



D&AD Awards 2026 Entry Kit

Entry Deadlines

Super Earlybird - 30% off

Payment: 14 January 2026*

Finalise Submission: 21 January 2026

Physical Shipment Due Date: 4 February 2026

Earlybird - 20% off

Payment: 11 February 2026*

Finalise Submission: 18 February 2026

Physical Shipment Due Date: 4 March 2026

Standard Deadline

Payment: 19 March 2026*

Finalise Submission: 26 March 2026

Physical Shipment Due Date: 8 April 2026

* Payment options include credit cards or BCAS, and invoices must be settled within 7 days of issuance. Please see T&CS for further information.

Key Dates

D&AD Shortlist Announced: 19–20 May 2026

D&AD Pencils Announced: 20 May 2026

D&AD Festival: May 2026

D&AD Awards Ceremony: September 2026

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What's New?

Welcome to the 2026 D&AD Awards – here's what's new, what's changed, and what you need to know.

Timeline Update

Entry site opens: 26 November 2025

You can download the entry kit from 5 November to see what's new and help you prepare your entries, and the site will open later in the month ready for your submissions.

Super Earlybird deadline: January 2026

Shifting the Super Earlybird deadline to January means that Entrants now have an additional month to take advantage of 30% off entry fees.

Winners' announcement: May 2026

In 2026 all Shortlisted and Pencil-Winners will be announced during live judging, with insights into the winning work shared across the D&AD Festival in May.

Shortlisted, Wood Pencil, Graphite Pencil and Yellow Pencil winners will be announced in May alongside judging week, with the addition of a new Showcase event to celebrate the Yellow Pencils. The event will gather insight from each Jury President into what won Yellow and why.

D&AD Ceremony: September 2026

Moved to September, the Ceremony will announce and celebrate the Black Pencil winners, Companies of the Year, top-ranking individuals, and introduce the new D&AD President. More information to follow soon.

New Integrity Measures

As the creative industry evolves, so must the rules to safeguard fairness, originality, and trust. For 2026, we're introducing enhanced measures to ensure the credibility of every entry:

Entry Validation

Each entry must be accompanied by an Entry Validation Card, signed by a senior representative of the submitting agency, company, or freelance lead. The Entry Validation Card serves as a Code of Conduct declaration, confirming that all information and claims are accurate and verifiable.

Use of AI

Entrants must now provide a structured disclosure of any AI involvement at the point of entry across all categories. The Use of AI disclosure is now extended

beyond the creative process and output to include all submission materials, including case films and supporting documentation.

Please see our [Integrity Policy](#) and [2026 Terms & Conditions](#) for more information.

Category Updates

The 2026 Awards introduce three new categories that reflect emerging areas of creative practice and audience engagement:

Cultural Influence

This new category recognises commercial creativity that leaves a cultural footprint; work that sparks conversations, shapes identity, or embeds itself into cultural life.

This update goes hand in hand with the removal of Integrated as a standalone category to make space for a new one that better reflects the current industry landscape. Integrated will remain as a subcategory across 15 other categories, ensuring that this work continues to be recognised.

Brand Transformation

An important introduction to recognise the strategy that transforms a brand identity and experience to deliver measurable results, create value, and drive business and cultural impact.

Sports Entertainment

Celebrating creativity within the world of sport; from campaigns and sponsorships to branded content and fan experiences - where storytelling connects teams, brands, and audiences. This category will be judged by the Entertainment Jury.

Use of AI & Technology

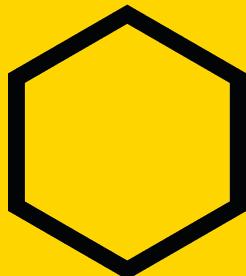
You'll find these subcategories across all categories in 2026, without exception. This ensures that work using emerging tools is judged in context, alongside comparable creative and craft standards within its field.

You can explore the full list of categories and subcategories on [page 16](#).

D&AD Award Levels

Shortlist

Work that demonstrates merit, worthy of recognition and in the top echelon of entries. It's awarded in all categories in the first instance.



SHORTLIST

Wood

The best of the year in advertising, design, craft, culture and impact.

Graphite

For stand-out work that rises above the rest, worthy of consideration for a Yellow Pencil.

Yellow

The iconic D&AD Yellow Pencil, awarded only to outstanding work that achieves true creative excellence.

Black

The ultimate creative accolade, reserved for ground-breaking work. Only a handful of these are awarded each year, if any.





Category-Specific Awards



Future Impact Pencil

Early-stage projects that demonstrate the potential to drive behavioural, environmental, societal or policy change through creativity. Awarded to work in the Future Impact category.



White Pencil

Exceptional projects that use the power of creativity to drive behavioural, environmental, societal or policy change. Replaces the Yellow Pencil in the Impact and Sustained Impact categories.

Special Awards



President's Award

Every year, D&AD honours an industry hero, a legend whose contribution to the industry has been nothing but inspirational. The recipient is chosen by the D&AD President.



Companies of the Year

Pencil winners and shortlisted companies are allocated points for each win. The points are then accumulated to determine the following categories:

- > Advertising Agency of the Year
- > Design Agency of the Year
- > Production Company of the Year
- > Client of the Year
- > Network of the Year
- > Brand of the Year
- > Independent Agency of the Year
- > Brand-Side Agency of the Year
- > Individual Creative Rankings of the Year

All Companies of the Year winners will be announced at the D&AD Awards Ceremony.

Judging Criteria

When assessing the work, judges will consider the following questions in order of importance:

Advertising, Brand, Design, Engagement & Experience, and Culture

- > Is the idea inspiring?
- > Is it brilliantly executed?

For Digital Experience Design, execution will be prioritised over idea to assess the overall user experience.

- > Is it fit for purpose?

For Engagement & Experience categories, this means the work achieved the intended result.

For Brand Transformation, this means the work delivers on the strategy and will be prioritised over idea.

For Cultural Influence, this means the work had a measurable influence on culture and will be prioritised over idea.

Craft

- > Is it brilliantly executed?
- > Does the use of medium elevate the idea?
- > Is the idea inspiring?

Brand Transformation

- > Has the strategy delivered on the transformation objectives?
- > Is the idea inspiring?
- > Is it brilliantly executed?

Cultural Influence

- > Is the work influencing culture?
- > Is the idea inspiring?
- > Is it brilliantly executed?
- > Is it fit for purpose?

Health

- > Is the idea inspiring?
- > Is it brilliantly executed?

For Health & Wellbeing:

- > Is it fit for purpose?

For Pharma:

- > Does it have the necessary FDA, MHRA, or equivalent approval?
- > Has it achieved the desired outcomes?

Impact

- > Is it driving the success of one or more UN SDGs?

Please use the [UN Sustainable Development Goals](#) website for reference.

- > Has it resulted in tangible change?

Refers to behaviour, environment, societal or policy change that has occurred as a direct result of the work.

- > Is it innovative and inspiring?

Work may represent a new idea or method, or the use of an existing idea or method in a new way.

Future Impact

- > Does the idea demonstrate the potential to drive the success of one or more UN SDGs?

Please use the [UN Sustainable Development Goals](#) website for reference.

- > Does it sufficiently demonstrate the potential to drive tangible change?

Refers to behaviour, environment, societal or policy change that is likely to occur as a direct result of the work.

- > Does it sufficiently demonstrate that it can meet its intended scale?

This could be anything from a local solution to a global initiative.

- > Is it innovative and inspiring?

Work may represent a new idea or method, or the use of an existing idea or method in a new way.

Sustained Impact

- > Is it continuously driving the success of one or more UN SDGs?

Please use the [UN Sustainable Development Goals](#) website for reference.

- > Has it resulted in tangible change either continued or increased over time?

Refers to behaviour, environment, societal or policy change that has occurred as a direct result of the work.

- > Is it innovative and inspiring?

Work may represent a new idea or method, or the use of an existing idea or method in a new way.

Judging Criteria

When assessing the work, judges will consider the following questions in order of importance:

Additional Criteria

Additional judging criteria will apply to the following subcategories:

- > **Has the climate and ecological impact of the design been considered?**

For example, have the circular economy design principles of reduce, reuse, recycle been adopted?

Product Design / All subcategories

- > **Is it responsible?**

Has the work been sustainably created, or does it encourage responsible consumer behaviour, for example?

Experiential: Activation & Participation / Responsible Activations

Packaging Design / Materials

Spatial Design / Responsible Spaces

- > **If a product, is the design circular?**

Does the design take an upstream innovation approach? i.e. Is there a genuine need for the product, and can it be reused, returned, recycled or composted?

Packaging Design / Upstream Innovation

Impact / Upstream Innovation

Future Impact / Upstream Innovation

Future Impact / Upstream Innovation / Emerging Talent

Sustained Impact / Upstream Innovation

How To Enter

*** This bit is important ***

1. Check Eligibility

Eligibility

Ensure your work is eligible. Check the rules on [page 10](#) of the Entry Kit.

2. Obtain Client Approval

Approval

Confirm with your client that you have permission to enter the work.

3. Choose Your Categories

Categories

Select the most appropriate categories for your work. If you need help, feel free to contact awards@dandad.org with a description of your project and any relevant images, videos, or links.

Pricing & Discounts

Pricing varies by category and is detailed at the top of each category page, showing the Standard Deadline fee. To take advantage of tiered discounts, pay for your entry early, even if your submission isn't complete. You can receive 30% off during the Super Earlybird tier and 20% off during the Earlybird tier. Just ensure you submit before the corresponding deadline to avoid any extra fees. For a complete overview of all tiers, visit our Entry Fees page [here](#).

Freelancers and businesses with fewer than 10 employees get 30% off. Contact awards@dandad.org to obtain your discount code. Obtain the code well ahead of the deadline to avoid issues; it remains valid until the submission period closes.

4. Check Submission Requirements for your Entry

Designate Your Primary Contact

The account you're using will serve as the main point of communication with us and should coordinate your entry activities. Please ensure the email registered to this account is monitored regularly.

Entry Validation

Before submitting, you'll need to provide the contact information of the lead responsible, including their name, company, role/position, and email address. This person will be asked to confirm that all information submitted as part of the entry is accurate and that no false information has been provided.

The validation contact must be approved or signed off by a senior representative of the submitting agency, company, or freelance lead.

Submission Formats

Check the required formats on the category pages. Detailed specs are in the [Submission Format Guide](#). If you're unable to provide the listed required formats, please contact awards@dandad.org.

Supporting Information

At the bottom of each category page, you'll find a list of the written information required for your online submission. Make sure to include this information, as it provides the judges with key details about your work. Keep your entries brief and focused on the facts. For detailed requirements and character limits, refer to the [Submission Format Guide](#).

Credits

You will be required to submit an initial list of primary credits for your entry. Details on required credits for each category are available [here](#). If successful, these credits will be displayed at the Awards Ceremony and will be included in the D&AD Awards Rankings. We will contact you after our Shortlist Announcement for a full list of credits, which will be published on our website and in the D&AD Annual.

Translations

If your work is in a language other than English, submit in its original language alongside a translation. Films should have subtitles, and for non-film work, please type your translation directly into the Translation section of the Media card.

How To Enter

*** This bit is important ***

5. Create & Pay For Your Entry

Creating Your Entry

Log in to your online account at dandad.org and click 'Enter Now' to begin. Your progress will be saved automatically as you work.

Pay Now, Submit Later

You can pay for your entry even if it's not yet complete – just be sure to submit it before the corresponding Submission Deadline. Missing the deadline will result in additional fees. Check the front page [here](#) for details on the different tiered deadlines.

Payment Methods

Pay by card or bank transfer (BACS). Note that non-European card transactions incur a 3.5% processing fee.

6. Prepare, Review & Submit Your Entry

Prepare

You have an extra week after the Payment Deadline to edit and finalise your entry. Utilise this time to prepare, edit and review your entry.

Review

Before submitting, ensure all details and files are correct. Once submitted, you won't be able to make further modifications.

Submit

Your entry must be 100% complete for the 'Submit' button to appear. Be sure to click 'Submit' before the Submission Deadline – your entry will not be submitted unless you do so. If you miss the deadline without clicking 'Submit,' you may incur additional fees, even if your entry is fully complete.

7. Send Physical Materials

Shipping

If your entry requires physical materials, you can download and print the shipping labels after submitting your entry. For instructions on how to send your materials, please refer to our [Submission Format Guide](#).

Supplementary Materials

Please refrain from sending non-required work and additional copies, as we may request the return of any extra materials, for which you will be solely responsible for all associated costs.

Customs

It is crucial to track your item as it passes through customs and to ensure you pay the correct customs charges to avoid delays. D&AD does not cover customs fees and is not responsible if the work is returned to the sender.

Need Help?

Advice & Support

For guidance on entering the D&AD Awards or on choosing categories or any other questions, please contact awards@dandad.org.

Rules & Eligibility

*** This bit is important ***

Eligible Work

To be eligible, work must have been:

- > Commercially released between 1 January 2025 and 15 April 2026*
- > Produced in response to a genuine brief from a client or approved by a client
- > Made available to the public through legal mediums
- > Approved and paid for by the client
- * Alternative eligibility windows apply to the following categories: Digital Experience Design/Product Evolution, Product Design/Prototypes, PR/Established Campaigns, Luxury/Branding, Health & Wellbeing/Branding, Pharma/Branding, New Brand Identity, Brand Identity Refresh, Brand Transformation, Cultural Influence, Impact, Future Impact and Sustained Impact. Please refer to our [Terms & Conditions](#) for more information.

Ineligible Work

We do not accept:

- > Concept designs or works created only for the purpose of entering competitions
- > Work entered by another party into the same category
- > Work entered into the D&AD Awards in previous years*
- > Prototypes or beta designs that were not made commercially available within the eligibility period**
- * Unless entering work that was previously entered into Future Impact; or entering the Sustained Impact category; or entering the Brand Transformation category; or entering work that has been significantly changed or updated and relaunched between 1 January 2025 - 15 April 2026, having undergone a significant creative development.

