

# APPLIED ARTS

## APPLIED ARTS 2020 ADVERTISING AWARDS CATEGORIES

DEADLINE: OCTOBER 9, 2020

### CREATIVITY IN A YEAR LIKE NO OTHER – OUR RESPONSE

Great work deserves to be recognized. Creativity wasn't paused – and we remain committed to celebrating the amazing work that you created over the past year. However, we also understand the tough challenges you've faced along the way. That is why Applied Arts is responding by making the following modifications this year, to show our commitment to our extraordinary colleagues in the advertising industry.

- **REDUCED ENTRY FEES:** We've cut our entry fees in half. That's right – a **50% discount**.
- **EXTENDED DEADLINE:** We've pushed the deadline date back another month – as far as we can, while still being able to have the winners announced in 2020.
- **PUBLISHING ONLINE ONLY:** We will be publishing the winners only online this year – both in our Winners Gallery on [appliedartsmag.com](http://appliedartsmag.com) as well as on our social media channels for all winning entries.
- **DIGITAL-ONLY ENTRIES AND JUDGING:** No change is needed there. Our online-only entry submission and judging process will continue.

#### ELIGIBILITY

**ALL CATEGORIES** | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between **August 2019 and September 2020** (but not entries submitted into last year's competition).

**YOUNG BLOOD CATEGORIES** | For professionals that have graduated within the last 5 years. See [page 6](#).

**COMMUNITY CATEGORIES** | Exclusively for Canadian artists and firms working in smaller communities or with smaller businesses or budgets, to help them get the recognition they deserve. See [page 7](#).

#### WHAT'S NEW

- **More campaign categories**, including Brand Activation, Corporate Responsibility and Pro Bono/PSA/Charity. See [page 3](#).
- **Podcast categories**, created for a brand, company or service as a marketing vehicle or self-promotion. See [Broadcast on page 5](#).
- **Craft - Ideation categories**, for concept development and overall creative direction. See [Craft on page 5](#).
- **COVID-19 Response categories**, for the positive messages you've created under these difficult times on behalf of your clients. See [page 7](#).

#### JUDGING CRITERIA

Entries are judged independently by the advertising jury on three criteria:

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

#### ENTRY REQUIREMENTS

- **Entries must be submitted in digital, hi-res format.**
- **Actual creative work must be entered.** Brief explanatory notes or case-studies for the judges may be added as a supporting file.
- **For French (or other language) entries, English translations MUST BE included** for any important text (e.g. headlines), AND for your entry titles, for clarity during judging.
- **The Winners Information**, including the Description of Entry and Creative Credits, must be provided at the entry stage. These are for publication in the online Winners Gallery, and are not seen by the judges. NOTE: Winners will only have 48 hours to review and make edits prior to publication.

## **MATERIAL GUIDELINES**

### **MAIN ENTRY FILES**

#### **REQUIRED**

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

#### **PERMITTED**

<b>SINGLE</b>	<b>SERIES</b>	<b>CAMPAIGN</b>
One piece/ max. 1 file	2-3 pieces/ max. 3 files	Up to 9 pieces/ max. 9 files

**NOTE:** You may include multiple views of the creative through a multi-page PDF.

#### **NOT PERMITTED**

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

### **SUPPORT FILES**

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

Please note these important required vs. optional files for certain entries:

#### **REQUIRED**

- **English translations for French (or other language) entries:** Include any important text (e.g. headlines) either as a Support File or within a multi-page PDF as your Main Entry File.
- **Scripts for Radio entries.** Include an English script.

#### **PERMITTED**


- **Case-studies:** While not recommended (as outcomes are not a criteria for judges in scoring), case-studies can be added only as a Support File and should be limited to max. 45 seconds. **REMINDER:** You must include the actual creative to be judged as your Main Entry File.

- **Explanatory notes for the judges:** Although not recommended (except where noted in a category), brief descriptions/explanations of up to 50 words may be added for clarity (or up to 10 seconds for audio/video files). Include either as a Support File or within your Main Entry File.

#### **NOT PERMITTED**

- **Entering URLs of the same creative as a Support File:** (i.e. don't also submit a URL to a spot, if you've already submitted the MP4 as your Main Entry File). However, available links to non-static creative is requested in the Winners Information section for publishing in the online Winners Gallery.

### **ACCEPTABLE FILE FORMATS AND RESTRICTIONS**

PDF JPG PNG GIF	300 dpi (min.) RGB Max. 8" (203 mm) Max. 5MB	8 inches wide maximum	8 inches high maximum
	<b>MP3, MP4</b> Max. 80MB		

#### **URL**

- Counts as 1 "file" upload.
- File sharing sites OK.
- Password-protected sites not allowed.
- Ensure the URL is accessible until December 2020.

