



The Singapore  
Creative Circle Awards 2010

## ENTRY KIT

### ELIGIBILITY

The awards are open to all 4As agencies and any other advertising-related, non-4As organizations. To be eligible, all entries must have been developed in Singapore and appeared in Singapore or regional/international media between **1 September 2008 - 30 May 2010**. Entries developed outside Singapore are not eligible.

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.

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 (to be resized to fit on A2 boards). Campaign entries must consist of at least three, but no more than six items. Integrated Communications campaigns must include work from at least three different media except for Promo which only needs minimum 2 marketing disciplines.

If an entry has been submitted under the Community Service and Charity category, it is not allowed to be entered into other categories except for craft.

For the Special Awards categories (New Art Director and New Copywriter), entrants must have been holding that position for 2 years or less (regardless of whether the tenure was under the same or multiple organizations). Verification letters from employers must be submitted.

Entries submitted for previous CCA competitions are not eligible.

All entries must conform to the Codes of Practice of the Broadcasting Authority and the 4As. Any execution barred from publication or broadcast under rulings based on these codes is not eligible.

### SUBMISSION PROCEDURE

Each entry must be accompanied by an official entry form (generated from the online submission) in duplicate. One form should be attached to the back of each entry while the duplicate should be compiled with other entry forms, entry and payment summary and placed in the submission envelope together with the cheque payment.

### IMPORTANT :

All printed entries must be mounted on foam boards with a one-inch border all round. **The maximum size of all boards must be A2 (420mm x 594mm) inclusive of the one-inch border.** Entry forms must be stuck to the back of the board at the top right hand corner.

All entries must be submitted with verification in the form of original client's letters **and** media schedules/tear sheets or photographs (for entries under POS and ambient). Please note that non-verified entries will be disqualified.



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Entries are not 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 not refundable for any reason including disqualification.

If you have queries concerning entries please call the 4As Secretariat at 6836-0600 or email [rei@4as.org.sg](mailto:rei@4as.org.sg).

All entries to be sent to:

### **THE SINGAPORE CREATIVE CIRCLE AWARDS 2010**

c/o Association of Accredited Advertising Agents Singapore  
18 Cross Street #07-05  
Marsh & McLennan Centre  
Singapore 048423

### **ENTRY DEADLINE**

Friday, 18<sup>th</sup> June 2010, 5.00pm (Singapore Time)

### **HOW TO SUBMIT**

1. All entries must be submitted online.
2. Attach one copy of the form to the back of your entry (or the outside of your tape/cassette/CD for broadcast entries).
3. Enclosed the duplicate copy of the form in the submission envelope together with the cheque, entry summary and payment form.
4. All printed entries must be mounted on foam boards with a one-inch border all round.
5. The maximum size of all boards must be A2 (420mm x 594mm) inclusive of the one-inch border. Entry forms must be stuck to the back of the board at the top right hand corner.
6. 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).
7. All entries must be submitted with verification in the form of original client's letters and media schedules/tear sheets or photographs (for entries under POS and ambient). Please note that non-verified entries will be disqualified.
8. All entries to be sent to:  
**THE SINGAPORE CREATIVE CIRCLE AWARDS 2010**  
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Other specific entry requirements:

### **Television & Cinema**

Entries must be submitted on CD in video format with each entry on a separate CD. Five seconds of black leader must precede and follow each entry on CD. Campaign entries may be submitted in one CD with all spots edited in sequence on the same CD with two seconds of black leader between each spot. The entry form must be attached to the CD case.

Video requirements:

- Format: mov or mpeg
- Resolution: 720 x 480 pixels (NTSC) or 720 x 576 (PAL)

### **Radio**

Entries must be submitted on CDs. Campaign entries must be submitted with all spots edited in sequence on the same CD with two seconds of silence between each spot. The entry form must be attached to the CD case.

### **Newspapers, Magazines, Posters and Print Crafts**

Entries must be mounted on foam boards (with a one-inch border all round) and maximum size of all boards to be A2 (420mm x 594mm, inclusive of the one-inch border). Entry forms must be stuck to the back of the board at the top right hand corner.

Campaigns entries must be hinged in accordion or concertina style with one entry form covering the complete campaign attached to the back.

### **Direct Mailers**

Direct mail submissions must constitute an actual item that has been delivered to a recipient/pre-determined target group or individual with a specified objective. The piece may be a solicited or non-solicited mailer of flat, digital or dimensional form. (For digital submissions, entrants may also wish to refer to the Interactive category). The Direct Mail piece would ideally be personalised where relevant with a clear call-to-action. Direct Mail entries must be submitted as the actual items in their original form.

### **Promotions**

Promotional submissions may be of any media format (for digital submissions, entrants may also wish to refer to the Interactive category), but must clearly state a promotion or offer of a tangible or emotional value for a brand, product or service. The submission may be a single item, a range of sales promotional material, or form a fully integrated promotional campaign.

### **Design**

Entries must be submitted as the actual items in their original form. Print-outs or photographs may be submitted for the Environmental design segment mounted. Entry forms must be stuck to the back of the entry or clipped together.

