



APPENDIX

AD STARS 2019

TECHNICAL GUIDELINES (SUBMISSION FORMATS)

Our 5 submission formats fit within overall categories; Film, Images, Presentation Board, Case Film and Audio File. Document file is allowed only as a supporting material. Any format specifications and the optional material you are entering are listed below. Entries that do not provide the required submission option in the category will be withdrawn.

COMPULSORY CREATIVE MATERIAL

1. FILM (VIDEO)

You are required to upload your film when you submit your entry.

You should upload your film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

No agency branding or any contributing creative companies/people must be visible on the case film (e.g. Logos, credits etc.).

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

Please submit your film in the original ratio in which it aired.

Video Aspect Ratio	Container/Codec	
	MOV/H.264	MP4/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD 720p	1280x720	1280x720

	Audio	
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

Encoding mode: multi-pass dimensions are recommended.

2. DIGITAL IMAGE

Digital image should follow the formats listed:

- Jpg, approximately 2400 X 1600 pixel, RGB
- Size: the longest side must be no more than 420mm
- Digital images must be uploaded online (max 3MB) when making your entries.

For the purpose of judging equitably, there must be no agency branding anywhere on your entry materials nor any reference to anyone who has contributed to the entry.

Entrants are responsible for ensuring that they have the right to use the images contained in their entry material. This should include use in, but is not restricted to, delegate screenings, post-event promotions, festival websites, partner company websites, official DVD and other public domains.

3. PRESENTATION BOARD

Presentation board should keep the following formats:

- JPG, approximately 2400 X 1600 pixel, RGB
- Size: the longest side must be approximately 420mm and not exceed 420mm.
- Digital images must be uploaded online (max 3MB) when making your entries.

This Presentation board will be a summary of your entry and MUST be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding the words contained in visuals).

For the purpose of judging equitably, there must be no agency branding anywhere on your entry, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.

You MUST adjust your presentation image to the category and section you are entering.

Entrants are responsible for ensuring that they have the right to use the images uploaded. This could include use in, but is not restricted to, delegate screenings, post-event promotions, festival websites, partner company websites, official DVD and other public domains.

4. CASE FILM

You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.

No agency branding or any contributing creative companies/people must be visible on the case film (e.g. Logos, credits etc.)

- Long version: 3 minutes long

This version will be viewed by the jury during voting and deliberations and could be used if your entry is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the entries. This case film should contain some key visuals - video, still images or any other appropriate footage to best explain

the campaign with a simple, clear commentary in English. We recommend that you keep your presentation concise and to the point.

Encoding Standards

Please encode a high quality video as MOV/MP4.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

It is strongly recommended that you submit your case film in 16:9 format.

Video Aspect Ratio	Container/Codec	
		MOV/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD 720p	1280x720	1280x720
	Audio	
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

* DO NOT send your Case Film on a URL.

* 16:9 format is highly recommended.

5. AUDIO FILE

Audio file should be entered in the following format: MP3 Format.

OTHER FORMATS WILL NOT BE ACCEPTED.

- The MP3 specification for Radio entries is as follows: Bit rate 128 kbps, Compression ratio 11:1 File size should not exceed 3MB.
- The maximum length for each entry is 180 seconds.

- All entries MUST be submitted in the original language of the ad.
- If the original language is not English, we strongly recommend that you also submit an English language version of the ad.
- If an entry is submitted ONLY in English from a country where English is not the mother tongue, we may require proof that the ad has always and only aired in English. Without such proof, the jury may withdraw the entry from judging without prior notice.
- All submissions must be supplied as originally transmitted, with no additions or alterations. Any translated ads should be exact translations of this original ad, not an updated or amended version.
- If your entry requires an explanation please provide this in the synopsis text field. DO NOT add a verbal explanation to the MP3 file.
- If supplied, the English language version MUST be an exact translation of the original. Both the script and the sound effects used must be identical to the original, and it is not permissible to substitute names, places or events for ones more relevant to an English-speaking audience. Therefore, it will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances in the Brief Explanation section.
- Voice actors used in translated versions must be the same gender as those used in the original ad. If this is not done, and we feel the change of gender unfairly contributes to the effect of your ad, we will ask you to supply an alternative version, and we may have to withdraw the translated version from judging.
- Each version of the ad MUST be submitted as a separate MP3 file. When submitting two versions of the ad, please ensure you do not include both versions in one file.

SUPPORTING CREATIVE MATERIAL

1. DOCUMENT

Documents that explain the campaign can be entered to support the entry. Documents files are not allowed to submit as main entry file. It is allowed to submit as an additional file to support main entry file. Documents include, but not limited to, campaign summary, media schedule, campaign result, script, the explanation of the cultural context etc.

Document file should follow the formats listed:

- PPT, PPTX, Doc, DocX file
- File size should not exceed 5MB

2. RADIO SCRIPT

English script of original radio advertisement. Scripts will be read by the jury and should exactly replicate the original version as it

3. CASE FILM

- Short version: 30-45 seconds

Additionally, you can supply a shortened/edited 30-45 seconds version which would be shown at the awards ceremony in the event that the entry is a winner. This should again contain some key visuals and a simple clear commentary in English, summarizing the written part of the campaign.