**NOTE:** More detailed file specs are in the Acceptable File Formats section of the Call For Entry Kit.

### **RECOMMENDED BEST PRACTICES**

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

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

# APPLIED ARTS

## APPLIED ARTS 2020 ADVERTISING AWARDS CATEGORIES

DEADLINE: OCTOBER 9, 2020

### INTEGRATED CAMPAIGNS

#### REQUIREMENTS

- **Up to 9 applications from the same project** and, where indicated, from at least **TWO** different media types, such as print, OOH, digital, video or radio.
- **ENTRY MATERIAL:** Upload print or static creative preferably in one multi-page PDF. Add radio, video and URLs separately.
- **OPTIONAL:** Brief explanatory notes (max. 50 words) or case-studies for the judges to provide added clarity may be included. Upload as a Support File.

#### CAMPAIGNS - \$90

#### CA/01 Brand Activation Campaign

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

#### CA/02 Corporate Responsibility Campaign

A corporate-sponsored campaign that uses a brand or company's name to evoke consumer action for the greater good or effect positive change.

#### CA/03 Entire Advertising Campaign

A campaign consisting of a min. of 5 elements and from at least **TWO** different media types.

#### CA/04 Entire Online Campaign

A campaign that includes only online elements and consists of a min. 5 elements from at least **TWO** online media (i.e. apps, email, microsite, online ads, social media, websites).

#### CA/05 Pro Bono/PSA/Charity

##### Entire Advertising Campaign

A campaign created for government, non-profits, or for work undertaken voluntarily without payment.

### ADVERTISING

#### REQUIREMENT

A Single is **ONE** piece. A Series is 2-3 pieces.

**SINGLE: \$40 / SERIES: \$55**

#### AD/01 Agency/Artist Self-Promotion - Single

#### AD/02 Agency/Artist Self-Promotion - Series

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

#### AD/03 Branded/Sponsored/Native Content Ad - Single

#### AD/04 Branded/Sponsored/Native Content Ad - Series

Any offline 'advertorial' content. See Broadcast section for video and Digital section for digital branded content.

#### AD/05 B2B Print - Single

#### AD/06 B2B Print - Series

Print or digital trade ad.

#### AD/07 B2B Direct Mail/Media Insert - Single

#### AD/08 B2B Direct Mail/Media Insert - Series

Print or digital trade direct mail, media insert, or media kit.

#### AD/09 Consumer Print - Single

#### AD/10 Consumer Print - Series

Advertising in newspaper or magazines for print or digital editions.

#### AD/11 Consumer Direct Mail/Media Insert - Single

#### AD/12 Consumer Direct Mail/Media Insert - Series

Consumer direct mail, media insert or standalone piece.

#### AD/13 Experiential/Event - Single

#### AD/14 Experiential/Event - Series

Sampling, events, stunts, guerilla marketing, etc.

#### AD/15 Out-of-Home - Single

#### AD/16 Out-of-Home - Series

Any OOH application, except for transit vehicles see AD/23 and AD/24.

**AD/17 Point-of-Purchase - Single**

**AD/18 Point-of-Purchase - Series**

Any POP ad or collateral.

**AD/19 Pro Bono Advertising - Single**

**AD/20 Pro Bono Advertising - Series**

Any offline ads undertaken voluntarily without payment as a public service. See Digital section for digital ads.

**AD/21 PSA/Charity Advertising - Single**

**AD/22 PSA/Charity Advertising - Series**

Any offline ads created for government or non-profits. See Digital section for digital ads.

**AD/23 Transit Vehicles - Single**

**AD/24 Transit Vehicles - Series**

Any exterior or interior of a transit vehicle (bus, train, plane, etc.). For transit shelters or stations see AD/15 and AD/16.

**AD/25 Advertising Other - Single**

**AD/26 Advertising Other - Series**

Any offline ads that do not fall into any other listed category. MUST INCLUDE a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

**DIGITAL ADVERTISING**

<p><b>REQUIREMENT</b> A Single is ONE piece. A Series is 2-3 pieces.</p> <p><b>SINGLE: \$75 / SERIES: \$90,</b> except where indicated.</p>
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**AW/01 Augmented & Virtual Reality - Single**

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

**AW/02 Branded or Sponsored Content - Single**

**AW/03 Branded or Sponsored Content - Series**

Digital native/'advertorial' content. See Advertising section for print and Broadcast section for video branded content.

**AW/04 Experimental/Artistic - Single**

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

**AW/05 Mobile/Tablet - Single**

Experiences for mobile or tablet created to promote a brand (digital publishing, websites, apps, etc.). Provide a URL link to the entry. MUST INCLUDE a screencast/video walkthrough. Upload as a Support File.

