

APPLIED ARTS MEDIA
APPLIED ARTS



Details: Various Advertising winners of the 2018 Applied Arts Awards



ADVERTISING AWARDS 2019 CATEGORIES

DEADLINE:

Early Bird: September 13, 2019

Final Deadline: September 20, 2019

ELIGIBILITY: The competition is international and open to all forms of commissioned, published, unpublished and personal work from professionals and enthusiasts created between

Version 1. March 22, 2019. August 2018 – August 2019.

ADVERTISING AWARDS

DEADLINE: Early Bird: Sept. 13, 2019 | Final Deadline: Sept. 20, 2019

GUIDELINES:

- ||| Entries must be submitted in digital, hi-res format only.
- ||| Campaign entries should be supplied in the form of a campaign video directly uploaded as an MP4, or a multi-page PDF file. For campaigns with online elements you may also include URLs, if pertinent.
- ||| For web-based entries with URLs please ensure that URLs will be available for the entire judging and publication period. Passwords to view the entry are strongly discouraged.
- ||| For radio and video entries upload MP3/MP4 files.
- ||| Descriptions and case study videos for the judges are not recommended (the judges do not see the typed creative descriptions, they are only for publishing if you win). However, if you feel strongly that a note of explanation is necessary, please add them to your image files and limit them to 50 words max. or a 10-second intro for video or radio entries.
- ||| The Community Awards was our newest competition, launched in 2017, to help smaller Canadian studios and artists get the recognition they deserve without competing directly with big-budget projects and studios/agencies. To further this goal, for 2019, Community categories have been rolled into each specific Awards program. See eligibility on page 9.

NOTE: Refer to the [Entry Kit](#) for additional info on file formats, helpful tips, etc.

ENTRY MATERIAL REQUIREMENTS:

Single: One piece | **Series:** Up to three pieces from the same project unless indicated otherwise |

Campaign: Up to nine pieces from an entire campaign.

For file specs, see the [2019 Call for Entry kit](#), page 3.

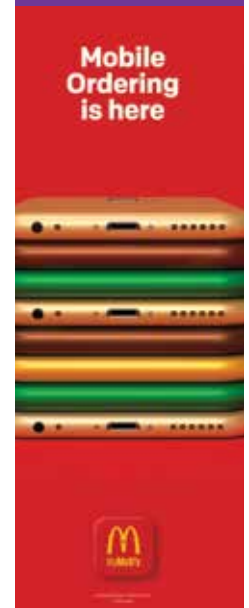
CATEGORIES - ADVERTISING

	EARLY BIRD	REGULAR
ADVERTISING		
AD/01 Agency Self Promotion – Single	\$75	\$85
AD/02 Agency Self Promotion – Series	\$100	\$110
AD/03 Branded/Sponsored or Native Content/Ad – Single	\$75	\$85
AD/04 Branded/Sponsored or Native Content/Ad – Series	\$100	\$110
<i>Content intended to entertain, inform or engage while strengthening connection to a brand. Print/out-of-home applications only. See Broadcast section for video and Digital Advertising section for web-based/digital branded content.</i>		
AD/05 B2B Print – Single	\$75	\$85
AD/06 B2B Print – Series	\$100	\$110
<i>Trade magazine or newspaper advertising.</i>		



