the creative floor
HEALTHCARE AWARDS

ENTRY FEES

Award show launches 15 January 2025. All entries are a fixed price.

Early Bird - £495 (per entry) **07 February 2025**
First Deadline - £595 (per entry) **07 March 2025**
Second Deadline - £695 (per entry) **21 March 2025**
Third Deadline - £795 (per entry) **04 April 2024**
Final Deadline - £895 (per entry) **11 April 2024**
Final Call - £995 (per entry) Only called in exceptional circumstances

If you are unable to get your entries in by 11 April please email: awards@thecreativefloor.com

A proportion of profits will go towards our Talent and Diversity Fund. The fund helps under-represented talent into the communications industry. Winners of this years awards will decide where the money goes.

CATEGORY HELP

Need a hand with selecting the appropriate categories? Send us your work and we'll send you back all the eligible categories. Email: awards@thecreativefloor.com

ENTRY SPECIFICATIONS

Entries must be submitted in English. If your entry is not in English you must provide an English translation. When submitting work you do not need to include Prescribing Information (PI) but can do so if you wish. PI is the only content that does not need to be translated.

Campaigns are the same cost as a single entry. A Campaign can consist of a maximum of 5 uploads made up of any media, or a URL or case study film.

All entries are to be submitted as digital formats (image or video) ONLY. Please DO NOT send boards, CD's, DVD's or any other physical items for entries. You MUST upload your digital images and videos through this website before submitting your payment information. The Creative Floor Healthcare Awards may ask for work to be resubmitted for award ceremony or catalogue purposes.

▲ Digital Image Requirements: This is the required specification for your image file uploads:
Resolution: 1200 x 800 pixels
File type: JPEG/GIFS/PNG
Color mode: RGB
File size: up to 2MB

● Digital Video Requirements: All video entries are to be submitted as a digital video upload ONLY. This is the required specification for your video file uploads:
Resolution: 640 x 480 pixels (minimum)
File type: mov Compression: MP4/MPG/AV/MOV
Sound: AAC 44khz
File size: up to 100MB

■ Websites, apps, social media, ambient, mixed media, banner ads, websites, best digital tactic, digital detail aids and takeovers we suggest creating case-study videos (5-minutes maximum) for these categories. This will give the judges the best chance to really understand the brief, creative idea and the results. However it's up to you. Upto 5 Images (which can also help create a case-study) will also be accepted. For judging purposes, in the event of an entry being in a language other than English, an English-language translation is required. These are the required specifications for your uploads:

Digital Video
Resolution: 640 x 480 pixels (minimum)
File type: mov Compression: MP4/MPG/AV/MOV
Sound: AAC 44khz
File size: up to 100MB

Digital Stills
Resolution: 800 x 600 pixels (minimum)
File type: JPEG/GIFS/PNG
Color mode: RGB
File size: up to 2 MB

Please note

▲●■ = format options
When more than one option appears it is NOT mandatory to enter all of those different formats.

ELIGIBILITY

All entries must relate in some way to health and wellness. This includes prescription drugs, animal health, over-the-counter (OTC), medical devices, apps, products and charities.

As long as the work has run before 11 April 2025, you can enter work that goes as far back as you like. All work may be submitted by advertising agencies, healthcare corporations, production companies, design studios, printers or any other individual or company producing marketing, advertising, or educational work for the healthcare and/or the medical industry.

HALL OF LEGENDS

This is the highest accolade for an individual that we are able to recognize on a yearly basis. We honor those who have made an indelible impact on the healthcare creative industry. Winners of the award receive a hand-made crimson-blood brick award and a free entry into The Creative Floor Awards for life (which they can donate to anyone under 30). Money cannot buy this award and therefore there is no entry fee to enter. This award is a discretionary award based on nominations and our own database of Creative Floor Award wins. To submit an industry Jedi into the Hall of Legends email work and a list of Creative Floor Awards they have won to: awards@thecreativefloor.com

BEST OF THE BEST

This is your chance to celebrate our industries best and brightest stars.

