

APPLIED ARTS 2021 ADVERTISING AWARDS CATEGORIES

DEADLINE: SEPTEMBER 3, 2021

WINNING IS THE BEST WAY TO KEEP UP YOUR RANKINGS

For 30 years, the Applied Arts Advertising Awards have recognized creative excellence in advertising across all creative streams: print, radio, video, interactive and digital. As an internationally recognized competition, we remain committed to celebrating the latest work coming out of the advertising community.

Show us—and the world—all the amazing work your teams created over the past year. Winning is the ultimate way to get the recognition you deserve and stay at the top of the highly competitive creative industry.

ELIGIBILITY

ALL CATEGORIES | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between **August 2020** and **September 2021** (but not entries submitted into last year's competition).

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

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 8.

STUDENTS | Applied Arts offers an awards competition exclusively for students. Visit [Student Awards](#) for eligibility and deadlines.

WHAT'S NEW

- **No late fees.** Early Bird prices stay in effect during the entire call for entry period.
- **New categories include:** PR/Influencer campaign, Low-Budget Videos, and Craft – Special Effects/CGI for video and digital content.

JUDGING CRITERIA

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

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

ENTRY REQUIREMENTS

- Entries must be submitted in digital, hi-res format.
- 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.
- Actual creative work must be entered. Brief explanatory notes or case-studies for the judges may be added as a supporting file.
- The Winners Information, including the Description of Entry and Creative Credits, must be provided at the entry stage. These are for publication in the Annual and online Winners Gallery and are not seen by the judges. **NOTE:** Winners will only have 48 hours to review and make edits 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

| SINGLE | SERIES | CAMPAIGN |
|-------------------------------|---------------------------------|-------------------------------------|
| One piece*/ max. 1 file | 2-3 pieces*/ max. 3 files | Up to 9 pieces*/ max. 9 files |

* Exceptions are noted in specific categories.

IMPORTANT NOTE RE MULTI-PAGE PDFS: Use a multi-page PDF to incorporate any additional images into the maximum number of files allowed (e.g. images in context, multiple views of the creative).

NOT PERMITTED

- Case studies are not permitted as your Main Entry Files. See Support Files, below, for more info.
- Any files submitted should not identify the entrant information (except for self-promotion work).

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 stated above. Upload these to the “Entry Supporting Materials” sub-section of the ENTRY MATERIALS on the entry form.

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

REQUIRED

- **English translations for 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 in English may be added for clarity (or up to 10 seconds for video files). Include either as a Support File or within a multi-page PDF as 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 video, if you’ve already submitted the MP4 as your Main Entry File). However, available links to non-static creative are 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.) | ← 8 inches wide maximum → | ↑ 8 inches high maximum ↓ |
| | RGB | | |
| | Max. 8” (2400 pixels) | | |
| | Max. 5MB | | |

| | |
|---|--|
|  | MP4 |
| | Max. 80MB Our system will resize images to 800 px. wide keeping aspect ratio. |

URL

- * Counts as 1 “file” upload.
- * File sharing sites OK.
- * Password-protected sites not allowed.
- * Ensure the URL is accessible until December 2021.

RECOMMENDED BEST PRACTICES

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

- A multi-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.
- Where supporting information is requested, it is preferable to include it within a multi-page PDF as your Main Entry File.
- 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.

INTEGRATED CAMPAIGNS

REQUIREMENTS

- **Up to 9 applications from the same project**, and where indicated, from at least **2** 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 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.

ENTIRE PROGRAM: \$150

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

CA/03 Entire Advertising Campaign

A campaign that includes at least TWO different media types.

CA/04 Entire Online Campaign

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

CA/05 Pro Bono/PSA/Charity Entire Ad Campaign

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

CA/06 PR/Influencer Campaign

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

ADVERTISING

REQUIREMENTS

A Single is **1** piece.* A Series is **2-3** pieces.*

*Except where indicated.

SINGLE: \$65 | SERIES: \$85, except where indicated.

AD/01 Agency/Artist Self-Promotion – Single

AD/02 Agency/Artist Self-Promotion – Series

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

AD/03 Branded/Sponsored Content Ad – Single

AD/04 Branded/Sponsored Content Ad – Series

Any offline original, advertiser-funded content, meant to entertain, influence or inform. See Digital section for digital branded content and Radio/Video section for video 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, guerrilla 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

Offline ads undertaken voluntarily without payment as a public service. See the Digital section for digital ads, or Radio/Video for video ads.