** Unless entering work into Future Impact. For more information please refer to our [Terms & Conditions](#).

Other Qualifying Cases

Work is also eligible in the cases below and given the following conditions:

If work was done pro bono for a charity:

- > The charity must have a contractual relationship with the entrant company
- > The charity must have approved the work to run
- > We might ask for confirmation from the media owner if the media/airtime was provided pro bono

If work was produced in response to a competition brief:

- > The work must have been signed off by the client it represents
- > The work must have been released commercially

If the entrant company is also the client for the work, which falls into one of these two categories:

- > Self-promotion – self-promotional work is eligible only if it was released commercially and made available to potential customers
- > In-house design and production – business owners can enter work that was produced in-house and made available commercially

If the work was released for the first time before

1 January 2025 it is eligible only under one of these two conditions:

- > The majority of the work was launched between 1 January 2025 and 15 April 2026 (only applies to campaign entries)
- > The work was changed/updated then re-launched between 1 January 2025 and 15 April 2026, having undergone a significant creative development

If work is a prototype, or does not have FDA approval where required to be commercially released:

- > The work can only be submitted into Product Design/Prototypes or Future Impact.

Submission of Entries

Work must be submitted:

- > As it was commercially released; only make alterations to the work if this is to meet the material requirements detailed in this guide
- > In its original language; for non-English work, provide a translation as instructed in this guide*

* Non-English work is not permitted in the Writing categories. This is to ensure that the writing is judged fairly and not based on translations.

Rules & Eligibility

*** This bit is important ***

Breaching the rules of entry

In the event that a jury queries the eligibility of an entry, we will ask you to provide further documentary evidence to demonstrate that the work is eligible. If D&AD establishes that an entrant has broken the awards rules, the offending entry will be immediately suspended from the Awards and referred to the D&AD Executive Advisory Group.

The D&AD Executive Advisory Group has the right to:

- > Disqualify an entrant from the Awards
- > Bar an entrant from submitting entries in future years
- > Revoke or suspend an entrant's membership of D&AD

D&AD also reserves the right to review and withdraw work that has run once, on late night television, or has only run because the agency produced a single advert and paid to run it themselves. Such work may be deemed by D&AD as being created solely for the purpose of entering Awards and would be in breach of Awards rules.

For full information on D&AD's policies see our [Terms & Conditions](#).

Impact Entry Criteria

The Impact categories are for anyone using creative thinking to drive the UN Sustainable Development Goals (SDGs); whether you're an agency or an individual, a brand or a nonprofit. You can only enter work into one category – Impact, Future Impact, or Sustained Impact – so make sure you pick the one that's right for you.

Impact

For campaign communications, designs and initiatives. Work must be driving the success of at least one of the UN SDGs and have resulted in tangible behavioural, environmental, social or policy change. Work is eligible to enter all other categories within the D&AD Awards except Future Impact. Work can be re-submitted into Impact year-on-year, provided it has been developed or significantly changed. If the work has not changed but you can demonstrate that the impact of the work has increased over time, it should be entered into the Sustained Impact category.

Award Levels:

Shortlist, Wood, Graphite, White, Black Pencil

Eligibility window:

Work must be commercially released and launched, significantly changed or updated between 1 January 2023 and 15 April 2026

Future Impact

For designs, initiatives and student entries. Work in this category is in development and has yet to be commercially released, for example prototypes and MVPs. Exceptions are made for work that has been launched, but has not made any impact. Entries are awarded based on their potential to drive the UN SDGs and create tangible change. Awarded entrants will be invited to apply for a development grant from the £25,000 D&AD Impact Fund and access to the Impact Council and D&AD Learning to support project owners with the ideation, launch and early growth of their work. Work entered into Future Impact is not eligible for any other Awards categories except Product Design/Prototypes.

Award Levels:

Shortlist, Future Impact Pencil

Eligibility window:

Work must have been developed or significantly changed between 1 January 2025 and 15 April 2026

Requirements:

Work must have proof of concept and be commercially viable

Rules & Eligibility

*** This bit is important ***

Sustained Impact

For campaigns, designs and initiatives. Work must be driving the success of at least one of the UN SDGs and have resulted in increased behavioural, environmental, social or policy change over time. Work is eligible to enter all other categories within the D&AD Awards except for Impact and Future Impact.

Award Levels:

Shortlist, Wood, Graphite, White, Black Pencil

Eligibility window:

Work must have been commercially released and launched, significantly changed or updated between 1 January 2021 and 31 December 2024 with evident increased impact between 1 January 2025 and 15 April 2026

In the event that you enter two or more categories with the same piece of work, you will be contacted and asked to withdraw one or more of the entries. You will not be eligible for a refund. If you are unsure where your work fits, please contact the D&AD Awards team for guidance.

Entry Fees (£)

Overview

Tiered Pricing: We offer three pricing tiers – Super Earlybird, Earlybird, and Standard Deadline rates. Take advantage of discounted rates by submitting your entries early.

Pay Now and Submit Later: You can pay for your entry even if it's not yet complete – just be sure to submit it before the corresponding Submission Deadline. Missing the deadline will result in additional fees.

30% Discount: For freelancers, not for profits, charity and businesses with fewer than 10 employees. Contact us at awards@dandad.org to claim this discount.

Currency Options: Prefer to pay in EUR or USD? You can select your preferred currency on our entry site. (See page [14](#) for EUR pricing and page [15](#) for USD pricing.)

Deadline Dates	Payment Deadline	Submission Deadline
Super Earlybird	14 January 2026	21 January 2026
Earlybird	11 February 2026	18 February 2026
Standard Deadline	19 March 2026	26 March 2026

Pricing Details

Single Entry: Applies to a stand-alone piece or a single execution within a series, range, or campaign.

Multi-Entry: Applies to a series, range, or campaign, depending on the category.

Important Note: VAT is not included in the listed prices.

Discipline	Category	Super Early Bird		Early Bird		Standard Deadline	
		Single	Multi	Single	Multi	Single	Multi
Advertising	Digital Marketing	£406		£464		£580	
	Film	£406	£686	£464	£784	£580	£980
	Press & Outdoor	£315	£553	£360	£632	£450	£790
	Radio & Audio	£220	£406	£252	£464	£315	£580
Branding	Brand Identity Refresh, New Brand Identity	£203	£350	£232	£400	£290	£500
	Brand Transformation	£350		£400		£500	
Craft	Animation, Art Direction, Casting, Cinematography, Direction, Editing, Production Design, Sound Design & Use of Music, Visual Effects	£385	£665	£440	£760	£550	£950
	Illustration, Photography, Writing for Design	£70	£126	£80	£144	£100	£180
	Typography, Writing for Advertising	£140	£245	£160	£280	£200	£350
Culture	Music Videos	£70		£80		£100	
	Cultural Influence, Gaming	£406		£464		£580	
	Entertainment, Sports Entertainment	£406	£686	£464	£784	£580	£980
Design	Book Design	£70	£126	£80	£144	£100	£180
	Digital Experience Design, Spatial Design	£196		£224		£280	
	Type Design & Lettering	£70		£80		£100	
	Product Design	£112		£128		£160	
	Magazine & Newspaper Design	£28	£49	£32	£56	£40	£70
	Packaging Design, Graphic Design	£112	£196	£128	£224	£160	£280
Engagement & Experience	Commerce, Creator Content, Experiential, Media, PR	£406		£464		£580	
	Direct, Luxury	£406	£686	£464	£784	£580	£980
Health	Health & Wellbeing, Pharma	£406		£464		£580	
Impact	Future Impact	£25		£28		£35	
	Impact, Sustained Impact	£406		£464		£580	

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		Single	Multi	Single	Multi	Single	Multi
Advertising	Digital Marketing	€548		€626		€783	
	Film	€548	€926	€626	€1,058	€783	€1,323
	Press & Outdoor	€425	€747	€486	€853	€608	€1,067
	Radio & Audio	€297	€548	€340	€626	€425	€783
Branding	Brand Identity Refresh, New Brand Identity	€274	€473	€313	€540	€392	€675
	Brand Transformation	€473		€540		€675	
Craft	Animation, Art Direction, Casting, Cinematography, Direction, Editing, Production Design, Sound Design & Use of Music, Visual Effects	€520	€898	€594	€1,026	€743	€1,283
	Illustration, Photography, Writing for Design	€95	€170	€108	€194	€135	€243
	Typography, Writing for Advertising	€189	€331	€216	€378	€270	€473
Culture	Music Videos	€95		€108		€135	
	Cultural Influence, Gaming	€548		€626		€783	
	Entertainment, Sports Entertainment	€548	€926	€626	€1,058	€783	€1,323
Design	Book Design	€95	€170	€108	€194	€135	€243
	Digital Experience Design, Spatial Design	€265		€302		€378	
	Type Design & Lettering	€95		€108		€135	
	Product Design	€151		€173		€216	
	Magazine & Newspaper Design	€38	€66	€43	€76	€54	€95
	Packaging Design, Graphic Design	€151	€265	€173	€302	€216	€378
Engagement & Experience	Commerce, Creator Content, Experiential, Media, PR	€548		€626		€783	
	Direct, Luxury	€548	€926	€626	€1,058	€783	€1,323
Health	Health & Wellbeing, Pharma	€548		€626		€783	
Impact	Future Impact	€34		€38		€47	
	Impact, Sustained Impact	€548		€626		€783	

Entry Fees (\$)

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Discipline	Category	Super Early Bird		Early Bird		Standard Deadline	
		Single	Multi	Single	Multi	Single	Multi
Advertising	Digital Marketing	\$702		\$803		\$1,003	
	Film	\$702	\$1,187	\$803	\$1,356	\$1,003	\$1,695
	Press & Outdoor	\$545	\$957	\$623	\$1,093	\$779	\$1,367
	Radio & Audio	\$381	\$702	\$436	\$803	\$545	\$1,003
Branding	Brand Identity Refresh, New Brand Identity	\$351	\$606	\$401	\$692	\$502	\$865
	Brand Transformation	\$606		\$692		\$865	
Craft	Animation, Art Direction, Casting, Cinematography, Direction, Editing, Production Design, Sound Design & Use of Music, Visual Effects	\$666	\$1,150	\$761	\$1,315	\$952	\$1,644
	Illustration, Photography, Writing for Design	\$121	\$218	\$138	\$249	\$173	\$311
	Typography, Writing for Advertising	\$242	\$424	\$277	\$484	\$346	\$606
Culture	Music Videos	\$121		\$138		\$173	
	Cultural Influence, Gaming	\$702		\$803		\$1,003	
	Entertainment, Sports Entertainment	\$702	\$1,187	\$803	\$1,356	\$1,003	\$1,695
Design	Book Design	\$121	\$218	\$138	\$249	\$173	\$311
	Digital Experience Design, Spatial Design	\$339		\$388		\$484	
	Type Design & Lettering	\$121		\$138		\$173	
	Product Design	\$194		\$221		\$277	
	Magazine & Newspaper Design	\$48	\$85	\$55	\$97	\$69	\$121
	Packaging Design, Graphic Design	\$194	\$339	\$221	\$388	\$277	\$484
Engagement & Experience	Commerce, Creator Content, Experiential, Media, PR	\$702		\$803		\$1,003	
	Direct, Luxury	\$702	\$1,187	\$803	\$1,356	\$1,003	\$1,695
Health	Health & Wellbeing, Pharma	\$702		\$803		\$1,003	
Impact	Future Impact	\$43		\$48		\$61	
	Impact, Sustained Impact	\$702		\$803		\$1,003	

Digital Marketing

Digital, mobile and social marketing campaigns and communications that primarily make use of technology, data and digital platforms. *This is for advertising work only; the design of graphics, digital experiences and spaces should be submitted into the Digital Design category.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
1001 Integrated Integrated campaigns that run primarily on digital platforms.	Mandatory Presentation Film	
1002 User Participation Campaigns designed to actively engage their audience, for example by asking them to contribute to the campaign or a brand initiative.		
1003 Mobile Advertising for mobile devices. Includes location-specific technology, in-app advertising, mobile-friendly content and experiences.	Mandatory Presentation Film Judge Recommendation	
1004 Physical & Digital Advertising that uses physical and digital component(s) in tandem to engage with a user and deliver a marketing message. ➢ Judges will be looking at how the two elements complement each other and work cohesively.	URL/s Demo Film App + Demo Film	
1005 Storytelling Advertising that leverages the features of a digital platform to make the user feel part of the story, elevating the viewing experience. For example the use of interactive narratives or POV films.		£580
1006 Use of Data Campaigns that use data to enhance the idea, amplify brand narrative, drive commercial success or improve customer experience, either online or offline. Includes internal or external data; big data, real time data and competitive data.		
1007 Promotional Websites Promotional websites, microsites, landing pages and brochures launched to promote a product or service that are not the brand's main site.	Mandatory Presentation Film Judge Recommendation	
1008 Search & Display Search and display advertising. For example banners, pop-ups, sponsored posts, video ads, pre-rolls, takeovers, competitions and Google Ads.	URL Demo Film	
1009 Tactical Marketing in the form of newsjacking. Combines creative ideas and a breaking news story or a trending topic to generate maximum coverage and social media engagement for a brand, leading to an immediate impact.	Mandatory Presentation Film Judge Recommendation	Film/s URL/s

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1002:** Experience. **For 1013:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Digital Marketing



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Subcategory	Submission Formats	Entry Fee*
1010 Social Advertising for social platforms. Includes work that uses a social media platform's time delay, algorithm, censoring rules, functionality or formats.	Mandatory Presentation Film Judge Recommendation Film/s URL/s (for social content)	
1011 Use of Creators Campaigns that use creators or influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.		
1012 Use of Talent Campaigns that use popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.		£580
1013 Use of AI & Technology NEW Digital marketing that involves the use of AI or other technologies.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1002:** Experience. **For 1013:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Film

Film advertising for all platforms. Includes social, TV/VOD and cinema commercials for B2B and B2C, fashion films, awareness campaigns and public service announcements.

