



# **GONG 2012 ENTRY KIT**

Organized by  
Association of Accredited Advertising Agents Singapore



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## **How to Enter**

- A. All entries must be submitted online. Go to “ENTER AWARDS” page and click on hyperlink.
- B. In the event that you are sending physical materials in addition to your online entry, kindly attach one copy of the form to the back of your entry (on the outside of your thumbdrive/CD). To avoid disqualification, the size of all boards must be as specified in the respective categories’ requirements in the entry kit. Entry forms must be stuck to the back of the board at the top right hand corner.
- C. Enclose a duplicate copy of the form in a submission envelope together with your cheque, entry summary and payment form.
- D. For entries in languages other than English, please provide English translations (under subtitles for broadcast entries or mounted on the same board for printed entries).
- E. All entries to be sent to:  
GONG 2012/Creative Circle Awards  
c/o Association of Accredited Advertising Agents Singapore  
38A North Canal Road Singapore 059294

## **Rules & Eligibility**

- 1. The awards are open to all 4As member agencies and any other advertising-related, non-4As organizations. To be eligible, all entries must be developed in Singapore and featured in Singapore or regional/international media between 1st June 2010 to 12<sup>th</sup> October 2012. Creative work developed outside of Singapore is not eligible.
- 2. Entries submitted for previous CCA competitions are not eligible
- 3. Entries which are deemed by the jury to be local adaptations of existing international material will be disqualified. Existing international material is defined as work in any medium whose executional core (concept, layout and subject matter) is known to have been previously published outside Singapore for the same client.
- 4. Entries must be submitted in the same size and format as they appeared in the medium except for large executions eg. outdoor ads, whole buses, whole trains, etc (which must be be resized to fit on A2 boards, unless otherwise specified in the category requirements in the entry kit.). Campaign entries must consist of at least three, but no more than six items.

5. DO NOT use your Agency logo or branding or refer to your Agency or anyone who has contributed to the entry anywhere in your submission. Failure to abide by this rule will lead to disqualification.
6. Integrated Communications campaigns must include work from at least three different media
7. All entries must conform to the Singapore Code of Advertising Practice. Any execution barred from publication or broadcast under rulings based on these codes is not eligible.
8. Entries are non-returnable. The 4As reserves the right to use or reproduce the work of all accepted entries for the awards presentation, in the publishing of the Awards Annual and in any other industry-related or educational activities. Fees paid are non-refundable for any reason including disqualification.
9. All entries must be accompanied by a crossed cheque covering all fees for the entries and made payable to "The 4As Limited". Entries will only be officially accepted when The 4As receives cheque payment.
10. Submissions that do not meet the entry requirements in full will be disqualified and fees **will not** be refunded.
11. The Organizers reserve the right to request for verification/further evidences in the form of client letters bearing original signatures and media schedules/tear sheets or photographs Please note that non-verified entries may be disqualified without any notice or explanation.
12. Criteria/rules and submission requirements/guidelines set out elsewhere in the entry forms, entry kit, and website are to be treated as part of the entry rules.
13. All entries must be submitted exactly in the same manner they are published, aired or implemented and must not be modified, in any way, for entry in GONG CCA 2012.
14. All entries must have been made within the context of a normal paying contract with a client, except in the charities and public services categories.
15. Entrants who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering future awards for a period of time as determined by the Organizer
16. The Organizer reserves the right to move entries to more appropriate categories, if necessary.
17. All participants wishing to qualify for Young Designer, Young Copywriter, Young Art Director Awards, must be below 28 years of age as at 1<sup>st</sup> October 2012. Participants must include evidence of date of birth (copies of NRIC/Passport) along with each entry submitted.

18. Definition of “Most Awarded”- The “Olympic” system of calculation will be used:  
Tier 1- Most Golds determine the winner. Tier 2- In the event of a tie, most Silvers will determine the winner.  
In any other situation, the Jury will decide.
19. The decisions of the Jury are final. No comments or enquiries will be entertained.