### **Ambient Media**

Entries can be submitted in printed format (mounted on foam boards with a one-inch border all round and maximum size of all boards to be A2 - 420mm x 594mm, inclusive of the one-inch border), video format (Quicktime), or as the actual items in their original form. A photograph of where the ad appeared/located must be included. Entry forms must also be stuck to the back of the entries.



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### **Interactive (Digital)**

All entries must be hosted online, therefore do not send any physical materials. Please submit one URL per entry that leads the judges straight into your entry and must be accessible without login or password. For wireless entries, please prepare a demo (PowerPoint or Flash) and upload to a URL for online judging.

For information architecture and programming entries under Craft category, a rationale must be submitted along with the entry to explain what the requirements were and what's new and unique about the programming or information architecture. Please upload the rationale to a URL for online judging.

### **Integrated Campaign**

For each entry, a presentation of the entire Integrated Campaign must be submitted through a video, delivered in both CD and print format (mounted on foam boards in a standard A2 size - 420mm x 594mm, inclusive of an one-inch border all round). It should clearly illustrate the concept and key elements in the selection of media through which the core idea has been communicated. The content of the presentation must not contain the entrant name or branding of entering company. If the elements are not in English, please provide written English translations.

Video requirements:

- Format: mov or mpeg
- Resolution: 720 x 480 pixels (NTSC) or 720 x 576 (PAL)
- Duration: must not exceed 3 minutes

### **Special Awards**

For the Special Awards categories (New Art Director and New Copywriter ), entrants must have been holding that position for 2 years or less (regardless of whether the tenure was under the same or multiple organizations and verification letters from employers must be submitted. Maximum works allowed per person are 3 pieces.

### **ENTRY FEES**

All entries must be accompanied by a crossed cheque covering all fees for the entries and made payable to "**The 4As Limited**".

	<b><u>4As Members</u></b>	<b><u>Non-Members</u></b>
Single Entry	S\$180.00	S\$250.00
Campaign Entry	S\$230.00	S\$300.00
Integrated Communications Campaign	S\$420.00	S\$480.00
Special Awards (Per Person)	S\$200.00	S\$300.00



## **JUDGING**

There will be 5 major disciplines – Advertising, Interactive, Promotions, Direct Mail and Design. Each discipline will have a specialist jury panel who are experts in their respective fields and each will have its own Best of Show (Gong Award).

The jury shall consist of leading local and international judges whose role is to judge all the work and determine what gets into the finals, and eventually which work wins Gold, Silver, Bronze and Best of Show. There will not be a separate panel for Chinese entries as these entries together with entries of other languages (submitted with English translations) will be judged by the main panel in each discipline.

In the first round, the jury in each panel will vote in an In/Out system to determine which work will make it to the final round.

In the final round, the same panel will come together to review the short listed entries. There will be open discussion where jury will then vote which work wins Gold, Silver, Bronze or Finalist.

### **Interactive Judging**

Judging for this category will be done remotely by a mixture of local and international judges. There will also be two rounds of judging where the jury will determine which work wins Gold, Silver, Bronze or Finalist through the same voting system as the above main panel judging.

### **Best of Show**

There will be 5 Best of Show Awards (The Gong) for each discipline – Advertising, Interactive, Promotions, Direct Mail and Design. All Gold winners (with the exception of Craft and Special Awards) are eligible for the Best of Show Award. If there is no Gold in any of the disciplines, then there will be no Best of Show for that discipline. This will be done by secret ballot by the jury panel. Winner will be by majority votes. Only the CCA Chairman and the representatives from 4As will be privy to the final result of the votes.



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### **AWARDS PRESENTATION SHOW**

Award winners will be announced at The Gong Show to be held on:

Date : **2 September 2010, Thursday**

Venue : Shangri-La Hotel

Tickets for the show will be available from the 4As secretariat at 18 Cross Street #07-05, Marsh & McLennan Centre, Singapore 048423. For any enquiries on tickets please contact the 4As secretariat at tel 6836-0600 or email [events@4as.org.sg](mailto:events@4as.org.sg) . Tickets must also be collected personally from our office above.

Ticket Price:   \$150.00 (4As Members)  
                      \$250.00 (Non-Members)

For booking of tickets, please download the booking form from [www.creativecircle.com.sg](http://www.creativecircle.com.sg) and fax to 6836-0700 by latest 20<sup>th</sup> August, 2010. Payment to reach us no later than 20<sup>th</sup> August, 2010.