AD STARS_CATEGORY INFORMATION

FILM

1. Definition

The definition of film is traditional television, cinema advertising and internet film including pre-roll ads. The jury will be looking for ideas which display a strong synergy with the brand, a dynamic and creative approach to the brief and exceptional execution

2. Subcategories

A. Product & Service

Subcategory
<p>A01. Foods</p> <p>Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savory bars, cakes, biscuits, crackers, sugar, jam, honey, peanut butter, syrup, bread, crisp bread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, desserts, ice cream</p>
<p>A02. Drinks (Alcoholic & Non-Alcoholic)</p> <p>Beer(incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs, coffee, tea, chocolate & malt drinks, still & carbonated drinks, fruit & vegetable juices, mineral waters, flavored milk</p>
<p>A03. Cosmetic / Beauty / Clothing / Footwear and Accessories</p> <p>Toner and Lotion, bath supplies, make-up, skin & nail care products, perfumes,</p>

eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair-dyes, soap, shower & bath products, sun block, tanning products, hair dryers, hair straighteners, hair curlers,

Day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewelry, watches, luggage, handbags, fashion & designer sunglasses, spectacle frames, gifts & greetings cards, pens & personal stationery

A04. Pharmaceutical / Toiletries

OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, contact lenses, hearing aids

Toothpastes, toothbrushes, mouthwashes, toilet paper, tampons, sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products

tobacco & associated products

A05. Furniture / Household

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products, clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners, Insecticides, foil, cling film & food packaging, light bulbs, batteries(not car batteries), adhesives, fertilizers, shoe polish, kitchen roll, varnish & wood protectors, paint

A06. Vehicles

Cars including jeeps & 4-wheel drives, auto products & services, pick-up trucks,

vans, lorries, motorbikes, tires, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, MP3 players, home computers, DVD players, personal phone equipment incl. mobile phones & pagers, binoculars (Please note mobile phone service providers should be entered in Commercial Public Services)

Business to business services, employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery, office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, real estate investment

Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports & outdoor equipment, bicycles, boats & caravans, toys, board games, computer games, Play Station, Xbox etc., lotteries, gambling, golf & country clubs, sex toys, dating services

Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes

Fast food restaurant, franchise, coffee shops

Telecommunications services, internet service providers, cable & satellite TV providers, video-on-demand provider, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, private practices(e.g. legal, architectural & landscaping service), pet products(pet food & pet care products etc)

A09. Distribution / Publication

Newspapers, magazines, books, records, CDs & DVDs, TV & radio stations, networks & programs, broadcast sponsorships

Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores and auctions

A10. Corporate / Institution

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation& relocation

B. Film Craft

The jury will reward the quality of Craft as demonstrated in the filmmaking process. For example, this might take into account the quality of the direction, copywriting or editing and/or the skillful use of music.

If the film gives a pleasurable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories, even if it is not awarded in the product and services categories.

Entries in Film Craft are for great executions in the areas listed below:

(The entries for Film Craft field should have a fine degree of technical completion listed below)

B01. Art direction/production design

B02. Direction

B03. Achievement in production

B04. Cinematography

B05. Editing

B06. Script

B07. Use of music

B08. Sound design

B09. Visual effects

B10. Animation

3. Creative Materials

- No agency branding or any contributing creative companies/people must be visible on the entry (e.g. logos, credits etc.) except for self-promotion entries.
- No slates, clocks or freezes can be included in your film. All files should have 1/2 second black before and after the entry.
- Films must be submitted as they originally aired and in the original language. You are required to subtitle entries in English (for non-English language entries) so that they can be understood by the jury. Dubbing is not accepted, all visible speech must be subtitled. We do accept translated voiceovers. If you are submitting a subtitled version, you must ensure that the script used is identical to the original ad. It is not permissible to substitute names, places or events for ones more relevant to an English-speaking audience.
- **Cultural Context:** If your idea relies on an idea that is culturally specific, we strongly advise you to include a slate at the beginning of the reel. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
- Entries must be no more than 3 minutes long. If they are longer, we will require a media schedule to verify its legitimacy.

- We do not accept 'case films' in Film.

(1) Compulsory Materials

FILM

You are required to upload your film when you submit your entry. You should upload your film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

Please submit your film in the original ratio in which it aired.

Video Aspect Ratio	Container/Codec	
	MOV/H.264	MP4/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD 720p	1280x720	1280x720
	Audio	
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

* Encoding mode: multi-pass dimensions are recommended.

* 16:9 format is highly recommended.

(2) Supporting Materials (Applied to Film Craft)

CASE FILM (3 minutes long)

For the Animation, Visual Effects, Achievement in Production and Casting entries, we highly recommend that the entrants prepare a Case Film explaining the methods/techniques used. Along with the written submission, this case film will be used to provide a clearer context.

- You should upload your case film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

Print

1. Definition

The definition of print is advertisements intended for published printed media including Newspaper, Magazine and Journals.

The print jury will be primarily looking at the strength of creative ideas.

Each Print entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into any of the Craft categories. There is no limit to the number of craft categories that an advert can be entered in to, provided it meets the criteria for each category in question.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Print Craft

The jury will reward the quality of craft as demonstrated in the technical execution of print ads. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury. However, this aspect is not always disregarded as ideas are usually a necessary part in advertising.

Entries in: Print Craft are for great executions in the areas listed below

B01. Art direction

B02. Copy writing

B03. Illustration

B04. Photography

B05. Typography

3. Creative Material

- It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.

- Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video).

(1) Compulsory Materials

Digital image

One digital image of each entry strictly in the following formats:

Jpg, approximately 2400 X 1600 pixel, RGB.

Size: the longest side must be no more than 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

Outdoor

1. Definition

The definition of outdoor is billboard and poster advertising as well as out of home ambient executions. The outdoor prizes will be awarded to advertising and communications encountered in the out of home environment and will honor the skillful engagement of consumers by both traditional (billboards) and progressive (ambient, non-formatted use of the surrounding environment) means.