<b>GONG CCA 2012 Entry Fees</b>		
<b>Entry Type</b>	<b>4As Members</b>	<b>Non-Members</b>
<b>Entry Fees</b>	<b>S\$180</b>	<b>S\$210</b>
<b>Late Fees</b>	<b>S\$40</b>	<b>S\$40</b>

# **CREATIVE AWARDS**

## **(A) PRINT**

### **Newspaper & Magazine Advertising**

#### **Categories**

A1. Food Products

A2. Beverages – Alcoholic & Non-Alcoholic

A3. Consumer Electronics

A4. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

A5. Apparel, Footwear & Accessories

A6. Cars & Automotive Services

A7. Fast Food & Restaurants

A8. Sports, Entertainment, Travel & Leisure

A9. Financial Products & Services

A10. Public Service, Charity & Fund Raising

A11. Household

A12. Publications and Media

A13. Business equipment and services

A14. Miscellaneous

A15. Retail Stores

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

A16. Advertising & Media

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries

A17. Other Biz to Biz

Advertising that normally appears in trade magazines - e.g. agricultural, industrial and aviation advertising

A18. Corporate Image

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

### **Newspaper & Magazine Advertising Campaign**

#### **Categories**

A19. Food Products

- A20. Beverages – Alcoholic & Non-Alcoholic
- A21. Consumer Electronics
- A22. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries
- A23. Apparel, Footwear & Accessories
- A24. Cars & Automotive Services
- A25. Fast Food & Restaurants
- A26. Sports, Entertainment, Travel & Leisure
- A27. Financial Products & Services
- A28. Public Service, Charity & Fund Raising
- A29. Household
- A30. Publications and Media
- A31. Business equipment and services
- A32. Miscellaneous
- A33. Retail Stores

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

#### A34. Advertising & Media

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries

#### A35. Other Biz to Biz

Advertising that normally appears in trade magazines - e.g. agricultural, industrial and aviation advertising

#### A36. Corporate Image

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

**Inserts & Wraps for Newspaper & Magazine Advertising** – Wraps of an entire newspaper or magazine, or inserts in newspapers and magazine

### **Categories**

- A37. Food Products
- A38. Beverages – Alcoholic & Non-Alcoholic
- A39. Consumer Electronics
- A40. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries
- A41. Apparel, Footwear & Accessories
- A42. Cars & Automotive Services
- A43. Fast Food & Restaurants

A44. Sports, Entertainment, Travel & Leisure

A45. Financial Products & Services

A46. Public Service, Charity & Fund Raising

A47. Household

A48. Publications and Media

A49. Business equipment and services

A50. Miscellaneous

A51. Retail Stores

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

A52. Advertising & Media

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries

A53. Other Biz to Biz

Advertising that normally appears in trade magazines - e.g. agricultural, industrial and aviation advertising

A54. Corporate Image

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

## **Print Craft**

### **Categories**

A55. Art Direction

A56. Copywriting

A57. Illustration

A58. Photography

A59. Typography

## **Submission of Materials for PRINT**

1. Each entry requires ONE digital image (JPEG) and a physical copy 2. Please upload all print JPEGS on our website at [www.creativecircle.com.sg](http://www.creativecircle.com.sg) according to the category you have entered 3. All materials submitted are non-returnable, and the organizers may use such materials for educational purposes

## **(B) OUTDOOR & POSTER**



Non-traditional out of home advertising includes taxis, buses, trains, billboards, digital screens, posters, special builds, street furniture and pop-up shops.

The creative execution must be able to stand alone to communicate the idea. Should additional elements be needed to push the idea, it must be entered in the Integrated category. Work commissioned for poster sites should be entered in the Poster category.

### **POSTER Categories**

- B1. Interactive posters specially designed for digital sites
- B2. Posters designed for existing sites – billboards and adshells
- B3. Free format posters designed for indoor use, for example, escalators, lift lobbies, point of sale.

### **AMBIENT Categories**

- B4. Bars & Restaurants Incl. washrooms, glasses, beer mats & ashtrays
- B5. Small Scale Special Solutions
- B6. Incl. petrol pumps, flyers, stickers, signage
- B7. 3D and free format structures, ticket barriers, floor media, adaptations of exterior locations, signage, buildings or street furniture
- B8. Live stunts and promotional events, experiential marketing, PR stunts
- B9. Non-standard or free format advertising, using vehicles, or on transit sites including taxi, train, bus, train, train stations, airports.
- B10. Digital Outdoor including digital escalator panels, LCD screens, digital roadside billboards, blue tooth enabled screens and interactive posters

