

CATEGORIES KIT



2026 ADVERTISING AWARDS

DEADLINE: JULY 24, 2026

* Additional
fees apply



WORK THAT PUSHES THROUGH.
THE IDEAS THAT HOLD UP.
YOUR WORK, RECOGNIZED.

JUDGING

Entries are judged digitally by award-winning creatives working in Canada and beyond.

- **Each entry is given one score**, between 1 and 5, based on creative merit, technical excellence, and suitability for end use in the category it was submitted to.
- **Judges score independently**—no ranking, no quotas. All entries above the cut-off score are declared winners. Young Blood and small Community/Business entries are judged with experience and available resources in mind.

ENTRY TYPES

SINGLE - 1 execution

SERIES - 2-3 executions

CAMPAIGN - Up to 9 executions

GENERAL ENTRY REQUIREMENTS

MAIN ENTRY MATERIAL

Must upload the actual creative for judging

SUPPORTING MATERIALS (Optional)

Case (documents, videos), scripts for audio entries, English translations, and brief explanatory notes for judges

MATERIAL TYPES

PDFs, JPGs, PNGs, MP3s, MP4s, or video links to file-sharing



INTEGRATED CAMPAIGNS

*Big ideas. Multiple executions. Across channels.
If it's the whole system, it goes here.*

ENTIRE CAMPAIGN — \$150

Artificial Intelligence Campaign (CA/01)

A campaign that uses AI to create adaptive experiences, personalization, or generate creative solutions that deepen audience engagement and brand impact.

Brand Activation Campaign (CA/02)

A campaign that brings a brand to life through consumer interaction, participation, or immersive experiences—such as events, stunts, or innovative use of media.

Corporate Responsibility Campaign (CA/03)

A corporate-sponsored, non-sales-driven campaign that uses a brand platform to drive positive change.

Digital Engagement Campaign (CA/04)

A campaign that uses social or digital platforms as the primary channel to drive interaction, encourage participation, and generate audience conversation.

Entire Advertising Campaign (CA/05)

A multi-channel, integrated campaign spanning at least two media types (e.g., print, out-of-home, digital, motion, or audio), or a coordinated series of more than four ads.

Entire Online Campaign (CA/06)

A digital-first campaign made up primarily of online elements, such as apps, email, online ads, social media, websites, or creative technology. Offline elements may be included if integrated with the digital experience.

ENTER NOW →
appliedartsmag.com

awards@appliedartsmag.com
or 416.510.0909 ext. 30

APPLIED ARTS

Pro Bono/PSA/Charity Entire Ad Campaign (CA/07)

A campaign created for government or non-profits, or undertaken voluntarily without payment, may span across one or more media types, and entries can come from any related category. It's recommended to mention the judging category in the title.

PR/Influencer Campaign (CA/08)

A campaign driven primarily by influencers, creators, or earned media to shape perception, spark conversation, and amplify brand messaging.

Small Community/Business Campaign (CA/09)

Exclusively for Canadian artists or firms based in communities under 250,000, or for single-establishment/ small businesses (e.g., restaurant, local retailer, service provider). The campaign may span across different media types, and entries can come from any related category. It's recommended to mention the judging category in the title. (\$85)

**ADVERTISING/
PROMOTIONAL**

Print, OOH, Promotional. Standalone or a series of. If it can live on its own, it belongs here.

SINGLE — \$65 SERIES — \$85*

*Except where indicated.

Agency/Artist Self-Promo (AD/01)

Print or digital self-promotion for agencies or individual creatives.

Branded/Sponsored Content (AD/02)

An offline original, advertiser-funded content created to entertain, influence or inform an audience. See the Digital Advertising sub-group for digital branded content or the Video & Sound sub-group for audio or video branded content.

Business-to-Business (Print) (AD/03)

Print or digital trade ad.

Business-to-Business (DM/Collateral) (AD/04)

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

Cause-Related Advertising (AD/05-06)

Print or digital ads addressing current social or environmental issues (e.g., cultural diversity, climate change, human rights, inclusion).