1. Bravest Client: Have you got a client who pushes boundaries? Expects the best creative thinking? Is a true partner that is willing to do what it takes to help get the best work out? Here's your opportunity to make them famous. Write up to 500 words about why you think they should get the Bravest Client award. And submit work (any medium) that backs it up. ▲■●

2. Best Suit: Rocking-horse shit, hens teeth and a great account person - all are rare things in this world. The best work doesn't stand a chance of getting out without a great Account Manager/Director. So here's your chance to celebrate your finest. This can be at any level. Write up to 500 words about why you think they should be awarded the Best Suit Award. And submit work (any medium) that backs it up. ▲■●

3. Best Creative: Do you have any superstars that knock ideas out into the stratosphere? Here's a fantastic opportunity to push them into the lime light and celebrate your agencies creative firepower. This can be at any level and any creative role. Write up to 500 words about why you think they should be awarded the Best Creative Award. And submit work (any medium) that backs it up. ▲■●

4. Best Young Talent: This category is our personal favourite. This is for all the under 30's who are still fresh faced and bouncing with endless energy and talent. Here's your chance to put your best young talent up on a global pedestal. This can be at any level and any role within your agency. Write up to 500 words about why you think they should be awarded the Best Young Talent Award. And submit work/examples (any medium) that backs it up. ▲■●

5. Best Health and Wellness Company: Do you work for a pharma company (or have a client) that produces world class products/services that not only helps people, but also has the creative to match it? Here's your chance to show off to the world. Write up to 500 words why your companies culture is one the one we all want to work for. Submit creative work/initiatives that back it up in any medium. ▲■●

6. Best Communications Agency: Do you work for a communications agency that truly is best-in-class? What do you do that sets you apart? Is it the work? Is it the culture? The pro-bono projects? Whatever you think makes your agency worthy of the Best Communications Agency in the world, write up to 500 words and attach work/examples (in any medium) to back it up. ▲■●

7. World's Most Awarded Network: Please note that this award cannot be entered. This award will be based on how many awards and finalists make it from agencies that are associated to networks.

8. World's Most Awarded Agency: Please note that this award cannot be entered. This award will be based on how many awards and finalists make it from an individual agency (network or independent). ▲■●

PATIENTS/CONSUMERS

All of the following categories must be aimed at patients or consumers.

1. Press - Individual: Press ads of any size. ▲

2. Press - Campaign: Two or more press ads of any size. ▲

3. Poster - Individual: Posters for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

4. Poster - Campaign: Two or more posters (can be in combination) for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

5. Film - Individual: Film for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

6. Film - Campaign: Two or more films (can be in combination) for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If you strongly feel it needs to be seen in it's entirety, in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

7. Direct Mail: Applicable to print mailers, leaflets, door drops, products, gifts, web-keys and emails. ▲

8. Ambient/Event: Applicable to non-traditional out-of-home/outdoor guerrilla marketing - such as stunts, special builds, live events and PR campaigns. ▲■

9. Print Sales Material: Applicable to POS, leaflets, brochures, information sheets and stationery. ▲■

10. Mixed Media Campaign: Made up of at least two different media platforms and a minimum of two executions. ▲■

11. Social Media Campaign: Applicable to a campaign that utilises social media to drive the creative idea. Can include the use of different media platforms e.g. websites, micro-sites, web banners, websites etc. Offline elements are accepted if they work with the online parts. ▲■

12. Website: Design, functionality and development of websites and micro-sites. ▲■

13. Best Digital Tactic: Applicable to augmented reality, emails, digital adverts, banners, pop-ups, digital tools, micro-sites, site features and installations. This category is not for apps or websites. ▲■

14. Best Smart Phone App: Branded/unbranded or promotional apps including games and tools. ▲■

15. Best Tablet App: Branded/unbranded or promotional apps including games and tools. ▲■

16. Art Direction/any medium: Applicable to art direction for any offline or online platforms. ▲■●

17. Copywriting/any medium: Applicable to long or short-copy for any offline or online platforms. Entries must be submitted in English. If your entry is not in English, you must provide an English translation. ▲

18. Photography/any medium: Applicable to any photographic image (film, digital or 3D) on any offline or online platform. ▲

19. Typography/any medium: Applicable to typography on any offline or online platform. ▲●

20. Cinematography/any media platform: Applicable to cinematography on any online platform, device, outdoor screen, in-store screen, TV and cinema. ●

