



The 2021 Creative Awards

Submission Categories

Section 1 **Advertising**

- Print Publication
- Out of Home
- Television / Digital Video
- Radio
- Online Media
- Multi-Channel Campaign

Section 2 **Copywriting**

Section 3 **Design**

- Packaging
- Identity & Brand
- Retail Collateral
- Direct Mail
- Brochure Catalogue
- Data Visualization
- Publication & Book
- Environmental
- Self Promotion

Section 4 **Interactive & Web Media**

Section 5 **Photography**

- Lifestyle / Branded
- Product
- Editorial / Documentary

Section 6 **Typography**

Section 7 **Video & Motion**

- Motion Graphics
- Video Shorts / Long Form
- Non-Traditional

Section 8 **Student Work**

ADVERTISING

Section 1

PRINT PUBLICATIONS

1101 - Single print ad, any size, including spreads. Print or similar digital placement.

1102 - Series of print ads for the same campaign. Print or similar digital placement, 3-5 examples.

OUT OF HOME

1201 - Single poster, transit shelter, or billboard. Print or digital.

1202 - Series of posters, transit shelters, or billboards for the same campaign. Print or digital, 3-5 examples.

1203 - Non-traditional OOH campaign (guerilla campaigns, wild postings, stunts, take-overs, etc). 3-5 examples.

TELEVISION / DIGITAL VIDEO

1301 - Single television/digital commercial. URL or video.

1302 - Series of television/digital commercials for the same campaign. 3-5 examples, URL or video.

1303 - Single branded entertainment video to support a single product, service, client, or non-profit. 3-5 examples, URL or video.

1304 - Series of branded entertainment videos to support a single product, service, client, or non-profit. 3-5 examples, URL or video.

RADIO

1401 - Single radio commercial.

1402 - Series of radio commercials for the same campaign. 3-5 examples.

ONLINE MEDIA

1501 - Single online ad (static or animated, banner, rich media). URL, JPG, or video.

1502 - Series of online ads for the same campaign (static or animated, banners, takeover, rich media). 3-5 examples, URL, JPG, or video.

1503 - Innovative use of one social media platform (Facebook, Pinterest, or Twitter, etc.). JPG, URL or video.

MULTI-CHANNEL CAMPAIGN

1601 - Integrated campaign that includes a minimum of three different channel types. **1602** - Impact campaign, with proven results.

COPYWRITING

Section 2

2101 - Short copy (headlines, ad copy, max 20 words).

2102 - Long-form copy (editorial, advertorial, brochures, sell sheets, etc.).

2103 - Scriptwriting for broadcast or online video.

2104 - Scriptwriting for audio broadcast (radio, digital, etc.).

DESIGN

Section 3

PACKAGING

3101 - Single package, printed.

3102 - Series of packages or a packaging line. 3+ examples.

IDENTITY AND BRAND

3201 - Logomark design.

3202 - Identity (activation of a logo mark and identity that includes 3-5 examples of collateral, stationery, packaging, etc.).

3203 - Branding (must include (A) style guide and (B) elements of brand strategy/positioning, (C) at least 4 examples of branded touchpoints such as collateral, packaging, signage, website, etc.).

RETAIL COLLATERAL

3301 - Single point of sale item or key image. Print or digital.

3302 - Series of point of sale items for the same campaign. Print or digital, 3-5 items.

DIRECT MAIL

3401 - Single direct mail piece, sales/promotional kit, etc. Print.

3402 - Series or campaign of direct mail, sales/promotional kits, etc. Print, 3-5 examples.

BROCHURE / CATALOGUE

3501 - Sales sheet or catalog, print or digital.

3502 - Booklet or brochure. 5+ spreads, print or digital.

3503 - Series of collateral (brochures, booklets, literature, announcements, company invitations, supplementary materials, etc.). Limit of 5, print or digital.

DATA VISUALISATION

3601 - Infographics. Innovative graphic representation of data.

PUBLICATION / BOOK

3701 - Single cover or jacket (book, magazine, long-form newsletter).

3702 - Series of covers or jackets for one client/publication (books, magazines, long-form newsletters). 3-5 examples.

3703 - Single editorial layout (single page, spread, or multi-page section).

3704 - Complete print or digital publication (book, magazine, newspaper, newsletter, long-form newsletter).

3705 - Series of complete print or digital publications (books, magazines, newspapers, long-form newsletters). 3-5 examples.

ENVIRONMENTAL

3801 - Dimensional signage, large-format retail display, or experiential installation, etc. Include up to 5 images.

3802 - Trade-show booth, semi-permanent storefront, museum exhibit. Include up to 5 images.

3803 - Storefront, retail interior design, branded buildout. Include up to 5 images, including conceptual and/or produced examples.

SELF PROMOTION

3901 - Self-created promotional piece, or series of pieces, for creative firms, freelancers, printers, etc. Must have been physically produced, or published by an independent third party.

3902 - Self-created promotional website or video content for creative firms, freelancers, printers, etc.

INTERACTIVE & WEB MEDIA

Section 4

4101 - Website.

4102 - Microsite.

4103 - App for phone, tablet, or handheld device.

4104 - Non-traditional use of interactive media.

PHOTOGRAPHY

Section 5

LIFESTYLE / BRANDED

5101 - Single commercial photograph.

5102 - Series of commercial photographs for one campaign or client. 3-5 examples.

PRODUCT

5201 - Single commercial photograph.

5202 - Series for product, lineup, or single client. 3-5 examples.

EDITORIAL / DOCUMENTARY

5301 - Single photograph (must provide written context in submission details).

5302 - Series of photographs (must provide written context in submission details). 3-5 examples

5303 - Documentary photography with accompanying editorial or story-telling device (i.e., book, magazine article, short-form pamphlet). Single or series, minimum of 3 examples.

TYPOGRAPHY

Section 6

6101 - Hand Lettering and calligraphy.

6102 - Custom Font, Typeface Design with Complete Character Set. **6103** -
Typography (where type is the primary visual element of the art/design).

VIDEO & MOTION

Section 7

MOTION GRAPHICS

7101 - Single motion graphic, animation, or mixed media video.

7102 - Series of related motion graphics, animations, or mixed media video. 3-5 examples.

VIDEO SHORTS / LONG-FORM

7201 - Single video short (not part of an advertising campaign) less than 120s. **7202** -

Series of video shorts (not part of an advertising campaign) less than 120s. **7203** -

Single long-form video (not part of an advertising campaign) greater than 120s.

7204 - Series of long-form videos (not part of an advertising campaign) greater than 120s.

NON-TRADITIONAL

7301 - Augmented Reality motion graphics or animation work.

7302 - Virtual Reality motion graphics or animation work.

STUDENT WORK

Section 8

8101 - Any single advertising or design project created for a school or personal assignment.

8102 - Any single video project created for a school or personal assignment. **8103** - Any non-traditional media project created for a school or personal assignment.