's message.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_09 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CU_10 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 AI and other emerging tools where technology enables data to be transformed into creative impact.

NOTE: No special equipment will be used for judging. Submission media must clearly demonstrate the technology in action.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_11 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CU_12 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CU_13 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_14 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_15 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.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CU_16 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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

CU_17 Innovation - 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.

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 CU_18: Execution or CU_19: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF DATA

CU_18 Innovation - 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.

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 CU_17: New Ideas or CU_19: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CU_19 Innovation - 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.

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 CU_17: New Ideas or CU_18: Execution.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

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

WHO SHOULD ENTER?

Technology Makers

Creative technology studios, developers, engineers, and innovation teams building new ways for people to experience a brand.

Creative Partners

Agencies, designers, and brand teams combining technical invention with a clear audience need or creative purpose.

Entrants of all types are welcome, including collaborations that bring together expertise from outside advertising.

ENTRY TIPS

Demonstrate what the technology actually does for people and why it is essential to the idea. Give judges a clear view of the interaction or experience, not just the system behind it.

Explain the inventive contribution in accessible language. Show how it was implemented and what it enabled, whether that is participation, accessibility, utility, or a new form of storytelling.

ENTERING

The same work may be entered into up to three (3) categories in Creative Use of Technology. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Creative Use of Technology work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

CATEGORIES

CT_01 Use of AI - Writing

A single (1) or series (2-5) of work that utilized AI technology as a creative writing tool central to the execution, or as a key element of the final product.

NOTE: Entries must include a written explanation of how AI technology was used in the writing of the work.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_02 Use of AI - 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.

NOTE: Entries must include a written explanation of how AI technology was used in the creation of visuals of the work.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

CT_03 Use of AI - Other

A single (1) or series (2-5) of work that utilized AI technology as a creative tool in ideation, execution, or as a key element of the final product.

NOTE: Entries must include a written explanation of how AI technology was used in the work.

NOTE: Work that utilized AI for the writing or creation of visuals for the work should be entered into CT_01: Writing or CT_02: Visuals.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_04 Technology as a Creative Tool

A single (1) or series (2–5) of work where technology played an essential and innovative role in the creative process or execution. This category is not limited to technology products, but highlights work where tools such as real-time engines, generative systems, immersive environments, or other emerging applications were integral to the idea and its impact.

NOTE: Entries that used AI technology should be entered into CT_01, CT_02, or CT_03: Use of AI.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_06 Experiential & Immersive

A single (1) or series (2-5) of events wherein technology is used to create engaging, participatory or immersive experiences. Work may be physical, digital, virtual or hybrid, including installations, events, interactive environments, augmented, virtual or mixed reality, and other technology-enabled experiences.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_07 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.

NOTE: Entries must specify the area(s) in which data played a crucial role and how it was applied.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

CT_08 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_09 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 an explanation of how it was applied.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_10 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

CT_11 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_12 B2B Communications

A single (1) or series (2-5) of work in which technology was used to communicate a message or service between businesses.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_13 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

CT_14 Brand Partnerships

Two or more brands working together to create a single (1) or series (2–5) of technology-driven products, platforms, or experiences. NOTE: Entries must include all client/brand names involved in the work. NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_15 Innovation - 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.

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 CT_16: Execution or CT_17: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATIVE USE OF TECHNOLOGY

CT_16 Innovation - 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.

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 CT_15: New Ideas or CT_17: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CT_17 Innovation - 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.

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_15: New Ideas or CT_16: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATOR CONTENT

Creator Content recognizes work conceived and executed in creative partnership with creators, where their distinctive voice, perspective, style or relationship with their audience is integral to the idea. It celebrates collaborations in which creators meaningfully shape the work and how it connects a brand with an audience. A creator's appearance, endorsement or distribution of content alone is not enough.

WHO SHOULD ENTER?

Creators & their Teams

Independent creators, talent managers, and creator studios whose distinctive voice or community helped shape the idea.

Brand Collaborators

Agencies, platforms, and brand teams developing partnerships that give creators a meaningful role in the creative process.

Entrants of all types are welcome, from niche community specialists to large creator networks.

ENTRY TIPS

Show why this creator was right for the idea and what they contributed beyond audience reach. Include content that makes their voice, style, and relationship with their community clear.

Explain how the partnership worked and how people responded or participated. Help judges see the connection between the brand objective and creative freedom, with enough platform context to understand the execution.

ENTERING

The same work may be entered into up to three (3) categories in Creator Content. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Creator Content work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Creator/Freelancer	$325	$350	$400	$475

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CATEGORIES & REQUIREMENTS
CREATOR CONTENT

CATEGORIES

CC_01 Creator-Led Content - Single

A single (1) piece of creator-led branded content, regardless of medium, format or length. The creator's distinctive voice, perspective or creative practice should be fundamental to the idea and execution.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_02 Creator-Led Content - Series

A series (2–5) of creator-led branded content developed across multiple connected or recurring executions, regardless of medium or format. Entries should demonstrate how the idea, format, narrative or creative approach develops across the series rather than simply repeating a single execution.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_03 Multi-Creator Collaboration

A single (1) or series (2–5) of branded work that brings together multiple creators in a meaningful creative collaboration. Entries should demonstrate how the distinct voices, perspectives, practices or communities of the participating creators contribute to and strengthen the larger creative idea.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATOR CONTENT

CC_04 Narrative / Character-Led

A single (1) or series (2–5) of creator-led branded work built around distinctive storytelling, original characters, personas, worlds or narrative concepts. Entries may include single or episodic narratives, recurring characters and other creator-developed forms of storytelling in which narrative or character is central to the idea.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_05 Community & Participation

A single (1) or series (2–5) of creator-led work that meaningfully engages, involves or mobilizes a community or audience as part of the creative idea. Entries should demonstrate participation beyond passive viewership, with the creator's relationship to their community playing an integral role in the work. Includes challenges, collaborations, or participatory formats that drive shared creation and engagement.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_06 Creative Use of Medium

A single (1) or series (2–5) of creator-led work that uses the characteristics, conventions or possibilities of its chosen medium in an inventive or unexpected way. This may include social platforms, video, audio, podcasts, streaming, gaming, publishing, live experiences and emerging forms where the medium itself is integral to the creative idea.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATOR CONTENT

CC_07 Original Format & IP

A series (2–5) of creator-led branded work that creates, develops or meaningfully expands an original format, character, property, world or recurring creative concept. Entries should demonstrate distinctive creative authorship and an idea with the potential to extend beyond a single execution.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_08 Creator Craft - Art Direction & Visual Identity

Exceptional visual authorship in creator-led branded content. This may include art direction, styling, composition, design, image-making and the development or application of a distinctive and recognizable visual language.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_09 Creator Craft - Writing & Storytelling

Exceptional writing and storytelling craft in creator-led branded content. This may include scripts, dialogue, narrative structure, character development, recurring formats and other forms of written or narrative expression.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CREATOR CONTENT

CC_10 Creator Craft - Performance

Exceptional creator performance in branded content. Entries may demonstrate distinctive delivery, characterization, personality, improvisation, physical performance or other forms in which the creator's performance is fundamental to the creative impact of the work.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_11 Creator Craft - Use of Humor

Exceptional use of humor as a central creative device in creator-led branded content. Entries should demonstrate originality, a distinctive comedic voice, timing or an inventive understanding of humor appropriate to the creator, audience and medium.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

CC_12 Breakthrough Creator

Recognizes an emerging creator demonstrating an exceptional and distinctive creative voice through branded work. Entries should demonstrate originality and creative authorship, alongside a proven ability to create meaningful impact for a brand or across multiple brand collaborations. The creator's body of work should demonstrate a distinctive approach to branded creativity and signal the potential to shape the future of creator-led work.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

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.

WHO SHOULD ENTER?

Culture & Community Specialists

Creators, cultural organizations, and teams with a close understanding of the communities their work engages.

Brand & Agency Teams

Strategists and creatives whose ideas helped shape conversations, behaviors, or trends beyond the campaign itself.

Entrants of all types are welcome; cultural significance can be rooted in a specific community or place.

ENTRY TIPS

Explain the cultural context before describing the change. Give judges the local knowledge, history, or community insight they need to understand why the work mattered.

Show how the idea influenced culture through participation, new behaviors, conversations, or lasting relevance. Use evidence from the people or communities affected, and distinguish the work's contribution from a trend that was already underway.

ENTERING

The same work may be entered into up to three (3) categories in Cultural Driver. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Cultural Driver work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
CULTURAL DRIVER

ADDITIONAL INFORMATION

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

CATEGORIES

CD_01 Popular Culture Impact

A single (1) or series (2-10) of work that permeated and changed popular culture and created new trends.

NOTE: Entries must provide a description of the impact on popular culture.

Option 1: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CULTURAL DRIVER

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.)

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.

Option 1: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
CULTURAL DRIVER

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.

NOTE: Entries must provide information on the cultural trend or moment that the work was addressing and how it specifically participated in adding to that trend.

Option 1: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

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.

WHO SHOULD ENTER?

Design Specialists

Independent designers, branding studios, packaging teams, and specialists in typography, publications, environments, or motion identities.

Brand Builders

In-house design teams and agency partners shaping how a brand is recognized and experienced across its communications.

Entrants of all types are welcome, from individual practitioners to multidisciplinary teams working across an entire brand system.

ENTRY TIPS

Let judges examine the design. Include clear views of the finished work, details that reveal craft, and applications that show how the idea performs in context.

Explain the design challenge and the decisions that make the result distinctive and appropriate for the brand. For systems, show coherence and adaptability across applications; for individual pieces, make their purpose and execution clear.

ENTERING

The same work may be entered into up to three (3) categories in Design & Branding. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Design & Branding work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850

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CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

CATEGORIES

DE_01 Brand Identity - Logo

A single (1) graphic image that identifies a company or product. Includes static and dynamic logos.

NOTE: A logo and its variations can be entered in this category.

NOTE: Sonic branding logos should be entered in category MS_01: Music & Sound Craft – Sonic Branding / Branded Audio or RA_01: Sonic Branding / Branded Audio.

Option 1: 1-3 Images, Animated Gifs, or Videos + Optional Supporting Media
Judging Media: 1 - 3 Images, Animated Gifs, Videos (required)
Supporting Media: 0 - 3 Project Images, Project Videos (optional)
Reference Images: 1 - 3 Reference Images (required)

DE_02 Brand Identity - 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.

NOTE: A logo and its variations should be entered as a single entry in category DE_01: Brand Identity - Logo.

NOTE: Sonic branding logos should be entered in category MS_01: Music & Sound Craft – Sonic Branding / Branded Audio or RA_01: Sonic Branding / Branded Audio.

Option 1: 2-20 Images + Optional Media
Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)
Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_03 Brand Identity - 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.

NOTE: A logo and its variations should be entered as a single entry in category DE_01: Brand Identity - Logo.

NOTE: Sonic branding logos should be entered in category MS_01: Music & Sound Craft – Sonic Branding / Branded Audio or RA_01: Sonic Branding / Branded Audio.

Option 1: 2-20 Images + Images of Previous Branding + Optional Media
Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)
Supporting Media: 1 - 3 Images of Previous Branding (required)
Reference Images: 1 - 20 Reference Images (required)

DE_04 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs
Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)
Reference Images: 1 - 20 Reference Images (required)

DE_05 Editorial - Books

Overall design of a single (1) or series (2-10) of commercially available books. Includes book cover design.

NOTE: Non-commercially available books should be entered in category DE_11: Collateral - Booklets, Books & Brochures, or Design in Advertising category DA_02: Promotional - Booklets, Books & Brochures.

NOTE: Each book in a series must have been released within the eligibility dates.

Option 1: 1-20 Images + Optional Project Video + Optional Publication PDFs
Judging Media: 1 - 20 Images (required); 0 - 1 Project Video (Case Study, Demo) (optional); 0 - 10 Publication PDFs (optional)
Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_06 Editorial - Magazines & Newspapers

Overall design of a single (1) or series (2-10) of commercially available magazines or newspapers. Includes cover design.

NOTE: Non-commercially available books should be entered in category DE_11: Collateral - Booklets, Books & Brochures, or Design in Advertising category DA_02: Promotional - Booklets, Books & Brochures.

