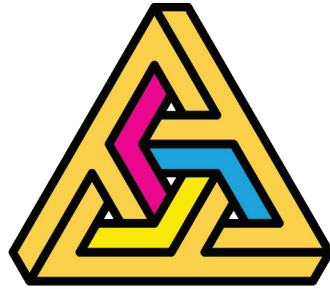


APPLIED ARIS



2023 ADVERTISING AWARDS CATEGORIES KIT

CELEBRATING CREATIVITY

CLIMB THE CREATIVE LADDER

Since 1992 the Advertising Awards have recognized creative excellence across all streams: print, digital, radio, video, and interactive. All work submitted to the 2023 Advertising Awards competition will be judged by an independent jury from different disciplines, backgrounds, geography, and gender. All jurors are actively working in the advertising industry and continue to earn amass trunkloads of local and international awards for their work.

Winning an Applied Arts Advertising Award can lead to new business, a career shift, and, most importantly, creative recognition across the industry.

Keep raising the creative bar and earn global recognition for the amazing work you and your team have created over the past year. Enter the 2023 Advertising Awards today to keep climbing the creative ladder.

DEADLINE | September 1, 2023

ELIGIBILITY

ALL CATEGORIES | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between **September 2022** and **September 2023** (but not entries submitted into last year's competition).

Work can be submitted to any and all appropriate categories without limit.

YOUNG BLOOD CATEGORIES | For professionals that have graduated within the last 5 years. See page 7.

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. Current students or recent graduates visit [Student Awards](#) for eligibility and the deadline.

WHAT'S NEW

- **For campaigns that use Artificial Intelligence**, see CA/O1 under the Integrated Campaigns category.
- **Out-of-Home Advertising** includes all forms of outdoor advertising, including transit vehicles.
- **Experimental/Digital Engagement** for any digital or interactive experiences that explores new territory, ideas or uses technology in an innovative way.

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

PAYMENTS & REFUNDS

Entry fees vary by sub-group and category. Some or all the entries can be paid at any given time—Just select which entries to pay. Once an entry is paid it is officially entered into the competition and cannot be modified.

Payments can be made by Visa, MasterCard, PayPal and American Express (AmEx is for Canadian payments only at this time). US and international entry fees are payable in US funds and are processed through PayPal. A PayPal account is not required to submit payment.

We only accept cheque or direct deposit in special circumstances. These cases must be pre-approved. Contact awards@appliedartsmag.com.

Entries are non-refundable. In cases of entries submitted to the same category, entrants will have the option to move the entry to another category, or enter new work in it's place.

RESULTS

Entries that meet a pre-determined cut-off score are selected as winners and will be published in the Ad & Student Awards Annual and online within the interactive Winners Gallery, equally and without prejudice.

All entrants will be notified by email **early October 2023**. Don't miss the results notification, be sure to add winners@appliedartsmag.com to your whitelist.

ENTRY REQUIREMENTS

- Entries must be submitted in digital, hi-res format.
- For non-English entries, English translations **MUST BE** included for any important text for clarity during judging.
- Actual creative work must be entered. A Brief explanatory note or case study 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 PDF with multiple pages to incorporate any additional images while still adhering to the maximum number of media (or applications) allowed (e.g. the images in context, multiple views from an event, etc.).

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

OPTIONAL

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.

Note these important required vs. optional Support Files for certain entries:

REQUIRED

- **English translations for non-English entries:** Include for any important text (e.g. headlines and entry titles) 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. 45s. **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 10s for video files). Include either as a Support File or within a multi-page PDF as your Main Entry File.

NOT PERMITTED

- **Uploading the same creative:** Do not submit the same creative either as a file or URL if it's already been added as the Main Entry File.
- **Entrant information on Main Entry Files or Support Files/URLs:** Do not identify the entrant except for self-promotion work.

FILE FORMATS

STILLS

- **File type** | PDF, JPG, PNG, GIF
- **Dimensions** | 8" (2,400 pixels) wide
- **Resolution** | Min. 300 DPI
- **Colour mode** | RGB
- **File size** | Max. 5MB

AUDIO/VIDEO

- **File type** | MP3 or MP4
- **File size** | Max. 80MB
- **Sub-titles/Scripts** | Include for non-English ads add sub-titles to the video, or upload translations as a support file. Upload English Radio Scripts as a support file.
- **Important MP4 files** | Our system to 800px wide keeping aspect ratio.

URLs

- Include an active URL and should remain active until **December 2023**.
- File sharing sites OK.
- Password-protected sites not allowed.

RECOMMENDED BEST PRACTICES

All judging takes place online. Below are some tips to help the judges:

- **A multi-page PDF** is preferred over multiple, individual PDF or JPG files.
- **More is not better.** Curate your images to the maximum indicated for each category, except where noted.
- **Give judges the full picture at-a-glance.** Use a multi-page PDF to 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,** include it within a multi-page PDF as your Main Entry File.
- **Preview your entry on a smaller-screen** 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 print, collateral, OOH, digital, audio, video.
- **ENTRY MATERIAL:** Upload print or static creative preferably in one multi-page PDF. Add audio/video files or URLs separately.
- **OPTIONAL:** Brief explanatory note (max. 50 words) or case files for the judges to provide added clarity may be included. Upload as a Support File.

INTEGRATED CAMPAIGN: \$150

CA/01 Artificial Intelligence Campaign

Work that uses AI to enhance brand awareness via consumer engagement.

CA/02 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/03 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/04 Digital Engagement Campaign

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

CA/05 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/06 Entire Online Campaign

A campaign that consists primarily of online elements. Campaigns should include a minimum of TWO 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/07 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/08 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 audio or 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. cultural diversity, climate change, human rights, inclusion, 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, in-person or virtual events, stunts, guerrilla marketing, etc.

AD/12 Out-of-Home – Single**AD/13 Out-of-Home – Series**

Any out-of-home application, including Transit vehicles.

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 premium gift, 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 audio or 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 audio or video ads.

AD/21 Advertising Other – Single or Series

Offline ads that do not fall into any other listed category. Work submitted to AD/21 cannot be entered in AD/01-20. **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** application* | A series is **2-3** application

SINGLE: \$100 | SERIES: \$1258

* 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 audio or 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 Display 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 or audio 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 audio or video ads.

AW/12 Social – Single or Series

Up to 3 organic and/or paid social content, static, carousel, story posts designed to promote a brand.

AW/13 Social Streaming – Single or Series

Up to 3 non-static promotions that utilize reels, live streams, full-length videos, etc. on streaming platforms including Instagram, Snapchat, TikTok, Twitch, etc.

AW/14 Website/Microsite – Single

Websites or microsites promoting a brand or product.

AW/15 Digital Advertising Other – Single or Series

Any digital ad work that does not fall into any other listed category. Work submitted to AW/15 cannot be entered in AW/01-14). **MUST INCLUDE** a brief explanatory note (max. 50 words) for judging. Upload as a Support File. (SINGLE/SERIES: \$100)

AUDIO/VIDEO

REQUIREMENTS:

- Upload MP3/MP4 files into the entry system. URLs to file sharing sites are not permitted.
- **SCRIPTS:** English scripts, or a representational portion, **MUST BE** included for all audio entries. Upload as a Support File.

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

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

RADIO/AUDIO STREAMING

RD/01 Radio – Single

RD/02 Radio – Series

Any length radio or audio streaming ads.

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.

FILM/VIDEO

TV/01 Video, 15 Seconds or Less – Single

TV/02 Video, Over 15 Seconds – Single

TV/03 Video, Over 30 Seconds – Single

TV/04 Video, Any Length – Series

Any video ads for TV, film or online including pre-roll, mid-roll, etc.)

TV/05 Low Budget Video, Any Length – Single

Any video ads created for TV, film or online 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 Directing for Video 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 for Broadcast – Single

AC/12 Craft – Copywriting for Broadcast – Series

AC/13 Craft – Copywriting for 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 – Directing – Single

AC/15 Craft – Directing – Series

AC/16 Craft – Directing – 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. A brief explanatory note (max. 50 words) for judging may be included. 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 or video walkthrough showing different angles and/or close-ups is strongly recommended. A brief explanatory note (max. 50 words) for judging may be included. 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 5 years of the eligibility period.
- **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.
- **SCRIPTS:** English 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 10s 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 page 4.

AY/03 Young Blood Digital Advertising – Single

AY/04 Young Blood Digital Advertising – Series

Any application from the Digital Advertising section starting on page 5. (*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 page 5. (*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 page 6.

AY/10 Young Blood Integrated Campaign

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

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, incorporate which Craft the entry should be judged on as part of your entry title.
- **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 10s 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

CONTACT US

For category related, entry requirements, general awards information or technical issues please contact our Awards Manager at awards@appliedartsmag.com or call 416.510.0909 ext. 30.

For more information, please visit appliedartsmag.com.

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DISCLAIMER

Applied Arts reserves the right to amend these rules throughout the competition. Applied Arts assumes all entries are original and the property of the entrant, with all rights granted therein. Applied Arts reserves the rights to publish or exhibit entries for our print or electronic formats, or related promotions. Entries are non-refundable. Costs cover administration, processing, and the judging of the entry. Entries may be moved to a more suitable category, if Applied Arts deems the category chosen unsuitable. All descriptions and credits are subject to be edited for length, clarity and grammar in accordance with the Applied Arts editorial style guide. A submission of entry acknowledges acceptance of these rules.