### **OUTDOOR Categories**

- B11. Food Products
- B12. Beverages – Alcoholic & Non-Alcoholic
- B13. Consumer Electronics
- B14. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries
- B15. Apparel, Footwear & Accessories
- B16. Cars & Automotive Services
- B17. Fast Food and Restaurants
- B18. Sports, Entertainment, Travel & Leisure
- B19. Financial Products & Services
- B20. Public Service, Charity & Fund Raising

B21. Household

B22. Publications and Media

B23. Business equipment and services

B24. Miscellaneous

B25. Retail Stores

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

B26. Advertising & Media

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries

B27. Other Biz to Biz

Advertising that normally appears in trade magazines - e.g. agricultural, industrial and aviation advertising

B28. Corporate Image

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

## **Submission of Materials for OUTDOOR**

1. Each entry requires ONE digital image (JPEG)
2. Please upload all print JPEGs on our website at [www.creativecircle.com.sg](http://www.creativecircle.com.sg) according to the category you have entered
3. All materials submitted are non-returnable, and the organizers may use such materials for educational purposes

## **(C) RADIO**

### **Entry Brief**

Each entry form has an entry brief with the following questions:

1. Describe the objective and strategy behind the radio ad, or the overall campaign of which the radio commercial is a part of. (100 words max)
2. Describe the creative idea and its execution
3. Explain why radio is the relevant medium for the execution of your idea
4. Describe the results of the radio commercial, or the role the commercial played in the success of the overall campaign

### **Categories**

- C1. Radio Advertising 0-30 seconds
- C2. Radio Advertising over 30 seconds
- C3. Most Innovative Use of Radio
- C4. Best Use of Radio in an Integrated Campaign
- C5. Best Music and Sound Design
- C6. Best Scriptwriting for Radio
- C7. Best Acting Performance
- C8. Consumer Products including automotive, fast moving consumer goods (incl. foods, drinks), sportswear, fashion and clothing, electronics and audio, cosmetics and beauty, toiletries and pharmaceutical products
- C9. Consumer Services including: Financial services, travel, entertainment & leisure, computing and telecommunications. Retail, including e-commerce, restaurants, publications & media, business equipment and services, commercial public services
- C10. Business Products & Services including: Business phone & computer equipment, office furniture, accountancy, employment agencies, agricultural and manufacturing equipment, business telecommunications, advertising agencies and production companies
- C11. Fundraising, Charities, Appeals, Public Health & Safety, Public Awareness including: Anti-smoking, anti-drink driving, road safety, health, hygiene, Aids awareness. Political & religious messages, environmental awareness, government & forces recruitment, ethnic & disability awareness, blood & organ donation etc

## **Submission of Materials for RADIO**

1. Each Radio entry must be submitted in WAV format. Other formats will NOT be accepted.
2. All entries MUST be submitted in the original language of the ad. If the original language is not English, please submit an English version, to assist the Jury in understanding your advertisement.
3. If you are submitting two versions of the ad (one in the original language and one in English), you MUST submit each version as a separate file.
4. It is important that the Radio scripts are presented in a neat, consistent fashion.  
The format and the text within the script must be consistent, and any abbreviations must be accurate (e.g. Sound Effects can be abbreviated to SFX and Voice Over to VO).
5. Radio scripts WILL be read by the Jury, and MUST be written accurately and in full.

## **(D) DESIGN**

### **Graphic Design**

**D1. Branding**

An integrated graphic communication solution where the design concept is a common thread across more than one format, for example the poster, programme, and email invitation for an event.

**D2. Corporate Identity**

Logo, business cards, letterheads, envelopes, folders, stationeries...

**D3. Logo Design**

Single entry without other collaterals (Static or animated)

**D4. Package Design**

Product Packaging on commercial products

**D5. Broadcast Design (Graphic Design)**

TV /Network graphics, Broadcast Design, Typography on screen, music video graphics, offline animated graphics...

**D6. Typography**

1. Typeface Design
2. Best Use of Typography

**D7. Craft**

1. Illustration
2. Photography

**D8. Annual Reports**

Annual reports, both printed and digital.

**D9. Book Design**

Printed or digital format

**D10. Catalogues & Brochures & Calendars**

Design of catalogues, brochures, manuals, instruction booklets and reference guides, Calendars

**D11. Direct Mail, Greeting Cards and Invitations****D12. Poster Design****D13. Point-of-Sale Display****D14. Self Promotion**

Self promotion designs for design studio or agency

**D15. Magazine & Newspaper Design**

1. Design of an entire printed magazine, from independent publications to entertainment weeklies, in-flight and membership magazines

2. Magazine Front Covers

3. Magazine Section Page

4. Magazine Supplement
5. Newspaper Front Page
6. Newspaper Section
7. Newspaper Supplements

#### **D16. Product Design**

1. Consumer Product Design
2. Furniture Design
3. Industrial Product Design

### **Spatial Design**

#### **D17. Exhibition Design**

Design of exhibitions, both permanent and temporary. Each piece of work can be entered into only one of the Spatial Design categories.