21. Animation/any media platform: Applicable to animation on any online platform, device, outdoor screen, in-store screen, TV and cinema. ●

22. Design/any medium: Applicable to any design on any offline or online platform. ▲■●

23. Illustration/any medium: Applicable to any illustration on any offline or online platform. ▲

24. Mode of Action/any medium: Applicable to any mode of action on any offline or online platform. ▲■●

25. Best use of Technology/any medium: Branded/unbranded hardware of software. Including games, digital tools, virtual reality and augmented reality. Applicable to offline or online platforms. ▲■●

26. Logo/any medium: Applicable to any logo design for any platform offline or online. ▲●

27. CGI/any medium: Computer generated graphics applicable to any medium platform offline or online. ▲■●

28. Product Design: Branded/unbranded hardware of software. Including digital tools (including apps) and wearable tech products. ▲■●

29. Editing: Editing for film; online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ▲■●

30. Choreography: Based on the art of designing sequences and movements of physical bodies in film or live experiences. Applicable to all film/animation categories and non-traditional; out-of-home/outdoor guerrilla marketing - such as stunts/live events. ▲■●

31. Sound Design: Creative ideas bought to life through exceptionally crafted music or sound design. Applicable to all ambient, film, radio and animation mediums. ▲ ■ ●

32. Radio: Best use of radio commercials. ▲ ■ ●

33. PR: Campaigns can be at any stage in a product life-cycle and include communications with target audiences such as the general public, patient groups and specialist media as well as disease awareness and direct to consumer work. ▲ ■ ●

34. Packaging: All physical packaging accepted. ▲ ■ ●

35. Branding: Creation of a new brand/rebrand/refresh for any product, service or organisation. ▲ ■ ●

36. Virtual Reality: All VR experiences accepted.. ▲ ■ ●

37. Augmented Reality: All AR experiences accepted. ▲ ■ ●

38. Audio: Creative ideas bought to life through composed and bespoke crafted music or sound design. Applicable to all ambient, film, radio, podcast and animation mediums. ▲ ■ ●

39. Data: . Single piece or campaign in which data played an integral role in its development and execution. ▲ ■ ●

40. AI: Product, service, media or message that utilizes artificial intelligence in its execution and pushes the discipline forward. ▲ ■ ●

41. Metaverse: Creative bought to life through the metaverse. Applicable to all internal and external communications. ▲ ■ ●

42. NFT: Product, service, media or message that utilizes non fungible tokens in its execution and pushes the discipline forward. ▲ ■ ●

43. Influencer: This award recognizes creativity that is influencer led and has demonstrated exceptional creativity, innovation, and originality in their content. ▲ ■ ●

44. Sustainable Impact: Creative work that focuses on initiatives that leave a lasting positive impact on the environment and society at large. This category celebrates campaigns, projects, or initiatives that effectively communicate the importance of sustainability while driving positive change in behavior, perception, or action. ▲ ■ ●

45. Comedy: This category celebrates outstanding achievements in using humor as a powerful and effective creative tool. This category recognizes campaigns, content, or projects that not only entertain but also demonstrate a keen understanding of comedic timing, wit, and the ability to connect with audiences through laughter. ▲ ■ ●

HEALTHCARE PROFESSIONAL

All of the following categories must be aimed at healthcare professionals or those working within the pharmaceutical industry.

1. Press - Individual: Press ads of any size. ▲

2. Press - Campaign: Two or more press ads of any size. ▲

3. Poster - Individual: Posters for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

4. Poster - Campaign: Two or more posters (can be in combination) for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

5. Film - Individual: Film for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5 minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

6. Film - Campaign: Two or more films (can be in combination) for online/digital platform, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5 minutes. If you strongly feel it needs to be seen in it's entirety, in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

7. Direct Mail: Applicable to print mailers, leaflets, door drops, products, gifts, web-keys and emails. ▲ ■

8. Print Sales Material: Applicable to paper detail sales aids, POS, leaflets, brochures, information sheets, and stationery. ▲ ■

9. Exhibitions/Stand Panels: Applicable to all media promoting/supporting exhibitions aimed at healthcare professionals. ▲ ■