NOTE: Each magazine or newspaper in a series must have been released within the eligibility dates.

Option 1: 1-20 Images + Optional Project Video + Optional Publication PDFs

Judging Media: 1 - 20 Images (required); 0 - 1 Project Video (Case Study, Demo) (optional); 0 - 10 Publication PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

DE_07 Editorial - 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.

Option 1: 1-20 Images + Optional Project Video + Optional Publication PDFs

Judging Media: 1 - 20 Images (required); 0 - 1 Project Video (Case Study, Demo) (optional); 0 - 10 Publication PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

DE_08 Typography - Typeface Design

A single (1) font or family of fonts.

NOTE: Use of the typeface will not be judged, but may be submitted for reference.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_09 Typography - 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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

DE_10 Typography - 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.

Option 1: 1-5 Content Videos + Optional Supporting Media

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 10 Videos, Animated Gifs, URLs, Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (required)

Supporting Media: 0 - 10 Videos, Animated Gifs, URLs, Images (optional)

Reference Images: 1 - 10 Reference Images (required)

DE_11 Collateral - 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 category DE_05: Editorial - Books or DE_06: Editorial - Magazines & Newspapers.

Option 1: 1-20 Images + Optional Project Video + Optional Publication PDFs

Judging Media: 1 - 20 Images (required); 0 - 1 Project Video (Case Study, Demo) (optional); 0 - 10 Publication PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_12 Collateral - 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.

NOTE: Packaging of promotional items should be entered into Design in Advertising category DA_05: Packaging - Promotional / Campaign.

NOTE: Both commercially-available and gratis products can be entered here.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DE_13 Packaging - 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.

NOTE: Packaging of non-commercially available or gratis products should be entered into category Design in Advertising category DA_05: Packaging - Promotional / Campaign.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DE_14 Packaging - Specialty / Limited Edition

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.

NOTE: Packaging of non-commercially available or gratis products should be entered into Design in Advertising category DA_05: Packaging - Promotional / Campaign.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DE_15 Packaging - Luxury

A single (1) or series (2-10) of packaging produced for a commercially available luxury brand, product, or line of products.

NOTE: Packaging of non-commercially available or gratis products should be entered into Design in Advertising category DA_05: Packaging - Promotional / Campaign.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DE_16 Packaging - 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.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DE_17 Data Visualization - 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.

Option 1: 1-15 Images
Judging Media: 1 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_18 Digital Design

The aesthetics of a single (1) or series (2-10) of websites, apps, games, utilitites, or other digital branded collateral items.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

DE_19 Posters - Single or Series

A single (1) or series (2-10) of printed posters displayed on a vertical surface with the intent of promoting a brand, product, service, or message.

Option 1: 1 Artwork Image + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 Artwork Image (required); 0 - 3 Project Images (optional)

Supporting Media: 0 - 1 Project Video (Demo, Case Study) (optional)

Reference Images: 1 - 4 Reference Images (required)

Option 2: 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 2 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 15 Reference Images (required)

DE_20 Spatial Design - 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.

NOTE: Billboards and transit should be entered in categories DA_11: Out of Home.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_21 Spatial Design - 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.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

DE_22 Moving Image - Single or Series

A single (1) or 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.

Option 1: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 3: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 4: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_23 B2B Communications

A single (1) or series (2-5) of work intended to communicate a message or service between businesses.

Option 1: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video
Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)
Reference Images: 1 - 15 Reference Images (required)

DE_24 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.

Option 1: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video
Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)
Reference Images: 1 - 15 Reference Images (required)

DE_25 Craft - 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs
Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)
Reference Images: 1 - 20 Reference Images (required)

DE_26 Craft - Illustration

Illustration within a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs
Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)
Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_27 Craft - Photography

Photography within a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.

NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs

Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)

Reference Images: 1 - 20 Reference Images (required)

DE_28 Craft - 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs

Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)

Reference Images: 1 - 20 Reference Images (required)

DE_29 Craft - Animation

Animation within a single (1) or series (2-10) of work. Can be a stand-alone work or incorporated into a larger design.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN & BRANDING

DE_30 Innovation - 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.

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 DE_31: Execution or DE_32: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DE_31 Innovation - 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 and transformative aspects of the techniques used in execution.

NOTE: Innovative concepts and ideas or use of media should be entered into Innovation categories DE_30: New Ideas or DE_32: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DE_32 Innovation - 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 and transformative aspects of the media use and placement.

NOTE: Innovative concepts and ideas or techniques in execution should be entered into Innovation categories DE_30: New Ideas or DE_31: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

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.

WHO SHOULD ENTER?

Campaign Design Teams

Design studios, art directors, typographers, and illustrators whose design choices carry an advertising idea.

Creative Collaborators

Agencies, production partners, and in-house teams using packaging, identity, environments, or other design applications within a campaign.

Entrants of all types are welcome, including specialists responsible for a defining element of the work.

ENTRY TIPS

Make the relationship between design and the advertising idea explicit. Show how a particular visual system, material, or design decision helped communicate the message and engage the audience.

Include the campaign applications as people encountered them, alongside details that reveal executional quality. Help judges assess both the strength of the concept and the craft that made it work.

ENTERING

The same work may be entered into up to three (3) categories in Design in Advertising. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Design in Advertising work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

CATEGORIES

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.

NOTE: A logo and its variations should be entered in category DE_01: Brand Identity - Logo.

NOTE: Sonic branding logos should be entered in category MS_01: Music & Sound Craft – Sonic Branding / Branded Audio or RA_01: Sonic Branding / Branded Audio.

Option 1: 2-20 Images + Optional Media
Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)
Reference Images: 1 - 20 Reference Images (required)

DA_02 Promotional - 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.

NOTE: Commercially available publications should be entered into category DE_05: Books or DE_06: Magazines & Newspapers.

Option 1: 1-20 Images + Optional Project Video + Optional Publication PDFs
Judging Media: 1 - 20 Images (required); 0 - 1 Project Video (Case Study, Demo) (optional); 0 - 10 Publication PDFs (optional)
Reference Images: 1 - 20 Reference Images (required)

DA_03 Promotional - 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.

NOTE: Packaging of promotional items should be entered into category DA_05: Packaging - Promotional / Campaign.

NOTE: Both commercially available and gratis products can be entered here.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

DA_04 Packaging - 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.

NOTE: Packaging of non-commercially available or gratis products should be entered into category DA_05: Packaging - Promotional / Campaign.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DA_05 Packaging - 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.

NOTE: Packaging of commercially available products should be entered into category DA_04: Mass-market, or Design & Branding packaging categories DE_13: Mass-market, DE_14: Specialty / Limited Edition, DE_15: Luxury, or DE_16: Sustainable.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

DA_06 Data Visualization - 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.

Option 1: 1-15 Images
Judging Media: 1 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

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.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

DA_08 Generative & Responsive Design

A single (1) or series (2–10) of work created through or incorporating systems, technologies or processes that generate, adapt or respond dynamically. This may include generative design systems, algorithmic or computational design, responsive identities, real-time visual systems and other work in which technology meaningfully shapes the design itself.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs

Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)

Reference Images: 1 - 20 Reference Images (required)

DA_09 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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

DA_10 Posters - Single or Series

A single (1) or series (2-10) of printed posters displayed on a vertical surface with the intent of promoting a brand, product, service, or message.

Option 1: 1 Artwork Image + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 Artwork Image (required); 0 - 3 Project Images (optional)

Supporting Media: 0 - 1 Project Video (Demo, Case Study) (optional)

Reference Images: 1 - 4 Reference Images (required)

Option 2: 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 2 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 15 Reference Images (required)

DA_11 Out of Home - 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.

Option 1: 1 Artwork Image + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 Artwork Image (required); 0 - 3 Project Images (optional)

Supporting Media: 0 - 1 Project Video (Demo, Case Study) (optional)

Reference Images: 1 - 4 Reference Images (required)

Option 2: 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 2 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 15 Reference Images (required)

DA_12 Out of Home - 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.

NOTE: Billboards and transit should be entered in categories DA_11: Out of Home.

Option 1: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

DA_14 Film & Video - 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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

DA_15 B2B Communications

A single (1) or series (2-5) of work intended to communicate a message or service between businesses as part of an advertising campaign.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

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.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

DA_18 Craft - 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs

Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DESIGN IN ADVERTISING

DA_19 Craft - 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs
Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)
Reference Images: 1 - 20 Reference Images (required)

DA_20 Craft - 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.

NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs
Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)
Reference Images: 1 - 20 Reference Images (required)

DA_21 Craft - 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs
Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)
Reference Images: 1 - 20 Reference Images (required)

DA_22 Craft - 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.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

DA_23 Craft - 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.

Option 1: 1-20 Content Videos, Images, Demo Videos, PDFs, and/or URLs

Judging Media: 1 - 20 Content Videos, Images, Demo Videos, PDFs, URLs (required)

Reference Images: 1 - 20 Reference Images (required)

DA_24 Innovation - 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 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 DA_25: Execution or DA_26: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DA_25 Innovation - 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.

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 DA_24: New Ideas or DA_26: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DA_26 Innovation - 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.

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 DA_24: New Ideas or DA_25: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

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

WHO SHOULD ENTER?

Response Specialists

Direct, customer relationship, loyalty, and commerce teams designing communications that prompt a specific audience to act.

Creative Problem Solvers

Agencies, brand teams, and experience makers turning audience insight into relevant invitations, services, or participation.

Entrants of all types are welcome, whether the response begins through a physical item, digital interaction, or live experience.

ENTRY TIPS

Identify the audience, the action you wanted them to take, and the response you achieved. Show the actual invitation or mechanism that connected those three elements.

Explain why the approach was relevant to this group and how you measured results. Give judges the response journey and useful context, such as the audience size or timeframe, rather than awareness figures alone.

ENTERING

The same work may be entered into up to three (3) categories in Direct Marketing. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Direct Marketing work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

ADDITIONAL INFORMATION

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

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

CATEGORIES

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.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_04 Out of Home - 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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_05 Out of Home - 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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_06 Targeted Video - 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.

NOTE: Entries cannot have also appeared online or over broadcast television.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_07 Targeted Video - Online

A single (1) or series (2-5) of online videos targeted for a specific audience.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_08 Experiential - 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.

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

DM_09 Experiential - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_10 Experiential - 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 in-person and digital participation.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_11 Experiential - 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.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_12 Digital & Online - 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.

Option 1: 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image

Judging Media: 1 URL to Website (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_13 Digital & Online - 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.

Option 1: 1-15 Images

Judging Media: 1 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

DM_14 Digital & Online - 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.

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-15 Images

Judging Media: 1 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_15 Digital & Online - 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.

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

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image

Judging Media: 1 URL to Website (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_16 Digital & Online - 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.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_17 Social Media 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.

NOTE: Entries must provide the social platform(s) used.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_18 Social Media - 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.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 10 Project Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_19 Social Media - 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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

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 in the campaign.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_24 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_27 Brand Partnerships

Two or more brands working together to create a single (1) or series (2-5) of direct marketing work.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

DM_28 Craft - Art Direction

Communication of the overall visual appearance of a single (1) or series (2-5) of direct marketing work.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

DM_29 Craft - Writing

Writing in a single (1) or series (2-5) of direct marketing work.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_30 Craft - Printing / Production

Specialized printing or production techniques applied to a single (1) or series (2-5) of physical direct marketing work.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

DM_31 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

DM_32 Craft - Data-Driven Personalization

Use of a specific data set to personalize advertising in a single (1) or series (2-5) of direct marketing work.

Option 1: 1 URL to Website + Optional Project Video + Optional Supporting Project Image
Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)
Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
DIRECT MARKETING

DM_33 Innovation - 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.

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_34 Innovation - 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.

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

DM_35 Innovation - 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.

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

WHO SHOULD ENTER?

Experience Makers

Experiential agencies, event producers, spatial designers, and immersive studios creating physical or digital encounters with a brand.

Participation Builders

Brand teams, developers, artists, and specialist partners shaping what people can explore, influence, or do within an experience.

Entrants of all types are welcome, from intimate installations to large-scale environments and ongoing experiences.

ENTRY TIPS

Take judges through the experience from a participant's perspective. Show the environment, what people did, and how their involvement created a meaningful connection with the brand.