#### **D18. Installations**

Design of linear and interactive installations that have been created to communicate a brand. The installation may be a stand-alone, part of an exhibition or be a fully immersive environment. Does not include ambient advertising or work that is solely web-based. Each piece of work can be entered into only one of the Spatial Design categories.

#### **D19. Spatial Design**

Design of brand inspired interiors and unique public spaces, for example retail shops and specialty boutiques, concept stores within a department store, restaurants and bars, and airport lounges. Each piece of work can be entered into only one of the Spatial Design.

### **Submission of Materials for DESIGN**

PRESENTATION BOARD in digital form AND hard copy:

For all entries, you must supply a Presentation Board in both digital and hard copy formats.

You can upload in digital format online (max 10MB) or send as a Jpeg, 300 dpi, RGB with the longest side measuring approximately 420mm, on CD compatible CD-Rom.

You must also send an A2 sized (approximately 40 x 60cms) hard copy of your Presentation Board, which should be mounted on cardboard (not foam board) and no more than 2mm thick. Do not use glue to affix your entry form on the back of the board.

This Presentation Board will be a summary of your entry and **MUST** be contained on one page. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry (see Entry Form). There must be no more than 100 words in total on this presentation board. To guide you, we have provided some tips for preparing this presentation, and some examples of typical presentations. Please ensure that the Presentation board focuses on the key visuals of your entry and only on the key points of your explanation.

You must not refer to the name of your agency or any contributing design or creative companies on this Presentation Board.

#### SUPPORTING MATERIALS:

For ALL entries you must supply 1 or more clear, high quality images of the product or item for publication purposes. This should be uploaded online as a Jpeg 300 dpi RGB with longest side 420mm (min 2MB/max 10MB), or sent on a CD-Rom.

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

#### YOU MUST SEND IN AN ACTUAL SAMPLE OF YOUR DESIGN ENTRY IF REASONABLY SIZED

For Corporate Identity Schemes, wherever possible please supply at least 3 actual examples of the logo or trademark in place e.g. stationery, business cards and other literature, vehicles, packaging etc. If this is not possible or practical, please supply images in Jpeg format.

For Posters, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For flyers, tickets, invitations, postcards, Christmas and other greetings cards please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For Calendars, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For Stationery item or range, please supply a set of actual examples e.g. letterhead, business card, compliment slip

For books, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For annual reports, catalogues, brochures and calendars, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For Self-promotion, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For point of sale, product display, signage, structural graphics, please supply 3-5 images in Jpeg format of the item in situ. If practical, you can supply the actual piece as long as it is collapsible or can be folded.

For Broadcast design and graphics, please supply an audio-visual presentation in MPEG2 format.

For digital design, please supply a url link or an audio-visual presentation

For environmental and retail design please supply 3-5 images in Jpeg format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical. You may also supply a short audio-visual presentation including a walk-through of the space if preferred. All video content must be supplied as MPEG2 and should be no longer than 2 minutes.

For Packaging Design entries, please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in Jpeg format. Please note, your entry may be disadvantaged if you cannot supply at least one sample.

You may also supply limited additional supporting material if appropriate.

## **DIGITAL**

### **E1. Websites & Microsites**

You may enter both a website and a microsite that is part of the same website as long as that microsite has a separate URL and is accessible independently of the main website URL.

### **E2. Digitally Led Integrated Campaigns**

Three or more different and separate elements for the same concept (eg. 1 banner, 1 e-mail, 1 website) Offline elements are accepted only if they interact with the digital elements of the campaign.

### **E3. Banners & Other Rich Media**

All entries must show the ad in the context of a webpage as it was originally displayed Please note: A series of banners that form a campaign must be entered and paid for separately.