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
1101 Social Commercial Campaigns Commercial film campaigns created for social media platforms.	Mandatory Films Judge Recommendation Edit (5 min) for Film over 10 mins	£980
1102 Social Commercials 15 Seconds and Under Commercial films 15 seconds long or less, and created for social media platforms, for example Instagram, Youtube or TikTok.	Mandatory Film	£580
1103 Social Commercials Over 15 Seconds Commercial films over 15 seconds long and created for social media platforms, for example Instagram, Youtube or TikTok.	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins	£580
1104 TV/VOD Commercial Campaigns Commercial film campaigns created for TV, VOD or both.	Mandatory Films Judge Recommendation Edit (5 min) for Film over 10 mins	£980
1105 TV/VOD Commercials 15 Seconds and Under Commercial films 15 seconds long or less, and created for TV, VOD or both.	Mandatory Film	£580
1106 TV/VOD Commercials 16 - 180 Seconds Commercial film between 16 - 180 seconds long and created for TV, VOD or both.		£580
1107 TV/VOD Commercials Over 180 seconds Commercial film over 180 seconds long and created for TV, VOD or both.	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins	£580
1108 Cinema Commercial Campaigns Commercial film campaigns created for cinema.	Mandatory Films Judge Recommendation Edit (5 min) for Film over 10 mins	£980
1109 Cinema Commercials 15 Seconds and Under Commercial films 15 seconds long or less, and created for viewing in cinemas.	Mandatory Film	£580

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1117:** Innovation. **For 1119:** Budget. **For 1120:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Film



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
1110 Cinema Commercials 16 - 180 Seconds Commercial film between 16 - 180 seconds long and created for viewing in cinemas.	Mandatory Film	
1111 Cinema Commercials Over 180 seconds Commercial film over 180 seconds long and created for viewing in cinemas.	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins	£580
1112 Corporate Film advertising primarily designed for corporate use. May be shown on the internet, in company newsletters, on site visits or at company conferences, for example.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	
1113 Fashion Film advertising for fashion brands. For example campaign films, branded films and runway shows. From high street fashion to couture, accessories to beauty.		
1114 Out-of-Home Film advertising primarily designed to be shown on out-of-home screens. For example, in window displays, stores, on buildings, at exhibitions, festivals and sporting events. ➢ Work created for cinema should be entered into the dedicated cinema subcategories.	Mandatory Film/s (for digital OOH) Judge Recommendation Presentation Film	£580 £980
1115 User Generated Content (UGC) Film advertising or commercials created using User Generated Content (UGC), including documentary style content.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	
1116 Interactive Film advertising that prompts interaction from the viewer. This may include the use of a second screen where devices are used in parallel.	Mandatory Film/s Judge Recommendation Presentation Film Demo Film Edit (5 min) for Film/s over 10 mins	
1117 Innovation Film advertising that pushes the boundaries of the medium by implementing new ideas, methods of storytelling or technology, including XR and emerging technologies such as AI.		



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1117:** Innovation. **For 1119:** Budget. **For 1120:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Film



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
1118 Tactical Film advertising that uses the popularity of a specific news story or event to generate maximum coverage for the brand.	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins	
1119 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. > You will need to state the production budget and justify your reasons for entering here. > If the work was done pro bono, you will need to state the total spend.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	£580 £980
1120 Use of AI & Technology NEW Commercial films that involve the use of AI or other technologies. Includes film advertising for cinema, TV, VOD, OOH, and social.	Mandatory Film/s Judge Recommendation Presentation Film Demo Film Edit (5 min) for Film/s over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1117:** Innovation. **For 1119:** Budget. **For 1120:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Press & Outdoor

Press and poster advertising. Includes work created for static, digital, interactive and unconventional sites. *Experiential outdoor work such as activations and pop-ups should be entered into the Experiential category.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
1201 Press Campaigns Advertising campaigns for magazines, newspapers and online publications.	Mandatory Images Judge Recommendation Presentation Film Image/s in situ	£790
1202 Press Adverts Single press adverts for magazines, newspapers and online publications.	Mandatory Image Judge Recommendation Presentation Film Image in situ	£450
1203 Poster Campaigns Poster advertising campaigns on free format or existing sites. Includes digital sites e.g. digital billboards, adshels, and unconventional sites such as vehicles, buildings, point of sale posters.	Mandatory One or both of the below: Image/s Films (for digital OOH) Judge Recommendation Presentation Film Image/s in situ	£790
1204 Poster Adverts Single poster adverts on free format or existing sites. Includes digital sites e.g. digital billboards, adshels, and unconventional sites such as vehicles, buildings, point of sale posters.	Mandatory One of the below: Image Film (for digital OOH) Judge Recommendation Presentation Film Image in situ	£450
1205 Interactive Press Adverts Press adverts that prompt interaction from the viewer. For example, through physical interaction, engagement on social media, interaction with a device or repurposing the advert as a product or service.	Mandatory Image/s Judge Recommendation Presentation Film Image/s in situ	
1206 Tactical Press Adverts Rapid response press advertising that uses the buzz around a news story or event to generate maximum coverage for the brand. Includes newsjacking, real-time and situation specific adverts.	Mandatory Image/s in situ	£450 £790
1207 Press Inserts & Wraps Publication wraps, or printed materials inserted into a publication.	Mandatory Image/s Judge Recommendation Presentation Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1210:** Innovation. **For 1211:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Press & Outdoor



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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
1208 Interactive Poster Adverts	<p>Poster adverts that interact with their surroundings. For example changes in weather or traffic that affect the content, or where the viewer is prompted to engage with the display.</p>	Mandatory One or both of the below: Image/s Film/s (for digital OOH) Judge Recommendation Presentation Film Image/s in situ
1209 Tactical Poster Adverts	<p>Rapid response poster advertising that uses the buzz around a news story or event to generate maximum coverage for the brand. Includes newsjacking, real-time and situation specific adverts.</p>	
1210 Innovation	<p>For cutting edge work that changes the way brands communicate through the medium of press and poster. For example, the use of new materials, immersive technologies or virtual placements that change how a consumer experiences a campaign.</p>	£450 £790
1211 Use of AI & Technology <small>NEW</small>	<p>Press and poster advertising that involves the use of AI or other technologies.</p>	Mandatory One or both of the below: Image/s Film/s (for digital OOH) Judge Recommendation Presentation Film Demo Film Image/s in situ

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1210:** Innovation. **For 1211:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Radio & Audio

Audio communications created for radio, podcasts, streaming platforms, gaming platforms and the metaverse.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
1301 Commercial Campaigns Commercial campaigns broadcast over radio or online. Includes placements on internet radio, streaming services, audiobooks and podcast channels.	Mandatory One of the below: Audio + PDF of Transcript URLs + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audios over 10 mins	£580
1302 Commercials 30 Seconds & Under Commercial spots that are 30 seconds or less in length. Broadcast over radio or online. Includes placements on internet radio, streaming services, audiobooks and podcast channels.	Mandatory One of the below: Audio + PDF of Transcript URL + PDF of Transcript Judge Recommendation Presentation Film	
1303 Commercials Over 30 Seconds Commercial spots that are more than 30 seconds long. Broadcast over radio or online. Includes placements on internet radio, streaming services, audiobooks and podcast channels.	Mandatory One of the below: Audio + PDF of Transcript URL+ PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins	£315
1304 Brand Expression The use of audio across various touchpoints to reinforce a brand's identity and build brand awareness. Includes the use of sonic logos, sounds and mnemonic audio created specifically for brands, as well as curated playlists online and in-store, for example.	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins	
1305 Entertainment Branded and brand-funded audio content. For example, audiobooks, playlists, podcasts, soap operas, concerts, gigs, festivals, livestream events.	Presentation Film Edit (5 min) for Audio over 10 mins	£315 £580
1306 Tactical Rapid response advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Includes newsjacking, real-time and situation specific adverts.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1307:** Innovation. **For 1308:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Radio & Audio



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Subcategory	Submission Formats	Entry Fee*	
	VAT not included		
		SINGLE	CAMPAIGN
1307 Innovation	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Demo Film Edit (5 min) for Audio over 10 mins		
1308 Use of AI & Technology NEW		£315	£580
Commercial audio communications that involve the use of AI or other technologies.			

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 1307:** Innovation. **For 1308:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Brand Identity Refresh

The redesign of a brand identity, inclusive of logos. This includes refreshed designs of sub-brand identities for existing products, services, innovations or initiatives. This also includes channel branding, entertainment, and motion-led branding schemes. Work cannot be entered into both New Brand Identity and Brand Identity Refresh. *Entries in this category must have been commercially released and launched, significantly changed or updated between 1 January 2024 and 15 April 2026.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
2001 Enterprise 50,000+ A refreshed branding identity created for enterprises - including brands and corporations - with 50,000 employees or more.	Mandatory One of the below: Presentation Image/s + Image/s of Brand before Refresh Presentation Image/s + Image/s of Brand before Refresh + Physical Material/s	
2002 Enterprise 1000+ A refreshed branding identity created for enterprises - including brands and corporations - with 1000 employees or more.		
2003 Enterprise 250-1000 A refreshed branding identity created for enterprises - including brands and corporations - with between 250-1000 employees.	Judge Recommendation Presentation Film Film/s Audio/s URL PDF of Mockups/Vendors	
2004 Enterprise 10-249 A refreshed branding identity created for enterprises with between 10 and 249 employees.		
2005 Enterprise <10 A refreshed branding identity created for an enterprise with less than 10 employees.		
2006 B2B An identity refresh for a brand that focuses on the promotion of services and products from one business to another.		£500
2007 Nonprofit A refreshed branding identity, brand assets, and/or logo created for existing nonprofit, government and charity organisations, products or services.		
2008 Self Promotion A refreshed branding identity created by the entrant to promote their products and services, released commercially and made available to potential customers.		
2009 Campaign The rebranding of a temporary marketing campaign, event or activation that successfully engages the customer for a limited time. Includes campaign identities and elements of them, such as pop up shops, installations, retail events and use of immersive virtual technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 2012:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Brand Identity Refresh



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
2010 Logos The rebranding of single logos or families of logos for existing organisations, products and services. Could be static or animated and includes campaign logos.	Mandatory One or both of the below: Image/s + Image/s of Brand before Refresh Film/s (for in motion logos) + Image/s of Brand before Refresh Judge Recommendation Image/s of Logo in situ PDF of Mockups/Vendors	£290
2011 Sonic Branding NEW The refreshed design of a cohesive sound that compliments and elevates a brand across various customer touchpoints. Includes sonic logos, sounds and mnemonic audio, as well as music curation online and in-store that reinforces a brand's identity.	Mandatory One or both of the below: Audio + Audio of Brand before Refresh URL/s + Audio of Brand before Refresh Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins	
2012 Use of AI & Technology NEW A refreshed branding identity that involves the use of AI or other technologies.	Mandatory One of the below: Presentation Image/s + Image/s of Brand before Refresh Presentation Image/s + Image/s of Brand before Refresh + Physical Material/s Judge Recommendation Presentation Film Film/s Audio/s URL Demo Film PDF of Mockups/Vendors	£500

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 2012:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Brand Transformation NEW

Strategy that transforms a brand identity and experience to deliver measurable results, create value, and drive business and cultural impact. This may include strategic repositioning, rebranding, tone of voice, customer experience, and brand identity updates. *Entries in this category must have been commercially released and launched, significantly changed or updated between 1 January 2023 and 15 April 2026.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
2101 Enterprise 50,000+ <small>NEW</small> Brand transformation work created for enterprises – including brands and corporations – with 50,000 employees or more.	Mandatory PDF of Brand Strategy Presentation Image/s	
2102 Enterprise 1000+ <small>NEW</small> Brand transformation work created for enterprises – including brands and corporations – with 1000 employees or more.	Judge Recommendation Presentation Film Film/s Audio URL	
2103 Enterprise 250-1000 <small>NEW</small> Brand transformation work created for enterprises – including brands and corporations – with between 250–1000 employees.		
2104 Enterprise 10-249 <small>NEW</small> Brand transformation work created for enterprises with between 10 and 249 employees.		
2105 Enterprise <10 <small>NEW</small> Brand transformation work created for enterprises with fewer than 10 employees.		£500
2106 Strategy <small>NEW</small> Work that redefines a brand's purpose, positioning, or market narrative to drive business growth and cultural relevance.		
2107 Responsible & Cultural Impact <small>NEW</small> Initiatives that reposition a brand around a social, cultural, or environmental purpose, creating meaningful impact.		
2108 Ongoing Brand Excellence <small>NEW</small> Campaigns, designs or initiatives that consistently engage audiences across channels as part of a brand transformation strategy. > This category recognises brand-side and agency teams for their sustained creative excellence and consistent quality across multiple projects or campaigns.		
2109 Customer Experience & Engagement <small>NEW</small> Work that enhances how customers interact with a brand across digital, physical, and experiential touchpoints.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Results, Brand Transformation, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 2110:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Brand Transformation NEW



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Subcategory	Submission Formats	Entry Fee*
2110 Use of AI & Technology <small>NEW</small> Innovative use of AI and/or technologies to transform brand strategy, experience, or operations.	<p>Mandatory</p> <p>PDF of Brand Strategy Presentation Image/s</p> <p>Judge Recommendation</p> <p>Presentation Film Film/s Audio URL Demo Film</p>	VAT not included £500