Use documentation of the actual experience to explain its defining moments and interactions. Include audience response or evidence of value where relevant, so the entry communicates more than the scale or spectacle of the installation.

ENTERING

The same work may be entered into up to three (3) categories in Experiential & Immersive. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Experiential & Immersive work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

CATEGORIES

EX_01 Events - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

EX_02 Events - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

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CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

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).

Option 1: 1 Project Video + Optional Images

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

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

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

EX_09 Physical Products

The dynamic interaction of a user with a physical product or object centered around a brand, message, or service.

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

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

EX_10 Experiential 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.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

EX_11 Customer Experience / CX - In-Person

A system (2-10) of touchpoints that define the overall perception of a brand, based on the users' interactions with it in a physical environment. May include digital elements.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

EX_15 Brand Partnerships

Two or more brands working together to create a single (1) or series (2-5) of brand experiences.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

EX_16 Craft - Art Direction

Communication of the overall visual appearance of a single (1) or series (2-5) of brand experiences.

Option 1: 3-15 Images

Judging Media: 3 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

EX_17 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

EX_18 Craft - Storytelling

The integration of words, visuals, and audio within a single (1) or series (2-5) of brand experiences to tell a story.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
EXPERIENTIAL & IMMERSIVE

EX_19 Craft - 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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Video or Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

EX_20 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images

Judging Media: 1 - 15 Images (required)

Reference Images: 1 - 15 Reference Images (required)

EX_21 Innovation - 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.

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 EX_22: Execution or EX_23: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

EX_22 Innovation - 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.

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

EX_23 Innovation - 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.

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 EX_21: New Ideas or EX_22: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
FILM & VIDEO

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

WHO SHOULD ENTER?

Commercial Filmmakers

Directors, production companies, writers, and film teams creating distinctive advertising for television, cinemas, or online audiences.

Brand Storytellers

Agencies and in-house teams using a strong idea, performance, and visual storytelling to make a commercial connect.

Entrants of all types are welcome, including independent makers and teams working with modest production budgets.

ENTRY TIPS

Let the film make its case. Present the commercial clearly so judges can experience the idea, storytelling, performance, and emotional effect as the audience did.

Add only the context needed to understand the brand, audience, or cultural reference. If entering a series, show how the films relate while preserving each execution's impact; production scale alone does not explain creative strength.

ENTERING

The same work may be entered into up to three (3) categories in Film & Video. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Film & Video work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
FILM & VIDEO

CATEGORIES

FI_01 TV, VOD, & Online - 30 Seconds and Under - Single

A single (1) commercial spot airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be 30 seconds or less.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 Content Video (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 2 Reference Images (required)

FI_02 TV, VOD, & Online - 30 Seconds and Under - Series

A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be 30 seconds or less each.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 2 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

FI_03 TV, VOD, & Online - 31-60 Seconds - Single

A single (1) commercial spot airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be longer than 30 seconds.

NOTE: Submissions must be no longer than 60 seconds.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 Content Video (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 2 Reference Images (required)

FI_04 TV, VOD, & Online - 31-60 Seconds - Series

A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be longer than 30 seconds each.

NOTE: Submissions must be no longer than 60 seconds each.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 2 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

FI_05 TV, VOD, & Online - 61-90 Seconds - Single

A single (1) commercial spot airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be longer than 60 seconds.

NOTE: Submission must be no longer than 90 seconds.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 Content Video (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 2 Reference Images (required)

FI_06 TV, VOD, & Online - 61-90 Seconds - Series

A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be longer than 60 seconds each.

NOTE: Submission must be no longer than 90 seconds each.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 2 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

FI_07 TV, VOD, & Online - Over 90 Seconds - Single

A single (1) commercial spot airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be longer than 90 seconds.

NOTE: Submissions must be no longer than 5 minutes.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 Content Video (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 2 Reference Images (required)

FI_08 TV, VOD, & Online - Over 90 Seconds - Series

A series (2-5) of commercial spots airing on television, video-on-demand platforms, or online.

NOTE: Submissions must be longer than 90 seconds each.

NOTE: Submissions must be no longer than 5 minutes each.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 2 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

FI_09 TV, VOD, & Online - Varying Length Series

A series (2-5) of commercial spots of varying lengths, airing on television, video-on-demand platforms, or online.

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.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 2 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 2 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
FILM & VIDEO

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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must provide the production budget (in USD) and an explanation of how it was applied.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
FILM & VIDEO

FI_13 B2B Communications

A single (1) or series (2-5) of commercial spots intended to communicate a message or service between businesses.

Option 1: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
FILM & VIDEO

FI_15 Brand Partnerships

Two or more brands working together to create a single (1) or series (2-5) of commercial spots.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

FI_16 Use of Humor

A single (1) or series (2-5) of commercial spots that leverage humor as a creative tool.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

FI_17 Use of Drama

A single (1) or series (2-5) of commercial spots that leverage drama as a creative tool.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
FILM & VIDEO

FI_18 Innovation - 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.

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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

FI_19 Innovation - 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.

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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

FI_20 Innovation - 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.

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 FI_18: New Ideas or FI_19: Execution.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
GAMING

Gaming recognizes creative work that uses gameplay, gaming platforms or gaming culture to engage audiences. It includes original games, experiences within existing games, and ideas rooted in esports and gaming communities. Gaming must be integral to the creative idea, with the work contributing meaningfully to how people play, participate or connect.

NOTE: Entries may include brands working within existing games or standalone games created for a brand.

NOTE: No special equipment will be used for judging. The required submission media must clearly demonstrate the work and, where applicable, its gameplay and interactive features.

WHO SHOULD ENTER?

Game Makers

Game developers, studios, modders, and interactive designers creating branded games or experiences within existing game worlds.

Gaming Community Partners

Esports organizations, gaming creators, agencies, and brand teams building ideas around how players play and connect.

Entrants of all types are welcome, including collaborators bringing new utility or participation to a gaming community.

ENTRY TIPS

Show the gameplay and explain the player's role. Help judges understand the mechanics, the brand's contribution, and what the idea adds to the gaming experience or community.

Include a clear demonstration that can be understood without special equipment. Capture real play or participation where possible, and explain unfamiliar game conventions so the creative value is accessible beyond experienced players.

ENTERING

The same work may be entered into up to three (3) categories in Gaming. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Gaming work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

CATEGORIES & REQUIREMENTS
GAMING

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

ADDITIONAL INFORMATION

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

CATEGORIES

GA_01 Branded Games & Playable Experiences

A single (1) or series (2-5) of original games, playable experiences and interactive entertainment created by or for a brand. Entries should demonstrate how gameplay or player participation is fundamental to the creative idea and brand experience.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_02 In-Game Brand Integration

A single (1) or series (2-5) of creative integrations of brands, products or ideas within existing games and gaming environments. Entries should demonstrate how the integration meaningfully engages with the game's mechanics, world, narrative, players or culture. Conventional product placement alone is not sufficient.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_03 Gaming Marketing & Communications

A single (1) or series (2-5) of advertising and communications rooted in gaming, gameplay or gaming culture. Work may appear in any medium, but should demonstrate how an understanding of gaming audiences, behaviors, language or conventions meaningfully shapes the idea.

Option 1: 1-5 Files of Original Content + Optional Supporting Project Media

Judging Media: 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Project Media (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_04 Creators, Streamers & Gaming Talent

A single (1) or series (2-5) of work in which gaming creators, streamers, esports players or other gaming personalities play a meaningful creative role. Their voice, performance, expertise, community or participation should be integral to the idea rather than simply serving as endorsement or talent.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_05 Gaming Communities & Fandom

A single (1) or series (2-5) of work that meaningfully engages, connects, rewards or contributes to gaming communities and fan cultures. Entries should demonstrate an understanding of the behaviors, traditions, relationships or shared experiences that define the community.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_06 Gamification

A single (1) or series (2-5) of work where creative applications of game mechanics and principles beyond traditional games. This may include competition, challenges, progression, rewards, achievements, scoring or other mechanics used to encourage participation, engagement or action.

Option 1: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

GA_07 Mods, Hacks & Player Creativity

A single (1) or series (2-5) of work featuring ideas that modify, repurpose or build upon existing games, gaming systems or player-created environments. This may include mods, custom worlds, inventive uses of game mechanics, player-generated experiences and other work that expands or subverts the possibilities of an existing game.

Option 1: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
GAMING

GA_08 Products, Goods & Gaming Utility

A single (1) or series (2-5) of physical or digital products, tools, services or virtual goods created to enhance, extend or transform gaming and the player experience. This may include gaming accessories, player utilities, functional virtual goods, accessibility tools and other innovations created for gaming communities.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 4: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

GA_09 Experiential & Immersive Gaming

A single (1) or series (2-5) of gaming experiences that extend into physical, virtual or hybrid environments. This may include installations, events, interactive environments, live multiplayer experiences and other work that uses gaming or game mechanics to create immersive participation.

Option 1: 1 Project Video + Optional Supporting Images

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

GA_10 Gaming for Good

A single (1) or series (2-5) of work in which gaming, game mechanics, gaming technology or gaming communities to address social, environmental or community challenges and create meaningful positive impact.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_11 Gaming Craft - Visual Design & Motion

Exceptional visual craft in gaming, including art direction, character and environment design, animation, visual effects, interfaces, cinematics, world-building and other visual elements that shape the game or player experience.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_12 Gaming Craft - Storytelling & Narrative Design

Exceptional storytelling and narrative craft in gaming. This may include interactive or nonlinear narratives, character development, dialogue, world-building and narrative systems shaped by gameplay or player participation.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_13 Gaming Craft - Music & Sound Design

Exceptional sonic craft in gaming, including original music, sound design, voice, interactive or adaptive audio and other uses of sound that meaningfully enhance gameplay, narrative or player experience.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Video or Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

GA_14 Innovation - 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.

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 GA_15: Execution or GA_16: Use of Media.

Option 1: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

GA_15 Innovation - 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.

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_14: New Ideas or GA_16: Use of Media.

Option 1: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

GA_16 Innovation - 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.

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 GA_14: New Ideas or GA_15: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Images and/or URLs

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 App Download Links or URLs to Site (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

WHO SHOULD ENTER?

Health & Wellness Specialists

Healthcare agencies, wellness brands, care organizations, and teams working on human or animal well-being.

Health Experience Makers

Designers, service innovators, community organizations, and creative partners helping people access support or make healthier choices.

Entrants of all types are welcome with qualifying work; campaigns for regulated products belong in Pharma.

ENTRY TIPS

Explain the health or well-being challenge and the audience's specific barriers. Show how the creative idea helped people understand, access, or act on something that mattered to them.

Include the work as experienced and evidence appropriate to its intended outcome. Distinguish awareness or engagement from demonstrated behavior or health improvements, and give judges enough context to assess the value credibly.

ENTERING

The same work may be entered into up to three (3) categories in Health & Wellness. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Health & Wellness work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

CATEGORIES

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.

NOTE: For content videos longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.

Option 1: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: Entries must provide the area(s) in which data played a crucial role and how it was used.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Files of Original Content + Optional Supporting Project Media

Judging Media: 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Project Media (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 2-20 Images + Optional Media

Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Animated Gifs, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

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.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

HW_06 Product Packaging

A single (1) or series (2-10) of packaging for a Health and Wellness product or line of products.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos
Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)
Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Non-broadcast videos should be entered in categories HW_01: Branded Content and HW_09: Film & Video.

NOTE: Entries must define the target audience of the project.

Option 1: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image

Judging Media: 1 URL to Website (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

HW_11 Social Media - 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.

NOTE: Entries must provide the social platform(s) used.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

HW_12 Social Media - 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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

HW_17 Brand Intellectual Property

A single (1) or series (2-10) of work creating, developing or expanding distinctive brand-owned intellectual property. This may include original or existing characters, formats, platforms, programs, experiences, entertainment properties or other ownable creative ideas. Entries should demonstrate how the work establishes, evolves or extends the IP beyond a single execution, creating new opportunities for audience connection and continued creative development.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Project videos should include at least 3 different mediums in the campaign.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

HW_21 B2B Communications

A single (1) or series (2-5) of Health and Wellness work intended to communicate a message or service between businesses.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

HW_22 Brand Partnerships

Two or more brands working together to create a single (1) or series (2-5) of health & wellness work.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

HW_24 Craft - 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

HW_25 Craft - Writing

Writing in a single (1) or series (2-5) of work created for a Health and Wellness brand, product, service, or message.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

HW_26 Craft - 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.