Consumer Print (AD/07)

Ads in newspapers or magazines for print or digital editions.

Consumer DM/Collateral (AD/08)

Direct mail, media inserts or standalone pieces.

Experiential/Event (AD/09)

Experiential advertising, such as sampling, events, stunts, or guerrilla marketing.

Out-of-Home (AD/10-11)

Out-of-home advertising such as billboards, transit placements, or digital outdoor media.

A Point-of-Purchase (AD/12-13)

POP advertising or collateral created for retail environments.

Promotional Collateral (AD/14)

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

Pro Bono Advertising (AD/15)

A single or a series of offline ads undertaken voluntarily without payment. Entries can come from any related category. It's recommended to mention the judging category in the title. See the Digital Advertising sub-group for digital ads, or the Video & Sound sub-group for audio or video ads.

PSA/Charity Advertising (AD/16)

Offline ads created for government or non-profits. Entries can come from any related category. It's recommended to mention the judging category in the title. See the Digital Advertising sub-group for digital ads, or the Video & Sound sub-group for audio or video ads.

Small Comm./Business Advertising (AD/17)

Exclusively for Canadian artists or firms based in communities under 250,000, or for single-establishment/small businesses (e.g., restaurant, local retailer, service provider). Entries can be any application; it is recommended to mention the judging category in the entry title. (\$50)

Advertising Other (AD/18)

Any offline advertising/promotions not covered by AD/01-17. This may include retail and shopper marketing, promotional applications, or other offline or hybrid formats. Work may not be entered in other AD categories. **MUST INCLUDE** a brief explanatory note (max. 50 words) for judging. Upload as a support file.

ENTER NOW →
appliedartsmag.com

awards@appliedartsmag.com
or 416.510.0909 ext. 30

APPLIED ARTS

Page 2



DIGITAL ADVERTISING

*Interactive. Online. Built for screens.
If people click it, swipe it, or scroll it—this is it.*

SINGLE — \$100

Augmented & Virtual Reality (AW/01)

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

Branded/Sponsored Content (AW/02)

Digital original, advertiser-funded content meant to entertain, influence, or inform. See the Advertising/Promotional sub-group for print or the Video & Sound sub-group for audio or video branded content. (\$125)

Experiential/Digital Engagement (AW/03)

Digital work created to drive audience interaction and engagement.

Experimental/Artistic (AW/04)

Digital work that explores new territory, ideas or uses innovative technology.

Mobile/Tablet (AW/05)

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

Online Display Ad (AW/06)

Up to 3 static or animated GIF ads—banners, interstitials, or other online designated ad formats.

Pro Bono Digital Advertising (AW/07)

Digital work undertaken voluntarily and without payment. See the Advertising/Promotional sub-group for print, or the Video & Sound sub-group for audio or video ads.

PSA/Charity Digital Ads (AW/08)

Digital work created for government or non-profits. See the Advertising/Promotional sub-group for print, or the Video & Sound sub-group for audio or video ads.

Social (AW/09)

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

Social Streaming (AW/10)

Up to 3 non-static promotions that utilize reels, live streams, full-length videos, etc. on streaming platforms, including Instagram, Snapchat, TikTok, Twitch, etc. (\$125)

Website/Microsite (AW/11)

Websites or microsites promoting a brand or product.

Digital Advertising Other (AW/12)

Any digital advertising work not covered by AW/01–11. This may include retail and commerce marketing, CRM and lifecycle communications, search and performance advertising, gaming or in-game experiences, creator-led content, and media or channel innovation. Work may not be entered in other AW categories. **MUST INCLUDE** a brief explanatory note (max. 50 words) for judging. Upload as a support file.



VIDEO & SOUND

*If it plays, streams, or broadcasts.
If it has a runtime, you're here.*

SINGLE — \$100 SERIES — \$125

RADIO/AUDIO STREAMING*

Radio Any length (RD/01-02)

Any length radio spots or audio-streaming ads.

Branded Content/Podcast (RD/03)

A single or a series of up to 3 digital branded audio programs created as a marketing vehicle.

Pro Bono (RD/04)

Work undertaken voluntarily and without payment.

PSA/Charity (RD/05)

Work for government or non-profits.

* English scripts or a representative translation.

VIDEO

15 Seconds or Less (TV/01)

16–30 Seconds (TV/02)

31+ Seconds (TV/03)

Any Length (TV/04)

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

Low Budget Any Length (TV/05-06)

Created with a notably limited production budget relative to typical projects of a similar scope.

Branded/Sponsored Content – Short (TV/07)

Branded/Sponsored Content – Long (TV/08)

Branded/Sponsored Content – Series (TV/09)

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)

Pro Bono Video (TV/10)

Work undertaken voluntarily and without payment.

PSA/Charity Video (TV/11)

Work for governments or non-profits.

ENTER NOW →
appliedartsmag.com

awards@appliedartsmag.com
or 416.510.0909 ext. 30

APPLIED ARTS



ADVERTISING CRAFT

Execution is the idea.

This is where details carry weight.

SINGLE — \$100 SERIES/CAMPAIGN — \$125

Animation (AC/01-02)

Judged on the use of animation as the primary craft element in video or digital content.

Art Direction (AC/03-04)

Judged on art direction in print, out-of-home, or digital non-video applications. For video applications, see Directing for Video categories AC/11-12. (SINGLE: \$65 / SERIES: \$100)

Cinematography (AC/05-06)

Judged on cinematography as a key advertising element in video content.

Copywriting (AC/07-08)

Judged on copywriting in print, out-of-home, or digital non-video content. For Radio/ Video, see AC/09-10. (SINGLE: \$65 / SERIES: \$85)

Copywriting (Broadcast) (AC/09-10)

Judged on copywriting in video or sound. Upload English scripts or a representative translation.

Directing (Video) (AC/11-12)

Judged on directing as a key advertising element in video content.

Editing (Video/Digital) (AC/13-14)

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

Ideation (AC/15-17)

Judged on concept development and overall creative direction across print, out-of-home, digital, audio, or video applications. MUST INCLUDE a brief explanatory note (max. 50 words) for judging. Upload as a support file. (SINGLE: \$125 / SERIES: \$140 / CAMPAIGN: \$150)

Image (AC/18-19)

Judged on photography or illustration as a key advertising element in print, out-of-home, digital. (SINGLE: \$65 / SERIES: \$85)

Music – Series (AC/20-21)

Judged on music as a key advertising element in audio, video, or digital content.

Special Effects (AC/22-23)

Judged on the use of special effects or CGI as a key advertising element.

Typography (AC/24-25)

Judged on typography as a key advertising element in print, out-of-home, digital, or video applications.

Other (AC/26)

Craft-focused advertising work not covered by the other listed categories. This may include emerging or hybrid craft applications, such as innovative production techniques, new media formats, or experimental executions. Work may not be entered in other AC categories. MUST INCLUDE a brief explanatory note (max. 50 words) for judging. Upload as a support file.



YOUNG BLOOD ADVERTISING

Same categories. Less experience (<5 yrs).

More potential.

We're looking for what's coming next.

**SINGLE — \$50 SERIES — \$65
CAMPAIGN — \$80**

Advertising (AY/01-02)

Any application from the Advertising/Promotional sub-group starting on page 02.

Digital Advertising (AY/03)

Any application from the Digital Advertising sub-group starting on page 03.

Audio/Video (AY/04-05)

Any application from the Video & Sound sub-group starting on page 03.

Advertising Craft (AY/06-07)

Any application from the Advertising Craft sub-group starting on page 04.

Integrated (AY/08)

Any application from the Integrated Campaign sub-group starting on page 01.

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 right 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 deem the category chosen unsuitable. All descriptions and credits are subject to being edited for length, clarity and grammar in accordance with the Applied Arts editorial style guide. A submission of entry acknowledges acceptance of these rules.

ENTER NOW →
appliedartsmag.com

awards@appliedartsmag.com
or 416.510.0909 ext. 30

APPLIED ARTS