

ADC Creative Awards

How to apply properly

Content

1. How to register 3

This section contains a brief description of registration and the application process in three steps, concluding with the submission of the application for the contest.

2. Fees and terms 5

In this section you will find information on the amounts of individual fees within given terms and deadlines for sending off applications and entry works.

3. Description of categories 7

Contains a concise list and brief definition of individual categories, including sub-categories. Allows easier orientation and proper assignment of relevant categories to works submitted for the contest.

4. Technical specifications 13

Contains a description of technical specifications necessary for the correct preparation of input data.

1) How to register

Registrations from past years are automatically invalid, i.e. it is necessary to register again for the current year of the contest.

1. Registration of the applicant

Individual entries can only be submitted for the contest after creating a user account by way of the "Register for the contest" link in the heading at the top of our page. As a minimum, it is necessary to fill out the compulsory data in the registration form.

2. Submitting works for the contest

After registering (opening) your account, you can log onto the application by clicking on Login at the top right. The submission of individual works for the contest then proceeds with the following steps.

Step 1 – Adding contest entries and files

For every entry, you must fill out at least the basic compulsory data. You may fill out further details regarding your entry work as needed. After saving the compulsory data, you may proceed to upload files according to the technical specifications, defined separately for each category.

Until all works comply with the technical specifications valid for specific categories, the application will not let you proceed to the next step, because it is one of the premises for accepting works for the contest under point 1.7. of the Contest Statute.

Contest works can be entered as a series. Entries admitted as a series are evaluated as one work with several motifs. You can accomplish this by clicking on "**Add motif to series**" and adding another motif. The fee charged for a series is the same as for a campaign. The number of added motifs is irrelevant.

Step 2 – Sending an application to participate in the contest

If all entries submitted by you comply with the technical specifications, you may conclude your application by sending it to the contest. Prior to that you must confirm your agreement to the conditions of the contest defined in the Contest Statute.

This step has no effect on the amount of the fee – the decisive fact is the date of uploading of the last file, at latest however by March 15th, 2017.

After the application is sent off, it is no longer possible to make changes to its content, with the exception of accompanying texts. Otherwise it is necessary to contact the administrator.

Step 3 – Payment

The last premise for entries to be accepted for the contest is the payment of pertinent fees at latest within 7 days of applying for the contest. The payment is to be made on the basis of the pro forma invoice, which is automatically ready for printing upon the sending of the contest application. The tax document will be sent to you upon the crediting of the payment to our account.

More information on the rules for applying for the contest can be found in the Contest Statute, in the description of categories and in the technical specifications.

The web application shows a graph of the status of the submitted entries

Green line – the entry meets the technical specifications within the regular term (prior to February 28th, 2017) and only the basic fee will be charged

Orange line – the entry met the technical specifications within a prolonged term (between March 1st – 15th, 2017) and a higher fee will be charged for it. The same applies to cases where the files of an entry already accepted within the regular term are edited in the prolonged term

Red line – the entry does not meet the technical specifications yet

2) Fees and terms

1. Fees

Basic fees within the regular term

CZK 4,000.00 per every submitted entry accepted by February 28th, 2017, does not apply to the Campaign categories and series c

CZK 8,000.00 per every submitted entry accepted by February 28th, 2017 in the category Integrated Campaign or On-line Campaign and series (the campaign is entered in the contest as a single contest work, i.e. the entry fee is only paid 1x).

Increased fees within the prolonged term

CZK 5,000.00 per every submitted entry accepted from March 1st to March 15th, 2017, regardless of whether the entry is submitted separately (does not apply to the Campaign categories and series).

CZK 10,000.00 per every submitted entry accepted from March 1st to March 15th, 2017 in the category Integrated Campaign or On-line Campaign or series (the campaign is entered in the contest as a single contest work, i.e. the entry fee is only paid 1x)

Only entries that do not meet the technical specifications after February 28th or submitted only in the prolonged term, or already accepted within the regular term, but subsequently edited in the prolonged term, are subject to an increased fee, where the date of uploading the last file is decisive. The fees for remaining works already accepted within the regular term remain unchanged, it is also possible to edit accompanying texts (description, credits) up to March 15th without an increase of the fee.