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

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

HW_27 Craft - 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.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

HW_28 Innovation - 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.

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 HW_29: Execution or HW_30: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

HW_29 Innovation - 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.

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 HW_28: New Ideas or HW_30: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
HEALTH & WELLNESS

HW_30 Innovation - 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.

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 HW_28: New Ideas or HW_29: Execution.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

BIG IDEAS. SMALL TEAMS. FIERCE INDEPENDENCE.

The Indies is the rebel wing inside The One Show, created for independent shops and creators who make powerful work without holding company budgets – or holding company politics.

Leaner and meaner categories and deadlines that reflect your independent ethos. A jury built from those who know how to do more with less. And of course, lighter entry fees for your heavyweight ideas.

No need to worry about going up against larger budgets with multiple submissions across different categories; in the Indies, you and your competitors can only submit a total of 10 entries, with the same piece submitted up to 3 times, making for a level playing field.

To the outliers, the scrappy geniuses, the small teams with big ideas, the Indies are where creative freedom isn't a luxury – it's a weapon.

WHO IS ELIGIBLE?

Independent Ownership

Minimum 51% owned by founders or employees

Offices

There is no limit to the number of global or regional offices held to receive approval to enter the Indies categories.

Advertising agencies, production houses, design firms and other creative entities who meet the above criteria are welcome to apply & compete.

HOW TO APPLY

Update your Account Type Details to answer Yes that you are an Indie Agency.

The One Show team will verify your application within 1-2 business days.

NOTE:

The team may reach out to your office for more information or with questions prior to approval. Companies are subject to application denial if sufficient information is not provided on request.

Accounts must be approved before creating an entry in an Indie category.

INDIE ENTRIES

The same work may be entered into up to three (3) categories in the Indies.

Each company may enter no more than ten (10) total entries into the Indies.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Approved Indie Agencies may enter One Show categories at a 20% reduced rate from that category's fee at the time of entry. One Show category discounts are limited to Indie Agencies with no more than four offices globally. To receive this discount, you MUST receive your discount code from us before checking out. Discount codes will be received from oneshow@oneclub.org. If you checkout and pay before the code is applied, any discounts will not be applied and fees will not be refunded.

NOTE:

Accounts must be approved prior to submitting to these categories, refunds will not be issued.

CATEGORIES & REQUIREMENTS
INDIES

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850

CATEGORIES

ID_01 Branded Content

A single (1) or series (2-5) of work created by an indie agency in which the brand is incorporated into the story and goes beyond traditional product placement or sponsorship.

NOTE: For content videos longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_02 Experiential / Immersive / Events

A single (1) or series (2-5) of brand experiences created by an indie agency that engage an audience within a physical or digital environment.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_03 Brand Identity

A single (1) or series (2-10) of elements of an identity system created by an indie agency. Includes logo, business cards, stationery, branding guidelines, prospectus, etc.

Option 1: 2-20 Images + Optional Media

Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_04 Creative Effectiveness

A single (1) or series (2-10) of bold creative work created by an indie agency 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 category must be published or aired between January 1, 2025 – March 5, 2027.

Objectives: Objective 1 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (required); Objective 2 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional); Objective 3 — Insights & Results: 1 - 10 Files of Visual Support for Objective – Charts, Graphs, Infographics, URLs (optional)

Option 1: 1 Project Video or Project Board + 1-10 Pieces of Original Content + Supporting Files of Insights and Results

Judging Media: 1 - 2 Project Video(s) (Case Study) and/or Project Image(s) (Case Board) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

ID_05 Design

The aesthetics of a single (1) or series (2-10) of work created by an indie agency.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

ID_06 Products

A single (1) or series (2-5) of commercially available physical and/or digital products created by an indie agency.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_07 Direct Marketing

A single (1) or series (2-5) of targeted physical or digital communications created by an indie agency. Must have a clear target group, with a call to action, and defined results.

NOTE: Non-broadcast videos should be entered in categories ID_01: Branded Content and ID_08: Film & Video.

NOTE: Entries must define the target audience of the project.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

ID_08 Film & Video

A single (1) or series (2-5) of broadcast, online or non-broadcast videos created by an indie agency.

NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

ID_09 Health & Wellness / Pharma

A single (1) or series (2-10) of work created by an indie agency to promote a Health & Wellness / Pharma brand, product, service, or message.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_10 Online & Mobile

The use of a single (1) or series (2-5) of websites, microsites, or mobile applications created by an indie agency as a tool for engagement with the brand.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image

Judging Media: 1 URL to Website (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_11 Social Media & Creator Content

A single (1) or series (2-10) of work created by an indie agency that leverages the power of social platforms to communicate the brand's message and engage its targeted audience.

NOTE: Entries must provide the social platform(s) used.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_12 Print & Out of Home

A single (1) or series (2-10) of traditional print or out-of-home advertising created by an indie agency. Includes newspaper or magazine advertisements, billboards, posters, vehicle wraps, transit, point-of-purchase displays, etc.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video

Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)

Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_13 Public Relations

A single (1) or series (2-5) of PR-led campaigns, programs and tactics created by an indie agency.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_14 Radio, Audio & Podcasts

A single (1) or series (2-5) of radio and audio advertising created by an indie agency.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_15 Integrated / Omnichannel Campaign

A fully integrated campaign created by an indie agency 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.

NOTE: Project videos should include at least 3 different mediums in the campaign.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_16 Campaigns for Good

A single (1) or series (2-10) of work created by an indie agency in which brand ideas created a positive change by addressing a pressing social, environmental, or cultural challenge and that benefits a larger purpose than the brand.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_17 Craft - Use of Humor

A single (1) or series (2-5) of work created by an indie agency that leverage humor as a creative tool.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 10 Project Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_18 Craft - Art Direction

Communication of the overall visual appearance of a single (1) or series (2-5) of work created by an indie agency.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_19 Craft - Writing

Writing in a single (1) or series (2-5) of work created by an indie agency.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

ID_20 Craft - Typography

Use of typography within a single (1) or series (2-10) of work created by an indie agency. Can be a stand-alone work or incorporated into a larger layout.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

ID_21 Craft - Illustration

Illustration within a single (1) or series (2-10) of work created by an indie agency. Can be a stand-alone work or incorporated into a larger design.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_22 Craft - Animation / Motion Design

Animation within a single (1) or series (2-10) of work created by an indie agency. Can be a stand-alone work or incorporated into a larger design.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_23 Craft - Editing

Editing of a single (1) or series (2-5) of commercial spots or branded content videos created by an indie agency. Includes television, cinema, digital games, or online.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_24 Craft - Cinematography

Cinematography of a single (1) or series (2-5) of commercial spots or branded content videos created by an indie agency. Includes television, cinema, digital games, or online.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

ID_25 Craft - Sound Design & Music

The creation and application of sounds which accentuate, highlight, and score moments and movements in a single (1) or series (2-5) of work created by an indie agency in any medium for a brand, product, service, or message. Includes television, cinema, experiential, out of home, radio, online, etc.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
INDIES

ID_26 Craft - Photography

Photography within a single (1) or series (2-10) of work created by an indie agency. Can be a stand-alone work or incorporated into a larger design.

NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

Integrated / Omnichannel recognizes creative concepts and messaging unified across multi-channel campaigns.

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

WHO SHOULD ENTER?

Campaign Orchestrators

Integrated agencies, lead creative teams, and brand marketers connecting a single idea across multiple channels.

Cross-Channel Collaborators

Media, social, experience, digital, and production partners whose complementary contributions build a coherent audience journey.

Entrants of all types are welcome with qualifying campaigns that show how the different elements work together as a whole.

ENTRY TIPS

Show what each channel contributes and how the elements connect. Help judges follow the audience journey and understand why the combined experience is stronger than the individual executions.

Include representative work across the campaign, with enough sequence and context to demonstrate coordination. Explain how the idea adapts to each medium; repeating the same asset in several places does not establish integration.

ENTERING

The same work may be entered into up to three (3) categories in Integrated / Omnichannel. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Integrated / Omnichannel work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Integrated	$875	$925	$1,025	$1,200

ADDITIONAL INFORMATION

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

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

CATEGORIES

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: Project videos should explain the transformation from the original to updated brand positioning.

NOTE: An integrated campaign that does not change public perception should be entered into IG_03: Rebranding Campaign. A rebrand of solely the visual identity should be entered into DE_03: Brand Identity - Rebranding.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

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.

NOTE: A rebrand of solely the visual identity should be entered into DE_03: Brand Identity - Rebranding.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

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.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

IG_05 Commerce

A system (3-10) of touchpoints executed in at least 3 mediums that facilitates the buying, selling, or trading of goods or services.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IG_08 Brand Partnerships - 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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IG_09 Brand Partnerships - 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.

NOTE: All client/brand names involved in the work must be included.

NOTE: All brands and talent should also be listed under full credits.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IG_10 Brand Partnerships - 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.

NOTE: All client/brand names involved in the work must be included.

NOTE: All brands and creators should also be listed under full credits.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

IG_11 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IG_12 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IG_13 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

IG_14 Craft - 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IG_15 Craft - 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IG_16 Craft - 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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTEGRATED / OMNICHANNEL

IG_17 Innovation - 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.

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 IG_18: Execution or IG_19: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IG_18 Innovation - 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.

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 IG_17: New Ideas or IG_19: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IG_19 Innovation - 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.

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 IG_17: New Ideas or IG_18: Execution.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

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

WHO SHOULD ENTER?

Digital Experience Specialists

Digital studios, developers, user experience designers, and product teams building websites, apps, and connected experiences.

Brand Experience Teams

Agencies and in-house creatives using digital interaction to offer people something useful, engaging, or unexpected.

Entrants of all types are welcome, from independent makers to teams developing complex platforms and services.

ENTRY TIPS

Show the experience in use. Walk judges through the key interaction, the user's choices, and what makes the journey intuitive, useful, or creatively distinctive.

Explain the audience need and why the digital format helps meet it. Include clear captures or demonstrations of the functioning work, with relevant context about accessibility, participation, or outcomes rather than relying on polished interface imagery alone.

ENTERING

The same work may be entered into up to three (3) categories in Interactive, Online & Mobile. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Interactive, Online & Mobile work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

CATEGORIES

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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URL to Site (optional); 0 - 5 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_02 Mobile Applications

A single (1) or series (2-5) of mobile applications created to promote a brand, product, message, or service.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

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.

NOTE: Larger digital commerce projects should be entered into IN_22: Commerce.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_05 AI Customization User Experience

A single (1) or series (2–5) of work that uses AI to customize and adapt user experience. Defined by personalization that enhances relevance, accessibility, or usability while demonstrating originality in how AI is applied.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Posts on social media channels should be entered into the Social Media discipline.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_07 Online Advertising - 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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

IN_08 Online Advertising - Display Ads

A single (1) or series (2-5) of digital banner advertisements created for a brand, product, message, or service.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URL to Site (optional); 0 - 5 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_10 Pre-Roll

A single (1) or series (2-5) of online advertisements that play before the start of a video.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Online videos with an interactive component should be entered into category IN_09: Interactive Video, Storytelling & Experiences.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Mobile videos with an interactive component should be entered into category IN_09: Interactive Video, Storytelling & Experiences.

Option 1: 1-5 Content Videos + Optional Supporting Video or Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_13 Gaming - 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.

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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URL to Site (optional); 0 - 5 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_14 Gaming - Mobile

A single (1) or series (2-5) of mobile games that feature a brand as a component of gameplay or as a standalone game.

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.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_15 Branded Virtual Goods

A single (1) or series (2-10) of branded digital objects used in an online community or game.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URL to Site (optional); 0 - 5 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

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

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URL to Site (optional); 0 - 5 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

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

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

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.

NOTE: Entries must provide the area(s) in which data played a crucial role and how it was used.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_23 B2B Communications

A single (1) or series (2-5) of interactive, online, and mobile-based work intended to communicate a message or service between businesses.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_26 UX / UI - 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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_27 UX / UI - 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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_28 UX / UI - 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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

IN_29 UX / UI - 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.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_30 UX / UI - 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.

NOTE: Entries must represent a single work across 2-5 different mediums, including at least 1 physical and 1 digital.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

IN_31 Craft - Art Direction

Communication of the overall visual appearance of a single (1) or series (2-5) of interactive, online, or mobile-based work.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

IN_32 Craft - 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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_33 Craft - Animation

Animation applied to a single (1) or series (2-5) of websites, mobile applications, smart devices, or other interactive digital work.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_34 Craft - 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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

IN_35 Craft - 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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_36 Craft - Writing

Writing in a single (1) or series (2-5) of interactive, online, or mobile-based work.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_37 Craft - Use of Technology

New or existing digital technologies applied to a single (1) or series (2-5) of interactive, online, or mobile-based work.

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

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_38 Craft - Use of Technology - AI

The use of AI technologies applied to a single (1) or series (2-5) of interactive, online, or mobile-based work.

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

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

IN_39 Innovation - 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.

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 IN_40: Execution or IN_41: Use of Media.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_40 Innovation - 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.

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 IN_39: New Ideas or IN_41: Use of Media.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
INTERACTIVE, ONLINE & MOBILE

IN_41 Innovation - 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.

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 IN_39: New Ideas or IN_40: Execution.

Option 1: 1-5 URLs to Site + Optional Supporting Images and/or Videos

Judging Media: 1 - 5 URLs to Site (required)

Supporting Media: 0 - 10 Images (optional); 0 - 5 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
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.

WHO SHOULD ENTER?

Product & Service Makers

Industrial designers, digital product teams, inventors, and innovation studios developing original creations with lasting value.

Builders of Brand Properties

Character designers, storytellers, and brand teams creating ownable figures, narrative assets, utilities, or experiences.

Entrants of all types are welcome, including collaborations that bring creative, technical, and specialist expertise together.

ENTRY TIPS

Show the creation itself and how people use or experience it. Explain the need it addresses, what makes it original, and how it builds a lasting connection with the brand.

For products, demonstrate function and thoughtful design in context. For characters or narrative properties, show their distinctive qualities and applications. Make the value beyond a single campaign moment clear.

ENTERING

The same work may be entered into up to three (3) categories in IP & Product Design. Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

IP & Product Design work can also be entered into other One Show categories.

NOTE: Work entered into category IP_07 - Experimental / Internal Projects / R&D cannot be entered into any other One Show category.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
IP & PRODUCT DESIGN

CATEGORIES

IP_01 Promotional - 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.

NOTE: Commercially available physical products should be entered in category IP_04: In-Market - Physical Product.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

IP_02 Promotional - Digital Product

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.

NOTE: Commercially available digital products should be entered in category IP_05: In-Market - Digital Product.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IP_03 Promotional - 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.

NOTE: Commercially available integrated products should be entered in category IP_06: In-Market - Integrated Digital & Physical Product.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IP_04 In-Market - Physical Product

A single (1) or series (2-5) of commercially-available physical products created to communicate a brand's personality or story.

NOTE: Non-commercially available physical products should be entered in category IP_01: Promotional - Physical Product.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
IP & PRODUCT DESIGN

IP_05 In-Market - Digital Product

A single (1) or series (2-5) of commercially-available digital products created to communicate a brand's personality or story.

NOTE: Non-commercially available digital products should be entered in category IP_02: Promotional - Digital Product.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

IP_06 In-Market - 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.

NOTE: Non-commercially available integrated products should be entered in category IP_03: Promotional - Integrated Digital & Physical Product.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
IP & PRODUCT DESIGN

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.

NOTE: Entries submitted in this category cannot be entered into any other One Show category.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

IP_08 AI Integration in New Products

A single (1) or series (2-5) of digital and/or physical products that incorporate AI technologies, created to communicate a brand's personality or story. The use of AI must directly enhance the user experience.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

IP_09 Community-Driven Product or IP

A single (1) or series (2–5) of 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.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
IP & PRODUCT DESIGN

IP_10 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.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

IP_11 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.

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

IP_12 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.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
IP & PRODUCT DESIGN

IP_13 Brand Partnerships - 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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IP_14 Brand Partnerships - 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.

NOTE: All client/brand names involved in the work must be included.

NOTE: All brands and talent should also be listed under full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
IP & PRODUCT DESIGN

IP_15 Innovation - 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.

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 IP_16: Execution or IP_17: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IP_16 Innovation - 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.

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_15: New Ideas or IP_17: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

IP_17 Innovation - 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.

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 IP_15: New Ideas or IP_16: Execution.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
MOVING IMAGE CRAFT & PRODUCTION

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

WHO SHOULD ENTER?

Production Specialists

Production companies, directors, cinematographers, editors, animators, and visual effects studios bringing exceptional skill to moving image work.

Craft Collaborators

Casting teams, production designers, colorists, and other specialists whose contribution elevates a branded film or commercial.

Entrants of all types are welcome, including individual practitioners, independent studios, agencies, and in-house production teams.

ENTRY TIPS

Focus the entry on the craft category you are entering. Show the finished work clearly and identify the specific creative decisions or techniques that elevate the idea.

Where useful, include process material or a concise breakdown that makes the contribution visible. Explain how the craft shapes storytelling, emotion, or meaning; technical complexity alone does not demonstrate excellence.

ENTERING

There is no limit to the number of categories in Moving Image Craft & Production into which the same work may be entered.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Moving Image Craft & Production work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
MOVING IMAGE CRAFT & PRODUCTION

CATEGORIES

MI_01 Direction - Single

Overall artistic vision of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_02 Direction - Series

Overall artistic vision of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

MI_03 Writing - Single

Scriptwriting of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_04 Writing - Series

Scriptwriting of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

MI_05 Editing - Single

Editing of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_06 Editing - Series

Editing of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MOVING IMAGE CRAFT & PRODUCTION

MI_07 Cinematography - Single

Cinematography of a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.

Option 1: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_08 Cinematography - Series

Cinematography of a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.

Option 1: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

MI_09 Animation - Single

Animation applied to a single (1) commercial spot or branded content video. Includes television, cinema, digital games, or online.

Option 1: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_10 Animation - Series

Animation applied to a series (2-5) of commercial spots or branded content videos. Includes television, cinema, digital games, or online.

Option 1: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

MI_11 Visual Effects - 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.

Option 1: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_12 Visual Effects - 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.

Option 1: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

MI_13 Special / 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.

Option 1: 1 URL to Full Length Piece + Optional Supporting Video + Optional Supporting Project Image

Judging Media: 1 URL to Full Length Piece (required)

Supporting Media: 0 - 1 Video (Cut-Down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

Option 2: 1 Content Video + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 Content Video (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 2 Reference Images (required)

MI_14 Special / Practical Effects - 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.

Option 1: 2-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 2 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

Option 2: 2-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 2 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 2 - 10 Reference Images (required)

MI_15 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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MI_16 Casting - 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 entered into categories MI_17: Real People or MI_18: Celebrity / Influencer.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MI_17 Casting - 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.

NOTE: Casting of celebrities or influencers should be entered into category MI_18: Celebrity / Influencer.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MI_18 Casting - 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.

NOTE: Work created specifically for distribution on social media channels should be entered into categories SM_15 or SM_16: Influencer Marketing.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

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

NOTE: Work using AI technology should be entered into MI_22: Use of Technology - AI.

Option 1: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MI_22 Use of Technology - AI

The use of AI technologies applied to a single (1) or series (2-5) of television, cinema, digital games, or online videos.

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

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must provide the production budget (in USD) and an explanation of how it was applied.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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 alternative tools and technologies that push the craft forward.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Content Video(s) + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Content Videos (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MI_25 Innovation in Moving Image Craft

Visual and audio craft used in a single (1) or series (2-5) of commercial spots or branded content videos that explore transformative devices or methods in its execution and pushes the discipline forward.

NOTE: Entries must include a written explanation of the innovative and transformative aspects of the work.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
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.

WHO SHOULD ENTER?

Music Makers

Composers, musicians, music houses, supervisors, and artist collaborators creating, selecting, or adapting music for branded work.

Sound Specialists

Sound designers, audio producers, mixers, and sonic branding teams shaping how an idea is heard and felt.

Entrants of all types are welcome, including independent practitioners, studios, agencies, and brand teams.

ENTRY TIPS

Give judges a clear listening experience that foregrounds the craft being entered. Explain how the music or sound creates meaning, emotion, or a distinctive brand expression within the work.

Identify what was composed, licensed, adapted, designed, or performed, as relevant. Include enough context to reveal the creative choices and their effect, while allowing the actual audio execution to carry the entry.

ENTERING

There is no limit to the number of categories in Music & Sound Craft into which the same work may be entered.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Music & Sound Craft work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

CATEGORIES

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.

Option 1: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Video or Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

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.

Option 1: 1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Video or Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MS_04 Use of Licensed Music

Use of licensed 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.

NOTE: Entries must provide the original artist/song that was licensed.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

MS_05 Music Adaptation - 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.

NOTE: Entries must provide the original artist/song that was adapted.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MS_06 Music Adaptation - 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.

NOTE: Entries must provide the original artist/song that was adapted.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

MS_07 Original Music - 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.

NOTE: Short form submissions must be 3 minutes or less.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MS_08 Original Music - 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.

NOTE: Long form submissions must be longer than 3 minutes.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

MS_09 Original Music - 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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must list the recording artist(s) and/or creator(s) involved in the work and the role they played in its creation.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
MUSIC & SOUND CRAFT

MS_13 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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MS_14 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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

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

NOTE: Work using AI technology should be entered into MS_16: Use of Technology - AI.

Option 1: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 3: 1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Video or Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

MS_16 Use of Technology - AI

The use of AI technologies applied to a single (1) or series (2-5) of audio-based work.

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

Option 1: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 3: 1 Project Video + Optional Audio and/or Video + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Behind the Scenes) (required); 0 - 5 Video or Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must include a written explanation of the innovative and transformative aspects of the work.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 3: 1-5 Content Videos + Optional Audio and/or Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required); 0 - 5 Audio Files (optional); 0 - 1 Project Video (Case Study, Behind the Scenes) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

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

WHO SHOULD ENTER?

Public-Space Specialists

Outdoor agencies, media owners, installation makers, and environmental designers creating ideas for physical or digital public settings.

Context-Driven Creatives

Brand teams, agencies, artists, and technology partners using location, timing, scale, or public behavior as creative material.

Entrants of all types are welcome, from poster makers to teams building responsive experiences in public space.

ENTRY TIPS

Show the work where people encountered it. Include views that establish location, scale, surroundings, and the audience's perspective, alongside clear images of the execution.

Explain why that place or moment mattered to the idea. For interactive or responsive work, demonstrate what happened and how people engaged; for static work, let judges assess the immediacy and clarity of the communication.

ENTERING

The same work may be entered into up to three (3) categories in Out of Home. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Out of Home work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
OUT OF HOME

CATEGORIES

OH_01 P.O.P. & In-Store

A single (1) or series (2-10) poster, shelf banner, 3D display, window display, or other promotion placed in-store or at point-of-sale.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video
Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

OH_02 Posters

A single (1) or series (2-10) printed poster displayed on a surface with the intent of promoting a brand, product, service, or message. Includes guerilla postings.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video
Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

OH_03 Billboards & Transit - 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.

NOTE: Work that includes dynamic digital components should be entered in category OH_05: Dynamic Billboards & Transit.

Option 1: 1 Artwork Image + Optional Project Images + Optional Supporting Project Video
Judging Media: 1 Artwork Image (required); 0 - 3 Project Images (optional)
Supporting Media: 0 - 1 Project Video (Demo, Case Study) (optional)
Reference Images: 1 - 4 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_04 Billboards & Transit - 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.

NOTE: Work that includes dynamic digital components should be entered in category OH_05: Dynamic Billboards & Transit.

Option 1: 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video
Judging Media: 2 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)
Reference Images: 1 - 15 Reference Images (required)

OH_05 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.

NOTE: Work entered in this category cannot be entered into OH_05 and OH_06: Billboards & Transit.