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Results, Brand Transformation, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 2110:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

New Brand Identity

The design of a new branding scheme, inclusive of logos. This includes the design of sub-brand identities for new products, services, innovations or initiatives by existing brands, as well as identities for new brands. This also includes channel branding, entertainment, and motion-led branding schemes. Work cannot be entered into both New Brand Identity and Brand Identity Refresh. *Entries in this category must have been commercially released and launched, significantly changed or updated between 1 January 2024 and 15 April 2026.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
2201 Enterprise 50,000+ A new branding identity created for enterprises - including brands and corporations - with 50,000 employees or more.	Mandatory One of the below: Presentation Image/s Presentation Image/s + Physical Material/s	
2202 Enterprise 1000+ A new branding identity created for enterprises - including brands and corporations - with 1000 employees or more.	Judge Recommendation Presentation Film Film/s Audio/s URL PDF of Mockups/Vendors	
2203 Enterprise 250-1000 A new branding identity created for enterprises - including brands and corporations - with between 250-1000 employees.		
2204 Enterprise 10-249 A new branding identity created for enterprises with between 10 and 249 employees.		
2205 Enterprise <10 A new branding identity created for an enterprise with less than 10 employees.		
2206 B2B A new brand identity that focuses on the promotion of services and products from one business to another.		£500
2207 Nonprofit A new branding identity, brand assets, and/or logo created for nonprofit, government and charity organisations, products or services.		
2208 Self Promotion A new branding identity created by the entrant to promote their products and services, released commercially and made available to potential customers. The work should express the brand through multiple platforms.		
2209 Campaign The branding of a temporary marketing campaign, event or activation, that successfully engages the customer for a limited time. Includes campaign identities and elements of them, such as pop up shops, installations, retail events and use of immersive virtual technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 2212:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

New Brand Identity



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Subcategory	Submission Formats ⊕ For more info click on our Entry Submission Guide	Entry Fee* VAT not included
2210 Logos The design of single logos or families of logos for organisations, products and services. Could be static or animated. Includes campaign logos.	Mandatory One or both of the below: Image/s Film/s (for in motion logos) Judge Recommendation Image/s of Logo in situ PDF of Mockups/Vendors	£290
2211 Sonic Branding NEW The design of a cohesive sound that complements and elevates a brand across various customer touchpoints. Includes sonic logos, sounds and mnemonic audio, as well as music curation online and in-store that reinforces a brand's identity.	Mandatory One or both of the below: Audio URL/s Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins	
2212 Use of AI & Technology NEW A new brand identity that involves the use of AI or other technologies.	Mandatory One of the below: Presentation Image/s Presentation Image/s + Physical Material/s Judge Recommendation Presentation Film Film/s Audio/s URL Demo Film PDF of Mockups/Vendors	£500

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Results, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 2212:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Animation

Images, figures or text manipulated frame-by-frame for commercial design, gaming and advertising projects. Live performance work must include animation, otherwise it will not be eligible for this category. Judges will prioritise craft over idea in this category.

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
		SINGLE SERIES
3001 2D Digital Animation that involves creating or manipulating objects in a digital environment with a 2D finish. Typically for work that uses software to create animation that is drawn by hand, rigged, or made using keyframes.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s	
3002 3D Digital Animation that involves creating or manipulating objects in a digital computer environment with a 3D finish. Typically for work that uses 3D software to create animation, using keyframes, motion capture or virtual reality drawing, for example.		
3003 Traditional Animation that involves creating or manipulating physical objects by hand, typically using traditional, time-intensive techniques. For example cel-animation, pen/ink on paper, stop motion, paint-on-glass, or claymation. These can include both 2D and 3D outcomes.		
3004 Characters & Creatures Animation of characters, character models, avatars or creatures that are central to an idea.		£550 £950
3005 Mixed Media Animation that crosses more than one medium, for example live-action animated films and puppetry. Includes hybrid formats such as live action with animation, collage, rotoscoping, puppetry combined with other media, and mixes of 2D, 3D, and physical elements. ➤ Puppet animation, whereby puppet figures are animated frame-by-frame, should be submitted into the Traditional subcategory.		
3006 Motion Design Stylised animation that focuses on the movement of 2D or 3D design elements. Includes typographic animation, animated illustration, and motion graphics that use photoreal textures, lighting, and rendering. Typically used to enhance communication through dynamic design.		
3007 Title Sequences <small>NEW</small> Animated title sequences created for TV, film, streaming platforms, video games or other screen-based media.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Making Of, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3008:** Budget. **For 3009:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Animation



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
		SINGLE SERIES
3008 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. ➢ You will need to state the production budget and justify your reasons for entering here. ➢ If the work was done pro bono, you will need to state the total spend.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s	
3009 Use of AI & Technology <small>NEW</small> Animation that involves the use of AI or other technologies, for example in automations or to generate backgrounds and environments.	Mandatory Film/s Judge Recommendation Demo Film Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s	£550 £950

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Making Of, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3008:** Budget. **For 3009:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Art Direction

Overall design, visual direction and style for campaigns or elements of them. Includes work created for digital platforms, film, print, out-of-home, gaming and virtual worlds. *Judges will prioritise craft over idea in this category.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
3101 Integrated Art direction for integrated campaigns. Includes both digital and print work.	Mandatory Presentation Film	£950
3102 Experiential Art direction for experience-led activations, such as pop-up shops and physical or augmented retail spaces.		
3103 Digital Platforms Art direction of digital platforms used to promote a campaign, product or service. For example apps, websites, microsites, landing pages.	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film	£550
3104 Digital Content Art direction of digital content designed to be consumed online. For example pop-ups, sponsored posts, takeovers, competitions and use of influencers. > Films should be entered into the Film subcategory.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	
3105 Gaming & Virtual Worlds Art direction for advertising within gaming platforms and virtual worlds. Includes games created for desktop, web and mobile; gamevertising; and immersive interactions for virtual spaces, web 3.0 and the metaverse.		
3106 Film Art direction for social, VOD, TV, cinema or other screens.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	
3107 Outdoor Art direction for outdoor spaces including print and digital posters, special builds and digital sites.	Mandatory One or both of the below: Image/s Film/s (for digital OOH) Judge Recommendation Presentation Film Image/s in situ	£550 £950

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3102:** Experience. **For 3110:** Direct. **For 3111:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Art Direction



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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
3108 Press Art direction for press adverts, inserts and wraps.	Mandatory Image/s Judge Recommendation Presentation Film Image/s in situ	
3109 Printed Materials Art direction for printed materials such as packaging, stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps and games. > Press adverts should be entered into the Press subcategory.	Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Walkthrough Film	£550
		£950



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3102:** Experience. **For 3110:** Direct. **For 3111:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Art Direction



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
3110 Direct Art direction for targeted direct response campaigns and communications delivered directly to the consumer that elicit an instant response.	Type of Work: Digital Mandatory One of the below: URL Demo Film App + Demo Film Film (S/C) Mandatory Film/s Radio & Audio (S/C) Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Press (S/C) Mandatory Image/s Outdoor (S/C) Mandatory One or both of the below: Image/s Film/s (for digital OOH) Printed Material (S/C) Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Demo Film (3111) Presentation Film Edit (5 min) for Film/s over 10 mins Image/s in situ Walkthrough Film	
3111 Use of AI & Technology <small>NEW</small> Art direction that involves the use of AI or other technologies.		£550 £950

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3102:** Experience. **For 3110:** Direct. **For 3111:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Casting

Casting of actors, unrepresented talent, influencers and children for commercial design and advertising projects. *Judges will prioritise craft over idea in this category.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
3201 Film Casting for all film advertising. Includes work created for social channels, TV, VOD, exhibitions, events and other screens.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	
3202 Print Casting for printed work. Includes press adverts, books, posters and packaging.	Mandatory Image/s Judge Recommendation Image/s in situ	
3203 Performance Casting for scripted performances, where the acting brings the creative idea to life. > You will be required to state whether the performance was scripted or non-scripted.	Mandatory One of the below: Film/s Audio + PDF of Transcript Judge Recommendation Edit (5 min) for Film/s / Audio over 10 mins	
3204 Voice Where the use of voice performance is integral to the success of a piece. Includes continuity announcers and narration.		£550 £950
3205 Children Casting of babies and children below the age of 18.	Type of Work: Film (S/C) Mandatory Film/s	
3206 Street Casting Casting of typically unrepresented talent, usually found via social networks or in public spaces.	Radio & Audio (S/C) Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript	
3207 Use of Talent Casting of popular social media influencers or celebrities, usually with a following of 100,000+.	Press / Outdoor (S/C) Mandatory Image/s Judge Recommendation Image/s in situ Edit (5 min) for Film/s / Audio over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Casting, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3203 & 3204:** Performance. **For 3209:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Casting



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Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
		SINGLE CAMPAIGN
3208 Use of Creators	Type of Work: Film (S/C) Mandatory Film/s	
Casting of creators or influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.		
3209 Use of AI & Technology NEW	Casting that involves the use of AI or other technologies. Type of Work: Film (S/C) Mandatory One of the below: Radio & Audio (S/C) Mandatory Image/s Judge Recommendation Image/s in situ Edit (5 min) for Film/s / Audio over 10 mins Demo Film (3209)	£550 £950

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Casting, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3203 & 3204:** Performance. **For 3209:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Cinematography

The quality, composition and style of motion-picture photography for commercial advertising projects. Judges will prioritise craft over idea in this category.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
3301 15 Seconds and Under Cinematography for film advertising, music videos and branded content less than 15 seconds long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.	Mandatory Film/s	
3302 Short Form Cinematography for film advertising, music videos and branded content less than 3 minutes long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.		
3303 Long Form Cinematography for film advertising, music videos and branded content over 3 minutes long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	£550
3304 Documentary Film Cinematography for branded or brand-funded documentaries, docudramas and recreations.		£950
3305 Fashion Film Cinematography for fashion films. Includes campaign films, branded films and runway shows. From high street fashion to couture, accessories to beauty.		
3306 Use of AI & Technology <small>NEW</small> Cinematography for film advertising, music videos, and branded content that involves the use of AI or other technologies.	Mandatory Film/s Judge Recommendation Demo Film Edit (5 min) for Film/s over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Craft, Approach, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3306:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Direction

Commercial advertising projects where the Director's vision brings a creative idea to life. Judges will prioritise craft over idea in this category.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
3401 15 Seconds and Under Direction for film advertising, music videos and branded content less than 15 seconds long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.	Mandatory Film/s	
3402 Short Form Direction for film advertising, music videos and branded content less than 3 minutes long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.		
3403 Long Form Direction for film advertising, music videos and branded content over 3 minutes long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	
3404 Documentary Film Direction for branded or brand-funded documentaries, docudramas and recreations.		£550 £950
3405 Fashion Film Direction for fashion films. Includes campaign films, branded films and runway shows. From high street fashion to couture, accessories to beauty.		
3406 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. ➤ You will need to state the production budget and justify your reasons for entering here. ➤ If the work was done pro bono, you will need to state the total spend.		
3407 Use of AI & Technology <small>NEW</small> Direction for film advertising, music videos, and branded content that involves the use of AI or other technologies.	Mandatory Film/s Judge Recommendation Demo Film Edit (5 min) for Film/s over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Approach, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3406:** Budget. **For 3407:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Editing

The art of assembling dialogue, music, images and visuals into a cohesive whole for commercial advertising projects. Judges will prioritise craft over idea in this category.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
3501 15 Seconds and Under Editing for film advertising, music videos and branded content less than 15 seconds long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.	Mandatory Film/s	
3502 Short Form Editing for film advertising, music videos and branded content less than 3 minutes long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.		
3503 Long Form Editing for film advertising, music videos and branded content over 3 minutes long. Includes work created for social, TV/VOD, out-of-home, events and virtual worlds.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	
3504 User Generated Content Editing that primarily involves user-generated content to create the finished product. Includes found footage, content submitted for competitions and content created and shared by consumers.		
3505 Visual Effects Editing where the use of visual effects is a central component of the creative output.		£550 £950
3506 Documentary Film Editing for branded or brand-funded documentaries, docudramas and recreations.		
3507 Fashion Film Editing for fashion films. Includes campaign films, branded films and runway shows. From high street fashion to couture, accessories to beauty.		
3508 Trailers & Teasers Editing of teasers and trailers for film advertising, music videos and branded content. Teaser trailers must be a maximum of 90 seconds long.	Mandatory One of the below: Film/s Audio + PDF of Transcript	
3509 Use of AI & Technology <small>NEW</small> Editing for film advertising, music videos, and branded content that involves the use of AI or other technologies.	Mandatory Film/s Judge Recommendation Demo Film Edit (5 min) for Film/s over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Editing, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3509:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Illustration

The illustration of a creative idea for commercial design and advertising projects. *Judges will prioritise craft over idea in this category.*

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Subcategory	Submission Formats	Entry Fee*
VAT not included		
SINGLE CAMPAIGN		
3601 Integrated Projects where a central illustration idea is used over a variety of media platforms e.g. magazines, online, OOH and packaging.	Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Judge Recommendation Presentation Film	£180
3602 Digital Illustration created to be viewed on digital platforms, including websites, apps, games and social media.	Mandatory One of the below: URL* App + Demo Film Judge Recommendation *Demo Film	£100
3603 Posters Illustration-led posters, both printed and digital. Can be single or double-sided.	Mandatory One or both of the below: Image/s Film/s (for digital OOH) Judge Recommendation Image/s in situ	
3604 Press Illustration-led press adverts, inserts and wraps.	Mandatory Image/s Judge Recommendation Image/s in situ	
3605 Animated Short-form animated illustration, no longer than 10 seconds, for advertising, editorial or social media. This can include, corporate videos, stage graphics, GIFs, loops, editorial covers. Judges will be judging the illustrations and not the animation. > Long-form animations should be submitted in the Animation category.	Mandatory Film/s Judge Recommendation Demo Film Making of Film Concept Art Image/s	£100 £180
3606 Packaging Illustration for packaging. > All work entered must have been commercially sold with a barcode or sales identifier, unless it is a promotional item.	Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Image/s of Packaging in situ Walkthrough Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Medium, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3612:** Collaboration History, Collaboration Timeline. **For 3613:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Illustration



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
		SINGLE CAMPAIGN
3607 Printed Materials Illustration for any other print work, including stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps and games.	Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Walkthrough Film	
3608 Publications Illustration for publications and publication covers including books, exhibition catalogues, graphic novels and annual reports.	Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Printed Publication/s + Reference Image/s Printed Publication/s + Reference Image/s + URL/s (for digital elements) Judge Recommendation Walkthrough Film	£100 £180
3609 Editorial Editorial illustration for newspapers, magazines or journals, either in print and/or online.	Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Printed Publication/s + Reference Image/s Printed Publication/s + Reference Image/s + URL/s (for digital elements) Judge Recommendation Walkthrough Film	
3610 Environmental Illustration created to be shown in a specific space. Includes signage, environmental graphics, installations, building wraps, street art and interactive sites.	Mandatory One of the below: Image/s Judge Recommendation Presentation Film	£100
3611 Tactile 3D Commissioned handcrafted material work for advertising, publishing, or editorial purposes. Includes photography, papercraft, clay, felt, mixed media, model making, and sculptural elements, created for the purpose of serving as a primary key visual with minimal digital interference or support.	Mandatory One of the below: Image/s Judge Recommendation Making of Film Concept Art Image/s	£100 £180



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Medium, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3612:** Collaboration History, Collaboration Timeline. **For 3613:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Illustration



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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
3612 Collaboration Collaborative projects, where multiple illustrators have contributed to the work.	<p>Type of Work: Integrated (C)* Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Digital Mandatory One of the below: URL App + Demo Film Posters (S/C) Mandatory One or both of the below: Image/s Film/s (for digital OOH) Press / Tactile 3D (S/C) Mandatory Image/s Packaging / Printed Materials (S/C) Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Publication / Editorial (S/C) Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Printed Publication/s + Reference Image/s Printed Publication/s + Reference Image/s + URL/s (for digital elements) Environmental* Mandatory Presentation Image/s Animated (S/C) Mandatory Film/s Judge Recommendation Presentation Film* Demo Film Making of Film Image/s in situ Image/s of Packaging in situ Concept Art Image/s Walkthrough Film </p>	£100
3613 Use of AI & Technology NEW Illustration that involves the use of AI or other technologies.		£180

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Medium, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3612:** Collaboration History, Collaboration Timeline. **For 3613:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Photography

Commercial photography used in design and advertising projects to bring a creative idea to life. Images must have been commissioned or licensed for the purpose of selling products and services. *Photography that promotes the artistic style of the Photographer, including self-initiated work, is eligible in the Personal Style subcategory. Judges will prioritise craft over idea in this category.*

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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
3701 Portraits Commercial photography that captures a subject or a group of subjects, with particular emphasis on facial expressions or features.	Type of Work: Digital / Environmental Mandatory Image/s Press / Poster / Printed Materials (S/C) Mandatory Image/s Publication (S/C) Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Judge Recommendation Image/s in situ URL (for digital elements) Walkthrough Film Image/s of Stills Compositing (3712) Image/s of Before & After Shots (3713) Demo Film (3718)	
3702 Documentary Commercial photography that documents events, people or places. May include street photography, reportage and photojournalism.		
3703 Still Life & Studio Commercial photography of inanimate objects in a controlled studio environment or on large studio sets.		
3704 Urban Landscapes & Architecture Commercial photography of urban landscapes, skylines, manmade structures and the interior/exterior of buildings.		
3705 Automotive Commercial photography centred around motor vehicles. Includes images of cars, SUVs, trucks, motorbikes, racing tracks and motor shows.		
3706 Sports & Fitness Commercial photography centred around sport and fitness. Includes images of athletes, sports ambassadors and influencers; fans; sporting environments and events. For anything from official sporting moments to campaign stunts.		£100 £180
3707 Fashion & Beauty Commercial photography that spotlights clothing, fashion accessories, jewellery, hair, make-up and beauty.		
3708 Lifestyle Commercial photography that aims to capture real-life events, behaviours and the art of the everyday.		
3709 Fine Art & Conceptual Commercial photography created to express an artist's perception or to illustrate a conceptual idea in an abstract way.		
3710 Wildlife & Landscape Commercial photography where the primary focus is on the natural world or capturing animals in their natural habitat.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Editing, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3701 - 3713 & 3715 - 3718:** Brief & Solution, Photography. **For 3712:** Original Image. **For 3714:** Personal Style. **For 3716:** Emerging Talent. **For 3717:** Budget. **For 3718:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Photography



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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
3711 Staged Image Commercial photography that captures deliberately constructed scenes, created solely for the purpose of being photographed.	<p>Type of Work: Digital / Environmental Mandatory Image/s Press / Poster / Printed Materials (S/C) Mandatory Image/s Publication (S/C) Mandatory</p> <p>One of the below: Image/s Image/s + URL/s (for digital elements)</p> <p>Judge Recommendation</p> <p>Image/s in situ URL (for digital elements) Walkthrough Film Image/s of Stills Compositing (3712) Image/s of Before & After Shots (3713) Demo Film (3718)</p>	
3712 Stills Compositing Commercial photography that combines multiple images or assets into a single photograph. For example the application of CG assets, texturing, special effects and garment redressing. > The resulting composite could be a portrait, still life, fashion, fine art or conceptual art or any other type of commercial image.		
3713 Retouching Commercial photography where elements have been added or removed, and/or the image has been enhanced through manipulation of colour, tone and contrast.		
3714 Personal Style Images taken by a Photographer and made available to potential customers, to promote their photography services and express their personal style. > You may submit up to 10 images from your portfolio. Work may be commissioned or self-initiated, but all images must be available to the public.		£100 £180
3715 Editorial Editorial photography that aims to tell a story or portray a concept by engaging an audience not with the sole motive of selling, but rather expressing. Most commonly found in magazines, newspapers, editorial features, and journalism both in analogue and digital forms.	<p>Type of Work: Digital Mandatory Image/s Publication (S/C) Mandatory</p> <p>One of the below: Image/s Image/s + URL/s (for digital elements)</p> <p>Judge Recommendation</p> <p>URL (for digital elements) Walkthrough Film</p>	



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Editing, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3701 - 3713 & 3715 - 3718:** Brief & Solution, Photography. **For 3712:** Original Image. **For 3714:** Personal Style. **For 3716:** Emerging Talent. **For 3717:** Budget. **For 3718:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Photography



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
	SINGLE CAMPAIGN	
3716 Emerging Talent NEW Photography created by photographers in the early stages of their careers who demonstrate exceptional skills and bring a creative idea to life. > Images must have been commissioned or licensed for the purpose of selling products and services. > You will need to prove that you've been in the industry for 2 years or less to be eligible for this subcategory.	Type of Work: Digital / Environmental Mandatory Image/s Press / Poster / Printed Materials (S/C) Mandatory Image/s Publication (S/C) Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Judge Recommendation Image/s in situ URL (for digital elements) Walkthrough Film Image/s of Stills Compositing (3712) Image/s of Before & After Shots (3713) Demo Film (3718)	
3717 Creative Use of Budget Commercial photography that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. > You will need to state the production budget and justify your reasons for entering here. > If the work was done pro bono, you will need to state the total spend.		£100 £180
3718 Use of AI & Technology NEW Commercial photography that involves the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Editing, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3701 - 3713 & 3715 - 3718:** Brief & Solution, Photography. **For 3712:** Original Image. **For 3714:** Personal Style. **For 3716:** Emerging Talent. **For 3717:** Budget. **For 3718:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Production Design

The art of creating an aesthetic for scenes within commercial advertising projects. Includes set design, location builds, props, lighting and styling. *Judges will prioritise craft over idea in this category.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
3801 15 Seconds & Under	Mandatory Film/s Judge Recommendation Making of Film Concept Art Image/s	
3802 Short Form		
3803 Long Form	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s	£550
3804 Animated Film		£950
3805 Technical Achievement		
3806 Use of AI & Technology NEW	Mandatory Film/s Judge Recommendation Demo Film Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Craft, Approach, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3805:** Production Considerations. **For 3806:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Sound Design & Use of Music

The application of sound and the composition of music for commercial design, gaming and advertising projects. Judges will prioritise craft over idea in this category.

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
VAT not included		
SINGLE	CAMPAIGN	
3901 Sound Design Sound created for film, audio and gaming projects, where the design concept and craft bring the idea to life.	Mandatory One of the below: Film/s Audio + PDF of Transcript URL/s	
3902 Original Composition Original music that has been specially composed for film, audio and gaming projects. Where the composition is informed by the piece it was commissioned for.	Judge Recommendation Edit (5 min) for Film/s / Audio over 10 mins PDF of Transcript	
3903 Existing Music Existing music that's been applied to film, audio and gaming projects and works perfectly with the picture.		
3904 Adapted Music An adapted, re-recorded or remixed version of an existing piece of music applied to film, audio and gaming projects.	Mandatory One of the below: Film/s Audio + PDF of Transcript URL/s	£550 £950
3905 Artist & Brand Collaboration A creative partnership between an artist or producer and a brand, who collaborate to develop and integrate a distinctive audio identity, including music and sound elements and/or sonic logos, into the brand's marketing campaigns, products, or overall identity.	Judge Recommendation URL/s (for original music) Edit (5 min) for Film/s / Audio over 10 mins PDF of Transcript	
3906 Audio Composition The use of complementary audio elements, and the craft of bringing them together, to create a cohesive whole. Includes mixing and use of voice, sound editing, sound design and music.	Mandatory One of the below: Film/s Audio + PDF of Transcript URL/s	
3907 Social & Experiential Sound design, soundscapes, or music created specifically for social and immersive experiences such as brand activations, installations and pop-ups.	Judge Recommendation Edit (5 min) for Film/s / Audio over 10 mins PDF of Transcript	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits.

Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 3901 & 3904 - 3908:** Original Sound. **For 3905:** Collaboration.

For 3907: Experience. **For 3908:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Sound Design & Use of Music



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*	
	VAT not included		
	SINGLE	CAMPAIGN	
3908 Use of AI & Technology <small>NEW</small> Sound created for commercial design, gaming and advertising projects that involves the use of AI or other technologies.	Mandatory One of the below: Film/s* Audio + PDF of Transcript URL/s* Judge Recommendation Demo Film Edit (5 min) for Film/s / Audio over 10 mins PDF of Transcript*	£550	£950

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 3901 & 3904 - 3908:** Original Sound. **For 3905:** Collaboration. **For 3907:** Experience. **For 3908:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Typography

The art of arranging type and lettering for commercial design and advertising projects. *Judges will prioritise the application of type and lettering in this category. The creation of new type and lettering should be entered into Type Design and Lettering category.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE SERIES</small>
4001 Integrated Projects where a central typography idea is used over a variety of media. For example magazines, online and on packaging.	Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Judge Recommendation Presentation Film	£350
4002 Digital Typography for digital platforms. Includes event screens, apps, consumer products and electronics, and virtual spaces on the web and in the metaverse.	Mandatory One of the below: URL* App + Demo Film Judge Recommendation *Demo Film	£200
4003 Posters Typography-led posters, both printed and digital. Can be single or double-sided.	Mandatory One or both of the below: Image/s Film/s (for digital OOH) Judge Recommendation Image/s in situ	
4004 Press Typography-led press adverts, inserts and wraps.	Mandatory Image/s Judge Recommendation Image/s in situ	£200 £350
4005 Packaging Typography for packaging. All work entered must have been commercially sold with a barcode or sales identifier, unless it is a promotional item.	Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Image/s of Packaging in situ Walkthrough Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4011:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Typography



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees](#) page. Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
SINGLE SERIES		
4006 Printed Materials Typography for any other print work, including stationery, leaflets, brochures, greetings cards, calendars, record sleeves, stamps and games.	Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Walkthrough Film	
4007 Publications Typography for publications and publication covers including books, e-books, graphic novels, magazines, newspapers, sections, spreads and supplements.	Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Printed Publication/s + Reference Image/s Printed Publication/s + Reference Image/s + URL/s (for digital elements) Judge Recommendation Walkthrough Film	£200 £350
4008 Environmental Typography created to be shown in a specific space. Includes signage, environmental graphics, installations, building wraps, street art and interactive sites.	Mandatory Presentation Image/s Judge Recommendation Presentation Film	
4009 Kinetic Type or lettering that has been animated to bring the brand message to life. Includes kinetic typography for film, music videos, apps, digital poster sites and virtual spaces on the web and in the metaverse.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	£200
4010 Logos Logos where the use of typography is a central feature of the work. Includes motion logos.	Mandatory One or both of the below: Image/s Film/s (for in motion logos) Judge Recommendation Image/s of Logo in situ PDF of Mockups/Vendors	



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4011:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Typography



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
	<p> For more info click on our Entry Submission Guide</p> <p>Type of Work: Integrated (C)* Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Digital Mandatory One of the below: URL App + Demo Film Posters (S/C) Mandatory One or both of the below: Image/s Film/s (for digital OOH) Press (S/C) Mandatory Image/s Packaging / Printed Materials (S/C) Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Publication (S/C) Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Printed Publication/s + Reference Image/s Printed Publication/s + Reference Image/s + URL/s (for digital elements) Environmental* Mandatory Presentation Image/s Kinetic Mandatory Film/s Logos Mandatory One or both of the below: Image/s Film/s (for in motion logos) Judge Recommendation Presentation Film* Demo Film Image/s in situ Image/s of Packaging in situ Image/s of Logo in situ PDF of Mockups/Vendors Walkthrough Film </p>	<p>VAT not included</p> <p>SINGLE SERIES</p> <p>£200 £350</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4011:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Visual Effects

Images, film or text manipulated or enhanced through digital, practical and in-camera effects. For commercial design, gaming and advertising projects. Judges will prioritise craft over idea in this category.

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
4101 Colour Grading The enhancement and alteration of colour in moving image work, including colour correction and artistic colour effects.	Mandatory Film/s + VFX Breakdown Image/s or VFX Breakdown Film Judge Recommendation Edit (5 min) for Film/s over 10 mins	
4102 Computer-Generated Visual effects created and rendered with the help of computer software, including real-time rendering. > Creature or character animation should be entered into the Animation category.		
4103 Compositing The combination of at least two visual elements, taken from separate sources and integrated into the same frame.		£550 £950
4104 Practical Effects Effects created on-set such as explosions, pyrotechnics, atmospheric effects, prosthetics, scale models and mechanised props/set design. Includes in-camera effects that are achieved by manipulating the camera or its parts.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film	
4105 Use of AI & Technology <small>NEW</small> Visual effects created with the use of AI or other technologies.	Mandatory Film/s + VFX Breakdown Image/s or VFX Breakdown Film Judge Recommendation Demo Film Edit (5 min) for Film/s over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Approach, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 4104:** Craft. **For 4105:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Writing for Advertising

Writing that is integral to a piece of marketing communication. Includes headlines and/or body copy. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations. Work can only be entered into the Writing for Design or Writing for Advertising category; not both. Judges will prioritise craft over idea in this category.

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
4201 Integrated Writing as part of campaigns where a central idea connects across a variety of media and is executed across multiple platforms. For example online, in print, mobile, ambient.	Mandatory One or more of the below: Image/s + PDF of Script Film/s + PDF of Script Audio + PDF of Script URL + PDF of Script App + Demo Film + PDF of Script Judge Recommendation Presentation Film	£350
4202 Digital Writing within advertising for digital platforms including websites, microsites, blogs and apps. > Writing for social platforms should be submitted into the Social subcategory.	Mandatory One of the below: URL + PDF of Script* App + Demo Film + PDF of Script Demo Film + PDF Script Judge Recommendation *Demo Film	£200
4203 Social Writing within advertising for social platforms including Instagram, Facebook, Tiktok and Twitter.	Mandatory One of the below: URL + PDF of Script Demo Film + PDF of Script	£200
4204 Film Scripts for, and visible copy within, adverts created for TV, VOD, social, cinema and other screens.	Mandatory Film/s + PDF of Script Judge Recommendation Edit (5 min) for Film/s over 10 mins	
4205 Press Writing within press including press ads, inserts, wraps and branded editorial.	Mandatory Image/s + PDF of Script Judge Recommendation Image/s in situ	£200 £350
4206 Outdoor Writing for outdoor use including print and digital posters, special builds and digital sites.	Mandatory One or both of the below: Image/s + PDF of Script Film/s (for digital OOH) + PDF of Script Judge Recommendation Image/s in situ	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4209:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Writing for Advertising



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
4207 Radio & Audio Writing as part of radio and audio advertising. Includes writing and scripting for podcasts that integrate brands into the narrative.	Mandatory One of the below: Audio + PDF of Script URL/s + PDF of Script Judge Recommendation Edit (5 min) for Audio/s over 10 mins	
4208 Entertainment Writing for branded or brand-funded entertainment that people feel compelled to watch, seek out and share. Includes documentaries, feature films, music videos, and games.	Mandatory One of the below: Film/s + PDF of Script Audio + PDF of Script URL/s + PDF of Script Judge Recommendation Edit (5 min) for Film/s / Audio/s over 10 mins	£200 £350



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4209:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Writing for Advertising



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
		VAT not included SINGLE CAMPAIGN
4209 Use of AI & Technology  Writing for advertising that involves the use of AI or other technologies.	Type of Work: Integrated (C)* Mandatory One of the below: Image/s + PDF of Script Film/s + PDF of Script Audio + PDF of Script URL + PDF of Script App + Demo Film + PDF of Script Digital Mandatory One of the below: URL + PDF of Script App + Demo Film + PDF of Script Demo Film + PDF of Script Social Mandatory One of the below: URL + PDF of Script Demo Film + PDF of Script Film (S/C) Mandatory Film/s + PDF of Script Press (S/C) Mandatory Image/s + PDF of Script Outdoor (S/C) Mandatory One or both of the below: Image/s + PDF of Script Film/s (for digital OOH) + PDF of Script Radio & Audio (S/C) Mandatory One of the below: Audio + PDF of Script URL/s + PDF of Script Entertainment (S/C) Mandatory One of the below: Film/s + PDF of Script Audio + PDF of Script URL/s + PDF of Script Judge Recommendation Presentation Film* Demo Film Edit (5 min) for Film/s / Audio/s over 10 mins Image/s in situ	£200 £350

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4209:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Writing for Design

Writing that is integral to a piece of design. Includes headlines and/or body copy. Only for work that was commercially released in English. This is to ensure that the writing is judged fairly, not based on translations. Work can only be entered into the Writing for Design or Writing for Advertising category; not both. Judges will prioritise craft over idea in this category.

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
4301 Integrated Writing with design where the same concept is successfully executed across multiple platforms and media. For example, one idea represented online, on packaging, on posters and on brochures.	Mandatory One or more of the below: Image/s + PDF of Script Film/s + PDF of Script URL + PDF of Script App + Demo film + PDF of Script Physical Material/s + Reference Image/s Judge Recommendation Presentation Film	VAT not included £180
4302 Digital Writing as part of any digital product or platform. Includes websites, microsites, landing pages, apps, games.	Mandatory One of the below: URL + Demo Film + PDF of Script App + Demo Film + PDF of Script Demo Film + PDF Script	£100
4303 UX Writing NEW Writing that shapes seamless and engaging user experiences across digital products and services. Includes interface microcopy, onboarding flows, product messages and interactive content where language is integral to guiding, supporting or delighting users. > Entries should be shown in context to demonstrate how the writing enhances usability, tone and brand voice.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4309:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Writing for Design



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
	SINGLE RANGE	
4304 Graphic Writing with graphic design. Includes posters, signage, stationery, brochures, direct mail, album covers, games, apps, graphic design for digital platforms and other applied print graphics.	<p>Type of Work:</p> <p>Posters (S/R) Mandatory One or both of the below: Image/s + PDF of Script Film/s (for digital OOH) + PDF of Script</p> <p>Printed Materials (S/R) Mandatory One of the below: Image/s + PDF of Script Physical Material/s + Reference Image/s</p> <p>Environmental Mandatory One or both of the below: Presentation Image/s + PDF of Script Film/s (for digital OOH) + PDF of Script</p> <p>Website & Apps Mandatory One of the below: URL + Demo Film + PDF of Script App + Demo + PDF of Script Demo Film + PDF of Script</p> <p>Judge Recommendation Image/s in situ Walkthrough Film</p>	<p>£100</p> <p>£180</p>
4305 Packaging Words as part of a piece or a range of packaging. Includes words for new packaging designs and packaging rebrands. > All work entered must have been commercially sold with a barcode or sales identifier, unless it is a promotional item.	<p>Mandatory One of the below: Image/s + PDF of Script Physical Material/s + Reference Image/s</p> <p>Judge Recommendation Image/s of Packaging in situ Walkthrough Film</p>	



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4309:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Writing for Design



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
4306 Naming The name of a brand, product or service. ➢ Judges will consider how the naming is perceived by the target audience.	Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Physical Material/s + Reference Image/s	VAT not included SINGLE RANGE £100
4307 Brand Voice The personality of a brand expressed through written and spoken word. ➢ Judges will be looking for evidence of application across brand guidelines, promotional assets, and the brand's verbal identity.	Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Physical Material/s + Reference Image/s	
4308 Storytelling Storytelling used to convey a brand's history, spirit or sense of community to connect it with its consumers.	Judge Recommendation Presentation Film PDF of Guidelines or Manifestos	£100



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4309:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Writing for Design



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
	<p>⊕ For more info click on our Entry Submission Guide</p> <p>Type of Work: Integrated (C)* Mandatory One or more of the below: Image/s + PDF of Script Film/s + PDF of Script URL + PDF of Script Demo Film + PDF of Script App + Demo film + PDF of Script Physical Material/s + Reference Image/s</p> <p>Digital / UX Writing Mandatory One of the below: URL + Demo Film + PDF of Script App + Demo Film + PDF of Script Demo Film + PDF of Script</p> <p>Posters (S/R) Mandatory One or both of the below: Image/s + PDF of Script Film/s (for digital OOH) + PDF of Script</p> <p>Printed Materials / Packaging (S/R) Mandatory One of the below: Image/s + PDF of Script Physical Material/s + Reference Image/s</p> <p>Environmental Mandatory One or both of the below: Presentation Image/s + PDF of Script Film/s (for digital OOH) + PDF of Script</p> <p>Website & Apps Mandatory One of the below: URL + Demo Film + PDF of Script App + Demo + PDF of Script Demo Film + PDF of Script</p> <p>Naming / Brand Voice / Storytelling Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Physical Material/s + Reference Image/s</p> <p>Judge Recommendation Presentation Film* Image/s in situ Image/s in Packaging in situ PDF of Guidelines or Manifestos Walkthrough Film</p>	<p>VAT not included</p> <p>SINGLE RANGE</p> <p>£100 £180</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 4309:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Cultural Influence NEW

Creativity that makes a cultural impression. Work that sparks conversations, shapes identity, sets trends, or embeds itself into culture. Eligible submissions may include brand campaigns, entertainment projects, or creative collaborations where cultural relevance and reach extended beyond the initial launch to become part of wider cultural life. *Entries in this category must have been commercially released and launched, significantly changed or updated, between 1 January 2023 and 15 April 2026.*

* The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees](#) page. Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
5001 Entertainment & Media <small>NEW</small> Branded and brand-funded entertainment and work created or distributed by media outlets, broadcasters, publishers, or platforms that shapes culture through storytelling, entertainment, or information, resonating beyond its initial audience.	Mandatory Presentation Film Judge Recommendation Images Film Audio URL Demo Film App + Demo Film	VAT not included
5002 Sport & Esports <small>NEW</small> Creative ideas that redefine how fans, teams, or communities experience sport and esports, creating cultural moments with lasting relevance.		
5003 Music & Performance <small>NEW</small> Branded collaborations, music videos, or live formats that influence music and performance, shaping wider cultural conversations.		
5004 Creator & Community-Led Content <small>NEW</small> Work originating with creators, influencers, or communities where shared ownership and participation drive cultural resonance and impact.		£580
5005 Fashion & Lifestyle <small>NEW</small> Creative projects in fashion, beauty, or lifestyle that set or influence cultural trends, shaping identity, taste, and behaviours.		
5006 Gaming & Interactive <small>NEW</small> Games, immersive formats, or interactive storytelling that create cultural impact or redefine how communities participate and connect.		
5007 Health & Wellbeing <small>NEW</small> Creative projects in health that shift cultural attitudes, break stigma, or spark new conversations around physical and mental health and wellbeing. Includes public health campaigns, brand or community initiatives, and collaborations in areas such as mental health, sexual health, fitness, and healthcare access that move beyond awareness to influence cultural behaviours and beliefs.		
5008 Collaborations & Partnerships <small>NEW</small> Creative collaborations and partnerships that shift narratives, spark participation, and leave a lasting cultural impact beyond the immediate campaign.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Challenge, Client, Longevity, Response, Cultural Influence, Results, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5009:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Cultural Influence NEW



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees](#) page. Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
<p>5009 AI & Technology NEW</p> <p>Creative projects that use AI or emerging technologies to shape culture, spark participation, or redefine how people create, connect, and experience the world. Includes generative AI collaborations, AR and VR experiences, interactive tools, algorithmic storytelling, and tech-driven community platforms and products that influence cultural conversations.</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Images Film Audio URL Demo Film App + Demo Film</p>	<p>VAT not included</p> <p>£580</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Challenge, Client, Longevity, Response, Cultural Influence, Results, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5009:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Entertainment

Branded and brand-funded entertainment that people feel compelled to watch, seek out and share. Includes feature films, documentaries, gaming, sports entertainment, audio, experiences and the use of immersive technologies to blend real and virtual worlds. *Commercials should be entered into appropriate Film, Craft and/or Audio categories.*

*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
5101 Integrated Fully integrated campaigns consisting of branded and brand-funded entertainment successfully executed across multiple platforms. For example online, press, TV and radio.	Mandatory Presentation Film	£980
5102 Scripted Short Form Scripted branded and brand-funded entertainment under 3 minutes long. Includes viral films, game-inspired films and interactive films.	Mandatory Film/s Judge Recommendation Presentation Film	
5103 Non-Scripted Short Form Non-scripted branded and brand-funded entertainment under 3 minutes long. Includes reality/docu-reality shows, variety contests, game shows, awards and documentaries.		
5104 Scripted Long Form Scripted branded and brand-funded entertainment over 3 minutes long. Includes viral films, game-inspired films and interactive films.	Mandatory Film/s Judge Recommendation Presentation film Edit (5 min) for Film/s over 10 mins	£580 £980
5105 Non-Scripted Long Form Non-scripted branded and brand-funded entertainment over 3 minutes long. Includes reality/docu-reality shows, variety contests, game shows, awards and documentaries.		
5106 Audio Audio and musical content that integrates the brand into the script or composition. Includes live broadcasts and podcasts. ➢ Music Videos should be entered in the Music Videos category.	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins	
5107 Apps Branded and brand-funded entertainment designed for mobile applications. Includes apps, integration of new app features and content designed to work with an app's algorithm or functionality.	Mandatory One of the below: Demo Film App + Demo Film Judge Recommendation Presentation Film	£580

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5108-5109:** Experience. **For 5113:** Budget. **For 5114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Entertainment



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
5108 Experiential Branded and brand-funded experience-led activations. Includes location-based entertainment, 4D films, multi-sensory experiences, events, concerts, festivals, use of AI and deep learning technology. ➢ Work that uses emerging technologies such as AR, VR or MR should be entered into the dedicated subcategory below.	Mandatory Presentation Film	
5109 User Participation Branded or brand-funded entertainment that actively engages and incorporates user participation. For example via a second screen, UGC or gameplay.		£580
5110 Use of Creators Entertainment that uses creators or influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.	Mandatory Presentation Film Judge Recommendation Film/s URL/s (for social content)	
5111 Use of Talent Entertainment that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.		



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5108-5109:** Experience. **For 5113:** Budget. **For 5114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Entertainment



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Subcategory	Submission Formats	Entry Fee*
		VAT not included SINGLE CAMPAIGN
5112 Publishers & Platforms  Work created, commissioned or distributed by media outlets, broadcasters, publishers or platforms that entertains, informs or engages audiences. This includes editorially-led projects, branded content collaborations, documentaries, podcasts, digital series, live formats and other storytelling initiatives where the media channel itself plays a central creative role.	Type of Work: Film (S/C) Mandatory Film/s Audio (S/C) Mandatory Audio + PDF of Transcript URL/s + PDF of Transcript Digital (S/C) Mandatory One of the below: URL Demo Film App + Demo Film Experiential Mandatory Presentation Film Judge Recommendation Presentation Film Demo Film Edit (5 min) for Film/s / Audio over 10 mins	£580 £980



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5108-5109:** Experience. **For 5113:** Budget. **For 5114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Entertainment



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Subcategory	Submission Formats	Entry Fee*
VAT not included		
	SINGLE CAMPAIGN	
5113 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. ➢ You will need to state the production budget and justify your reasons for entering here. ➢ If the work was done pro bono, you will need to state the total spend.	<p>Type of Work:</p> <p>Integrated (C) Mandatory Presentation Film</p> <p>Film (S/C) Mandatory Film/s</p> <p>Audio (S/C) Mandatory One of the below: Audio + PDF of Transcript URL/s</p> <p>Experiential / Immersive Mandatory Presentation Film</p> <p>Digital Mandatory One of the below: URL Demo Film App + Demo Film</p> <p>Judge Recommendation Presentation Film</p> <p>URL Demo Film App + Demo Film Edit (5 min) for Film/s / Audio over 10 mins</p>	£580 £980



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5108-5109:** Experience. **For 5113:** Budget. **For 5114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Entertainment



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Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
	SINGLE CAMPAIGN	
<p>5114 Use of AI & Technology NEW</p> <p>Branded and brand-funded entertainment that involves the use of AI or other technologies.</p>	<p>Type of Work:</p> <p>Integrated (C) Mandatory Presentation Film Film (S/C) Mandatory Film/s Audio (S/C) Mandatory One of the below: Audio + PDF of Transcript URL/s Experiential / User Participation / Use of Creators / Use of Talent Mandatory Presentation Film Digital Mandatory One of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film Film/s Audio URL/s Demo Film URL/s (for social content) Edit (5 min) for Film/s / Audio over 10 mins</p>	£580 £980

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5108-5109:** Experience. **For 5113:** Budget. **For 5114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Gaming & Virtual Worlds

Brand messaging delivered via gaming platforms and virtual worlds. Includes games created for desktop, web and mobile; gamevertising; and immersive interactions for virtual spaces, web 3.0 and the metaverse. *Physical games, such as puzzles and board games, should be entered into Graphic Design.*

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Subcategory	Submission Formats	Entry Fee*
5201 Brand Experience Experience-led brand activations created for web, mobile, gaming platforms and virtual worlds. Includes the creation of digital destinations, virtual concerts, stage performances, festivals, fashion shows, motor shows, theme parks, escape rooms, race tracks, film screenings, tutorials and city tours. Virtual experiences that are linked to physical activations in the real world are also eligible.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	VAT not included
5202 Brand Integration Creative integration of a brand within a virtual environment or narrative. For example bespoke gaming storylines and reward videos, digital out-of-home placements, skins, wearables and gamification components.		
5203 Brand Partnership Partnerships with individuals or organisations in a virtual world that facilitate connection between a brand and its target audience. Includes sponsorships, co-creation of virtual goods and collaborations with athletes, professionals, industry experts, influencers, gamers and streamers. Unofficial partnerships are also eligible.		
5204 Educational Experience Branded or brand-funded experiences taking place in virtual worlds, that have been explicitly designed to have an educational purpose, or which have incidental or secondary educational value. Includes web-based games, workshops, tutorials and simulators.		£580
5205 Esports Multiplayer-video gaming played competitively for spectators, typically by professional gamers. Includes esports-styled events.		
5206 Use of Avatars The use of avatars in gaming and the metaverse to drive native commerce opportunities or generate brand awareness for a real-world product. Includes branded digital items that are available to earn or buy, either in-game or direct-to-avatar, such as wearables, skins and digital collections.		
5207 User Participation Virtual activations where the success of the idea relies on coordinated user participation or user generated content. For example building teams, playing with other users, entering competitions, designing and sharing virtual products, or mobilising users to achieve a common goal.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5201 & 5204 & 5207:** Experience. **For 5212:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Gaming & Virtual Worlds



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
5208 Use of Live Stream The use of live streamed media simultaneously recorded and broadcasted via a game or virtual world that enables users to interact with each other and a brand-led activity in real time.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	
5209 Trailers Film advertising that promotes new games and virtual world experiences. Includes trailers, cut-scenes, branded content and promotion films.	Mandatory One of the below: Film/s Audio + PDF of Transcript	
5210 Audio-Visual Craft Audio and sound design, and/or film craft, for gaming-specific audio-visual content that is created to deliver a brand's message or new gaming product. This includes, but is not limited to, trailers, series, and original music.	Mandatory One of the below: Film/s Audio URL/s Judge Recommendation Presentation Film Edit (5 min) for Films/Audio over 10 mins	£580
5211 Use of Data Gaming experiences that are brought to life through the use of data, to deliver a personalised experience for the user or to generate insights for the brand. Includes geolocation and personal data.	Mandatory One or more of the below: URL Demo Film App + Demo Film	
5212 Use of AI & Technology NEW The use of AI or other technologies to create a gamified experience, in gaming platforms and virtual worlds.	Judge Recommendation Presentation Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5201 & 5204 & 5207:** Experience. **For 5212:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Music Videos

Films created to promote a song, EP or album and the crafts used to produce them.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
5301 Animated Music videos centred around the use of cel, stop-motion or computer animation.	Mandatory Film	
5302 Art Direction Art Direction for music videos, this includes creating and curating visual elements that contribute to the overall aesthetic and storytelling of the video.	Judge Recommendation Edit (5 min) for Film over 10 mins	
5303 Choreography <small>NEW</small> Music videos where movement and dance play a central creative role. Recognises the craft of choreographed performance - from large-scale routines to intimate movement direction - that elevates the storytelling, emotion and visual impact of the piece.		
5304 Cinematography Cinematography for music videos.		
5305 Concept Music videos centered around a distinctive conceptual idea rather than a structured storyline or plot.		
5306 Direction Direction for music videos.		£100
5307 Editing Editing for music videos.		
5308 Emerging Talent Music videos created by directors in the early stages of their careers who demonstrate exceptional skills and creativity in music videos. <small>> You will need to prove that you've been in the industry for 2 years or less to be eligible for this subcategory.</small>		
5309 Narrative Music videos centered around a structured storyline or plot.		
5310 Performance Music videos centered around an artist or band performance. Includes live performances and audience reactions.		
5311 Visual Effects CGI or other digital techniques used to generate, modify or enhance visuals in music videos.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. **Trigger Warning, Supporting Cultural Context, and Translations if applicable.** **For 5301:** Making Of. **For 5302, 5304 & 5306 & 5311:** Approach. **For 5302 & 5304:** Craft. **For 5307:** Editing. **For 5308:** Emerging Talent. **For 5312:** Experience. **For 5313:** Innovation. **For 5314:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Music Videos



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Subcategory	Submission Formats	Entry Fee*
5312 Interactive Music videos that prompt interaction from the viewer.	Mandatory One of the below: Film URL Judge Recommendation Demo Film	VAT not included
5313 Innovation Music videos that creatively and innovatively push the boundaries of the medium through technology, tools, and/or use of media.	Mandatory One of the below: Film* URL* Demo Film App + Demo Judge Recommendation Demo Film* Edit (5 min) for Film/s over 10 mins	£100
5314 Use of AI & Technology NEW Music videos involve the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5301:** Making Of. **For 5302, 5304 & 5306 & 5311:** Approach. **For 5302 & 5304:** Craft. **For 5307:** Editing. **For 5308:** Emerging Talent. **For 5312:** Experience. **For 5313:** Innovation. **For 5314:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Sports Entertainment

Branded and brand-funded sports entertainment that people feel compelled to watch, seek out and share. Includes feature films, documentaries, gaming, audio, live events and experiences, and the use of immersive technologies to blend real and virtual worlds. Commercials should be entered into appropriate Film, Craft and/or Audio categories.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
5401 Integrated <small>NEW</small> Fully integrated campaigns rooted in sport, executed cohesively across multiple platforms. Includes brand storytelling, activations, content, partnerships or stunts that span media, live experience, digital and more to deliver a unified creative vision.	Mandatory Presentation Film	£980
5402 Short Form <small>NEW</small> Powerful, concise storytelling rooted in sport crafted specifically for short-form formats, social or mobile-first audiences under 3 minutes long.	Mandatory Film/s Judge Recommendation Presentation Film	
5403 Long Form Film <small>NEW</small> Deeper storytelling through film documentary, scripted or hybrid pieces that explore sport through an extended lens over 3 minutes long.	Mandatory Film/s Judge Recommendation Presentation film Edit (5 min) for Film/s over 10 mins	£580 £980
5404 Audio <small>NEW</small> Audio and musical campaigns that integrate sports-related content into the script or composition. Includes live broadcasts and podcasts.	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins	
5405 Use of Athlete & Talent <small>NEW</small> Campaigns where the athlete & talent are more than a face, they are central to the idea, narrative, or cultural resonance of the work.	Mandatory Presentation Film Judge Recommendation Film/s URL/s (for social content)	
5406 Experiential <small>NEW</small> Real-world or virtual moments that captivate whether live, immersive, guerrilla or stunt-led experiences in a sports context.	Mandatory Presentation Film	£580
5407 Challenger Brand <small>NEW</small> Bold, disruptive work from emerging or reimagined brands that challenge the norms of sport marketing or culture.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5406:** Experience. **For 5412:** Innovation. **For 5414:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Sports Entertainment



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Subcategory	Submission Formats	Entry Fee*
5408 Fan Engagement  Ideas that put fans at the centre sparking participation, loyalty, emotion or connection through sport.	Mandatory Presentation Film Judge Recommendation Film/s URL/s (for social content)	VAT not included SINGLE CAMPAIGN
5409 Real-Time Response  Quick-turn creative that reacts to sports moments with relevance, wit or cultural heat in live or near-live formats.		
5410 Esports  Work rooted in competitive gaming whether brand campaigns, cultural crossovers or tournament-related storytelling.		
5411 Social Content & Creators  Sport-native content made for social from creator-led work to platform-first storytelling that moves culture or community.	Mandatory One or more of the below: Film/s URL/s (for social content) Demo Film/s Judge Recommendation Presentation Film	£580
5412 Innovation  Creative breakthroughs in how sport is experienced, delivered or shared across tech, platforms, formats or product design (e.g. AR/VR stadium tech, metaverse streams, wearable interactivity).	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5406:** Experience. **For 5412:** Innovation. **For 5414:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Sports Entertainment



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Subcategory	Submission Formats	Entry Fee*
5413 Publishers & Platforms  Work created, commissioned or distributed by brands, broadcasters, publishers or platforms that entertains, informs or engages audiences through sport. This includes branded content collaborations, documentaries, live coverage formats, digital series, podcasts, fan experiences and other storytelling initiatives where sport plays a central creative role.	<p>⊕ For more info click on our Entry Submission Guide</p> <p>Type of Work:</p> <p>Film (S/C) Mandatory Film/s</p> <p>Audio (S/C) Mandatory Audio + PDF of Transcript URL/s + PDF of Transcript</p> <p>Digital (S/C) Mandatory One of the below: URL Demo Film App + Demo Film</p> <p>Experiential Mandatory Presentation Film</p> <p>Judge Recommendation</p> <p>Presentation Film Demo Film Edit (5 min) for Film/s / Audio over 10 mins</p>	<p>VAT not included</p> <p>SINGLE CAMPAIGN</p> <p>£580 £980</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5406:** Experience. **For 5412:** Innovation. **For 5414:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Sports Entertainment



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Subcategory	Submission Formats	Entry Fee*
		VAT not included SINGLE CAMPAIGN
5414 Use of AI & Technology  Branded and brand-funded sports entertainment that involves the use of AI or other technologies.	Type of Work: Integrated (C) Mandatory Presentation Film Film (S/C)* Mandatory Film/s Audio (S/C)* Mandatory One of the below: Audio + PDF of Transcript URL/s Experiential / Use of Athlete & Talent / Challenger Brand / Fan Engagement / Real-Time Response / E-Sports / Innovation Mandatory Presentation Film Social Content & Creators Mandatory One or more of the below: Film/s URL/s (for social content) Demo Film/s Judge Recommendation Presentation Film* Film/s URL/s Demo Film App + Demo Film URL/s (for social content) Edit (5 min) for Film/s / Audio over 10 mins	£580 £980

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 5406:** Experience. **For 5412:** Innovation. **For 5414:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Book Design

The design of books and covers. Includes printed and digital books across a range of genres, photographic books and revised editions. *Illustrated books and graphic novels are eligible in all subcategories. Annual reports and brochures should be entered into Branding or Graphic Design.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
		SINGLE SERIES
6001 Children Design of entire books for children aged 0-12, including but not limited to picture books, pop up books, lift the flap books, activity books, journals, illustrated books, graphic novels, fiction and non-fiction.	Mandatory Printed Publication/s + Reference Image/s Judge Recommendation Walkthrough Film	
6002 Young Adults Design of entire books for young adults aged 13-18, including but not limited to illustrated books, graphic novels, activity books, journals, fiction and non-fiction.		
6003 Adults Design of entire books for adults aged 18+, including but not limited to illustrated books, graphic novels, activity books, journals, fiction and non-fiction.		
6004 Lifestyle Design of entire books focusing on lifestyle. For example fashion, cooking, music, travel, gaming or poetry.		
6005 Art & Design Design of entire books focusing on art and design. ➤ Books and catalogues that accompany an exhibition should be entered into the Exhibition subcategory.		£100 £180
6006 Exhibition Design of entire books and catalogues that accompany an exhibition. May take the form of hardbacks, catalogues and coffee table books, for example.		
6007 Photographic Design of entire books where photography is a significant part of the overall content.		
6008 Promotional Design of entire books created to showcase a brand, a brand's history or a brand's relevance to the industry it serves.		
6009 Anthology Design of entire books that contain a collection of literary work. For example essays, poems, scripts, short stories and interviews.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Print Run, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6013:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Book Design



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
		SINGLE SERIES
6010 Revised Edition Redesign of an existing book or series for a modern audience.	Mandatory Printed Publication/s + Image/s of Book before Redesign + Reference Image/s Judge Recommendation Walkthrough Film	
6011 Limited Edition & Fine Binding Design of entire books made with a high level of craftsmanship and/or high quality materials. Also limited edition books with a small print run, typically under 1,000 copies.	Mandatory Printed Publication/s + Reference Image/s Judge Recommendation Walkthrough Film	
6012 Covers Design of book covers for all genres. Includes illustrated books, photographic books, graphic novels, exhibition catalogues, specialist books and fine binding.		£100 £180
6013 Use of AI & Technology <small>NEW</small> The design of books and covers, including both printed and digital books, that involves the use of AI or other technologies.	Mandatory One of the below: Printed Publication/s + Reference Image/s URL (for digital elements) Judge Recommendation Demo Film Walkthrough Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Print Run, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6013:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Digital Experience Design

Design for digital products, platforms, and services that address user needs and deliver outstanding user experiences. *Judges will be assessing the overall user experience inclusive of the ease of use, end-to-end service journey and the visual design. Judges will prioritise execution over idea in this category.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
6101 User Experience The design of digital platforms, products, and technologies, that optimise interaction flows, usability, accessibility and overall satisfaction. Includes websites, apps, games, AI-driven interfaces, and immersive formats such as VR, AR and MR.	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film	
6102 Connected Experiences Design that bridges the divide between physical and digital products or services, beyond web and mobile. For example digital design for connected consumer products such as home devices, sensors and wearable tech. Includes the design of experiences that blend physical and digital worlds.		
6103 Inclusive Digital products, services and experiences that are designed to be accessible to everyone, regardless of the user's age, ability and circumstance.		£280
6104 Product Evolution Digital design across an existing product, platform or operating system that has undergone continual updates. ➢ Changes must have taken place between 1 January 2023 and 15 April 2026. Please include evidence of their effects over time.	Mandatory One or more of the below: URL + Image/s of platform before update Demo Film + Image/s of platform before update App & Demo Film + Image/s of platform before update Judge Recommendation Presentation Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6104:** Transformation Results. **For 6105:** Journey Experience. **For 6111:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Digital Experience Design



* The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees](#) page. Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
6105 Service Design NEW Digital touchpoints, tools and services that deliver seamless, end-to-end solutions for users. Includes omnichannel experiences with physical touchpoints. Judges will look at how the entry addresses the entire user journey. Examples include superapps, banking apps, healthcare platforms, product builders, retail ecosystems, mobility services and civic tools.	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film	
6106 IP NEW Digital design ideas where original intellectual property is central to the work. This includes proprietary platforms, custom-built tools, patented technologies, or brand-owned digital assets that demonstrate innovation, distinctiveness and long-term value.		
6107 Digital Products NEW The visual design of websites, apps, games, and digital interfaces for consumer products and electronics. Includes UI design, navigation, responsiveness, and layout of services, tools and software.		
6108 Data Visualisation & Storytelling The digital representation of data, where the design makes the data engaging and interactive.		£280
6109 Motion Design Motion design for user interfaces that use transitions and dynamic elements to enhance the user experience of a digital interface.	Mandatory One or more of the below: Film URL Demo Film Judge Recommendation Presentation Film	
6110 Use of Data The use of data in digital design to deliver a personalised experience for the user. Includes experiences powered by machine learning.	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film	
6111 Use of AI & Technology The design of digital products, services and experiences that involves the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6104:** Transformation Results. **For 6105:** Journey Experience. **For 6111:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Graphic Design

Commercial visual design for all platforms. Includes motion design, data visualisation, digital, websites and apps, printed and environmental.

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Subcategory	Submission Formats	Entry Fee*
6201 Integrated Where a single graphic or motion design concept is applied across multiple formats. ➢ Judges will be looking for effective visual communication across all applications.	Mandatory One or more of the below: Image/s Film/s URL Demo Film App + Demo Film Physical Material/s + Reference Image/s Poster/s (Mounted/Unmounted) + Reference Image/s Judge Recommendation Presentation Film	£280 <small>VAT not included</small> SINGLE RANGE
6202 Posters Graphics-led posters, both printed and digital. Can be single or double-sided, and includes posters in motion.	Mandatory One or both of the below: Poster/s (Mounted/Unmounted) + Reference Image/s Film/s (for digital OOH)	
6203 Catalogues, Brochures & Annual Reports Graphic and motion design for physical and digital catalogues, brochures, manuals, instruction booklets, reference guides and company reports.	Mandatory One or both of the below: Physical Material/s + Reference Image/s URL/s (for digital elements) Judge Recommendation Walkthrough Film	
6204 Direct Mail Graphic design for physical mail that elicits a direct response. Includes door drops, letters, postcards and mail packs.	Mandatory Physical Material/s + Reference Image/s Judge Recommendation	£160 £280
6205 Stationery Graphic design for stationery. Includes business cards, greeting cards, invitations, stamps and calendars.	Walkthrough Film	
6206 Album Covers Graphic and motion design for digital and physical album covers, including record sleeves, album covers, and artwork for streaming platforms.		
6207 Applied Print Graphics Graphic design for items that don't fit within other subcategories. Includes tickets, menus, mugs, shopping bags, clothing, coins, bottles, clothing and printed games.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6204:** Direct. **For 6213:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Graphic Design



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
		SINGLE RANGE
6208 Motion Design Design of motion across websites, apps, digital posters, or any other elements of brand.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	£160 £280
6209 Websites & Apps Graphic and motion design created for websites, digital platforms and apps. > The graphic elements will be judged and not the UX or UI design.	Mandatory One of the below: URL* App + Demo Film Judge Recommendation *Demo Film	£160
6210 Data Visualisation The graphic representation of data, where the design makes the data easier to understand. Includes motion design. > The graphic elements will be judged and not the UX or UI design.	Mandatory One of the below: Image/s URL/s (for digital elements)	£160 £280
6211 Environmental Signage, wayfinding and information graphics. Includes graphic and motion design that enhances a space, usually large in scale such as environmental graphics for exhibitions, hospitals, offices and shops.	Mandatory Presentation Image/s Judge Recommendation Presentation Film	
6212 Self Promotion Graphic and motion design work created by the entrant to promote their products and services, released commercially and made available to potential customers.	Mandatory One or more of the below: Image/s Film/s Audio/s URL Demo Film App + Demo Film Physical Material/s + Reference Image/s	£160



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6204:** Direct. **For 6213:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Graphic Design



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Subcategory	Submission Formats	Entry Fee*
		VAT not included SINGLE RANGE
6213 Use of AI & Technology  Graphic design for all platforms that involves the use of AI or other technologies.	Type of Work: Integrated (R)* Mandatory One or more of the below: Image/s Film/s URL App + Demo Film Physical Material/s + Reference Image/s Poster/s (Mounted/Unmounted) + Reference Image/s Posters (S/R) Mandatory One or both of the below: Poster/s (Mounted/Unmounted) + Reference Image/s Film/s (for digital OOH) Catalogues, Brochures & Annual Reports (S/R) Mandatory One or both of the below: Physical Material/s + Reference Image/s URL/s (for digital elements) Direct Mail / Stationery / Album Covers / Applied Print Graphics (S/R) Mandatory Physical Material/s + Reference Image/s Motion Design (S/R) Mandatory Film/s Websites & Apps Mandatory One of the below: URL App + Demo Film Data Visualisation Mandatory One of the below: Image/s URL/s (for digital elements) Environmental* Mandatory Presentation Image/s Self Promotion Mandatory One or more of the below: Image/s Film/s Audio/s URL Demo Film App + Demo Film Physical Material/s + Reference Image/s Judge Recommendation Presentation Film* Demo Film Edit (5 min) for Film/s over 10 mins Walkthrough Film	£160 £280

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Cultural Context, Credits. Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 6204:** Direct. **For 6213:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Magazine & Newspaper Design

The design of magazines and newspapers, or elements of them. For digital and printed publications. *Press adverts should be entered into the Press & Outdoor category. Annual reports and brochures should be entered into Branding or Graphic Design. Exhibition catalogues are eligible in Book Design.*

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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	SERIES
6301 Trade Magazines Design of entire business-to-business magazines or magazines related to a specific trade or sector.	Mandatory Printed Publication/s + Reference Image/s Judge Recommendation Walkthrough Film	
6302 Consumer Magazines Design of entire consumer magazines available at major outlets. > Magazines by independent publishers should be entered into the Independent Magazines subcategory.		
6303 Independent Magazines Design of entire independently-owned, small-press or self-published magazines, including magazines available at select shops or with a small circulation.		
6304 Magazine Front Covers Cover designs for trade, consumer and independent magazines.		
6305 Magazine Spreads & Sections Design of entire sections or magazine spreads. Spreads should be made up of adjacent pages that work together as a unit.		
6306 Newspapers Entire publications, usually paper-based and distributed daily or weekly.		£40 £70
6307 Newspaper Front Pages Front page designs for publications, usually paper-based and distributed daily or weekly.		
6308 Newspaper Spreads & Sections Design of entire newspaper sections or spreads. Spreads should be made up of adjacent pages that work together as a unit.		
6309 Special Issues Design of entire magazines or newspapers made to be a single edition and not released periodically. Includes special editions of regular publications, usually focused around one topic or theme; special editions of out-of-print magazines; and brand takeovers.		
6310 Special Issue Covers Cover design for magazines or newspapers made to be a single edition and not released periodically. Includes special editions of regular publications, usually focused around one topic or theme; special edition covers for out-of-print magazines; and brand takeovers.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Publication, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6309-6310 & 6312:** Print Run. **For 6313:** Readership. **For 6314:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Magazine & Newspaper Design



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
	SINGLE SERIES	
6311 Supplements Design of separate sections that accompany a newspaper or magazine, usually for the purposes of advertising.	Mandatory Printed Publication/s + Reference Image/s Judge Recommendation Walkthrough Film	
6312 Publication Refresh A rebrand of an existing magazine or newspaper, or elements of them. Includes special issues and supplements.	Mandatory One or both of the below: Printed Publication/s + Image/s before Publication Refresh + Reference Image/s URL (for digital elements) + Image/s before Publication Refresh Judge Recommendation Walkthrough Film	£40 £70
6313 Digital Publications Magazines and newspapers, or elements of them, for example digital covers, comics and webtoons, designed to be published in a digital format.	Mandatory URL/s	
6314 Use of AI & Technology The design of magazines and newspapers, or elements of them, that involves the use of AI or other technologies. NEW	Mandatory One of the below: Printed Publication/s + Reference Image/s URL (for digital elements) Judge Recommendation Demo Film Walkthrough Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Publication, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6309-6310 & 6312:** Print Run. **For 6313:** Readership. **For 6314:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Packaging Design

Innovative design for every kind of packaging, from luxury to consumer. With the exception of the Promotional category, all work entered must have been commercially sold with a barcode or sales identifier. *Any non-English language on the packaging needs to come with a translation.*

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Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
		SINGLE RANGE
6401 Luxury Packaging for high-end brands or luxury items.	Mandatory Physical Material/s + Reference Image/s	
6402 Limited Edition New packaging for existing products, where the packaging has run for a limited length of time or across a limited range of products and implies exclusivity.	Judge Recommendation Image of Packaging in situ Walkthrough Film	
6403 Small Batch Packaging designed to be produced in small quantities, but not as a limited edition. > As a guide, small batch production should be less than 2,000 units. > Limited edition packaging should be entered into the Limited Edition subcategory.		
6404 Consumer Packaging design for slow-moving consumer products, electronics and mainstream consumer items. Includes appliances, furniture and computer equipment. > Packaging for fast-moving consumer goods should be entered into the FMCG subcategory. Work will not be eligible in both subcategories.		£160 £280
6405 FMCG Packaging for everyday consumer products that are sold quickly and produced by both small and big brands. