

# APPLIED ARTS 2022 ADVERTISING AWARDS CATEGORIES

**DEADLINE: SEPTEMBER 2, 2022**



## THE ADVERTISING AWARDS DELIVER RESULTS

Winning an Applied Arts award can lead to new business, a career shift, and most importantly, creative recognition across the industry. The Advertising Awards recognize creative excellence across all streams: print, digital, radio, video, and interactive. Commercial, published, unpublished, or self-promotional work is accepted and judged by our independent advertising jury. Jurors from different backgrounds, disciplines, geography and gender are all considered in the selection process, and they are all actively working in the advertising industry at a senior-level.

It is time to show us—and the world—all the amazing work you and your team have created over the past year. You have excelled at the challenges faced and continue to raise the creative bar. Enter the 2022 Advertising Awards today to keep climbing the creative ladder.

## **ELIGIBILITY**

**ALL CATEGORIES** | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between **September 2021** and **September 2022** (but not entries submitted into last year's competition).

**YOUNG BLOOD CATEGORIES** | For professionals that have graduated within the last 5 years. See page 08.

**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 09.

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

## **WHAT'S NEW**

- **New categories include:** Promotional Collateral and Experiential/Digital Engagement.
- The COVID Response categories have changed to **Cause-Related Advertising**. This new category now includes any advertising and promotional work for environmental and cultural changes (COVID-19, climate change, human rights, etc.).

## **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 to

## **THE 2022 ADVERTISING AWARDS JURY**

**MANAS ABROL, GLOBAL, ECD | SVP**  
EDELMAN, Toronto, ON

**GINTS BRUVERIS, CD,**  
BENSIMON BYRNE, Toronto, ON

**COLIN CRAIG, ECD**  
PERFORMANCE ART, Toronto, ON

**JEFFREY DA SILVA, ECD, Partner**  
SID LEE, Toronto, ON

**JORDAN DOUCETTE, CCO**  
FCB WEST, San Francisco, CA

**STEPHEN FLYNN, CD**  
Wunder, Halifax, NS

**Kohl Forsberg, CD**  
Leo Burnett, Toronto, ON

**PAOLO GARCIA, GECD**  
PUBLICIS GROUP, Vietnam

**JENNY GLOVER, CCO**  
JUNIPER PARK\TBWA, Toronto, ON

**DANIELLE HAYTHORNE, CD**  
WILL, Vancouver, BC

**ERIN KAWALECKI, Partner, CCO**  
ANGRY BUTTERFLY, Toronto, ON

**JACQUELINE LANE, ECD**  
PUBLIC ADDRESS, Toronto, ON

**ANDREW LAVERY, ECD**  
CRITICAL MASS, Calgary, AB

**JAMES LEAKE, ACD**  
MISCHIEF, New York, NY

**HUGO MORIN, CD**  
HAVAS MONTREAL, Montreal, QC

**SARAH RUTHERFORD, CD**  
COSSETTE, Toronto, ON

**JOSH STEIN, CCO**  
MCCANN, Toronto, ON

**NAEEM WALJI, ACD**  
THE HIVA, Toronto, ON

## **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**

| <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 |

\* Exceptions are noted in specific categories

**IMPORTANT NOTE RE MULTI-PAGE PDFS:** We strongly recommend uploading a multi-page PDF as the Main Entry File to incorporate any additional images into the maximum number of files allowed (e.g. the image in context, inside pages from a book, or multiple views of 3-dimensional entries such as packaging).

#### **NOT PERMITTED**

- Case studies are not permitted as your Main Entry Files. See below for more info.
- Files submitted, be they Main Entry Files or Support Files (including URLs), should not identify the entrant (except for self-promotion work).

## **ENTRY SUPPORT MATERIALS**

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. book titles and 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 or a representational portion **MUST BE** included.


#### **PERMITTED**

- **Case studies:** While not recommended (as outcomes are not a criteria for judges in scoring), case files 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 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.
- Files submitted, be they Main Entry Files or Support Files (including URLs), should not identify the entrant (except for self-promotion work).

## ACCEPTABLE FILE FORMATS AND RESTRICTIONS

|  |   |                          |                          |
|--|---|--------------------------|--------------------------|
| PDF<br>JPG<br>PNG<br>GIF   | 300 dpi (min.)<br>RGB<br>Max 8" (2,400 pixels wide)<br>Max. 5MB | 8 inches wide<br>maximum | 8 inches high<br>maximum |
|  | <b>MP3 / MP4</b><br>Max. 80MB                                   |                          |                          |

### URL

- Counts as 1 “file” upload
- File sharing sites OK.
- Password-protected sites not allowed.
- Ensure the URL is accessible until **November 2022**.

### RECOMMENDED BEST PRACTICES

Entries are judged online. Here’s some tips 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.
- 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, such as print, collateral, 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 files 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 Digital Engagement Campaign

A campaign that uses social media as the primary launch tool for consumer engagement.

#### CA/04 Entire Advertising Campaign

A campaign that includes at least TWO different media types (i.e. print, collateral, OOH, digital, motion, or radio), or a series of more than 3 ads.

#### CA/05 Entire Online Campaign

A campaign that consists primarily of online elements. Campaigns should include two or more online components (i.e. apps, email, online ads, social media, websites or creative technology). Offline components are accepted if they work with the digital elements.

#### CA/06 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/07 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.\*

**SINGLE: \$65 | SERIES: \$85\***

\*Except where indicated.