Option 1: 1-5 Project Videos + Optional Supporting Images
Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

OH_06 Murals

A single (1) or series (2-10) of large scale advertisements applied directly on building surfaces via paint, vinyl, or other mediums.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video
Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_07 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.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

OH_08 Brand Installations - 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.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

OH_09 Experiential & Immersive

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.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video
Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Images
Judging Media: 1 Project Video (Case Study, Demo) (required)
Supporting Media: 0 - 10 Images (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_10 B2B Communications

A single (1) or series (2-5) of out-of-home advertising intended to communicate a message or service between businesses.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_11 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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_12 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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_13 Brand Partnerships

Two or more brands working together to create a single (1) or series (2-5) of out of home advertising.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_14 Craft - Use of Humor

A single (1) or series (2-5) of out of home advertising that leverage humor as a creative tool.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

OH_15 Craft - Use of Drama

A single (1) or series (2-5) of out of home advertising that leverage drama as a creative tool.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_16 Craft - Art Direction

Communication of the brand's overall visual appearance in a single (1) or series (2-10) of out-of-home work.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

OH_17 Craft - Writing

Writing in a single (1) or series (2-10) of out-of-home work.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_18 Craft - 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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_19 Craft - 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.

NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_20 Craft - 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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_21 Craft - Printing & Production

Specialized printing or production techniques applied to a single (1) or series (2-10) of out-of-home work.

Option 1: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_22 Craft - 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.

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

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

OH_23 Innovation - 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.

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_24: Execution or OH_25: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
OUT OF HOME

OH_24 Innovation - 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.

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_23: New Ideas or OH_25: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

OH_25 Innovation - 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.

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 OH_23: New Ideas or OH_24: Execution.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

WHO SHOULD ENTER?

Pharma & Medical Specialists

Healthcare agencies, pharmaceutical brand teams, and medical communications partners developing creative work in a regulated context.

Patient Experience Collaborators

Designers, technology teams, and specialist organizations helping address challenges in diagnosis, treatment, prevention, or access to care.

Entrants of all types are welcome with qualifying work; campaigns for non-regulated products belong in Health & Wellness.

ENTRY TIPS

Give judges the medical, audience, and regulatory context needed to understand the creative challenge. Explain how the idea works within those conditions and why it matters to patients or professionals.

Show the actual communication or solution and support outcome claims with relevant evidence. Distinguish what the work achieved from what it aims to achieve, especially when describing access or health benefits.

ENTERING

The same work may be entered into up to three (3) categories in Pharma. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Pharma work can also be entered into other One Show categories, except Health & Wellness. Campaigns for non-regulated products belong in Health & Wellness.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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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.

CATEGORIES

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.

NOTE: For content videos longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 URLs to Full Length Pieces + Optional Supporting Video(s) + Optional Supporting Project Image

Judging Media: 1 - 5 URLs to Full Length Pieces (required)

Supporting Media: 0 - 5 Videos (Cut-down, Trailer, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: Entries must provide the area(s) in which data played a crucial role and how it was used.

Option 1: 1 Project Video + 1-5 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Files of Original Content + Optional Supporting Project Media

Judging Media: 1 - 5 Files of Original Content (required)

Supporting Media: 0 - 5 Project Media (optional)

Reference Images: 1 - 5 Reference Images (required)

PH_04 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.

Option 1: 2-20 Images + Optional Media

Judging Media: 2 - 20 Images (required); 0 - 10 Videos, Animated Gifs, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

PH_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 Pharma.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

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.

Option 1: 1-20 Images + Optional Videos
Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)
Reference Images: 1 - 20 Reference Images (required)

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_01: Branded Content or PH_08: Film & Video.

NOTE: Entries must include the targeted audience.

Option 1: 3-15 Images
Judging Media: 3 - 15 Images (required)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Images
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 15 Images (optional)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

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.

NOTE: For content videos longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image

Judging Media: 1 - 5 Content Videos (required)

Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 App Download Link, URL to Site (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Supporting Project Video(s) + Optional Supporting Project Image

Judging Media: 1 URL to Website (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Entries must include all social platforms used.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

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, posters, and other flat printed collateral.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video
Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)
Reference Images: 1 - 10 Reference Images (required)

PH_12 Out of Home

A single (1) or series (2-10) of out-of-home advertising created to promote a Pharma brand, product, service, or message. Includes billboards, posters, vehicle wraps, transit, point-of-purchase displays, etc.

Option 1: 1-10 Artwork Images + Optional Project Images + Optional Supporting Project Video
Judging Media: 1 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)
Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs
Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs
Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)
Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

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.

NOTE: Project videos should include at least 3 different mediums in the campaign.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

PH_16 B2B Communications

A single (1) or series (2-5) of Pharma work intended to communicate a message or service between businesses.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

PH_18 Craft - 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.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

PH_19 Craft - Writing

Writing in a single (1) or series (2-5) of work created for a Pharma brand, product, service, or message.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

PH_20 Craft - Use of Sound

The use of audio within a single (1) or series (2-5) of Pharma-related work. Includes sound design, sound effects, music, etc.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image
Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)
Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

PH_21 Craft - 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.

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

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

PH_22 Craft - 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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

PH_23 Innovation - 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.

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 PH_24: Execution or PH_25: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

PH_24 Innovation - 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.

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 PH_23: New Ideas or PH_25: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PHARMA

PH_25 Innovation - 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.

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 PH_23: New Ideas or PH_24: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

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

WHO SHOULD ENTER?

Print & Design Makers

Art directors, writers, illustrators, photographers, publishers, and print specialists making ideas tangible through physical media.

Promotional Creators

Agencies, brand teams, packaging collaborators, and fabricators developing distinctive publications, collateral, or objects people encounter and use.

Entrants of all types are welcome, including independent makers and teams combining traditional craft with unexpected formats.

ENTRY TIPS

Make the idea readable and the physical execution easy to assess. Include clear images of the work, with close-ups or additional views where materials, construction, or sequence matter.

Show how people encountered or used the piece and why the chosen format strengthens the message. Give judges the opportunity to appreciate both the immediate idea and the details that reward closer inspection.

ENTERING

The same work may be entered into up to three (3) categories in Print & Promotional. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Print & Promotional work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

CATEGORIES

PT_01 Newspaper - Single

A single (1) newspaper advertisement to promote a brand, product, service, or message. Full page, spread, or small space may be entered here.

Option 1: 1 Artwork Image + Optional Project Images + Optional Supporting Project Video
Judging Media: 1 Artwork Image (required); 0 - 3 Project Images (optional)
Supporting Media: 0 - 1 Project Video (Demo, Case Study) (optional)
Reference Images: 1 - 4 Reference Images (required)

PT_02 Newspaper - Series

A series (2-10) of newspaper advertisements to promote a brand, product, service, or message. Full page, spread, or small space may be entered here.

Option 1: 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video
Judging Media: 2 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)
Reference Images: 1 - 15 Reference Images (required)

PT_03 Magazine - Single

A single (1) magazine advertisement to promote a brand, product, service, or message. Full page, spread, small space, or supplements may be entered here.

Option 1: 1 Artwork Image + Optional Project Images + Optional Supporting Project Video
Judging Media: 1 Artwork Image (required); 0 - 3 Project Images (optional)
Supporting Media: 0 - 1 Project Video (Demo, Case Study) (optional)
Reference Images: 1 - 4 Reference Images (required)

PT_04 Magazine - Series

A series (2-10) of magazine advertisements to promote a brand, product, service, or message. Full page, spread, small space, or supplements may be entered here.

Option 1: 2-10 Artwork Images + Optional Project Images + Optional Supporting Project Video
Judging Media: 2 - 10 Artwork Images (required); 0 - 5 Project Images (Project Board, In-Situ / Installation) (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Demo) (optional)
Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

PT_05 Books / Booklets / Brochures

A single (1) or series (2-10) of printed communications created to promote a brand, product, service, or message. Includes single or multi-page catalogues, pamphlets, booklets, brochures, books, flyers etc.

NOTE: Commercially available books, magazines, or newspapers should be entered into category DE_05: Editorial - Books or DE_06: Editorial - Magazines & Newspapers.

Option 1: 1-20 Images + Optional Project Video + Optional Publication PDFs

Judging Media: 1 - 20 Images (required); 0 - 1 Project Video (Case Study, Demo) (optional); 0 - 10 Publication PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

PT_06 Physical Products & Apparel

A single (1) or series (2-10) of physical items created to promote a brand, product, service, or message. Includes clothing, accessories, jewelry, pet apparel, giveaways, swag, or other promotional products.

NOTE: Commercial packaging should be entered into PT_07: Product Packaging, in Design in Advertising category DA_04: Mass-market, or Design & Branding categories DE_13: Mass-market, DE_14: Specialty / Limited Edition, DE_15: Luxury, or DE_16: Sustainable.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

PT_07 Product Packaging

A single (1) or series (2-10) of packaging for a promotional product or line of products.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

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.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

PT_09 Community-Driven Campaigns

A single (1) or series (2–5) of print or promotional work built around active community participation. Defined by co-creation, user contributions, or grassroots involvement that strengthens authenticity and engagement.

Option 1: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-20 Images + Optional Videos

Judging Media: 1 - 20 Images (required); 0 - 10 Project Videos (Case Study, Demo) (optional)

Reference Images: 1 - 20 Reference Images (required)

PT_13 Craft - Use of Humor

A single (1) or series (2-5) of print work that leverage humor as a creative tool.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

PT_14 Craft - Use of Drama

A single (1) or series (2-5) of print work that leverage drama as a creative tool.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_15 Craft - Art Direction

Communication of the brand's overall visual appearance in a single (1) or series (2-10) of print work.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_16 Craft - Writing

Writing in a single (1) or series (2-10) of print work.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_17 Craft - 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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

PT_18 Craft - 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.

NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_19 Craft - Typography

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.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_20 Craft - Printing & Production

Specialized printing or production techniques applied to a single (1) or series (2-10) of print work.

Option 1: 1 Project Video + Optional Images + Optional Demo Videos

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images (optional); 0 - 10 Demo Videos (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Project Images + Optional Project Video

Judging Media: 1 - 15 Images (required); 0 - 5 Project Videos or Project Images (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
PRINT & PROMOTIONAL

PT_21 Innovation - 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 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 PT_22: Execution or PT_23: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_22 Innovation - 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.

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

PT_23 Innovation - 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.

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 PT_21: New Ideas or PT_22: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PUBLIC RELATIONS

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.

WHO SHOULD ENTER?

Earned Communication Specialists

PR agencies, communications teams, public affairs practitioners, and reputation specialists developing ideas that earn attention and trust.

Community & Cultural Partners

Creators, organizations, and brand teams shaping credible conversations through meaningful action and audience involvement.

Entrants of all types are welcome, including collaborations that bring specialist knowledge or community relationships to the work.

ENTRY TIPS

Explain the insight and action that made the story worth sharing. Show how strategic communication earned attention, built credibility, or moved people toward a defined objective.

Separate earned response from paid support and give context for the coverage or participation achieved. Help judges understand the quality and consequences of the attention, beyond the volume of impressions or headlines.

ENTERING

The same work may be entered into up to three (3) categories in Public Relations. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Public Relations work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
PUBLIC RELATIONS

CATEGORIES

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PUBLIC RELATIONS

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PUBLIC RELATIONS

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.

NOTE: Project videos should explain the transformation from the original to updated brand positioning.

NOTE: A rebrand of a visual identity should be entered into DE_03: Brand Identity - Rebranding.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PUBLIC RELATIONS

PR_10 B2B Communications

A public relations campaign intended to communicate a message or service between businesses.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

PR_12 Brand Partnerships - Multi-Brand

Two or more brands working together to create a single unified public relations campaign.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
PUBLIC RELATIONS

PR_13 Brand Partnerships - 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.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

NOTE: Project videos should include at least 3 different mediums in the campaign.

Option 1: 1-10 Images + Optional Project Video, PDF, and/or URLs

Judging Media: 1 - 10 Images (required); 0 - 5 Project Videos, PDFs, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + Optional Images, PDFs, Videos and/or URLs

Judging Media: 1 Project Video (Case Study) (required); 0 - 10 Images, PDFs, Videos, URLs (optional)

Reference Images: 1 - 10 Reference Images (required)

PR_15 Innovation - New Ideas in Public Relations

A public relations campaign that explores new or transformative ideas and concepts that push the discipline forward.