Each outdoor entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Ambient, Outdoor Craft categories. There is no limit to the number of craft categories that an advert can be entered in to, as long as it meets the criteria for each category in question.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual /
Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants /
Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Ambient (Non standard and Free-format outdoor advertising)

It includes:

B01 .Non-Standard Indoor Advertising

B02. Small Scale Special Solutions

B03. Special build

B04. Live Advertising and Events

B05. Transit

B06. Interactive Outdoor Experience

B07. Digital Screen

B08. Non-Formatted Digital Outdoor

C. Outdoor Craft

Entries in Outdoor Craft are for great executions in the areas listed below:

- C01. Art direction
- C02. Copy writing
- C03. Illustration
- C04. Photography
- C05. Typography

3. Creative Material

(1) Compulsory Materials

Digital image

One digital image of each entry should strictly follow the listed formats:

Jpg, approximately 2400 X 1600 pixel, RGB

Size: the longest side must be approximately 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

(2) Supporting Material

CASE FILM

- **You may wish to provide a case film to support your ambient entries**
- You should upload your Case Film as MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

Radio & Audio

1. Definition

The definition of Radio is traditional advertising on radio stations and online radio channels. Entries will need to demonstrate ideas that are wired for sound; that is,

work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.

Each Radio & Audio entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Radio & Audio Craft categories.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Radio & Audio Craft

The jury will reward the quality of craft as demonstrated in either the production process or the technical execution of radio ads. This might take into account the quality of the scriptwriting or acting performance, the skillful use of music or sound design, or the best use of radio as a medium. The idea behind the execution in relation to the client or brand should be of little or no consideration to the craft jury. However, this aspect is not always disregarded as ideas are usually a necessary part in advertising.

Entries in Radio & Audio Craft are for great executions in the areas listed below:

- B01. Music / Sound Design
- B02. Scriptwriting
- B03. Active Performance
- B04. Use of Radio as a Medium

3. Creative Material

(1) Compulsory Materials

MP3 FILES

- One digital file of each entry strictly following the listed format: MP3 Format. OTHER FORMATS WILL NOT BE ACCEPTED.
- The MP3 specification for Radio & Audio entries is as follows: Bit rate 128 kbps, Compression ratio 11:1 File size should not exceed 3MB.
- The maximum length for each entry is 180 seconds.
- All entries MUST be submitted in the original language of the ad.
- If an entry is submitted ONLY in English from a country where English is not the mother tongue, we may require proof that the ad has always and only aired in English. Without such proof, the jury may withdraw the entry from judging without prior notice.
- All submissions must be supplied as originally transmitted, with no additions or alterations. Any translated ads should be exact translations of this original ad, not an updated or amended version.
- If your entry requires an explanation please provide this in the synopsis text field. DO NOT add a verbal explanation to the MP3 file.
- Each version of the ad MUST be submitted as a separate MP3 file. When submitting two versions of the ad, please ensure you **do not** include both versions in one file.

(2) Supporting Material

Case Film

- You may wish to provide a case film to support your craft.

- You should upload your Case Film as MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

English Version MP3 FILES

- If the original language is not English, we strongly recommend that you also submit an English language version.
- If supplied, the English language version MUST be an exact translation of the original. Both the script and the sound effects used must be identical to the original, and it is not permissible to substitute names, places or events for ones more relevant to an English-speaking audience. Therefore, it will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances in the Brief Explanation section.
- Voice actors used in translated versions must be the same gender as those used in the original ad. If this is not done, and we feel the change of gender unfairly contributes to the effect of your ad, we will ask you to supply an alternative version, and we may have to withdraw the translated version from judging.

RADIO SCRIPT

- English script of original radio advertisement. Scripts will be read by the jury and should exactly replicate the original version as it

Design

1. Definition

The definition of Design is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product message.

Each Design entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Communication Design category.

2. Subcategory

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual /
Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants /
Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Communication Design

B01. Posters

B02. Stationery

B03. Publications(Digital Brochures, Editorial Designs, eBook)

B04. Self-promotion(POS, Consumer Touchpoints, In-store Digital Signage and Designs, Flyers, Tickets, Invitations, Postcards, Calendars, Christmas and other greeting cards)

B05. Promotional Items(Retail Environment and experience, Live Events, Exhibition and experience)

B06. Digital Design(Data-Visualisation, Digital Installations and Events, UX, UI and Journey Designs)

B07. Packaging(Sustainable Packaging, Special Edition, and Promotional Packaging)

3. Creative Material

(1) Compulsory Materials

PRESENTATION BOARD in digital form

All the entries must supply a Presentation Board in digital formats.

JPG, approximately 2400 X 1600 pixel, RGB

Size: the longest side must be approximately 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

This Presentation Board will be a summary of your entry and MUST not exceed on one page. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation board (excluding words contained in visuals).

(2) Supporting Materials

CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission and the design samples, this case film will be used for jury deliberations.

- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

Interactive

1. Definition

The definition of interactive encompasses branded online, digital and technological communication. Successful entrants will be able to present their ideas, technology and creativity behind the work seamlessly, and prove how their target audience engaged and enhanced brand value, resulting increased business sales and recognition.

Each Interactive entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into any of other Interactive subcategories (e.g. Web Platforms, Online Ad, Web Campaigns, Social, Other Interactive Works, Craft).

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Use of Interactive

It includes:

B01. Use of Web Platforms

Website, microsite, web services, applications

B02. Use of Online ad

This category includes single executions of paid online display advertising (Banners, Rich media)

B03. Use of Web campaigns

Online campaigns that consist of at least 2 web executions (i.e. 1 website, 1 online video, 1 online ad)

B04. Use of Social

Online digital executions created for social networks. Jury in this category will reward those entries which carried out focused executions, with social thinking at the core of the work. Levels of engagement, social reach and the creative use of social networks and activity to successful commercial effect must be demonstrated and explained.

