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PURPOSE OF THE CREATIVE REEL: SHOWCASE EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

Your creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which also includes your written response to Question 3 and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.

CONTENT

- At minimum, 70% of the reel must be examples of creative work the audience experienced.
- Label each creative example by type of media (TV spot, Radio spot, In-Store Redesign etc.).
- No results (of any kind) may be included.
- 4-minute maximum

The creative reel should showcase the creative that brought the big idea to life. This is not a video of your written case. It is a way to show the judges your creative work as it ran in the UK, and it must directly relate to your Strategic Objectives and Results outlined in the entry questions, and must have run in the UK. This might include one or more of the following: communications, brand experience, packaging, a piece of technology, a product extension, a retail space (in store or standalone), a promotion or a media sponsorship or partnership. Whatever it was you created to solve the business problem you were facing.

The judges read your written case before watching the reel. They know your objectives, challenge, strategy, and results, so the focus of the reel should be on the work itself. You do not need to spend a lot of time on other elements that were already stated in your written case. The purpose of the video is to show how you brought the idea to life and for judges to experience your creative work as your audience. You may not include results of any kind in your creative reel.

You do not need to feature on the video all items selected in the touchpoints checklist, only those integral to the case’s success that are mentioned in your written case.

Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring.

Do not include

- Results of any kind – including numbers of social media likes, followers, etc.*
- Competitive work or logos
- Agency names, logos or images
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace
- Any work that you do not have the rights to (e.g. music/images that are not part of your creative work)
- Editing effects that cause confusion with how the work ran in the marketplace.
- Music over TV spots, videos, etc.
- Scrolling numbers of social media numbers are no longer allowed in the creative reel.

Must include

- At least one complete example of each of the integral touchpoint mentioned in the written case*
- Any and all types of integral creative work (packaging, viral, print, radio, web, direct mail, OOH, retail space, etc.)
- If time allows, additional examples of specific creative materials

* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements shorter than 90 seconds must be shown in full.
CONTENT CREATIVE REEL FOR SUSTAIN SUCCESS ENTRIES ONLY

- 5-minute maximum.
- Feature work that ran in the initial year (this can’t be more recent than Dec 2016), at least 1 interim year, and the most current year (01/19 – 12/19) of the case.
- Clearly mark the year the work ran in the marketplace before (or as) the work is shown on the reel.

CLOSURE STATEMENTS

You may only include a general statement, with no numbers included, to provide closure to the reel if you feel it is necessary. Judges are advised that results in the video are a reason for disqualifications. It is best not to include any reference to results so judges can remain focused on the merits of your case rather than potential disqualifiers. Please review the following examples of acceptable and unacceptable ‘closure’ statements and other key rules to keep in mind when creating your reel.

- "Sales skyrocketed and the brand was doing better than ever."
- "The brand had one of the best years yet."
- "Sales increased by 20%."
- "We received over 10,000 likes in just 3 weeks."
- "We became #1 in our category."

EDITING FEATURES

You can use editing features such as voiceover, text, etc., to better explain the work shown. When presenting your video, you may only use editing effects when it will not interfere with the judges’ ability to discern how the work ran in the marketplace. For example, you cannot run a background music track behind your TV commercial as it plays on the video – the commercial must be shown as it aired in the marketplace. You can run music you have the rights to behind your print ads as they scroll by, since it will be clear that the print did not air in the marketplace with music.

If you are including non-English work, you must include translations either as subtitles or as an added page to your written entry form.

GUIDELINES

- Do not include any agency names in the file name.
- Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.
- Bear in mind that judges will see your .mp4 uploaded file on a laptop in Round One and on a central screen of at least 50” x 30” in the Final Round.

TECHNICAL SPECS

- 1 creative reel file per entry
- 4-minute maximum (or up to 5 minutes in length for Sustained Success cases). Review the Sustained Success creative reel requirements on top of this page for additional requirements.
- 250 MB maximum file size
- .mp4 format
- Resolution
  - 4:3 640 x 480
  - 16:9 1280 x 720
  - Letterbox 640 x 480
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IMAGES OF THE CREATIVE WORK FOR JUDGES (2 required, 6 max.)
After the judges read your case and watch the creative reel, they review images of your creative work. Images uploaded should complement your reel and help the judges better evaluate creative elements that your audience experienced.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, product packaging, in-store experience, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

• This is an opportunity to showcase your creative work:
  ○ Highlight elements that are better seen as a still image vs. video format
  ○ Draw further attention to key creative elements you wish to highlight

• Upload 2-6 (2 required, 6 max.) examples of the creative work.

• Technical Requirements: .jpg format, high-res. 15 MB max.
  ○ Do not include agency names or logos on any creative materials submitted for judging.

One of the top complaints from previous judges was that entrants were not maximising the opportunity to showcase the work in these images. Think carefully about the selection of images you wish to present to judges.