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	EARLY BIRD	REGULAR
AD/07 B2B Direct Mail/Media Insert – Single	\$75	\$85
AD/08 B2B Direct Mail/Media Insert – Series	\$100	\$110
<i>Trade direct mail pieces and media inserts, including media kits and sales presentations.</i>		
AD/09 Consumer Print – Single	\$75	\$85
AD/10 Consumer Print – Series	\$100	\$110
<i>Advertising in newspaper, magazine or e-zines.</i>		
AD/11 Consumer Direct Mail/Media Insert – Single	\$75	\$85
AD/12 Consumer Direct Mail/Media Insert – Series	\$100	\$110
<i>Any flyer, leaflet, brochure, catalogue, advertising supplement or native content/ad used as a media insert, as a standalone piece, or available in-store.</i>		
AD/13 Experiential/Event – Single	\$75	\$85
AD/14 Experiential/Event – Series	\$100	\$110
<i>Experience of a brand through sampling, events, stunts, guerilla marketing, etc.</i>		
AD/15 Out-of-Home – Single	\$75	\$85
AD/16 Out-of-Home – Series	\$100	\$110
<i>All other out-of-home applications including billboard, TSA, etc. For exterior/interior transit vehicles see AD/23 and AD/24.</i>		
AD/17 Point-of-Purchase – Single	\$75	\$85
AD/18 Point-of-Purchase – Series	\$100	\$110
AD/19 Pro Bono – Single	\$75	\$85
AD/20 Pro Bono – Series	\$100	\$110
<i>Ads undertaken voluntarily and without payment as a public service.</i>		
AD/21 Public Service/Charity – Single	\$75	\$85
AD/22 Public Service/Charity – Series	\$100	\$110
<i>Ads created for government, non-profit organizations or fundraising.</i>		
AD/23 Transit – Single	\$75	\$85
AD/24 Transit – Series	\$100	\$110
<i>Ads created for exterior or interior of transit vehicles including buses, subways, trains, planes, etc.</i>		
AD/25 Advertising Other – Single	\$75	\$85
AD/26 Advertising Other – Series	\$100	\$110
<i>Any advertising work that does not fall into any other listed category. Entries will be judged on their individual advertising/promotional merits. You may include a description (maximum 50 words) for judging, included with your image(s) in a multi-page PDF.</i>		



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	EARLY BIRD	REGULAR
AD/27 Entire Advertising Campaign – Campaign	\$175	\$185
<i>Entire advertising campaign entries to be supplied in the form of a campaign video uploaded as an MP4, or as a multi-page PDF. Entries should consist of five to nine ads from at least TWO of the following: print, digital, radio, video or collateral.</i>		
DIGITAL ADVERTISING		
AW/01 Augmented & Virtual Reality – Single	\$140	\$150
<i>Real world environment merging with digital imagery and interfaces created to promote a brand. Executed by Oculus Rift, VR headgear, Tag, QR codes, etc.</i>		
AW/02 Branded or Sponsored Content – Single	\$140	\$150
AW/03 Branded or Sponsored Content – Series	\$175	\$185
<i>Online content intended to entertain, inform or engage while strengthening connection to a brand. See Advertising section for print branded content and Broadcast section for video branded content.</i>		
AW/04 Experimental/Artistic – Single	\$140	\$150
<i>Any digital advertising promotion that explores new territory, ideas or technology.</i>		
AW/05 Mobile/Tablet– Single	\$140	\$150
<i>Experiences for mobile or tablet created to promote a brand. Can include digital publishing, websites, apps, etc. Provide a URL to link the entry as well as a screencast/video walkthrough uploaded as an MP4 file.</i>		
AW/06 Offline Digital – Single	\$140	\$150
AW/07 Offline Digital – Series	\$150	\$160
<i>Advertising content that is not internet-related, such as digital signage, kiosks, public exhibits and interactive TV.</i>		
AW/08 Online Banner Ad – Single	\$75	\$85
AW/09 Online Banner Ad – Series	\$100	\$110
<i>Online banner advertisements of any size and format placed in a designated advertising space. Can be static or GIFs.</i>		
AW/10 Online Video – Short – Single	\$125	\$135
AW/11 Online Video – Long – Single	\$140	\$150
AW/12 Online Video – Short/Long Series	\$175	\$185
<i>Any online video to promote a brand or product (i.e. viral videos, pre-roll, mid-roll, etc.) Online videos less than 8 seconds for short, and over 8 seconds for long. Up to 3 short and/or long videos for series.</i>		
AW/13 Pro Bono – Single	\$140	\$150
AW/14 Pro Bono – Series	\$150	\$160
<i>Digital work undertaken voluntarily and without payment as a public service.</i>		



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BROADCAST - VIDEO

TV/01 30 Seconds or Less – Single	\$125	\$135
TV/02 30 Seconds or Less – Series	\$175	\$185

TV/03 Over 30 Seconds – Single	\$125	\$135
TV/04 Over 30 Seconds – Series	\$175	\$185

Content intended to entertain, inform or engage while strengthening connection to a brand. Branded or sponsored videos less than 3 minutes for short, and over 3 minutes for long. Up to 3 short and/or long for series.