## **Craft**

The jury will reward the quality of Craft as demonstrated in the design or technical execution of websites or online content. This might take into account the quality of the graphic design, photography, illustration, copywriting or animation, the skillful use of music or sound design. The idea behind the execution in relation to the client or brand may be of little or no consideration to the jury, accepting, of course, that it is often integral to the work and cannot be ignored completely. If the content gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories. The jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

### **E4. Best Copywriting**

E5. Best Use of Music/Sound Design

E6. Best Use of Animation

E7. Best Interface & Navigation

E8. Best Illustration & Graphic Design

E9. Best Use of Photography

E10. Best Use of Video

### **Other Interactive Digital Solutions**

E11. Interactive tools (FOR PCS, MACS, ETC.)

Downloadable or online tools e.g. screensavers, widgets, tickers, organisers, calendars, diaries, counters, calculators, etc.

E12. Community Applications

Creative solutions for social networking and community site applications e.g. Facebook, MySpace, Bebo, Second Life, Blogs

E13. Games (i.e. games played online, not ads for games)

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

E14. Other Digital Channels

Other digital advertising that doesn't fit in any of the categories above. Please note: Entries in this category cannot be entered in any of the other categories but Craft.

### **Viral Advertising**

Please note: All entries in the viral categories must include as much information about the results and effectiveness as possible, ideally with numbers of views/hits/forwards/spread/users etc.

E15. Email Marketing including e-cards

Entries in this category must be executed within an email be presented as the original email including the "subject" and "from" fields. You can submit this by supplying a URL leading to a display page with the original email to view.

E16. Viral Video

Digital video spots. Entries in this category must be presented so that the judges can see how an individual was led to the video, for example. posted within a website, sent virally. Please note: A series of viral videos that form a campaign must be entered and paid for separately.



#### E17. Viral Marketing

Other type of viral communication that is not plain digital video spots. Including interactive videos, MySpace and Facebook profiles, Tweets, blogs and similar social networking sites.

### **Mobile**

#### E18. Activation by Location or Proximity

Campaigns that use location technology e.g. GPS, Geo Tagging, online maps, RFID, NFC etc. to activate the campaign

#### E19. Augmented Mobile Experience

Campaigns that employ AR, visual search, image recognition, etc.

#### E20. Use of Multiple Screens or Networked Mobile Technology

Campaigns that use networked screens, complementary screens, networked games, etc

#### E21. Use of Innovative Technology for Mobile

Other use of innovative technology that doesn't fit in any of the categories above

#### E22. Mobile Websites and Web Apps

Using the web specifically on the mobile device, i.e. mobile sites, web app and mobile optimised websites, etc. Please supply a presentation video on the submitted link to show how the mobile website or web app incorporates the unique attributes of mobile devices (e.g. click to call or location)

#### E23. Mobile applications

Apps designed for iPhone, Android, Blackberry and other smartphones. Any application that is pre-installed on a mobile phone or that can be downloaded by customers from app stores and other mobile software distribution platforms. Please supply a presentation video on the submitted link to show the application in use, and also the app itself.

#### E24. Tablets & Other Devices

Apps, games, ads designed specifically for tablets (iPad, Android) or devices other than mobile phones.

## E25. Games

Brand related games designed for and played on a mobile phone, smartphones, tablets or any other mobile device, whether pre-installed, downloaded or hosted on a mobile website.

## E26. Messaging Campaigns, including SMS, MMS and Mobile Email

Please supply a presentation video and text description on the submitted links to show how the SMS, MMS or mobile mail was implemented

## E27. Best Integrated Campaign Led By Mobile

Show how the mobile element of the campaign interacted with other media platforms (such as TV, Press, Outdoor, Internet, etc). Please supply a presentation video on the submitted link to show how the mobile phone is used to interact with other media.

## Submission of Materials for DIGITAL

1. **DO NOT** use your Agency logo or branding or refer to your Agency or anyone who has contributed to the entry anywhere on your landing entry/landing page/banner page, etc.

2. Your entry must be accessible without login or password.

3. Please **DO NOT** send any physical material. **We will not accept video clips or CDs.**

4. Case films must be embedded and streamed online, and should be no longer than 2 minutes.

## Submission of Materials for MOBILE

For all Mobile entries, you **MUST**:

1. Submit one URL per entry that leads the viewer straight into your entry landing page: a landing page is a webpage created by you with a link to the entry you want to be judged. It can also show a (short) explanatory video.
2. The landing page (with no agency branding on it) will have to include:
  - A short explanatory video of the entry - the video presentation is compulsory element for all mobile entries
  - A link to the downloadable application/mobile game/mobile website, etc.
  - A brief synopsis of the entry.
  - Please make sure no login or password is required to access the URL/landing page.
  - Video presentation:  
The video presentation should be in English or with English subtitles and it should contain an overview of your mobile entry for the judges to understand the context, purpose and functionality as intended by the creators and client.