AD/21 PSA/Charity Advertising – Single

AD/22 PSA/Charity Advertising – Series

Offline ads created for government or non-profits. See the Digital section for digital ads, or Radio/Video for video ads.

AD/23 Transit Vehicles – Single

AD/24 Transit Vehicles – Series

Exterior or interior of a transit vehicle (bus, train, plane, etc.). For transit shelters or stations use AD/15-16.

AD/25 Advertising Other – Single

AD/26 Advertising Other – Series

Offline ads that do not fall into any other listed category. MUST INCLUDE a brief explanatory note (max. 50 words) for judging. Upload as a Support File.

DIGITAL ADVERTISING

REQUIREMENTS

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

A Single is **1** piece. A Series is **2-3** pieces.

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

AW/01 Augmented & Virtual Reality – Single

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

AW/02 Branded/Sponsored Content – Single

AW/03 Branded/Sponsored Content – Series

Digital original, advertiser-funded content, meant to entertain, influence or inform. See Advertising section for print and Radio/Video 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.).

AW/06 Online Banner Ad – Single or Series

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

AW/07 Pro Bono Digital Advertising – Single

AW/08 Pro Bono Digital Advertising – Series

Digital work undertaken voluntarily and without payment as a public service. See the Advertising section for print ads, or Radio/Video section for video ads.

AW/09 PSA/Charity Digital Advertising – Single

AW/10 PSA/Charity Digital Advertising – Series

Digital work created for government or non-profits. See the Advertising section for print ads, or Radio/Video section for video ads.

AW/11 Social – Single or Series

Up to 3 static, animated GIFs, or video social posts designed to promote a brand. (SINGLE/SERIES: \$100)

AW/12 Website/Microsite – Single

Websites or microsites promoting a brand or product.

AW/13 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 judging. Upload as a Support File. (SINGLE/SERIES: \$100)

RADIO/VIDEO

REQUIREMENT

- Audio/video files are required to be uploaded through the entry system.
- **SCRIPTS:** MUST BE included for radio entries. Upload an ENGLISH script as a Support File.

A Single is **1** piece. A Series is **2-3** pieces.

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

RADIO

RD/01 Radio – Single

RD/02 Radio – Series

Any length radio spot.

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 Online Video, 30 Seconds or Less – Single

TV/02 Online Video, Over 30 Seconds – Single

TV/03 Online Video, Any Length – Series

Any video ads online (viral videos, pre-roll, mid-roll, etc.)

TV/04 Video, 30 Seconds or Less – Single

TV/05 Video, Over 30 Seconds – Single

TV/06 Video, Any Length – Series

Any video ads for TV or cinema.

TV/07 Low Budget Video, Any Length – Single

Any video ads created for TV or cinema where the budget was extremely limited.

TV/08 Branded/Sponsored Content – Short – Single

TV/09 Branded/Sponsored Content – Long – Single

TV/10 Branded/Sponsored Content – Series

Original, advertiser-funded video content, meant to entertain, influence or inform. SHORT: Less than 3 min. LONG: 3 min. or more. SERIES: 2-3 short and/or long videos. (SHORT: \$125/ LONG: \$140/SERIES: \$150)

TV/11 Pro Bono Video – Single

TV/12 Pro Bono Video – Series

Work undertaken voluntarily and without payment as a public service.

TV/13 PSA/Charity Video – Single

TV/14 PSA/Charity Video – Series

Work for government or non-profits.

ADVERTISING CRAFT

REQUIREMENTS

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

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

AC/01 Craft – Animation – Single

AC/02 Craft – Animation – Series

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

AC/03 Craft – Art Direction – Single

AC/04 Craft – Art Direction – Series

AC/05 Craft – Art Direction – Campaign

Judged on art direction as an advertising element in print, OOH, or digital non-video applications. For video applications see Direction categories AC/14-16. (SINGLE: \$65/SERIES: \$85/CAMPAIGN: \$100)

AC/06 Craft – Cinematography – Single

AC/07 Craft – Cinematography – Series

Judged on cinematography as an advertising element in video content.

AC/08 Craft – Copywriting – Single

AC/09 Craft – Copywriting – Series

AC/10 Craft – Copywriting – Campaign

Judged on copywriting as an advertising element in print, OOH, or digital non-video content. For Radio/Video, see AC/11-13 (SINGLE: \$65/SERIES: \$85/CAMPAIGN: \$100)

AC/11 Craft – Copywriting Broadcast – Single

AC/12 Craft – Copywriting Broadcast – Series

AC/13 Craft – Copywriting Broadcast – Campaign

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

AC/14 Craft – Direction – Single

AC/15 Craft – Direction – Series

AC/16 Craft – Direction – Campaign

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

AC/17 Craft – Editing Video – Single

AC/18 Craft – Editing Video – Series

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

AC/19 Craft – Ideation – Single

AC/20 Craft – Ideation – Series

AC/21 Craft – Ideation – Campaign

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

AC/22 Craft – Image – Single

AC/23 Craft – Image – Series

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

AC/24 Craft – Music – Single

AC/25 Craft – Music – Series

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

AC/26 Craft – Printing – Single

AC/27 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. May include a brief explanatory note (max. 50 words) for judging. Upload as a Support File. (SINGLE: \$65/SERIES: \$85)

AC/28 Craft – Special Effects – Single

AC/29 Craft – Special Effects – Series

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

AC/30 Craft – Typography – Single

AC/31 Craft – Typography – Series

Judged on typography as an advertising element in print, OOH, digital or video 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. If you wish to enter the same piece in more than one category in a grouping (e.g. Out-of-Home and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity. **NOTE:** If selecting from one of the Craft categories, on the entry form you will select which craft the entry should be assessed on.
- **SCRIPTS:** English scripts **MUST BE** included for radio entries. Upload as a Support File.
- **JUDGING:** Entries will be judged with the level of experience and exposure within the industry taken into consideration.
- **RECOMMENDED:** A brief explanatory note (max. 50 words, or up to 10 seconds for radio/video files) is recommended for the judges to provide added clarity. Upload as a Support File.

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

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

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85,
except where indicated.

AY/01 Young Blood Advertising – Single

AY/02 Young Blood Advertising – Series

Any application from the Advertising section starting on p. 4.

AY/03 Young Blood Digital Advertising – Single

AY/04 Young Blood Digital Advertising – Series

Any application from the Digital Advertising section starting on p. 5. (SINGLE: \$65/SERIES: \$80)

AY/05 Young Blood Radio/Video – Single

AY/06 Young Blood Radio/Video – Series

Any application from the Radio/Video section starting on p. 6. (SINGLE: \$65/SERIES: \$80)

AY/07 Young Blood Advertising Craft – Single

AY/08 Young Blood Advertising Craft – Series

AY/09 Young Blood Advertising Craft – Campaign

Any application from the Advertising Craft section starting on p. 6.

AY/10 Young Blood Campaign

Any application from the Integrated Campaign section starting on p. 4.

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 previous groupings of categories. If you wish to enter the same piece in more than one category in a grouping (e.g. Out-of-Home and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity. **NOTE:** If selecting the Craft category, identify the craft you want the entry to be assessed on as part of your entry title (e.g. Animation).
- **SCRIPTS:** English scripts **MUST BE** included for radio entries. Upload as a Support File.
- **JUDGING:** Entries are judged with the level of available resources taken into consideration.
- **RECOMMENDED:** A brief explanatory note (max. 50 words, or up to 10 seconds for radio/video files) is recommended for the judges to provide added clarity. Upload as a Support File.

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

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

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85,
except where indicated.

SMALL COMMUNITY

The entrant and client must be in a community of less than 250,000.

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, radio or video messages created specifically as a result of the COVID-19 pandemic.
- **CATEGORIES:** Entries can be any application from the previous groupings of categories. If you wish to enter the same piece in more than one category in a grouping (e.g. Out-of-Home and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.
- **SCRIPTS:** English scripts **MUST BE** included for radio entries. Upload as a Support File.
- **JUDGING:** Entries are judged with the level of available resources taken into consideration.
- **RECOMMENDED:** A brief explanatory note (max. 50 words, or up to 10 seconds for radio/video files) is recommended for the judges to provide added clarity. Upload as a Support File.

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

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

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85,
except where indicated.

SP/01 COVID-19 Response – Single

SP/02 COVID-19 Response – Series

SP/03 COVID-19 Response – Campaign