10. Symposium: Applicable to materials (all media included) promoting/supporting symposiums aimed at healthcare professionals. ▲ ■

11. Digital Detail Aid: Applicable to detail sales aids that function on tablet devices. ▲ ■

12. Mixed Media Campaign: Made up of at least two different media platforms and a minimum of two executions. ▲ ■

13. Social Media Campaign: Applicable to a campaign that utilises social media to drive the creative idea. Can include the use of different media platforms e.g. websites, micro-sites, web banners and websites etc. Offline elements are accepted if they work with the online parts. ▲ ■ ●

14. Website: Design, functionality and development of websites and micro-sites. ▲ ■

15. Best Digital Tactic: Applicable to augmented reality, emails, rep-triggered emails, digital adverts, banners, pop-ups, digital tools, micro-sites, site features and installations. This category is not for apps or websites. ▲ ■

16. Best Smart Phone App: Branded/unbranded or promotional apps including games and tools. ▲ ■

17. Best Tablet App: Branded/unbranded or promotional apps including games and tools. ▲ ■

18. Art Direction/any medium: Applicable to art direction for any offline or online platforms. ▲ ■ ●

19. Copywriting/any medium: Applicable to long or short-copy for any offline or online platforms. Entries must be submitted in English. If your entry is not in English, you must provide an English translation. ▲ ■ ●

20. Photography/any medium: Applicable to any photographic image (film, digital or 3D) on any offline or online platform. ▲

21. Typography/any medium: Applicable to typography on any offline or online platform. ▲ ●

22. Cinematography/any media platform: Applicable to cinematography on any online platform, outdoor screen, in-store screen, TV and cinema. ●

23. Animation/any media platform: Applicable to animation on any online platform, outdoor screen, in-store screen, TV and cinema. ●

24. Design/any medium: Applicable to any design on any offline or online platform. ▲■

25. Illustration/any medium: Applicable to any illustration on any offline or online platform. ▲

26. Internal Communications/any media platform: Applicable to materials (all media included) that promote, support, tease, motivate and educate internal teams at pharmaceutical companies. ▲■●

27. Mode of Action/any medium: Applicable to any mode of action on any offline or online platform. ▲■●

28. Best use of Technology/any medium: Branded/unbranded hardware of software. Including games, digital tools, virtual reality and augmented reality. Applicable to offline or online platforms.. ▲■●

29. Logo/any medium: Applicable to any logo design for any platform offline or online. ▲●

30. CGI/any medium: Computer generated graphics applicable to any medium platform offline or online. ▲■●

31. Product Design: Branded/unbranded hardware of software. Including digital tools (including apps) and wearable tech products. ▲■●

32. Editing: Editing for film; online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed.

33. Choreography: Based on the art of designing sequences and movements of physical bodies in film or live experiences. Applicable to all film/animation categories and non-traditional; out-of-home/outdoor guerrilla marketing - such as stunts/live events. ▲■●

34. Sound Design: Creative ideas bought to life through exceptionally crafted music or sound design. Applicable to all ambient, film, radio and animation mediums. ▲■●

35. Radio: Best use of radio commercials. ▲■●

36. PR: Campaigns can be at any stage in a product life-cycle and include communications with target audiences such as prescribers, primary care departments, budget holders, patient groups and specialist media as well as disease awareness and direct to consumer work. ▲■●

37. Packaging: All physical packaging accepted. ▲■●

38. Branding: Creation of a new brand/rebrand/refresh for any product, service or organisation. ▲■●

39. Virtual Reality: All VR experiences accepted.. ▲■●

40. Augmented Reality: All AR experiences accepted. ▲■●

41. Audio: Creative ideas bought to life through composed and bespoke crafted music or sound design. Applicable to all ambient, film, radio, podcast and animation mediums. ▲■●

42. Data: . Single piece or campaign in which data played an integral role in its development and execution. ▲■●

43. AI: Product, service, media or message that utilizes artificial intelligence in its execution and pushes the discipline forward. ▲■●

44. Metaverse: Creative bought to life through the metaverse. Applicable to all internal and external communications. ▲■●

45. NFT: Product, service, media or message that utilizes non fungible tokens in its execution and pushes the discipline forward. ▲■●