Please make sure to supply a realistic demonstration of how the mobile site, application, campaign worked on a mobile, as well as providing enough background to clearly represent the purpose, context and role of the mobile idea/creative. This video should be in MP4 or MOV format no longer than 2 minutes.

## **(F) DIRECT**

### **F1. Direct Integrated Campaigns**

A campaign led by direct marketing, developed across various media, and targeting specific markets or eliciting a direct response from the consumer.

### **F2. Direct Response/Digital**

Digital direct communications, (e.g. banners, social media, emails) that target specific markets or elicit a direct response from the consumer.

### **F3. Direct Response/Radio Advertising**

Direct radio advertisements that target specific markets or elicit a direct response.

### **F4. Direct Response/TV & Cinema Advertising**

Direct TV and cinema commercials that target specific markets or elicit a direct response.

### **F5. Direct Response/Ambient**

Out of home advertising activity in free formats (such as promotions, stunts, street furniture) that stands alone and targets specific markets or elicits a direct response.

### **F6. Direct Response/Press & Poster**

Direct press or poster advertising, including enhanced posters and press inserts or wraps. The work must be designed to target specific markets or elicit a direct response.

### **F7. Direct Mail**

Door drops and direct mail of very low volume (1-500 pieces), low volume (501- 10,000 pieces), medium volume (10,001-100,000pieces) and high volume (over 100,000 pieces). The work must be designed to target specific markets or elicit a direct response.

### **F8. Art Direction for Direct**

Art direction for direct mail, press, poster, TV, cinema, and digital advertising.

### **F9. Writing for Direct**

Copywriting for direct mail, press, poster, TV, cinema, radio and digital advertising.

### **Within the entry form, you will be required to address the following:**

1. Describe the brief/objective of the direct campaign. (100 words max)
2. Was the target audience drawn from existing customers, or new customers?
3. What was the strategy of the campaign?
4. Describe the creative solution to the brief/objective with reference to the projected response rates and desired outcome. (100 words max)
5. Explain why the creative execution was relevant to the product or service. (100 words max)

6. Explain the strength of the creativity and originality
7. Describe why it is most appropriate to the brand
8. Describe the results in as much detail as possible with particular reference to the RESPONSE of the target audience including deliverability statistics, response rates, click through, sales cost per response, relationships built and overall return on investment. (100 words maximum)
9. Please note, in the absence of any indication of results, the Jury cannot give a mark for this and the entry could suffer as a result.

### **Submission of Materials for DIRECT**

1. Please supply your audio visual material as MPG2 files on a PC Compatible Data CD/DVD.
2. Please ensure your presentation is no longer than necessary.
3. Together with clear self-explanatory visuals, a coherent voiceover is often effective.
4. You MUST NOT refer to any agency or individual who has contributed to the campaign, either visually or verbally.

## **(G) PROMO & ACTIVATION**

Promo & Activation is defined as an encompassing activity which is designed to create immediate activation and/or offer for the sales of a product or service. This may be effected using sampling, tie-ins, competitions, events, in-store advertising, exhibitions and other promotional vehicles, such as digital media.

### **Categories**

- G1. Event & Field Marketing
- G2. Best Use of Merchandising & In-Store Marketing
- G3. Best Product Launch or Relaunch
- G4. Best Use of TV, Radio or Digital in a promotional campaign
- G5. Best Use of Print or Outdoor in a promotional campaign
- G6. Best Integrated Campaign led by Promo & Activation

### **Submission of Materials for PROMO & ACTIVATION**

1. For each entry you must supply one JPEG of a Presentation Board at 300 dpi RGB with the longest side at approximately 420mm.
2. You will be able to upload JPEG (max 10MB) images to the website as part of your entry.

It should contain some key visuals and a simple, clear summary in English of the written part of your entry. No more than 100 words total on the Presentation Board

## **(H) TV & FILMIC CONTENT**

H1. TV & Cinema Commercials 45 seconds & under

H2. TV & Cinema Commercials 60 seconds and/or over

H3. Minimum 3 Commercials may be of the same or varying durations.