TV/05 Branded or Sponsored Content - Short – Single	\$125	\$135
TV/06 Branded or Sponsored Content - Long – Single	\$140	\$150
TV/07 Branded or Sponsored Content – Short/Long – Series	\$175	\$185

TV/08 Cinema – Single	\$125	\$135
TV/09 Cinema – Series	\$175	\$185

Work undertaken voluntarily and without payment as a public service.

TV/10 Pro Bono – Single	\$125	\$135
TV/11 Pro Bono – Series	\$175	\$185

Work for government, non-profit organizations or fundraising.

CRAFT ADVERTISING

AC/01 Craft – Animation – Single	\$125	\$135
AC/02 Craft – Animation – Series	\$175	\$185

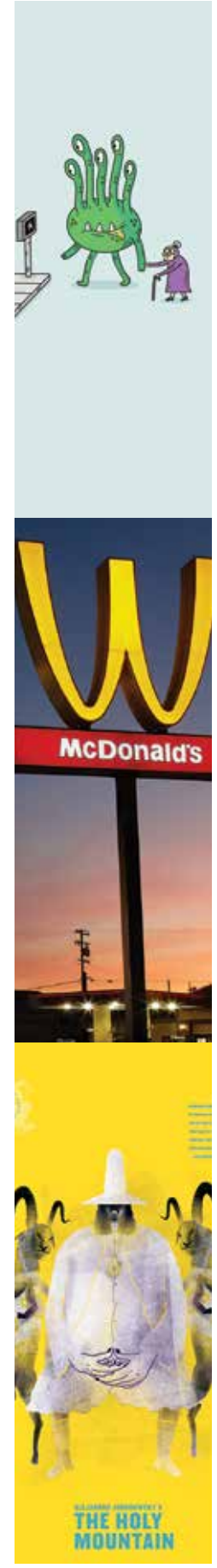
Entries will be judged on the effectiveness of animation as an advertising element. Can be for video or web content.

AC/03 Craft - Art Direction - Single	\$75	\$85
AC/04 Craft - Art Direction - Series	\$100	\$110

Entries will be judged on the effectiveness of art direction as an advertising element in print, out-of-home, or digital non-video applications. For digital video applications see categories AC/13 and AC/14.

AC/05 Craft – Cinematography - Single	\$125	\$135
AC/06 Craft – Cinematography – Series	\$175	\$185

Entries will be judged on the effectiveness of cinematography as an advertising element. Can be for broadcast or web content.