All prices given above are less VAT.

2. Deadline for sending off entries

Regular term from February 1st to February 28th, 2017

This is the regular term for registering and sending off applications, beginning on February 1st and ending on February 28th, 2017.

Prolonged deadline from March 1st to March 15th, 2017

This is the prolonged term from March 1st to the 15th, 2017. Entries submitted or edited additionally within this term are subject to an increased fee (see Fees).

3) Description of categories

Comprehensive list of categories

1. Print

2. Outdoor

- 2.1 Billboard & Poster
- 2.2 Ambient & Other

3. Film

- 3.1 TV / Cinema
- 3.2 Online Film

4. Radio

5. Direct Marketing

- 5.1 Mailings / Giveaways
- 5.2 Point of Sale
- 5.3 Online
- 5.4 Promotional Campaigns

6. Digital

- 6.1 Web pages/ Microsites
- 6.2 Applications
- 6.3 Social
- 6.4 Display Advertising

7. Best Use of Media

8. Branded Content

9. Design

- 9.1 Corporate Design
- 9.2 Product & Packaging Design
- 9.3 Graphic Design
- 9.4 Digital Design
- 9.5 Immersive Design
- 9.6 Motion Design

10. Craft

- 10.1 Film Craft
- 10.2 Sound Design
- 10.3 Illustration
- 10.4 Photography
- 10.5 Typography
- 10.6 Copywriting

11. Innovation

12. Online Campaign

13. Integrated Campaign

1. Print

In this category, the best creative works printed in magazines and newspapers win, including the uncommon ones, using innovative print technologies, inserts or an interesting combination of print and digital.

This category has no sub-categories.

To verify publishing, the applicant may be asked to present a media plan validated by the client.

Image preview (JPEG/RGB; min. width 1920px, max. quality)

2. Outdoor

2.1 Billboard / Poster

2.2 Ambient / Other

In this category we award exceptionally creative outdoor media, including posters, CLVs, billboards, ambient media and nontraditional media. We may require a media plan validated by the client.

Sub-categories **2.1** includes billboards, CLV, posters, both paid and „guerrilla“; **2.2** generally all use of public space that does not fall under the sub-category 2.1, i.e. namely uncommon and new media.

Image preview (JPEG/RGB; min. width 1920px, max. quality)

or

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

To verify realisation, the applicant may be asked to present a media plan validated by the client.

3. Film

3.1 TV / Cinema

3.2 Online Film

In this category, only perfectly crafted moving pictures, ranging from TV spots to online and interactive videos or preloads, can stand out. Original video content may be submitted simultaneously in the categories „Film“ and „Branded Content“.

The sub-category **3.1** includes any commercial videos aired on television or in cinemas; **3.2** all videos primarily designated for online viewing, including all interactive videos and other online formats.

Video (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s; English subtitles)

Image previews of video (JPEG/RGB; 1920x1080px, max. quality) - 6x

To verify realisation, the applicant may be asked to present a media plan validated by the client.

4. Radio

Here, the jury awards the best of creativity that was to be heard on both radio stations and paid online channels. Original audio content can be submitted simultaneously in the categories „Radio“ and „Branded Content“.

Video (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s; English subtitles)

To verify realisation, the applicant may be asked to present a media plan validated by the client.

5. Direct Marketing

5.1 Mailings / Giveaways

5.2 Point of Sale

5.3 Online

5.4 Promotional Campaigns

In this category, exceptional creative entries will compete in the field of targeted communication - works that can create unique communication channels between a brand or product and target audience, resulting in a direct response and measurable response.