H4. TV & Cinema Sponsorship Credits Short spots that show the sponsorship of a TV programme usually marking its beginning, breaks and end

H5. Film Campaigns (Minimum of 3) - Films can be of varying length.

H6. Low Budget Films Commercials produced for less than SGD \$50,000

H7. TV & Cinema Title Sequences/indents that display the credits and are shown at the beginning or end of a programme.

### **Craft**

The following craft awards will be assessed by how they best contribute to the idea

H8. Best Direction

H9. Best Writing

H10. Best Art Direction

H11. Best Sound

H12. Best Original Score

H13. Best Editing

## **Submission of Materials for TV & FILMIC CONTENT**

1. Film entries are mainly judged upon creative and/or production values.
2. No agency branding or any contributing creative companies/people must be visible on the entry (e.g. logos, credits etc.) except for self-promotional entries. This is to ensure the jury remains neutral when judging.
3. All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.

When submitting a campaign, the entries will be shown in the order you have indicated on the entry form (e.g. 1 of 2, 2 of 2). This means the jury members will view these entries back to back.

## **(I) INTEGRATED**

Integrated campaigns must have used at least three different types of media.

I1. Integrated Multi-channel communications campaigns led by a central idea that effectively uses three (3) different media platforms to develop the story of a brand

I2. Earned Media Campaign Communication campaigns that have been particularly successful in creating word of mouth and effective buzz by harnessing unpaid media channels such as social media, editorial and PR, effectively

For Integrated, there are no categories. All entries will be judged together, regardless of product, service or budget.

## **Submission of Materials – Integrated Advertising**

1. Please supply two versions of your presentation: a long version which should be an explanatory clip lasting about 2 minutes (Videos longer than 2 minutes will not be accepted) and a short summary version of about 60 seconds
2. Please ensure your presentation is no longer than necessary.
3. Together with clear self-explanatory visuals, a coherent voiceover is often effective.
4. DO NOT refer to any agency or individual who has contributed to the campaign, either visually or verbally.
5. Please upload your materials in MP4 or MOV format, JPEG for images and WAV format for radio clips, if any, at [www.creativecircle.com.sg](http://www.creativecircle.com.sg)

## **(J) ENTERTAINMENT & BRANDED CONTENT**

This award has been designed to reward creativity in branded content and entertainment, defined as: the creation of, or natural integration into, original content by a brand. The purpose of branded entertainment is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods.

Entrants will show how a brand has successfully worked independently or in association with a content producer or publisher to develop and create or co-create entertaining and engaging content for their audience. This could be either by creating original content or programming for a brand or by naturally integrating a brand into existing formats by partnering with a publisher or media partner.

Entries should demonstrate how consumer insights successfully integrated into original content to drive audience engagement and create synergy across paid, owned and earned media.

Successful work might leverage a single media channel, such as web video or broadcast, but may also use multiple platforms to deliver content to audiences across various channels, including: radio, magazine, books, gaming, music, video, mobile, social, community, blogs, experiential events, and more.

Within the entry form you will be required to address the following:

1. Describe the current situation around Branded Entertainment in your country or the region where this campaign appeared. Include any restrictions or regulations imposed by TV stations, broadcasting companies, government or other regulating body. (200 words)
2. Describe how the audience were drawn to the content, giving examples where

possible. (100 words)

3. In summarizing the Campaign, please present an overview of the whole campaign or project from start to finish, in order of implementation. Describe the challenge, the objectives, the strategy and the execution. (300 words)
4. Give some indication of how successful this campaign/entry was both for the client and with the consumer or target audience. The more quantifiable statistical information you can give the better. (200 words)

## **Categories**

- J1. Best Fictional Program, Series or Film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, webisodes, cinema, DVD releases and online
- J2. Best Non-Fiction Program, Series or Film where a client has successfully created a reality, documentary or light entertainment show around a product(s) or brand(s) including TV, mini-series, webisodes, cinema, DVD releases and online
- J3. Best Brand or Product Integration into a Feature Film, existing TV Show and/or Series including cinema, DVD releases and online.
- J4. Best Use of Brand Sponsorship Integration  
(Where there is no product overtly displayed in the film, show, event etc. but it is aligned to a brand message)
- J5. Best Use or Integration of User-Generated Content
- J6. Best Use or Integration of Experiential Events Creative positioning of a brand using events, festivals, flash mobs, installations etc

## **Submission of Materials – Entertainment & Branded Content**

1. For all entries, you MUST prepare a Case Film of your campaign. Along with the written submission, this presentation will be used for Jury deliberations
2. Please supply your video in MP4 or MOV format, JPEG for images

## **(K) SPECIAL ACHIEVEMENT AWARDS**

### **Individual Awards**

The Individual Awards honor individuals, whose leadership have demonstrated tremendous courage in being bold, are prepared to push new ideas to differentiate their brands and stake their claim in the global creative community.