46. Influencer: This award recognizes creativity that is influencer led and has demonstrated exceptional creativity, innovation, and originality in their content. ▲■●

47. Sustainable Impact: Creative work that focuses on initiatives that leave a lasting positive impact on the environment and society at large. This category celebrates campaigns, projects, or initiatives that effectively communicate the importance of sustainability while driving positive change in behavior, perception, or action. ▲■●

48. Comedy: This category celebrates outstanding achievements in using humor as a powerful and effective creative tool. This category recognizes campaigns, content, or projects that not only entertain but also demonstrate a keen understanding of comedic timing, wit, and the ability to connect with audiences through laughter. ▲■●

VETERINARY (HCP)

All of the following categories must be aimed at healthcare professionals or those working within the pharmaceutical industry.

1. Press - Individual: Press ads of any size. ▲

2. Press - Campaign: Two or more press ads of any size. ▲

3. Poster - Individual: Posters for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

4. Poster - Campaign: Two or more posters (can be in combination) for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

5. Film - Individual: Film for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5 minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

6. Film - Campaign: Two or more films (can be in combination) for online/digital platform, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5 minutes. If you strongly feel it needs to be seen in it's entirety, in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

7. Direct Mail: Applicable to print mailers, leaflets, door drops, products, gifts, web-keys and emails. ▲■

8. Print Sales Material: Applicable to paper detail sales aids, POS, leaflets, brochures, information sheets, and stationery. ▲■

9. Exhibitions/Stand Panels: Applicable to all media promoting/supporting exhibitions aimed at healthcare professionals. ▲■

10. Symposium: Applicable to materials (all media included) promoting/supporting symposiums aimed at healthcare professionals. ▲■

11. Digital Detail Aid: Applicable to detail sales aids that function on tablet devices. ▲■

12. Mixed Media Campaign: Made up of at least two different media platforms and a minimum of two executions. ▲■

13. Social Media Campaign: Applicable to a campaign that utilises social media to drive the creative idea. Can include the use of different media platforms e.g. websites, micro-sites, web banners and websites etc. Offline elements are accepted if they work with the online parts. ▲■●

14. Website: Design, functionality and development of websites and micro-sites. ▲■

15. Best Digital Tactic: Applicable to augmented reality, emails, rep-triggered emails, digital adverts, banners, pop-ups, digital tools, micro-sites, site features and installations. This category is not for apps or websites. ▲■

16. Best Smart Phone App: Branded/unbranded or promotional apps including games and tools. ▲■

17. Best Tablet App: Branded/unbranded or promotional apps including games and tools. ▲■

18. Art Direction/any medium: Applicable to art direction for any offline or online platforms. ▲■●

19. Copywriting/any medium: Applicable to long or short-copy for any offline or online platforms. Entries must be submitted in English. If your entry is not in English, you must provide an English translation. ▲■●

20. Photography/any medium: Applicable to any photographic image (film, digital or 3D) on any offline or online platform. ▲

21. Typography/any medium: Applicable to typography on any offline or online platform. ▲●

22. Cinematography/any media platform: Applicable to cinematography on any online platform, outdoor screen, in-store screen, TV and cinema. ●

23. Animation/any media platform: Applicable to animation on any online platform, outdoor screen, in-store screen, TV and cinema. ●

24. Design/any medium: Applicable to any design on any offline or online platform. ▲■

25. Illustration/any medium: Applicable to any illustration on any offline or online platform. ▲

26. Internal Communications/any media platform: Applicable to materials (all media included) that promote, support, tease, motivate and educate internal teams at pharmaceutical companies. ▲■●

27. Mode of Action/any medium: Applicable to any mode of action on any offline or online platform. ▲■●

28. Best use of Technology/any medium: Branded/unbranded hardware of software. Including games, digital tools, virtual reality and augmented reality. Applicable to offline or online platforms.. ▲■●

29. Logo/any medium: Applicable to any logo design for any platform offline or online. ▲●

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31. Product Design: Branded/unbranded hardware of software. Including digital tools (including apps) and wearable tech products. ▲■●

32. Editing: Editing for film; online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ▲■●

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34. Sound Design: Creative ideas bought to life through exceptionally crafted music or sound design. Applicable to all ambient, film, radio and animation mediums. ▲■●

35. Radio: Best use of radio commercials. ▲■●

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48. Comedy: This category celebrates outstanding achievements in using humor as a powerful and effective creative tool. This category recognizes campaigns, content, or projects that not only entertain but also demonstrate a keen understanding of comedic timing, wit, and the ability to connect with audiences through laughter. ▲■●

CHARITY / PRO BONO

All of the following categories are specifically for charities and pro bono work.

1. Press - Individual: Press ads of any size. ▲

2. Press - Campaign: Two or more press ads of any size. ▲

3. Poster - Individual: Posters for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

4. Poster - Campaign: Two or more posters (can be in combination) for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

5. Film - Individual: Film for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

6. Film - Campaign: Two or more films (can be in combination) for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If you strongly feel it needs to be seen in it's entirety, in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

7. Direct Mail: Applicable to print mailers, leaflets, door drops, products, gifts, web-keys and emails. ▲■

8. Ambient/Event: Applicable to non-traditional out-of-home/outdoor guerrilla marketing - such as stunts, special builds, live events and PR campaigns. ▲■

9. Print Sales Material: Applicable to POS, leaflets, brochures, information sheets and stationery. ▲■

10. Mixed Media Campaign: Made up of at least two different media platforms and a minimum of two executions. ▲■●

11. Social Media Campaign: Applicable to a campaign that utilises social media to drive the creative idea. Can include the use of different media platforms e.g. websites, micro-sites, web banners, websites etc. Offline elements are accepted if they work with the online parts. ▲■

12. Website: Design, functionality and development of websites and micro-sites. ▲■

13. Best Digital Tactic: Applicable to augmented reality, emails, digital adverts, banners, pop-ups, digital tools, micro-sites, site features and installations. This category is not for apps or websites. ▲■

14. Best Smart Phone App: Branded/unbranded or promotional apps including games and tools. ▲■

15. Art Direction/any medium: Applicable to art direction for any offline or online platforms. ▲■

16. Copywriting/any medium: Applicable to long or short-copy for any offline or online platforms. Entries must be submitted in English. If your entry is not in English, you must provide an English translation. ▲■●

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20. Animation/any media platform: Applicable to animation on any online platform, device, outdoor screen, in-store screen, TV and cinema. ●

21. Design/any medium: Applicable to any design on any offline or online platform. ▲■●

22. Illustration/any medium: Applicable to any illustration on any offline or online platform. ▲

23. Best use of Technology/any medium: Branded/unbranded hardware of software. Including games, digital tools, virtual reality and augmented reality. Applicable to offline or online platforms.. ▲■●

24. Logo/any medium: Applicable to any logo design for any platform offline or online. ▲●

25. CGI/any medium: Computer generated graphics applicable to any medium platform offline or online. ▲■●

26. Product Design: Branded/unbranded hardware of software. Including digital tools (including apps) and wearable tech products. ▲■●

27. Editing: Editing for film; online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ▲■●

28. Choreography: Based on the art of designing sequences and movements of physical bodies in film or live experiences. Applicable to all film/animation categories and non-traditional; out-of-home/outdoor guerrilla marketing - such as stunts/live events. ▲■●

29. Sound Design: Creative ideas bought to life through exceptionally crafted music or sound design. Applicable to all ambient, film, radio and animation mediums. ▲■●

30. Radio: Best use of radio commercials. ▲■●

31. PR: This category will recognise the most effective work for or by a charity, voluntary or not for profit

32. Packaging: All physical packaging accepted. ▲■●

33. Branding: Creation of a new brand/rebrand/refresh for any product, service or organisation. ▲■●

34. Virtual Reality: All VR experiences accepted.. ▲■●

35. Augmented Reality: All AR experiences accepted. ▲■●

36. Audio: Creative ideas bought to life through composed and bespoke crafted music or sound design. Applicable to all ambient, film, radio, podcast and animation mediums. ▲■●

37. Data: . Single piece or campaign in which data played an integral role in its development and execution. ▲■●

38. AI: Product, service, media or message that utilizes artificial intelligence in its execution and pushes the discipline forward. ▲■●

39. Metaverse: Creative bought to life through the metaverse. Applicable to all internal and external communications. ▲■●

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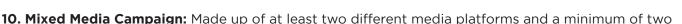
41. Influencer: This award recognizes creativity that is influencer led and has demonstrated exceptional creativity, innovation, and originality in their content. ▲■●

42. Sustainable Impact: Creative work that focuses on initiatives that leave a lasting positive impact on the environment and society at large. This category celebrates campaigns, projects, or initiatives that effectively communicate the importance of sustainability while driving positive change in behavior, perception, or action. ▲■●

43. Comedy: This category celebrates outstanding achievements in using humor as a powerful and effective creative tool. This category recognizes campaigns, content, or projects that not only entertain but also demonstrate a keen understanding of comedic timing, wit, and the ability to connect with audiences through laughter. ▲■●

EQUITY, DIVERSITY & INCLUSION

All of the following categories are specifically for work that promotes ED&I. This includes all audiences B2B, B2C, internal and external campaigns.

1. Press - Individual: Press ads of any size. ▲

2. Press - Campaign: Two or more press ads of any size. ▲

3. Poster - Individual: Posters for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

4. Poster - Campaign: Two or more posters (can be in combination) for billboards (any size), ad shells, digital posters, 3D billboards, specially powered posters or posters using unconventional materials. ▲

5. Film - Individual: Film for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If your film is longer please submit an edited version. If you feel it needs to be seen in it's entirety in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

6. Film - Campaign: Two or more films (can be in combination) for online, mobile, tablet, outdoor, in-store, TV, POS and cinema. Video submissions can be no longer than 5-minutes. If you strongly feel it needs to be seen in it's entirety, in addition to a 5-minute (or under) edit please provide a URL where it can be viewed. ●

7. Direct Mail: Applicable to print mailers, leaflets, door drops, products, gifts, web-keys and emails. ▲

8. Ambient/Event: Applicable to non-traditional out-of-home/outdoor guerrilla marketing - such as stunts, special builds, live events and PR campaigns. ▲■

9. Print Sales Material: Applicable to POS, leaflets, brochures, information sheets and stationery. ▲■

10. Mixed Media Campaign: Made up of at least two different media platforms and a minimum of two executions. ▲■

11. Social Media Campaign: Applicable to a campaign that utilises social media to drive the creative idea. Can include the use of different media platforms e.g. websites, micro-sites, web banners, websites etc. Offline elements are accepted if they work with the online parts. ▲■

12. Website: Design, functionality and development of websites and micro-sites. ▲■

13. Best Digital Tactic: Applicable to augmented reality, emails, digital adverts, banners, pop-ups, digital tools, micro-sites, site features and installations. This category is not for apps or websites. ▲■

14. Best Smart Phone App: Branded/unbranded or promotional apps including games and tools. ▲■

15. Best Tablet App: Branded/unbranded or promotional apps including games and tools. ▲■

16. Art Direction/any medium: Applicable to art direction for any offline or online platforms. ▲■●

17. Copywriting/any medium: Applicable to long or short-copy for any offline or online platforms. Entries must be submitted in English. If your entry is not in English, you must provide an English translation. ▲

18. Photography/any medium: Applicable to any photographic image (film, digital or 3D) on any offline or online platform. ▲

19. Typography/any medium: Applicable to typography on any offline or online platform. ▲●

20. Cinematography/any media platform: Applicable to cinematography on any online platform, device, outdoor screen, in-store screen, TV and cinema. ●

21. Animation/any media platform: Applicable to animation on any online platform, device, outdoor screen, in-store screen, TV and cinema. ●

22. Design/any medium: Applicable to any design on any offline or online platform. ▲■●

23. Illustration/any medium: Applicable to any illustration on any offline or online platform. ▲

24. Mode of Action/any medium: Applicable to any mode of action on any offline or online platform. ▲■●

25. Best use of Technology/any medium: Branded/unbranded hardware of software. Including games, digital tools, virtual reality and augmented reality. Applicable to offline or online platforms. ▲■●

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BUSINESS TO BUSINESS

This aims to celebrate creativity and innovation within the B2B marketing space. This can include ad agency self-promotion - internal and external work.
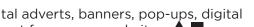
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