B05. Use of Other interactive works (Games/Branded Tech)

* Games: Games specifically created for a brand (games that have not been specifically made for a brand will NOT be accepted)

If the game is within a website, the URL must lead the viewer directly to the game in one click.

* Branded Tech: The entries are branded technologies or digital solutions that have been utilized or harnessed in order to enhance a brand. Useful online digital service or tool that creates brand value between the product and consumer, and enhances the user's lifestyle or behavior (e.g. downloadable or online tools/apps, digital signatures & slogans, screensavers, widgets, organizers, calendars, etc)

C. Interactive Craft

Entries in Interactive Craft are for great executions in the areas listed below:

C01. User Experience (UX)

C02. Site Optimization

C03. Omni channel Interaction

C04. Cross Device Interaction

C05. Use of social Data

C06. Interactive Technology

C07. Innovative Use of Technology

3. Creative Material

(1) Compulsory Materials : URL, Presentation Board

Entry URL

- Your entry URL(s) must lead the viewer straight to your entry and must be accessible WITHOUT login or password.
- Please make sure that your entry is accessible online by 15 May 2019 at the latest and until August 31 2019. Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by the jury.
- Entries in the **SOCIAL** category must include as much information about the results and effectiveness as possible, ideally with a number of views/hits/forwards/users etc. Please note, in the absence of any indication of results, the jury might not be able to vote for the entry.

- The minimum requirement for all websites: must be viewable on a PC using Internet Explorer 10.0 (or higher versions).
- You may enter a website and a microsite that is part of the same website as long as that microsite has a separate URL that is accessible independently of the main website URL.

PRESENTATION BOARD in digital form

- For all entries, you must supply a digital Presentation Image in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation image strictly in the following formats: JPG, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm.
- Digital images must be uploaded online(max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and MUST be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).

(2) Supporting Materials

CASE FILM

- Certain types of entries require a case film. Along with the URL and the presentation image, this case film will be used for jury deliberations.
- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.
- Please see the case film specification in the appendix.

Mobile

1. Definition

The definition of Mobile is a creative work activated by a mobile device, app or mobile web. Each Mobile entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into any of other mobile subcategories (i.e. Mobile Websites, Mobile Apps, Social for Mobile, Mobile Advertising, Craft).

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical/Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Use of Mobile

It includes:

B01. Use of Mobile Websites

Websites developed for mobile devices

B02. Mobile Applications / Mobile Games

Mobile applications: Any application that is pre-installed on a mobile device or that can be downloaded by customers from app stores and other mobile software distribution platforms

* Mobile games: Brand related games designed for and played on mobile devices.

B03. Social for Mobile

Creative mobile solutions for social networking and community site applications that utilize mobile devices

B04. Mobile Advertising

Banners and other rich media designed for and played on mobile devices.

C. Mobile Craft

The jury will reward the quality of craft as demonstrated in the design or technical execution of mobile entries. This might take into account the quality of the mobile design or interface, how easy and logical the mobile site/app is to navigate through and the user experience.

Entries in Mobile Craft are for great executions in the areas listed below:

C01. User Experience (UX)

C02. Activation by Location

C03. Augmented Mobile Experience

C04. Virtual Reality Experience

C05. Networked / Connected Mobile Technology

C06. Wearable Technology

C07. Innovative Use of Technology

3. Creative Materials

- Your entry URL(s) must lead the viewer straight to your entry and must be accessible WITHOUT login or password.
- Please make sure that your entry is accessible online by 15 May 2019 at the latest and until August 31 2019. Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by the jury.

(1) Compulsory Materials: URL, Presentation Board or Case Film

MOBILE URL

- For all Mobile entries, entrants MUST supply a URL for the juries to review the entry.
It can be a direct link to the app's page on the Apple App Store, Android Market or other software store, the mobile main website, or a webpage set up specifically for the entry.
- Please make sure no login or password is required to access the URL.
- If the app requires payment to download or to unlock all its features, provide a promo code or instructions on how the juries can access a full-featured version of the app.
- If the application/mobile site is no longer available/live, we recommend showing a mock-up version or a video capture of the mobile website/mobile app etc.
- Also, you could submit images (JPG) of the application hosted on your own URL.
- If the original language of your mobile entry/application is not English, you should provide a clear demonstration of your app within your case film.

PRESENTATION BOARD in digital form

- You must supply a Digital Presentation Image in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.

- One digital presentation image strictly in the following formats:
Jpg, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm.
Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and MUST be contained on one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

CASE FILM

- You should upload your Case Film as MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

(2) Supporting Materials: Additional URLs

Additional URLs

Upload your additional URLs as additional information. For example, QR codes and barcodes, games URLs, viral videos for technical diagrams or statistics, but please keep this information relevant to your entry.

Data Insights

1. Definition

The definition of Data Insights means using data to enhance the execution or success of advertisements through the creative use, interpretation, analysis or application of data. How creative you are with your data, and how the execution was enhanced by the creative use of data, must be at the core of the idea.

Each Data Insights entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Use of Data.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical/Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Use of Data

This category includes the disciplines as listed below:

B01. Data-Driven Targeting

The definition of Data-Driven Targeting means gathering data to achieve goals more effectively: for example, using data to tailor brand messages or define your channel strategy. You must provide quantitative insights to show how you utilized data to improve brand positioning in the market.

Examples of creativity in this category include using a unique combination of data sets that support better insight, or creating a new algorithm that delivers superior insight. Entrants must clearly deliver a bottom line benefit in terms of reduced costs, or greater revenue, via any aspect of the marketing mix.

B02. Data Visualization

Data Visualizations communicate complex information clearly and efficiently to consumers in a way that leads to a change in behavior. They include online dynamic, static, interactive or real-time info graphics and offline visualizations such as visual installations and activations. This category celebrates Data Visualisations that enhance understanding and communicate data insights clearly.