**AW/06 Online Banner Ad - Single or Series**

Up to 3 static or animated online banner ads of any size/format placed in designated ad space. (SINGLE/SERIES: \$55)

**AW/07 Online Video - Short - Single**

**AW/08 Online Video - Long - Single**

**AW/09 Online Video - Short/Long - Series**

Any online promotional video (viral videos, pre-roll, mid-roll, etc.). SHORT: Less than 1 min. LONG: 1 min. or more. SERIES: 2-3 short and/or long videos. (SHORT: \$70/LONG: \$75/SERIES: \$90)

**AW/10 Pro Bono Digital Advertising - Single**

**AW/11 Pro Bono Digital Advertising - Series**

Digital work undertaken voluntarily and without payment as a public service.

**AW/12 PSA/Charity Digital Advertising - Single**

**AW/13 PSA/Charity Digital Advertising - Series**

Digital work created for government or non-profits.

**AW/14 Social - Single or Series**

Up to 3 static, animated or video social posts designed to promote a brand. (SINGLE/SERIES: \$55)

**AW/15 Website/Microsite - Single**

Websites or microsites promoting a brand or product.

**AW/16 Digital Advertising Other - Single or Series**

Any digital ad work that does not fall into any other listed category. MUST INCLUDE a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File. (SINGLE/SERIES: \$75)

## **BROADCAST**

### **REQUIREMENTS**

- **SCRIPTS:** Must be included for Radio entries. Upload as a Support File.

A Single is ONE piece. A Series is 2-3 pieces.

**SINGLE: \$70 / SERIES: \$90,**  
except where indicated.

## **RADIO**

### **RD/01 Radio - Single**

### **RD/02 Radio - Series**

Any length radio spot. **MUST INCLUDE** the script.

Upload as a Support File.

### **RD/03 Podcast - Single**

### **RD/04 Podcast - Series**

A digital audio program created as a marketing vehicle. **MUST INCLUDE** the script (or representational portion of the script).

Upload as a Support File.

### **RD/05 Pro Bono Radio - Single**

### **RD/06 Pro Bono Radio - Series**

Work undertaken voluntarily and without payment as a public service.

### **RD/07 PSA/Charity Radio - Single**

### **RD/08 PSA/Charity Radio - Series**

Work for government or non-profits.

## **VIDEO**

### **TV/01 30 Seconds or Less - Single**

### **TV/02 30 Seconds or Less - Series**

### **TV/03 Over 30 Seconds - Single**

### **TV/04 Over 30 Seconds - Series**

### **TV/05 Branded or Sponsored Content - Short - Single**

### **TV/06 Branded or Sponsored Content - Long - Single**

### **TV/07 Branded or Sponsored Content - Short/Long - Series**

Video native/"advertorial" content. **SHORT:** Less than 3 min.

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

(**SHORT:** \$70/**LONG:** \$75/**SERIES:** \$90)

### **TV/08 Cinema - Single**

### **TV/09 Cinema - Series**

Any length ad spot.

### **TV/10 Pro Bono Video - Single**

### **TV/11 Pro Bono Video - Series**

Work undertaken voluntarily and without payment as a public service.

### **TV/12 PSA/Charity Video - Single**

### **TV/13 PSA/Charity Video - Series**

Work for government or non-profits.

## **ADVERTISING CRAFT**

### **REQUIREMENT**

A Single is ONE piece. A Series is 2-3 pieces.

**SINGLE: \$70 / SERIES: \$90,**  
except where indicated.

### **AC/01 Craft - Animation - Single**

### **AC/02 Craft - Animation - Series**

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

### **AC/03 Craft - Art Direction - Single**

### **AC/04 Craft - Art Direction - Series**

Judged on art direction as an advertising element in print, OOH, or digital non-video applications. For digital video applications see Direction categories AC/11 and AC/12.

(**SINGLE:** \$40/**SERIES:** \$55)

### **AC/05 Craft - Cinematography - Single**

### **AC/06 Craft - Cinematography - Series**

Judged on cinematography as an advertising element in broadcast or digital content.

### **AC/07 Craft - Copywriting - Single**

### **AC/08 Craft - Copywriting - Series**

Judged on copywriting as an advertising element in print, OOH, or digital non-video content.

(**SINGLE:** \$40/**SERIES:** \$55)

### **AC/09 Craft - Copywriting Broadcast - Single**

### **AC/10 Craft - Copywriting Broadcast - Series**

Judged on copywriting as an advertising element in broadcast (radio, TV) or digital content. Upload the complete spot as an MP3/MP4. **MUST INCLUDE** the script. Upload as a Support File.