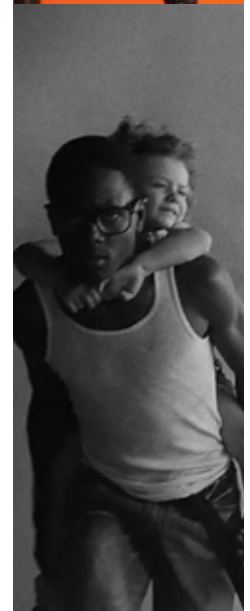
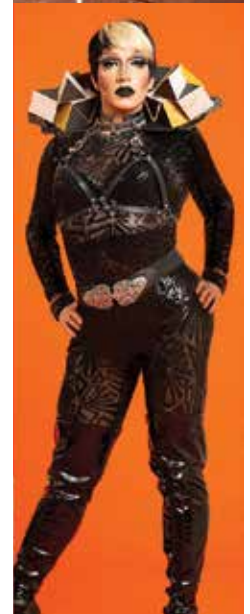
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AC/07 Craft - Copywriting – Single	\$75	\$85
AC/08 Craft – Copywriting – Series	\$100	\$110
<i>Entries will be judged on the effectiveness of copywriting as an advertising element for use in print/out-of-home, or web content.</i>		
AC/09 Craft - Copywriting Radio – Single	\$125	\$135
AC/10 Craft - Copywriting Radio – Series	\$175	\$185
<i>Entries will be judged on the effectiveness of copywriting as an advertising element on the radio. Include the script and a copy of the finished radio spot as an MP3 file.</i>		
AC/11 Craft - Copywriting Video – Single	\$125	\$135
AC/12 Craft - Copywriting Video – Series	\$175	\$185
<i>Entries will be judged on the effectiveness of copywriting as an advertising element. Can be for broadcast or web content. Include the script and a copy of the finished video as an MP4 file.</i>		
AC/13 Craft - Direction - Single	\$125	\$135
AC/14 Craft – Direction - Series	\$175	\$185
<i>Entries will be judged on the effectiveness of video direction as an advertising element. Can be for broadcast or web content.</i>		
AC/15 Craft - Editing Video – Single	\$125	\$135
AC/16 Craft - Editing Video – Series	\$175	\$185
<i>Entries will be judged on the effectiveness of editing as an advertising element. Can be for broadcast or web content.</i>		
AC/17 Craft – Image - Single	\$75	\$85
AC/18 Craft – Image - Series	\$100	\$110
<i>Entries will be judged on photography, illustration, etc. as an advertising element. If entering a single, you may submit either one JPG or a PDF showing up to three images of different angles of the same piece. For series entries you may either submit up to three JPGs or a multi-page PDF with up to nine images containing different angles for the pieces in the series.</i>		
AC/19 Craft – Music - Single	\$125	\$135
AC/20 Craft – Music - Series	\$175	\$185
<i>Entries will be judged on the effectiveness of music as an advertising element for broadcast or web content.</i>		
AC/21 Craft – Printing - Single	\$75	\$85
AC/22 Craft – Printing - Series	\$100	\$110
<i>Entries will be judged on printing techniques (offset, digital, screen, 3D, etc.) as an advertising element. If entering a single, you may submit either one JPG or a PDF showing up to three images of different angles of the same piece. For series entries you may either submit up to three JPGs or a PDF with up to nine images containing different angles for the pieces in the series. Multi-page PDF files are strongly recommended. You may also include a description (maximum 50 words) for judging, included with your image(s).</i>		



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AC/23 Craft - Typography – Single	\$75	\$85
AC/24 Craft - Typography – Series	\$100	\$110
<i>Entries will be judged on typography as an advertising element. If entering a single, you may submit either one file showing up to three images of different angles of the same piece. For series entries you may either submit up to three files with up to nine images containing different angles for the pieces in the series. Multi-page PDF files are strongly recommended. You may also include a description (maximum 50 words) for judging, included with your image(s).</i>		
YOUNG BLOOD - ADVERTISING		
<i>Young Blood categories are open to entrants who have been out of school for five years or less. Entries can be any application from the corresponding above groupings of categories.</i>		
AY/O1 Young Blood Advertising – Single	\$60	\$70
AY/O2 Young Blood Advertising – Series	\$75	\$85
<i>Any application from the Advertising section starting on p. 2.</i>		
AY/O3 Young Blood Advertising Digital - Single	\$75	\$85
AY/O4 Young Blood Advertising Digital - Series	\$80	\$90
<i>Any application from the Digital Advertising section starting on p. 4. For online videos use single for either long or short single videos and series for series videos.</i>		
AY/O5 Young Blood Radio – Single	\$60	\$70
AY/O6 Young Blood Radio – Series	\$75	\$85
<i>Any application from the Broadcast - Radio section starting on p. 5.</i>		
AY/O7 Young Blood Video - Single	\$60	\$70
AY/O8 Young Blood Video – Series	\$75	\$85
<i>Any application from the Broadcast – Video section starting on p. 6. For branded content use single for either short or long formats and series for a series.</i>		
AY/O9 Young Blood Advertising Craft - Single	\$60	\$70
AY/10 Young Blood Advertising Craft – Series	\$75	\$85
<i>Any application from the Advertising Craft section starting on p. 6.</i>		
AY/11 Young Blood Ent. Advertising Campaign - Campaign	\$100	\$110
<i>Entire campaign entries to be supplied in the form of campaign video directly uploaded as an MP4, or as a multi-page PDF. Entries should consist of five to nine ads from at least TWO of the following: print, digital, radio, video or collateral.</i>		