B03. Data Storytelling

Entrants to this category must demonstrate how they used data to create powerful brand messages and drive consumer engagement. It is important to show how you used data to create more impactful brand narratives, or clearly illustrate how this strategy informed the delivery of appropriate brand stories.

B04. Data Technology

Data-technology includes, but isn't limited to, models, tools, platforms, apps and algorithms. Entrants must demonstrate how they applied, or invented, innovative data technology to enhance a creative message. It's important to clearly illustrate how data-technology contributed to an improvement in campaign performance – for example, by including a breakdown of audience, message, channels and delivery.

B05. Data Integration

Data Integration means selecting the best combination of different data streams to create a highly integrated or effective advertisement.

B06. Social Data

The definition of Social Data is using data and metadata (usually obtained from social networking services) to build targeted relationships with audiences and communities. For example, entrants should demonstrate how they used social data to derive meaningful insights, increase sales or improve brand awareness.

B07. Innovative Use of Technology

Entrants to this category must build upon the inventive use of data technologies to show how they used technology to enhance environmental and brand communication.

3. Creative Materials

(1) Compulsory Materials: Presentation Board or Case Film

PRESENTATION BOARD in digital form

- You must supply a Digital Presentation Image in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation image strictly in the following formats:
Jpg, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm.
Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and **MUST** be contained on one image.
- This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

CASE FILM

- You should upload your Case Film as MOV/MP4 file. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

Social & Influencer

1. Definition

This category celebrates strategic influencer marketing solutions, and the creative use of social insights to drive engagement and social reach. Entrants must demonstrate how the creative use of social networks and platforms, brand ambassadors and influencers led to commercial success.

Each Social & Influencer entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Social Insight & Engagement.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical/Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Social Insight & Engagement

This category includes the disciplines as listed below:

B01. Community Building & Management

This category celebrates campaigns designed to engage or build an online social community. Judges will assess the extent of community engagement, as well as the appropriateness of targeted conversations or communications directed at active or non-active users.

B02. Audience Targeting / Engagement Strategies

This category recognizes work that can demonstrate the most successful consumer engagement by showing tangible target audience related results. Each audience targeting or engagement strategy may relate to any media channel, so long as entrants can prove engagement with wide-scale or niche consumer groups. Audience measurement results and proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', and 'number of downloads' will be taken into consideration.

B03. Real-time Response

This category celebrates targeted social activity that utilises social platforms in order to respond to different world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which may prompt social sharing and engagement.

B04. Social Data & Insight

Entries in this category should demonstrate how the measurement, collection and analysis of social platform or social user data have provided, contributed to, or

enhanced an insight or understanding of the audience. From social media to e-commerce, this category celebrates campaigns that have data and insights at their heart. Winning entries will demonstrate the best use of data and the resulting insights, which led to dramatically improved results. Judges will consider metrics such as increases in the average order value, a reduction in online CPA (cost per action) or CPC (cost per click), etc.

B05. Social Customer Strategy

The definition of Social Customer Strategy includes any customer-focused social activity designed to support a brand's customer service and experience online.

B06. Brand Storytelling

This category celebrates social campaigns that use a particular brand or consumer case to drive meaningful engagement with specific target customers.

3. Creative Material

(1) Compulsory Materials : Presentation Board or Case Film

PRESENTATION BOARD in digital form

- For all entries, you must supply a digital Presentation Image in JPG format.
- Please do not send any physical material. We cannot accept images on CDs or boards.
- One digital presentation image strictly in the following formats: JPG, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm.
- Digital images must be uploaded online(max 3MB) when making your entries.
- This Presentation Image will be a summary of your entry and **MUST** be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).

CASE FILM

- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.
- Please see the case film specification in the appendix.

(2) Supporting Materials

Entry URL

- Your entry URL(s) must lead the viewer straight to your entry and must be accessible WITHOUT login or password.
- Please make sure that your entry is accessible online by 15 May 2019 at the latest and until August 31 2019. Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by the jury.
- Entries in the **SOCIAL** category must include as much information about the results and effectiveness as possible, ideally with a number of views/hits/forwards/users etc. Please note, in the absence of any indication of results, the jury might not be able to vote for the entry.
- The minimum requirement for all websites: must be viewable on a PC using Internet Explorer 10.0 (or higher versions).
- You may enter a website and a microsite that is part of the same website as long as that microsite has a separate URL that is accessible independently of the main website URL.

PR

1. Definition

The definition of PR is the creative use of reputation management by the building and preservation of trust and understanding between individuals, businesses or organizations and their publics.

PR awards will go to the freshest creative PR campaigns, programs and tactics that actively engage consumers to brands/organizations and demonstrate the highest levels of strategic planning, creativity and business results.

Each PR entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Practices & Specialism for PR.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual /
Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial
Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Practices & Specialism

This category includes the disciplines as listed below:

- B01. Corporate reputation & communication
- B02. Corporate responsibility
- B03. Public affairs & lobbying
- B04. Crisis communications & Issue management
- B05. Media relations
- B06. Events & Experiential (PR campaign that use an event or stunt)
- B07. Celebrity endorsement
- B08. Sponsorship
- B09. Launch or re-launch
- B10. Brand voice (incl. strategic storytelling)

3. Creative Material

Entrants must submit one of the followings.

(1) Compulsory Materials: Presentation Board or Case Film

PRESENTATION BOARD in digital form

You must supply a Presentation Board in digital formats:

- JPG, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm.
- Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and **MUST** be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).

CASE FILM

- You may submit a case film as your entry. Along with the written submission and the presentation image, this case film will be used for jury deliberations.
- Please refer to the specifications of case films in the appendix.