**AC/11 Craft - Direction - Single**

**AC/12 Craft - Direction - Series**

*Judged on video direction as an advertising element in broadcast or digital content.*

**AC/13 Craft - Editing Video - Single**

**AC/14 Craft - Editing Video - Series**

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

**AC/15 Craft - Ideation - Single**

**AC/16 Craft - Ideation - Series**

*Judged on concept development and overall creative direction as an advertising element in print, OOH, digital or broadcast applications.*

**AC/17 Craft - Image - Single**

**AC/18 Craft - Image - Series**

*Judged on photography or illustration as an advertising element in print, OOH, digital or broadcast applications.*  
(SINGLE: \$40/SERIES: \$55)

**AC/19 Craft - Music - Single**

**AC/20 Craft - Music - Series**

*Judged on music as an advertising element in broadcast or digital content.*

**AC/21 Craft - Printing - Single**

**AC/22 Craft - Printing - Series**

*Judged on printing techniques (offset, digital, screen, 3D, etc.) as an advertising element. NOTE: Where applicable, a multi-page PDF showing different angles and/or close-ups is strongly recommended. A brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.*  
(SINGLE: \$40/SERIES: \$55)

**AC/23 Craft - Typography - Single**

**AC/24 Craft - Typography - Series**

*Judged on typography as an advertising element in print, OOH, digital or broadcast applications.*

**YOUNG BLOOD**

**REQUIREMENTS**

- Open to professionals that have graduated within the last 5 years.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories.
- **JUDGING:** Entries are judged with the level of experience and available resources taken into consideration.

**A Single is ONE piece. A Series is 2-3 pieces.  
A Campaign is 5-9 pieces.**

**SINGLE: \$35 / SERIES: \$40 /  
CAMPAIGN: \$55,  
except where indicated.**

**AY/01 Young Blood Advertising - Single**

**AY/02 Young Blood Advertising - Series**

*Any application from the Advertising section starting on p. 3.*

**AY/03 Young Blood Digital Advertising - Single**

**AY/04 Young Blood Digital Advertising - Series**

*Any application from the Digital Advertising section starting on p. 4. (SINGLE: \$40/SERIES: \$45)*

**AY/05 Young Blood Broadcast - Single**

**AY/06 Young Blood Broadcast - Series**

*Any application from the Broadcast section starting on p. 5.  
(SINGLE: \$40/SERIES: \$45)*

**AY/07 Young Blood Advertising Craft - Single**

**AY/08 Young Blood Advertising Craft - Series**

*Any application from the Advertising Craft section starting on p. 5.*

**AY/09 Young Blood Integrated Campaign**

*Any application from the Integrated Campaign section starting on p. 3.*

## **COMMUNITY**

### **REQUIREMENTS**

- Exclusively for Canadian artists and studios working in smaller communities, or with smaller businesses and budgets.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories.
- **NOT ELIGIBLE:** You MAY NOT submit the same entry to BOTH a Community AND non-Community category (except for Young Blood and COVID-19 Creative Response categories).
- **RECOMMENDED:** A brief explanatory note (max. 50 words, or up to 10 seconds for video/ broadcast files) is recommended for the judges to provide added clarity. Upload as a Support File.

A Single is ONE piece. A Series is 2-3 pieces.  
A Campaign is 5-9 pieces.

**SINGLE: \$35 / SERIES: \$40 /  
CAMPAIGN: \$55**

## **SMALL COMMUNITY**

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

**CO/01 Small Community - Single**

**CO/02 Small Community - Series**

**CO/03 Small Community - Campaign**

## **SMALL BUSINESS**

*The client must be a single-establishment/small business, such as a restaurant, local retailer or service.*

**CO/04 Small Business - Single**

**CO/05 Small Business - Series**

**CO/06 Small Business - Campaign**

## **SHOE-STRING BUDGET**

*The budget for the assignment must have been extremely limited, given the project parameters.*

**CO/07 Shoe-String Budget - Single**

**CO/08 Shoe-String Budget - Series**

**CO/09 Shoe-String Budget - Campaign**

## **COVID-19 CREATIVE RESPONSE**

### **REQUIREMENTS**

Any offline, online or broadcast messages created specifically as a result of COVID-19 pandemic.

- **SCRIPTS:** Must be included for Radio entries. Upload as a Support File.
- **OPTIONAL:** A brief explanatory note (max. 50 words, or up to 10 seconds for video/ broadcast files) may be added for the judges to provide added clarity. Upload as a Support File.
- **JUDGING:** Entries are judged with the resource and time constraints taken into consideration.

A Single is ONE piece. A Series is 2-3 pieces.  
A Campaign is 5-9 pieces.

**SINGLE: \$35 / SERIES: \$40 / CAMPAIGN: \$55**

**SP/01 COVID-19 Response - Single**

**SP/02 COVID-19 Response - Series**

**SP/03 COVID-19 Response - Campaign**

## **RECOMMENDED BEST PRACTICES**

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

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