### AD/01 Agency/Artist Self-Promo – Single or Series

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

### AD/02 Branded/Sponsored Content Ad – Single

### AD/03 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 Audio/Video section for video branded content.

### AD/04 B2B Print – Single or Series

Print or digital trade ad.

### AD/05 B2B DM/Collateral – Single or Series

Print or digital trade DM, media insert, or media kit.

### AD/06 Cause-Related Advertising – Single

### AD/07 Cause-Related Advertising – Series

Print or digital ads that respond to or engage with the current impacts on the environment (e.g. COVID-19, climate change, human rights, etc.).

### AD/08 Consumer Print – Single

### AD/09 Consumer Print – Series

Advertising in newspaper or magazines for print or digital editions.

### AD/10 Consumer DM/Collateral – Single or Series

Consumer DM, media insert or standalone piece.

### AD/11 Experiential/Event – Single or Series

Sampling, events, stunts, guerrilla marketing, etc.

### AD/12 Out-of-Home – Single

### AD/13 Out-of-Home – Series

Any out-of-home application, EXCEPT for transit vehicles see AD/21.

### AD/14 Point-of-Purchase – Single

### AD/15 Point-of-Purchase – Series

Any POP ad or collateral.

### AD/16 Promotional Collateral – Single or Series

Any collateral item or ad to promote a collateral, giveaway or promotional item.

### AD/17 Pro Bono Advertising – Single

### AD/18 Pro Bono Advertising – Series

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

### AD/19 PSA/Charity Advertising – Single

### AD/20 PSA/Charity Advertising – Series

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

### AD/21 Transit Vehicles – Single or Series

Any ad for exterior or interior of a transit vehicle (bus, train, plane, etc.). For TSAs or stations use AD/12-13.

### AD/22 Advertising Other – Single or Series

Offline ads that do not fall into any other listed category. Work submitted to AD/22 cannot be entered in AD/01-21. **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 URL 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 Audio/Video section for video branded content.

**AW/04 Experiential/Digital Engagement – Single**

Any digital promotion that seeks to engage conversations to promote consumer interaction.

**AW/05 Experimental/Artistic – Single**

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

**AW/06 Mobile/Tablet – Single**

Experiences for mobile or tablet created to promote a brand (digital publishing, websites, apps, etc.).

**AW/07 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/08 Pro Bono Digital Advertising – Single****AW/09 Pro Bono Digital Advertising – Series**

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

**AW/10 PSA/Charity Digital Advertising – Single****AW/11 PSA/Charity Digital Advertising – Series**

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

**AW/12 Social – Single or Series**

Up to 3 static, animated GIFs, or video social posts designed to promote a brand. For video ads use TV/01-04 in the Audio/Video section. (SINGLE/SERIES: \$100)

**AW/13 Website/Microsite – Single**

Websites or microsites promoting a brand or product.

**AW/14 Digital Advertising Other – Single or Series**

Any digital ad work that does not fall into any other listed category. Work submitted to AW/14 cannot be entered in AW/01-13). **MUST INCLUDE** a brief explanatory note (max. 50 words) for judging. Upload as a Support File. (SINGLE/SERIES: \$100)

**AUDIO/VIDEO****REQUIREMENT**

- You must upload MP4/MP3 files into the entry system (i.e. links to file-sharing sites are not permitted).
- **SCRIPTS:** English scripts, or a representational portion, **MUST BE** included for radio entries. Upload as a Support File.

A Single is **1** spot. A Series is **2-3** spots.

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

**AUDIO****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, 15 Seconds or Less – Single

### TV/02 Online Video, 30 Seconds – Single

### TV/03 Online Video, Over 30 Seconds – Single

### TV/04 Online Video, Any Length – Series

Any video ads for TV, cinema or online including social/viral videos, pre-roll, mid-roll, etc.)

### TV/05 Low Budget Video, Any Length – Single

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

### TV/06 Branded/Sponsored Content – Short – Single

### TV/07 Branded/Sponsored Content – Long – Single

### TV/08 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/09 Pro Bono Video – Single

### TV/10 Pro Bono Video – Series

Work undertaken voluntarily and without payment as a public service.

### TV/11 PSA/Charity Video – Single

### TV/12 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, audio 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 audio, 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 (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 submitting to one of the Craft categories, you will need to select on the entry form which Craft the entry should be judged on.

**SCRIPTS:** English scripts, or a representational portion, **MUST BE** included for radio entries. Upload as a Support File.

**JUDGING:** Entries are 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 audio/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. 05.

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

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

Any application from the Digital Advertising section starting on p. 05. (SINGLE: \$65 / SERIES: \$80)

**AY/05 Young Blood Audio/Video – Single**

**AY/06 Young Blood Audio/Video – Series**

Any application from the Audio/Video section starting on p. 06. (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. 07.

**AY/10 Young Blood Integrated Campaign**

Any application from the Integrated Campaign section starting on p. 04.

## **COMMUNITY**

### **REQUIREMENTS**

Open to Canadian artists and agencies working in smaller communities, or with smaller businesses and budgets.

**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 (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 submitting to one of the Craft categories, you will need to select on the entry form which Craft the entry should be judged on.

**SCRIPTS:** English scripts, or a representational portion, **MUST BE** included for radio entries. Upload as a Support File.

**JUDGING:** Entries are 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 audio/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**