(2) Supporting Materials

We strongly suggest that you submit your supporting materials as a digital format. Supporting materials might include (but are not limited to) planning documents, press releases, press clippings, online content, TV coverage, measurement and evaluation documents and research documents.

- For Use of Live Events, Stunts and/or Celebrity Endorsement, please supply photographs of the event or stunt.
- For the Digital and Social categories, please supply the appropriate URL(s) which needs to be accessible by 15 May 2019 at the latest and throughout the festival to the 31 August 2019.
- All broadcast material needs to be supplied as MOV/MP4, or MP3 for Radio files, in English or with English script attached (only if not featured in the explanatory case film).
- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local, social, cultural or political references and nuances.

Materials & Sample Formats

All materials must be supplied in the following formats:

- Images/Photos/Press clippings: As JPGs approximately 2400 X 1600 pixel RGB with longest side 420mm.

- Broadcast materials, clips and videos etc.: As MOV/MP4 (uploaded online). Do not upload TV or cinema ads as support material if they are also contained within your case film.
- Radio or Audio files: they should be uploaded online as MP3 files, Bit rate 128 kbps, compression ratio 15:1. File size should not exceed 3MB.

Promotion

1. Definition

The definition of Promotion is activity which is designed to create immediate activation and/or offer for the sales of a product or service. This may be affected using sampling, tie-ins, competitions, events, in-store advertising, exhibitions and other promotional vehicles.

Each Promotion entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Use of Promo & Activation.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Use of Promo & Activation

This category includes the disciplines as listed below:

B01. Use of promotional stunts /live advertising/live shows/concerts/festivals

B02. Use of exhibitions and installations (e.g. vending machines, interactive digital events, digital installations, floor graphics, transit advertising)

B03. Use of merchandising/in-store marketing (e.g. display, point-of-purchase materials, shelf/store design, promotional packaging)

B04. Use of broadcast in a promotional campaign (e.g. cinema, TV, radio)

B05. Use of print or standard outdoor in a promotional campaign (e.g. newspapers, magazines, trade journals, billboards, outdoor banners)

B06. Use of digital in a promotional campaign (e.g. websites, microsites, search engine marketing, viral marketing, banner ads, email marketing, digital POS, video games)

B07. Other digital solutions in a promotional campaign (e.g. mobile based campaigns, QR codes, branded content, Bluetooth, MMS, SMS, PDG, GPS, MP3 players, games and applications, widgets, schematic screens and other mobile communication, digital installations, AR, VR, Mixed Reality)

B08. Use of social in a promotional campaign (e.g. promotional campaigns that use social platforms to create relationships with consumers)

3. Creative Material

(1) Compulsory Materials: Presentation Board or Case Film

Entrants must submit one of the followings.

PRESENTATION BOARD in digital form

You must supply a Presentation Board in digital formats.

- One digital presentation image strictly in the following formats:
JPG, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm.
Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and MUST be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).
- Please ensure that your presentation image focuses on the key visuals of your entry and only on the key points of your explanation.

CASE FILM

- You may submit a case film as your entry. Along with the written submission and the presentation image, this case film will be used for Jury deliberations.
- Please refer to the specifications of case films in the appendix.

(2) Supporting Materials

In addition, you can supply relevant support material, depending on the type of entry you are submitting.

- For in-store Marketing entries please supply 1 photographs of sample of the display in digital formats.
- For TV entries, please supply 1 MOV/MP4 of the spot.
- For Print entries, please supply 1 digital version of the newspaper, magazine or insert as appropriate.
- For Radio entries, please supply the ad as an MP3 which you can upload online
- For Digital or Interactive entries, please supply a URL.
- You may also supply limited additional supporting material if appropriate.

- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local social, cultural or political references and nuances.

Materials and Sample Formats

All materials must be supplied in the following formats:

- Video: As MOV/MP4. Do not send TV or cinema ads as support material if they are also contained within your Case Film.
- Print/Outdoor: As JPGs approximately 2400 X 1600 pixel RGB with longest side 420mm.
- Radio or Audio files: In MP3 files Bit rate 128 kbps, Compression ratio 15:1. File size should not exceed 3MB.

Direct

1. Definition

The definition of Direct is targeted direct communication designed to generate response or specific action whilst building and prolonging relationships. Direct awards will go to the work that not only contains a response mechanism-coupon, phone number etc.-but also has some direct attributable effect on behavior and obtains a measurable response.

Each Direct entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Use of Direct.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical/Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Use of Direct Marketing

This category includes the disciplines as listed below:

B01. Mailings

B02. Ambient media (e.g. premiums, giveaways, print collateral, direct response stunts, street teams, direct response events, ambient media which encourage direct interaction)

B03. Use of digital in a direct marketing campaign (e.g. websites, microsites, search engine marketing, viral marketing, banner ads, email marketing, digital POS, video games, mobile based campaigns, QR codes, branded content, Bluetooth, MMS, SMS, PDA, GPS, tablet, MP3, games and apps, widgets, schematic screens, digital installations)

B04. Use of social in a direct marketing campaign

3. Creative Material

(1) Compulsory Materials: Presentation Board or Case Film

Entrants must submit one of the followings:

PRESENTATION BOARD in digital form

- One digital presentation image strictly in the following formats: JPG, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not exceed 420mm. Digital images must be uploaded online (max 3MB) when making your entries.
- This Presentation board will be a summary of your entry and **MUST** be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation image (excluding words contained in visuals).

CASE FILM

- You may submit a case film as your entry. Along with the written submission and the presentation image, this case film will be used for jury deliberations.
- Please refer to the specifications of case films in the appendix.

(2) Supporting Materials

In addition, you may supply relevant support material, depending on the type of entry you are submitting.