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 PR_16: Execution or PR_17: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

PR_16 Innovation - Execution in Public Relations

A public relations campaign that explores new techniques, devices, or methods in implementation that push the discipline forward.

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 PR_15: New Ideas or PR_17: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

PR_17 Innovation - 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.

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 PR_15: New Ideas or PR_16: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

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

WHO SHOULD ENTER?

Audio Storytellers

Radio creatives, podcast producers, writers, voice performers, and audio studios making ideas work through listening.

Audio Experience Builders

Brands, agencies, platforms, and developers using sound or voice to invite participation, provide utility, or connect with audiences.

Entrants of all types are welcome, from traditional spot makers to creators exploring new listening experiences.

ENTRY TIPS

Let judges hear the work as an audience would. The idea should be understandable through the listening experience, with writing, casting, performance, and sound working together.

For interactive or utility-based audio, demonstrate what listeners do and what happens in response. Keep supporting explanation focused on essential context, and make clear why sound is fundamental to the idea.

ENTERING

The same work may be entered into up to three (3) categories in Radio & Audio-First. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Radio & Audio-First work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

CATEGORIES

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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

RA_02 Broadcast - Single

A single (1) commercial spot broadcast over national, regional, or satellite radio stations.

Option 1: 1 Audio File + Optional Translation Video + Optional Supporting Project Video and/or Image
Judging Media: 1 Audio File (required); 0 - 1 Translated Text Video (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 3 Reference Images (required)

RA_03 Broadcast - Series

A series (2-5) of commercial spots broadcast over national, regional, or satellite radio stations.

Option 1: 2-5 Audio Files + Optional Translation Videos + Optional Supporting Project Video and/or Image
Judging Media: 2 - 5 Audio Files (required); 0 - 5 Translated Text Videos (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

RA_04 Online - Streaming Audio Advertising

A single (1) or series (2-5) of commercial spots broadcast over an internet radio station or platform.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

RA_05 Online - Branded Podcast

A single (1) or series (2-5) of podcasts that integrate a brand into its content.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

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.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

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.

Option 1: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

RA_09 B2B Communications

A single (1) or series (2-10) of audio-led advertising intended to communicate a message or service between businesses.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

RA_11 Brand Partnerships - Multi-Brand

Two or more brands working together to create a single (1) or series (2-5) of audio-based pieces.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

RA_12 Brand Partnerships - 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.

NOTE: All client/brand names involved in the work must be included.

NOTE: All brands and creators should also be listed under full credits.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

RA_13 Craft - Use of Humor

A single (1) or series (2-5) of radio and audio advertising that leverage humor as a creative tool.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

RA_14 Craft - Use of Drama

A single (1) or series (2-5) of radio and audio advertising that leverage drama as a creative tool.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

RA_15 Craft - Writing - Single

Writing of a single (1) audio-based piece.

Option 1: 1 Audio File + Optional Translation Video + Optional Supporting Project Video and/or Image
Judging Media: 1 Audio File (required); 0 - 1 Translated Text Video (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 3 Reference Images (required)

RA_16 Craft - Writing - Series

Writing of a series (2-5) of audio-based pieces.

Option 1: 2-5 Audio Files + Optional Translation Videos + Optional Supporting Project Video and/or Image
Judging Media: 2 - 5 Audio Files (required); 0 - 5 Translated Text Videos (optional)
Supporting Media: 0 - 1 Project Video (Case Study, Behind the Scenes) (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

RA_17 Craft - Sound Design

Sound design of a single (1) or series (2-5) of audio-based pieces.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

RA_18 Craft - Use of Music

Use of original or adapted music in a single (1) or series (2-5) of audio-based pieces.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

RA_19 Craft - Voice Direction

Direction in a single (1) or series (2-5) of audio-based pieces.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

RA_20 Craft - Casting

Casting in a single (1) or series (2-5) of audio-based pieces.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

RA_21 Craft - 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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image
Judging Media: 1 - 5 Audio Files (required)
Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

RA_22 Craft - 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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Audio Files + Optional Supporting Project Image

Judging Media: 1 Project Video (Case Study, Demo) (required); 0 - 5 Audio Files (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

RA_23 Innovation - 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.

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 RA_24: Execution or RA_25: Use of Media.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

CATEGORIES & REQUIREMENTS
RADIO & AUDIO-FIRST

RA_24 Innovation - 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.

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.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

RA_25 Innovation - 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.

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 RA_23: New Ideas or RA_24: Execution.

Option 1: 1-5 Audio Files + Optional Supporting Project Video + Optional Supporting Project Image

Judging Media: 1 - 5 Audio Files (required)

Supporting Media: 0 - 1 Project Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 5 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

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.

WHO SHOULD ENTER?

Social & Community Teams

Social agencies, community managers, strategists, and brand teams building ideas around how people behave on platforms.

Platform-Native Makers

Creators, content studios, developers, and cultural specialists turning platform features and community rituals into participation.

Entrants of all types are welcome, including teams working with niche communities or across multiple social platforms.

ENTRY TIPS

Make the social mechanism visible. Show the platform behavior, feature, or community insight that shaped the idea, and include the actual posts, interactions, or participation that brought it to life.

Explain what people contributed and why the work belonged on those platforms. Give judges relevant evidence of engagement or outcomes, with enough context to distinguish meaningful participation from distribution alone.

ENTERING

The same work may be entered into up to three (3) categories in Social Media. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Social Media work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

ADDITIONAL INFORMATION

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

CATEGORIES

SM_01 Social Channel - 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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video or Project Image + 2-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Project Image (Case Study, Demo) (required); 2 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_02 Social Channel - 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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video or Project Image + 2-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Project Image (Case Study, Demo) (required); 2 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

SM_03 Social Post - 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.

Option 1: 1 File of Original Content (Image, Gif, Video) + Project Video and/or Images + Optional Supporting URL

Judging Media: 1 File of Original Content (Image, Gif, Video) (required); 1 - 2 Project Video and/or Images (Case Study, In-Situ) (required)

Supporting Media: 0 - 1 URL to Original Post (optional)

Reference Images: 1 - 4 Reference Images (required)

SM_04 Social Post - 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.

Option 1: 1 Project Video or Project Image + 2-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Project Image (Case Study, Demo) (required); 2 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_05 Social Post - 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.

Option 1: 1 Project Video or Project Image + 2-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Project Image (Case Study, Demo) (required); 2 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

SM_06 Social Post - 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.

Option 1: 1-15 Images + Optional Supporting Media
Judging Media: 1 - 15 Images (required)
Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)
Reference Images: 1 - 15 Reference Images (required)

SM_07 Social Video - 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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

SM_08 Social Video - 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.

Option 1: 1-5 Content Videos + Optional Supporting Behind the Scenes Video + Optional Supporting Project Image
Judging Media: 1 - 5 Content Videos (required)
Supporting Media: 0 - 1 Behind the Scenes Video (optional); 0 - 1 Project Image (Case Board, Project Board) (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

SM_09 Livestream

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.

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

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.

NOTE: Entries must include the name and social channel(s) of the influencer(s) involved in the work.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_16 Influencer Marketing - 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.

NOTE: Entries must include the name(s) of any celebrities involved in the work.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

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.

Option 1: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

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.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study, Demo) (required)

Supporting Media: 0 - 5 URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-15 Images + Optional Supporting Media

Judging Media: 1 - 15 Images (required)

Supporting Media: 0 - 5 Project Videos (Case Study, Demo) (optional); 0 - 5 URLs (optional)

Reference Images: 1 - 15 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

SM_21 Craft - Use of Humor

A single (1) or series (2-5) of branded social media content that leverage humor as a creative tool.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_22 Craft - Use of Drama

A single (1) or series (2-5) of branded social media content that leverage drama as a creative tool.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_23 Craft - Writing

Writing of a single (1) or series (2-10) of social media posts.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_24 Craft - Use of Visuals

Use of visuals in a single (1) or series (2-10) of social media posts. Includes static or dynamic elements.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content (Image, Gif, Video) + Optional Supporting URLs

Judging Media: 1 Project Video or Image (Case Study, Demo) (required); 1 - 10 Files of Original Content (Image, Gif, Video) (required)

Supporting Media: 0 - 10 URLs to Original Posts (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_25 Craft - Use of Technology

Use of technology applied to a single (1) or series (2-10) of social media posts.

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

NOTE: Work using AI technology should be entered into SM_27: Craft - Use of Technology - AI.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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 required submission media must showcase the technology.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SOCIAL MEDIA

SM_27 Innovation - 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 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 SM_28: Execution or SM_29: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_28 Innovation - 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.

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 SM_27: New Ideas or SM_29: Use of Media.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SM_29 Innovation - Use of Media in Social Media

A single (1) 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.

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 SM_27: New Ideas or SM_28: Execution.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

One Show Sports celebrates creativity that harnesses the unique power, culture and communities of sport. It recognizes ideas rooted in sport's athletes, teams, fans, competition, rituals, live moments, data and cultural influence.

The discipline honors original thinking and exceptional execution that build distinctive brands, deepen connections with fans, expand participation, shape culture or advance sport itself. Its annual organizational honors recognize sustained creative achievement and impact across a body of work.

WHO SHOULD ENTER?

Sports Organizations

Teams, leagues, clubs, rights holders, and sporting bodies connecting with fans, athletes, or participants through creative work.

Sports Culture Collaborators

Athletes, creators, sponsors, agencies, and brands building ideas around the passions and behaviors of sporting communities.

Entrants of all types are welcome with qualifying work, from grassroots collaborators to established sports and entertainment businesses.

ENTRY TIPS

Explain the sporting context and the fan or participant insight behind the idea. Show why the work belongs in that community and how the brand contributes to the experience.

Include the actual creative execution and evidence of audience response or participation. Make the role of sport clear beyond the presence of an athlete, sponsorship, or event association.

ENTERING

The same work may be entered into up to three (3) categories in Sports. Craft and Innovation categories are not included in this limit.

All work must have been client-commissioned and adhere to the terms for International Entries, Non-Compliance, and other One Show terms of entry.

ONE SHOW CATEGORIES

Sports work can also be entered into other One Show categories.

ELIGIBILITY

Project must have launched between January 1, 2026 – March 5, 2027.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$650	$700	$800	$975
Series	$825	$875	$975	$1,150
Integrated	$875	$925	$1,025	$1,200

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CATEGORIES & REQUIREMENTS
SPORTS

CATEGORIES

SP_01 Sports Branding & Identity

A single (1) or series (2-10) of elements of an identity system for a sports brand, competition, business or initiative. Includes logo, business cards, branding guidelines, prospectus, etc.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_02 Athlete Brand Building

A single (1) or series (2-5) of work that builds an athlete's own brand, business or public presence. Includes the combination of verbal, visual, emotional, and other tools to tell an athlete's brand narrative and to maintain and increase engagement.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

SP_03 Creative Sponsorship & Brand Partnerships

A single (1) or series (2–5) of work where a sports sponsorship or partnership is utilized to amplify impact and/or cultural relevance.

NOTE: Entries must include all client/brand names involved in the work.

NOTE: All brands involved should also be listed under the full credits.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_04 Athlete Partnerships & NIL

A single (1) or series (2-5) of work where an athlete's identity is central to the creative impact, includes collegiate name, image and likeness partnerships.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_05 Merchandise & Product Collaborations

A single (1) or series (2-5) of products created by two or more brands working together. Entries should demonstrate how the sports identity elevates functionality, design, or user experience while strengthening the brand connection.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

SP_06 Branded Entertainment & Storytelling

A single (1) or series (2-5) of work for which sport was used to create or enhance a brand narrative. Sport must have played an integral role in telling a brand's story.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_07 Social & Creator-Led Creativity

A single (1) or series (2-5) of social and/or creator-led sport content that leverages the power of social platforms to communicate the brand's message and engage its targeted audience.

NOTE: Entries must provide the social platform(s) used.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 10 Project Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 1 Project Video (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_08 Sports Broadcasts & Streams

A single (1) or series (2-5) of work showcasing creative approaches to presenting live sport through broadcast and streaming, with originality in format, commentary, audience interaction or storytelling central to the achievement.