The sub-category **5.1** includes original mailing events or promotional gift items; **5.2** includes all activities and media addressing customers in an interesting way directly at the point of sale **5.3** includes all directly targeted online activities including online mailing; **5.4** includes special promo events, discounts, product samples and product videos with promotional topics.

Image preview (JPEG/RGB; min. width 1920px, max. quality) and possibly also a voluntary physical sample version

or

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

In this category, we recommend submitting physical sample versions.

6. Digital

6.1 Web pages / Microsites

6.2 Applications

6.3 Social

6.4 Display Advertising

In the "Digital" category, the jury awards exceptional entries realised in online media and any digital, mobile and technological communication. The focus is on original and smart digital solutions, effectively combining creativity and modern technologies.

The sub-category **6.1** encompasses all web pages and microsites; **6.2** includes branded applications for mobiles, tablets or „wearables“; **6.3** includes all campaigns using social networks as the primary communication channel; **6.4** banners and other paid formats pro online media.

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

7. Best Use of Media

The entries that can earn precious metal in this category must make creative and unexpected use of commonly available media, turning them into new instruments as well as empowering the creative idea.

Image preview (JPEG/RGB; min. width 1920px, max. quality)

or

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

8. Branded Content

In this category, the focus is on the most creative, original and consistent "content" created for a given brand, this in any type of media, including film, television series, songs, books, magazines, games, events and other.

Image preview (JPEG/RGB; min. width 1920px, max. quality)

or

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

In this category, we recommend submitting physical sample versions.

9. Design

9.1 Corporate Design

9.2 Product & Packaging Design

9.3 Graphic Design

9.4 Digital Design

9.5 Immersive Design

9.6 Motion Design

The best opportunity to present supreme quality design and aesthetic finish, in several areas.

The sub-category **9.1** awards exceptional works in the area of corporate identity, brilliant logo designs, both new and adaptations of existing ones; **9.2** focuses on top works in the area of packaging design; **9.3** sub-category designated for exceptional design in any printed materials; **9.4** awards innovative design in digital space. Contrary to the category "Digital Craft", where the main criterion is aesthetics, this sub-category awards solutions that are brilliantly elaborated and also resolve a given problem in a particularly clever way; **9.5** the jury evaluates and awards any design that surrounds us – exhibitions, spatial installations, store redesigning, VR projects etc. Also awarded is synaesthetic design, i.e. design solutions stimulating more than one sense; **9.6** any motion design can be entered in this category, if it was designated for television broadcasting, screening or online viewing.

Image preview (JPEG/RGB; min. width 1920px, max. quality) and possibly also a voluntary physical sample version

or

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

In this category, we recommend submitting physical sample versions.

10. Craft

10.1 Film Craft

10.2 Sound Design

10.3 Illustration

10.4 Photography

10.5 Typography

10.6 Copywriting

In this category the focus is strictly on the superb and brilliant execution of creative ideas.

The sub-category **10.1** is devoted to film work excelling in execution - from outstanding directing, camera, acting, to post-production, CGI, visual effects, grading or music; **10.2** audio works can also be awarded for their unique quality of sound, this in any audio or audiovisual work; **10.3** a sub-category devoted exclusively for exceptional execution of illustrations; **10.4** in this sub-category, the jury judges brilliant execution in photography, retouching and CGI; **10.5** special sub-category for exceptional quality of works using existing or brand-new typography; **10.6** opportunity to receive an award for exceptional work with text, words and language, whether in short headlines or full-fledged texts in any type of media.

Video (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s; English subtitles)

Image previews of video (JPEG/RGB; min. width 1920px, max. quality) - 6x

or

Image preview (JPEG/RGB; min. width 1920px, max. quality) and possibly also a voluntary physical sample version

or

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

In this category, we recommend submitting physical sample versions.

11. Innovation

This category awards all creative entries that stretch the boundaries of what is possible.

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

In this category, we recommend submitting physical sample versions.

12. Online Campaign

In this category, the jury is most interested in campaigns that develop one idea in as original and effective way as possible, on at least two strictly digital channels.