- For Mailing entries, please supply the images of the mailing piece.
- For Print/Outdoor entries, please supply the images of the newspaper, magazine or insert as appropriate.
- For TV entries, please supply 1 MOV/MP4 of the spot.
- For Ambient Media, please supply the images of sample, video or photographs as appropriate.
- For Radio entries, please supply the ad as an MP3.
- For Digital or Interactive entries, please supply a URL or the original email
- Packaging and display materials: send the photographs of packaging piece or display.

Materials and Sample Formats

All materials must be supplied in the following formats:

- Video: As MOV/MP4. Do not send TV or cinema ads as support material if they are also contained within your case film.
- Image: As JPGs approximately 2400 X 1600 pixel RGB with longest side 420mm.
- Radio or Audio files: In MP3 files Bit rate 128 kbps, Compression ratio 15:1. File size should not exceed 3MB.

Media

1. Definition

The definition of Media is the creative use of media, and how media ideas demonstrate understanding of the target market, innovatively implement strategy across channels and maximize business results for a successful outcome.

Each Media entry can be submitted into ONE Product & Service category only. However, the same entry can also be entered into Use of Media category.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical/Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

B. Use of Media

This category includes the areas as listed below:

B01. Use of screens

B02. Use of print in a media campaign

B03. Use of outdoor in a media campaign

B04. Use of ambient media

B05. Use of special events and stunt/live advertising

B06. Use of digital in a media campaign

B07. Use of social in a media campaign

B08. Use of mobile devices

3. Creative Material

(1) Compulsory Materials: Presentation Board or Case Film

Entrants must submit one of the followings.

PRESENTATION BOARD in digital form

You must supply a Presentation Board in digital formats.

- One digital presentation image strictly in the following formats:
JPG, approximately 2400 X 1600 pixel, RGB. Size: the longest side must not

exceed 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

- This Presentation board will be a summary of your entry and MUST be contained on one image. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation board (excluding words contained in visuals).

CASE FILM

- You may submit a case film as your entry. Along with the written submission and the presentation image, this case film will be used for jury deliberations.
- Please refer to the specifications of case films in the appendix.

(2) Supporting Materials

In addition, we recommend you supply relevant support material, depending on the type of entry you are submitting.

- For Use of Screens, please supply 1 MOV/MP4 of the spot(s) (only if not featured in the explanatory case film).
- For Use of Audio, please supply your radio spot as an MP3 file in English or with English script attached.
- For Use of Print, please supply JPG(s) of magazines or newspapers containing the ad(s).
- For Use of Outdoor, please supply JPG(s) of the ad(s) in-situ.
- For Use of Ambient Media: please supply JPG(s) of the ad(s) in-situ.
- For Special Events/Stunts, please supply JPG(s) of the events or stunts.
- For Digital categories, please supply relevant URLs or MOV/MP4 files as appropriate.
- For Use of Integrated Media, you should supply any of the above as appropriate.
- Display materials: Please supply images.

Materials Formats

All materials must follow the listed formats:

- Images/Photos/Press clippings: As JPGs approximately 2400 X 1600 pixel RGB with longest side 420mm.
- Broadcast materials, clips and videos etc.: As MOV/MP4 (uploaded online). Do not upload TV or cinema ads as support material if they are also contained within your case film.
- Radio or Audio files: they should be uploaded online as MP3 files, Bit rate 128 kbps, compression ratio 15:1. File size should not exceed 3MB.

CASE FILM

For all entries, we strongly recommend that you prepare a case film to support your entry. Along with the written submission and the presentation image, this case film will be used for jury deliberations.

Please refer to the specifications of case films in the appendix.

Integrated (Paid)

1. Definition

The definition of Integrated is fully integrated campaign executed across multiple platforms. Integrated campaigns take a good idea and stretch it to its fullest potential, helping your audience build associations with your brand with every touch.

2. Subcategories

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT / Office Equipment / Home Electronics & Audio-Visual /
Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial
Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

3. Creative Materials

(1) Compulsory Materials

CASE FILM

- For all entries, you **MUST** prepare a case film of your campaign. Along with the written submission, this case film will be used for Jury deliberations.
- Work that has been executed across multiple media, incorporating an idea into diverse environments such that it is enriched by each.
- Please see the case film specification in the appendix.

(2) Supporting Materials

- You may also supply relevant support material in a digital format, depending on the campaign you are submitting. This should include samples, brochures, product packs, leaflets, photographs, point of sale materials etc. as appropriate. The jury will not have time to evaluate excessive supporting materials so **please send only the most relevant and useful support materials.**

All supporting materials should be supplied in the following formats:

- All JPGs must be approximately 2400 X 1600 pixel, RGB with the longest side measuring approximately 420mm.
- All video material should be uploaded as MOV/MP4.
- All audio files should be uploaded as MP3 files.
- All websites or online materials must be submitted via a URL, even if only posted temporarily for the purpose of the judging.

Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local social, cultural or political references and nuances.

Innovation (Paid)

1. Definition

The definition of Innovation is breakthrough technology and innovation that may allow brands, technologists and the creatives to communicate with their customers in a new way, or might stand alone as significant innovation in their own right.

The innovations that enter must have a proof of concept. Pre-development ideas/concepts are not eligible; entrants must clearly demonstrate the technology. We are looking for technology that has already been developed, and is ready to be used as part of a creative execution or launched as a new product or service.

2. Subcategory

A. Product & Service

A01. Foods

A02. Drinks (alcoholic & non-alcoholic)

A03. Cosmetic / Beauty / Clothing / Footwear and accessories

A04. Pharmaceutical / Toiletries

A05. Furniture / Household

A06. Vehicles

A07. Electronics / IT/ Office Equipment / Home Electronics & Audio-Visual / Business Equipment & Services

A08. Finance / Services / Entertainment & Leisure / Travel / Restaurants / Commercial Public Services / Pets

A09. Distribution / Publication

A10. Corporate / Institution

3. Creative Materials

(1) Compulsory Materials

CASE FILM

- For all entries, you **MUST** prepare a case film of your campaign. Along with the written submission, this case film will be used for Jury deliberations.
- Please see the case film specification in the appendix

Diverse Insights

1. Definition

Under the organization slogan of “sharing diverse insights,” AD STARS respects the diversity of advertising ideas due to cultural differences and backgrounds of countries. AD STARS set up the Diverse Insights category to respect and encourage multicultural qualities of advertising.

The Diverse Insights category selects ideas that utilize unique local cultural characteristics of target. The entry submitted to other category may be submitted additionally to this category if the campaign is based on insights of unique local cultural characteristics.

2. Subcategories

There are no subcategories in Diverse Insights.

3. Creative Materials

(1) Compulsory Materials: FILM or IMAGE

Entrants must submit one of the followings:

Film

You should upload your film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

Digital image

Jpeg, approximately 2400 X 1600 pixel, RGB.

Size: the longest side must be no more than 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

Please name all images with the title of the entry.

(2) Supporting Materials

CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury deliberations.
- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.

Place brand

1. Definition

AD STARS has the Place Brand category to discover excellent cases of outstanding communications in branding a nation or city. Brands of nation, city and province can be entered. The category includes events, tourism and festivals related to a nation, city or province.

2. Subcategories

A. National Brands

Advertising, Publicity, Marketing and Promotion of Nation Brands and Events or Tourism related to a nation

B. City Brands (including province)

Advertising, Publicity, Marketing and Promotion of City Brands and Events or Tourism related to a city

3. Creative Materials

(1) Compulsory Materials: FILM or IMAGE

Entrants must submit one of the followings:

Film

You should upload your film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

Digital image

Jpeg, approximately 2400 X 1600 pixel, RGB.

Size: the longest side must be no more than 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

Please name all images with the title of the entry.

(2) Supporting Materials

CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury deliberations.
- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.

VIDEO STARS_CATEGORY INFORMATION

Definition

The definition of VIDEO for the purpose of VIDEO AWARD is the creation of original video by a brand. The award is for branded video content created or paid for by an organization designed to build a brand. It is intended to be distributed as video content and it engages, delights and inspires the audience to think well of the organization that created it.

Categories

1. Branded Information Videos

Branded videos aim to provide information on brands, products, services or companies. It can be branded video for product launch, branded video for publicity, direct marketing video, in-store video, recruitment video etc.

2. Branded Entertainment Videos

Branded videos use or integrate with other entertainment content. The content includes drama, documentary, sitcom, music video, game, movie etc.

A. Music Video

A01. Music Video in Creativity

A02. Music Video in Craft

B. Game

C. Movie

D. Broadcast

E. Others

3. Branded Viral Videos

Branded videos created with the primary intention of being shared or user-distributed online. This category accepts any type of video regardless of the format or media if it aims to be shared virally. It includes, but not limited to, web videos, mobile videos, vines, user-generated videos for public sharing.

4. Campaign Videos (Case film)

Branded videos explain the campaigns and summarize the result of them (Case film). Campaign videos (case film) are made to provide the information how the campaign is made and how much impact the campaign created for the brand. This category is to evaluate the campaign video's persuasiveness and uniqueness and to award excellent campaign videos/case films.

5. Non Branded Videos

Non Branded Videos mean videos that do not have a purpose of promoting brands. The videos have been created including incredible ideas and creativity for general public.

Creative Material

(1) Compulsory Materials

Film

You are required to upload your branded video when you submit your entry. You should upload your video as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

Please submit your film in the original ratio in which it aired.

Video Aspect Ratio	Container/Codec	
	MOV/H.264	MP4/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD 720p	1280x720	1280x720
	Audio	
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

(2) Supporting Materials

CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury deliberations.
- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.
- Please refer to the specifications of case films in the appendix.

PSA_CATEGORY INFORMATION

Definition

AD STARS searches for marketing communications that contribute in development and wellbeing of the society and emphasizes the importance of public service advertisements.

PSA is a public service campaign that contains a theme of public welfare. The category includes advertisements based on the human happiness and social responsibility of a company such as environmental protection, human rights, improvement of education and health.

Therefore, if the campaign is based on public welfare, it may be submitted by not only the nonprofit organizations, NGO and governments but also private companies.

Categories

The PSA category has 8 categories as below by advertising theme.
Each PSA entry must be submitted into ONE of the following subcategories.

1. Green

Ads about environment can be entered.

2. Human Rights

Ads about human rights can be entered.

3. Education

Ads about education can be entered.

4. Healthcare

Ads about public health and safety can be entered.

5. Gender Equality

Ads about achieving gender equality.

6. Peace & Justice

Ads about promoting just, peaceful and inclusive societies

7. Partnerships

Ads about revitalizing the global partnership for sustainable development
(i.e. Financial Aid, Rescue, Foreign Direct Investment etc.)

8. Others

Any ads about public interest can be entered.

Creative Materials

(1) Compulsory Materials: FILM or IMAGE

Entrants must submit one of the followings:

FILM (VIDEO)

You should upload your film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be no bigger than 350MB.

It is in your interests to provide the jury with a high quality file version of your film.

PRESENTATION BOARD in digital form

Jpeg, approximately 2400 X 1600 pixel, RGB.

Size: the longest side must be no more than 420mm.

Digital images must be uploaded online (max 3MB) when making your entries.

Please name all images with the title of the entry.

(2) Supporting Materials

CASE FILM

- You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission, this case film will be used for jury deliberations.
- You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 350MB.