#### **K1. Creative Client of the Year**

This award honors individuals who are brave enough to support creativity that pushes the boundaries of the familiar. They push agencies in pursuit of creative excellence and challenge them to think out of the box.

They distinguish themselves by the boldness and differentiation in their campaigns and inspire creative marketing of their brands. This category is open to agencies to enter their clients. Min of 5 pieces of work the client was responsible in approving, is required as part of the nomination, describing the brave work that he pushed for and risks that he took to challenge the status quo of their marketing communications.

#### **K2. Agency Producer of the Year**

The award recognizes agency producers who are creative, diplomatic, effective budget controllers, who have an eye for detail and can stay calm under pressure. Besides having a high-level of organizational skills, they should be quick thinkers on their feet in any challenges thrown to them. Ten (10) pieces of work they have worked on, describing in how they played a major part in making the work better, and two referrals from production studios. This award will be presented to the most awarded producer in the TV & Filmic Content category.

#### **K3. Director of the Year**

This award will be presented to the most awarded director in the TV & Filmic Content category

#### **K4. Photographer of the Year**

This award goes to the most awarded photographer for print, poster, on screen advertising, and design of publications, packaging, printed collaterals and on screen communications

#### **K5. Young Designer of the Year**

All entrants must be below 28 years of age. This award will be presented to the most awarded designer in the Digital, Graphic, Magazine & Newspaper, Product and Spatial design categories

#### **K6. Young Art Director of the Year**

All entrants must be below 28 years of age. This award will be presented to the most awarded Art Director from all categories. **Winner will represent Singapore at Adfest 2013.**

#### **K7. Young Copywriter of the Year**

All entrants must be below 28 years of age. This award will be presented to the most awarded Copywriter from all categories. **Winner will represent Singapore at Adfest 2013.**

### **Company Awards**

#### **K8. Agency of the Year**

An agency is eligible if it has entries in two of the following sections: Film, Film Craft, Press, Outdoor, Radio, Digital, and Integrated. All entries from an agency are eligible, regardless of the entrant company. This honour will go to the most awarded agency in all award categories: Print, Outdoor & Poster, Digital, Integrated, Direct, Promo & Activation, TV & Filmic Content, Radio, Entertainment & Branded Content categories

#### **K9. Digital Agency of the Year**

This award honors the most awarded digital agency across Digital, Integrated and Mobile categories



**K10. Independent Agency of the Year**

The calculation for highest-ranked independent agencies is based on all the shortlisted entries and awards won by agencies that are not majority owned by a major holding company. The major holding companies are defined as Aegis, Dentsu, Havas, Interpublic, Omnicom, Publicis Groupe, WPP, Cheil Worldwide, Hakuhodo, and MDC Partners.

This award honors the most awarded independent agency across Film, Film Craft, Print, Outdoor, Radio, Digital, Mobile, Direct, Promo, Design, Integrated, and Branded Content and Entertainment. The spirit of Independent Agency of the Year is to reward an individual office of an independent agency, and in doing so, encourage the spirit of creative entrepreneurship that has helped forged so many outstanding agencies in the past.

To be eligible for the award, an independent agency will be defined as an agency that is owned by its management or independent shareholders and is not associated with any holding company or listed entity.

The calculation does not consider how many offices an agency has or the number of countries in which an agency is located.

**K11. Production Company of the Year**

In order to be eligible, a production company must have 1 or more entries in the Film and/or Film Craft section, regardless of the entrant company. If the same entry is entered in both Film and Film Craft it counts as one entry.

Only the best entry from each production company is used for calculation. Only information that is submitted on the original entry forms will be considered.

This award will be presented to the most awarded production company in the TV & Filmic Content category

**K12. Design Agency of the Year**

This award will be presented to the most awarded design agency in the design categories

**K13. Advertiser of the Year**

This award will be presented to the most awarded advertiser in the creative award categories.

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END

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