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

To verify realisation, the applicant may be asked to present a media plan validated by the client.

13. Integrated Campaign

This category includes all campaigns that are united by a single idea and, at the same time, use many types of various media, contributing in their unique way to make the idea work. The minimum of different media channels used is three.

Presentation film up to 3 min. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Presentation film up to 30 sec. (MP4/H.264; Full HD 16:9, 12MB/s – 17MB/s)

Image previews of film (JPEG/RGB; min. width 1920px, max. quality) - 6x

To verify realisation, the applicant may be asked to present a media plan validated by the client.

4) Technical specifications

1. Image preview

A basic illustration of the submitted entry. Primarily this means the transfer of a print layout or another two-dimensional portrayal of the work, such as a screenshot etc. It can also be photographs of three-dimensional works, or entries set within a space or context. All entries must be understandable to an international jury and accompanied by a translation of the slogan in the application description.

Data format JPEG / RGB **colour scheme**

Net width min. 1920px or **height** max. 2727px

Maximum quality without compression

For the categories Print, Outdoor, Direct Marketing, Media, Branded Content, Design and Craft

2. Physical sample versions

A sample version is an optional part of the presentation and can suitably complement its primary electronic part. The physical sample will be presented to the jury only if the work passes into the second round of judging. In the introductory round, the part of the presentation evaluated is only the electronic part, which is compulsory according to the pertinent technical specifications. Send the physical sample by March 15th to the address of ADC. The sample must be marked in the back with the number assigned on the application.

We especially recommend submitting physical sample versions for the categories **Direct Marketing, Media, Branded Content, Design, Craft and Innovation**

3. Video

A separate submitted contest entry on the basis of „motion pictures“ or audio recording. All entries must be understandable to an international jury. In case of audiovisual works, these must be translated to English in the form of subtitles.

Data format MP4/H.264, MOV/H.264, MOV (Apple Pro Res 4:2:2)

Resolution Full HD 1920x1080px; **Format** 16:9

Data flow 12MB/s – 17MB/s (medium quality)

For the categories Film, Radio and Craft

4. Presentation film for the jury, up to 3 min.

This means a film – case study, which will explain the basis of the entry, its essence, execution and scope, as well as its context and resulting shape or impact, whereat the footage may not exceed 3 minutes. It is not a separate audiovisual work, merely its clarification. The presentation film generally accompanies the entry in the form of an image preview. It must be understandable to an international jury, therefore we recommend an English version or English subtitles.

Data format MP4/H.264, MOV/H.264, MOV (Apple Pro Res 4:2:2)

Resolution Full HD 1920x1080px; **Format** 16:9

Data flow 12MB/s – 17MB/s (medium quality)

For the categories Outdoor, Direct Marketing, Digital, Media, Branded Content, Design, Craft, Innovation, Campaign

5. Presentation film up to 30 sec. for the announcements - gala evening

A shortened version of the three-minute presentation film, designated strictly for screening at the gala evening with award announcements. An English version with subtitles is not compulsory.

Data format MP4/H.264, MOV/H.264, MOV (Apple Pro Res 4:2:2)

Resolution Full HD 1920x1080px; **Format** 16:9

Data flow 12MB/s – 17MB/s (medium quality)

For the categories Outdoor, Direct Marketing, Digital, Media, Branded Content, Design, Craft, Innovation, Campaign

6. Image previews of video/film

This regards previews (screenshots, grabs) of video/film, designated exclusively for publication in the annual issue of Art Directors Club Creative Awards. It is suggested to select the key frames that best show the plot or essence of the entered work. The number of previews is limited.

Data format JPEG / RGB **colour scheme**

Net width 1920px, **height** 1080px

Maximum quality without compression

For the categories Outdoor, Film, Direct Marketing, Digital, Media, Branded Content, Design, Craft, Innovation, Campaign

We wish you luck in winning

lots of precious metal

in the **Creative Awards**