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AY/12 Young Blood Ent. Online Campaign - Campaign	\$100	\$110
<i>An advertising campaign that includes only online elements. Entries to be supplied in the form of a campaign video directly uploaded as an MP4, or as a multi-page PDF. A minimum of four online elements across a minimum of TWO online media (i.e. apps, email, microsite, online ads, social media, websites).</i>		

COMMUNITY - ADVERTISING

The Community Awards were launched in 2017 to help creative professionals in advertising and marketing firms working on smaller projects and local clients get the recognition they deserve. Entries can be any application from the corresponding above groupings of categories. Work submitted in one of the other categories above is not eligible to be entered into the Community Awards categories. To be eligible to enter Community categories you must be Canadian and meet one of the following criteria:

- ||| Small Community - The entrant and client must be in a community of less than 500,000
- ||| Small Business - The client must be a single-establishment/small business, such as a restaurant, local retailer or service
- ||| Shoe-String Budget - The budget for the assignment must have been extremely limited

SMALL COMMUNITY

The entrant and client must be in a community of less than 500,000

CO/01 Small Community Advertising – Single	\$60	\$70
CO/02 Small Community Advertising – Series	\$75	\$85
<i>Any application from the Advertising section starting on p. 2.</i>		

CO/03 Small Community Digital Advertising – Single	\$75	\$85
CO/04 Small Community Digital Advertising – Series	\$80	\$90
<i>Any application from the Digital Advertising section starting on p. 4. For online videos use single category for either long or short single videos and series for series videos.</i>		

CO/05 Small Community Radio – Single	\$60	\$70
CO/06 Small Community Radio – Series	\$75	\$85
<i>Any application from the Broadcast – Radio section starting on p. 5.</i>		

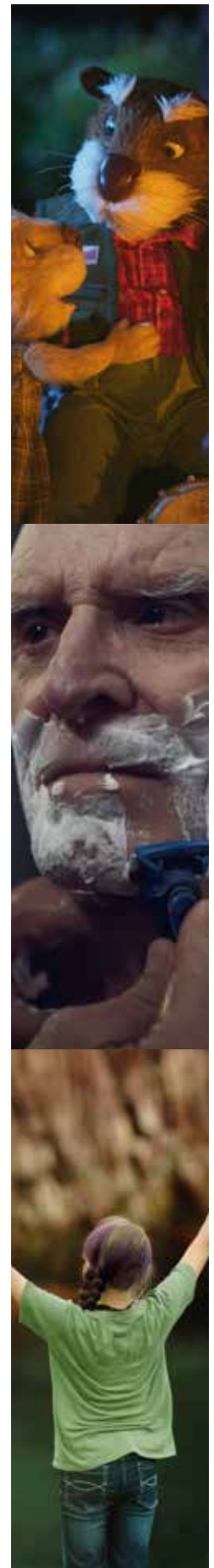
CO/07 Small Community Video – Single	\$60	\$70
CO/08 Small Community Video – Series	\$75	\$85
<i>Any application from the Broadcast – Video section starting on p. 6. For branded content use single for either short or long formats and series for a series.</i>		

CO/09 Small Community Advertising Craft – Single	\$60	\$70
CO/10 Small Community Advertising Craft – Series	\$75	\$85
<i>Any application from the Advertising Craft section starting on p. 6.</i>		



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	EARLY BIRD	REGULAR
CO/11 Small Community Ent. Advertising Campaign – Campaign	\$100	\$110
<i>Entire campaign entries to be supplied in the form of campaign video directly uploaded as an MP4, or as a multi-page PDF. Entries should consist of five to nine ads from at least TWO of the following: print, digital, radio, video or collateral.</i>		
CO/12 Small Community Ent. Online Campaign - Campaign	\$100	\$110
<i>An advertising campaign that includes only online elements. Entries to be supplied in the form of a campaign video directly uploaded as an MP4, or as a multi-page PDF. A minimum of four online elements across a minimum of TWO online media (i.e. apps, email, microsite, online ads, social media, websites).</i>		
SMALL BUSINESS		
<i>The client must be a single-establishment/small business, such as a restaurant, local retailer or service.</i>		
CO/13 Small Business Advertising – Single	\$60	\$70
CO/14 Small Business Advertising – Series	\$75	\$85
<i>Any application from the Advertising section starting on p. 2.</i>		
CO/15 Small Business Digital Advertising – Single	\$75	\$85
CO/16 Small Business Digital Advertising – Series	\$80	\$90
<i>Any application from the Digital Advertising section starting on p. 4. For online videos use single category for either long or short single videos and series for series videos.</i>		
CO/17 Small Business Radio – Single	\$60	\$70
CO/18 Small Business Radio – Series	\$75	\$85
<i>Any application from the Broadcast – Radio section starting on p. 5.</i>		
CO/18 Small Business Video – Single	\$60	\$70
CO/19 Small Business Video – Series	\$75	\$85
<i>Any application from the Broadcast – Video section starting on p. 6. For branded content use single for either short or long formats and series for a series.</i>		
CO/20 Small Business Advertising Craft – Single	\$60	\$70
CO/21 Small Business Advertising Craft – Series	\$75	\$85
<i>Any application from the Advertising Craft section starting on p. 6.</i>		
CO/22 Small Business Ent. Advertising – Campaign	\$100	\$110
<i>Entire campaign entries to be supplied in the form of campaign video directly uploaded as an MP4, or as a multi-page PDF. Entries should consist of five to nine ads from at least TWO of the following: print, digital, radio, video or collateral.</i>		



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CO/23 Small Business Ent. Online Campaign - Campaign	\$100	\$110
<i>An advertising campaign that includes only online elements. Entries to be supplied in the form of a campaign video directly uploaded as an MP4, or as a multi-page PDF. A minimum of four online elements across a minimum of TWO online media (i.e. apps, email, microsite, online ads, social media, websites).</i>		

SHOE-STRING BUDGET

The budget for the assignment must have been extremely limited.

CO/24 Shoe-String Budget Advertising – Single	\$60	\$70
CO/25 Shoe-String Budget Advertising – Series	\$75	\$85
<i>Any application from the Advertising section starting on p. 2.</i>		

CO/26 Shoe-String Budget Digital Advertising – Single	\$75	\$85
CO/27 Shoe-String Budget Digital Advertising – Series	\$80	\$90
<i>Any application from the Digital Advertising section starting on p. 4.</i>		
<i>For online videos use single category for either long or short single videos and series for series videos.</i>		

CO/28 Shoe-String Budget Radio – Single	\$60	\$70
CO/29 Shoe-String Budget Radio – Series	\$75	\$85
<i>Any application from the Broadcast – Radio section starting on p. 5.</i>		

CO/30 Shoe-String Budget Video – Single	\$60	\$70
CO/31 Shoe-String Budget Video – Series	\$75	\$85
<i>Any application from the Broadcast – Video section starting on p. 6. For branded content use single for either short or long formats and series for a series.</i>		

CO/32 Shoe-String Budget Advertising Craft – Single	\$60	\$70
CO/33 Shoe-String Budget Advertising Craft – Series	\$75	\$85
<i>Any application from the Advertising Craft categories starting on p. 6.</i>		

CO/34 Shoe-String Budget Ent. Advertising – Campaign	\$100	\$110
<i>Entire campaign entries to be supplied in the form of campaign video directly uploaded as an MP4, or as a multi-page PDF. Entries should consist of five to nine ads from at least TWO of the following: print, digital, radio, video or collateral.</i>		

CO/35 Small Business Ent. Online Campaign - Campaign	\$100	\$110
<i>An advertising campaign that includes only online elements. Entries to be supplied in the form of a campaign video directly uploaded as an MP4, or as a multi-page PDF. A minimum of four online elements across a minimum of TWO online media (i.e. apps, email, microsite, online ads, social media, websites).</i>		



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