## **CATEGORIES**

### **ADVERTISING**

#### **TELEVISION & CINEMA**

- AD/A01** Television (any length) – Single/Campaign
- AD/A02** Cinema (any length) – Single/Campaign
- AD/A03** Community Service and Charity (any length) – Single/Campaign

#### **CRAFT IN TELEVISION & CINEMA**

- AD/B01** Animation or computer generated imagery – Single/Campaign
- AD/B02** Editing – Single/Campaign
- AD/B03** Direction – Single/Campaign
- AD/B04** Soundtrack/Music – Single/Campaign
- AD/B05** Cinematography – Single/Campaign

#### **PRINT**

- AD/C01** Magazines (B&W or colour) – Single/Campaign
- AD/C02** Newspapers (B&W or colour) – Single/Campaign
- AD/C03** Community Service and Charity – Single/Campaign

#### **AMBIENT MEDIA**

- AD/D01** Ambient Media – Single/Campaign

#### **INTEGRATED COMMUNICATION**

- AD/E01** Integrated Campaign
- AD/E02** Integrated Campaign - Community Service and Charity

#### **POSTERS**

- AD/F01** POS – Single/Campaign
- AD/F02** Outdoor Transit (eg. buses, trains, taxis, etc) – Single/Campaign
- AD/F03** Outdoor Non-Transit (eg. bus shelters, billboards, tracksides, etc) – Single/Campaign

#### **PRINT CRAFT**

- AD/G01** Copywriting – Single/Campaign
- AD/G02** Typography – Single/Campaign
- AD/G03** Art Direction – Single/Campaign
- AD/G04** Photography & Image Manipulation – Single/Campaign
- AD/G05** Illustration – Single/Campaign

#### **RADIO**

- AD/H01** Radio (any length) – Single/Campaign
- AD/H03** Community Service and Charity (any length) – Single/Campaign



## DESIGN

### LITERATURE & EDITORIAL

DE/A01	Books & Book Covers
DE/A02	Brochures
DE/A03	Newspaper
DE/A04	Catalogues & Magazines
DE/A05	Annual reports
DE/A06	Leaflets
DE/A07	Posters – Single/Campaign
DE/A08	Other items (calendars, greeting cards, invitations, menu, point of sale)
DE/A09	Self Promotional

### PACKAGING

DE/B01	Packaging
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### CORPORATE IDENTITY

DE/C01	Corporate Identity system
DE/C02	Stationery range
DE/C03	Logo

### ENVIRONMENTAL DESIGN

DE/D01	Retail, Industry & Workplace, Residential, Public spaces
DE/D02	Exhibition design
DE/D03	Applied Graphic design

### DESIGN CRAFT

DE/E01	Art Direction – Single/Campaign
DE/E02	Copywriting – Single/Campaign
DE/E03	Typography – Single/Campaign
DE/E04	Photography & Image Manipulation – Single/Campaign
DE/E05	Illustration – Single/Campaign

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## **INTERACTIVE**

### **WEBSITES AND MICRO-SITES**

- IN/A01** Business to Business
- IN/A02** Business to Consumer
- IN/A03** E-Commerce
- IN/A04** Self Promotion
- IN/A05** Services (News, Reviews, Blogs, Advice, etc.)
- IN/A06** Community Service and Charity

### **INTEGRATED**

- IN/B01** Integrated Campaign (Containing 3 or more pieces across various online media)

### **DIGITAL ADVERTISING**

- IN/C01** Banners (Fixed)
- IN/C02** Banners (Dynamic)
- IN/C03** Mobile (Games, Applications and Sites)
- IN/C04** Viral Films and Videos
- IN/C05** Viral Marketing
- IN/C06** Email
- IN/C07** Branded Games
- IN/C08** Tools and Applications

### **INTERACTIVE CRAFT**

- IN/D01** Art Direction
- IN/D02** Sound Design
- IN/D03** Copywriting
- IN/D04** Interface and Navigation
- IN/D05** Animation, Video and Motion Graphics
- IN/D06** Programming / Scripting
- IN/D07** Typography
- IN/D08** Illustration and Graphic Design

### **OTHER DIGITAL CHANNELS**

- IN/E01** Other Digital Channels (Includes Interactive TV, Kiosks, etc.)

### **ODD AND WONDERFUL**

- IN/F01** Odd and Wonderful (Unconventional, fresh perspective in thought, offbeat, weird, etc.)



## DIRECT MAIL

### FLAT DIRECT MAIL

- DM/A01** Low volume (Mailings that have a mail run of 500 and less)  
**DM/A02** High volume (Mailings that have a mail run of 500 plus)

### DIMENSIONAL DIRECT MAIL

- DM/B01** Low volume (Mailings that have a mail run of 500 and less)  
**DM/B02** High volume (Mailings that have a mail run of 500 plus)

### eDM

- DM/C01** Electronic Mailers

### DIRECT MAIL CRAFT

- DM/D01** Copywriting  
**DM/D02** Art Direction  
**DM/D03** Illustration  
**DM/D04** Typography  
**DM/D05** Photography
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## PROMOTIONS

### PROMOTION CAMPAIGN

- PS/A01** Integrated Promotional campaign  
**PS/A02** Single Promotion  
**PS/A03** Sale Promotional (Point-of-sale)

### PROMOTION CRAFT

- PS/B01** Copywriting  
**PS/B02** Art Direction  
**PS/B03** Illustration  
**PS/B04** Typography  
**PS/B05** Photography  
**PS/B06** Image manipulation
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## SPECIAL AWARDS

- SP/01 New English Language Copywriter (Advertising/Interactive/Direct Marketing/Design)  
SP/02 New Art Director (Advertising/Interactive/Direct Marketing/Design)