NOTE: For content videos longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark

Option 1: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required)

Supporting Media: 0 - 2 Videos or URLs (optional); 0 - 10 Images (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 URL to Website + Optional Project Video + Optional Supporting Project Image

Judging Media: 1 URL to Website (required); 0 - 1 Project Video (Case Study, Demo) (optional)

Supporting Media: 0 - 1 Project Image (Case Board, Project Board) (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

SP_09 Hype, Announcements & Reveals

A single (1) or series (2-5) of work created to build excitement and anticipation around a sporting moment, milestone or announcement.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

SP_10 Tune-In, Attendance & Season Launches

A single (1) or series (2-5) of work created specifically to motivate audiences to watch, attend or follow a sporting event, competition or season.

Option 1: 1-10 Files of Original Content + Optional Supporting Project Images
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 10 Project Images (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Video
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 1 Project Video (optional)
Reference Images: 1 - 10 Reference Images (required)

SP_11 Events & Experiential

A single (1) or series (2-5) of live, digital or hybrid experiences that connect audiences with sport, athletes or sports brands. Includes events, activations, installations and participatory experiences.

Option 1: 1-15 Project Images + Optional Supporting Media
Judging Media: 1 - 15 Project Images (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

SP_12 Gaming & Esports

A single (1) or series (2-5) of work that connects sports brands, properties or athletes with audiences through games, gaming communities or competitive gaming.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_13 Fan Engagement & Loyalty

A single (1) or series (2-5) of work that deepens the relationship between fans and a team, league or sports brand over time. Entries should demonstrate participation beyond passive viewership.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_14 Creative Use of Media & Platforms

A single (1) or series (2-5) of work for a sports-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.

NOTE: Entries must include a written explanation of the innovative and transformative aspects of the media use and placement.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

SP_15 Creative Use of Data

A single (1) or series (2-5) of sports-led work in which data played an integral role in its development and execution.

NOTE: Entries must provide the area(s) in which data played a crucial role and how it was used.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_16 Creative Use of Technology

Specialized digital technologies applied to a single (1) or series (2-5) of work for a sports brand, product, service, or message. Includes the use of AI technologies.

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

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_17 Impact Through Sport

A single (1) or series (2-5) of sports-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.

Option 1: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

CATEGORIES & REQUIREMENTS
SPORTS

SP_18 Most Creative Organization in Sport

Recognizes a team, league, governing body, collegiate athletics program, or other sports organization demonstrating exceptional creativity across a body of work over the past year.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_19 Most Creative Brand in Sport

Recognizes a brand demonstrating exceptional creativity across its involvement in sport over the past year.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SP_20 Sports Impact Leader

Recognizes a brand or organization that has created and sustained positive sports-related impact through campaigns or initiatives over time.

Option 1: 1-15 Project Images + Optional Supporting Media

Judging Media: 1 - 15 Project Images (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 15 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + Optional Supporting Media

Judging Media: 1 Project Video (Case Study) (required)

Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SPECIAL AWARDS
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.

WHO SHOULD ENTER?

Senior Brand Leaders

CMOs and other top marketing executives who champion bold ideas and make creativity a business priority.

Teams Behind the Leader

Brand, agency, and production partners able to demonstrate the individual's role in enabling exceptional work.

Entrants of all types are welcome to put forward a qualifying senior brand leader and their creative leadership story.

ENTRY TIPS

Make the individual's contribution specific. Show the decisions, advocacy, and commitment that helped a bold idea move from concept to execution, rather than presenting the campaign as evidence of leadership on its own.

Connect those actions to the finished work and measurable success. Help judges understand what the marketer enabled, why it required conviction, and how it benefited the brand.

ONE SHOW CATEGORIES

Creative Marketer work can also be entered into other One Show categories. Please note that entries into the Creative Marketer category should be focused on the individual and in another category it should be focused on the work.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850

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SPECIAL AWARDS
CREATIVE MARKETER

CATEGORIES

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.

Option 1: 1 Project Video or Image + 1-10 Files of Original Content

Judging Media: 1 Project Video or Image (Case Study) (required)

Supporting Media: 1 - 10 Files of Original Content (required)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Project Images

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 10 Project Images (optional)

Reference Images: 1 - 10 Reference Images (required)

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SPECIAL AWARDS
FUSION PENCIL

Once considered a long-term business goal, Diversity, Equity, and Inclusion (DEI) has become an important, proven core strategy for many of today's successful businesses and organizations. Studies show when a business makes DEI a priority, every facet of the organization benefits, including the bottom line.

In response to what we hear from the industry, and in keeping with our core strengths as a nonprofit organization that exists to support and celebrate the global creative community, The One Club introduced The One Show Fusion Pencil.

With the goal of promoting Diversity, Equity and Inclusion (DEI) in both agency/production company staffing and in the work itself, the Fusion Pencil will identify and celebrate great work which also includes underrepresented groups and DEI issues both:

- Behind the scenes, in terms of diverse agency/production company teams, ensuring equal opportunity, pay and treatment, etc.
- In the creative work itself, as expressed through casting, language, script, narrative and how the work communicates authentically with the target audience.

The Fusion Pencil will recognize work based on three criteria:

- 1. The work must first meet The One Show's standards for excellence in creativity of ideas and quality of execution.
- 2. 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.
- 3. 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).

AND

- **Public-facing (In front of the camera) –** how the work communicates authentically with the target audience through casting, language, script, and narrative/storytelling.

This award also encourages brands to use these criteria as a framework for making their own marketing more diverse. It can serve as a global benchmark, representing a new way for brands to demand accountability from their agencies and partners for providing greater diversity in their work and creative teams.

ELIGIBILITY: January 1, 2026 – March 5, 2027

WHO SHOULD ENTER?

Inclusive Creative Teams

Agencies, studios, brands, and production partners embedding diversity, equity, and inclusion in both the work and its creation.

SPECIAL AWARDS
FUSION PENCIL

Community Collaborators

Creators and organizations bringing lived experience, cultural knowledge, and meaningful creative influence to representations of underrepresented groups.

Entrants of all types are welcome with work that combines creative excellence and authentic inclusion.

ENTRY TIPS

Show who shaped the work as well as who appears in it. Explain how people from the represented communities influenced the idea, decisions, and production process.

Include the creative execution and evidence of its relevance or effect. Help judges see how inclusion is embedded in the team and approach, with specific contributions and context rather than a statement of intent alone.

ONE SHOW CATEGORIES

Fusion Pencil work can also be entered into other One Show categories.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850

CATEGORIES

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.

Option 1: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

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SPECIAL AWARDS
GREEN PENCIL

As history has proven, the power of advertising can do more than just create awareness for a brand. It can inspire. It can influence. It can even change the fortunes of a brand on a global scale. Just imagine what it can do for our planet.

To that end, The One Show introduced the Green Pencil to recognize work which made a measurable environmental impact. Challenging all creative and strategic thinkers in our industry to approach environmental organizations that could benefit from the power of advertising. Not only could your efforts benefit the planet, they may well end up landing you the next Green Pencil.

ELIGIBILITY: January 1, 2025 – March 5, 2027

WHO SHOULD ENTER?

Environmental Innovators

Sustainability teams, product designers, and organizations using creativity to address an environmental challenge with measurable results.

Creative & Production Partners

Agencies, brands, filmmakers, and makers improving environmental outcomes through communications, products, systems, or production practices.

Entrants of all types are welcome with qualifying work that connects a compelling creative idea to environmental impact.

ENTRY TIPS

Define the environmental challenge and show what changed because of the work. Support impact claims with clear measures, sources, and timeframes so judges can assess the result.

Explain the creative contribution and how the solution was implemented. Where relevant, address adoption and durability; distinguish measured environmental improvements from awareness, projected benefits, or a promise of future change.

ONE SHOW CATEGORIES

Green Pencil work can also be entered into other One Show categories. Note that the eligibility dates for the Green Pencil are longer than most One Show categories and your work may not be eligible for other categories.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850

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SPECIAL AWARDS
GREEN PENCIL

CATEGORIES

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.

Option 1: 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

Option 2: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media

Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)

Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 10 Reference Images (required)

SPECIAL AWARDS
SDG PENCIL

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries—developed and developing—in a global partnership. The SDGs recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth—all while tackling climate change and working to preserve our oceans and forests.

With the Sustainable Development Pencil, The One Club for Creativity aims to reward the teams who choose to utilize their creative talents and resources to better the world we live in, and contribute to securing a sustainable future for all.

The Sustainable Development Pencil will be awarded to work that:

- Proves to have a sustained and measurable impact over time
- Is scalable by other brands and/or places
- Changes behavior in addition to raising awareness
- Involves a strategic partnership

ELIGIBILITY: January 1, 2023 – March 5, 2027

WHO SHOULD ENTER?

Teams Creating Social Progress

Nonprofits, social enterprises, institutions, and brands applying creative thinking to a specific sustainable development challenge.

Implementation Partners

Agencies, designers, technologists, and community organizations turning ideas into useful services, products, programs, or systems.

Entrants of all types are welcome with work that contributes to at least one of the UN's 17 Sustainable Development Goals.

ENTRY TIPS

Identify the goal or goals the work addresses and explain the specific problem, community, and intervention. Show how creative thinking became a practical contribution to progress.

Include evidence of implementation and outcomes, with context about timeframe, adoption, and the people involved. Help judges assess the potential for lasting change by distinguishing demonstrated results from planned activity or awareness alone.

ONE SHOW CATEGORIES

SDG Pencil work can also be entered into other One Show categories. Note that the eligibility dates for the SDG Pencil are longer than most One Show categories and your work may not be eligible for other categories.

SPECIAL AWARDS
SDG PENCIL

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
Single	$500	$550	$650	$825
Series	$675	$725	$825	$1,000
Integrated	$525	$575	$675	$850

CATEGORIES

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.

NOTE: Work submitted must address at least one of the UN's 17 Sustainable Development Goals (SDGs).

Option 1: 1 Project Video + Optional Supporting Media
Judging Media: 1 Project Video (Case Study) (required)
Supporting Media: 0 - 10 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 2: 1-10 Files of Original Content + Optional Supporting Media
Judging Media: 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

Option 3: 1 Project Video + 1-10 Files of Original Content + Optional Supporting Media
Judging Media: 1 Project Video (Case Study, Demo) (required); 1 - 10 Files of Original Content (required)
Supporting Media: 0 - 5 Videos, Images, Audio Files, URLs, PDFs (optional)
Reference Images: 1 - 10 Reference Images (required)

SPECIAL AWARDS
PENTA PENCIL

The One Show 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.

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

ELIGIBILITY: January 1, 2017 – March 5, 2027

NOTE: At least one campaign must have launched between January 1, 2026 – March 5, 2027.

See the 2026 Winner

WHO SHOULD ENTER?

Agency & Brand Partners

Creative agencies and their clients whose collaboration has produced exceptional work over five or more years.

Long-Term Collaborators

The creative and marketing teams who can show how mutual trust sustained a strong body of work.

Entrants of all types are welcome with a qualifying agency–brand partnership and the work to demonstrate its strength.

ENTRY TIPS

Present a connected body of work that reveals the partnership over time. Explain how trust, shared ambition, and complementary contributions helped the agency and brand keep producing strong creative work.

Give judges a clear chronology and context for the selected campaigns. Show the relationship's consistency and evolution, making the case for the collaboration as a whole rather than one standout execution.

ONE SHOW CATEGORIES

Penta Pencil submissions cannot be entered into other One Show categories. A single work from within the five-year span may be entered if it falls within the eligibility dates for that category.

FEES BY DEADLINE

	Advance (Dec 11)	Early (Jan 22)	Standard (Feb 12)	Final (Mar 5)
All Entries	$1,175	$1,300	$1,400	$1,600

SPECIAL AWARDS
PENTA PENCIL

CATEGORIES

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.

Option 1: 5-20 Project Images + Optional Supporting Media

Judging Media: 5 - 20 Project Images (required)

Supporting Media: 0 - 20 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)

Option 2: 1-5 Project Videos + Optional Supporting Media

Judging Media: 1 - 5 Project Videos (Case Study) (required)

Supporting Media: 0 - 20 Videos, Images, Audio Files, URLs, PDFs (optional)

Reference Images: 1 - 20 Reference Images (required)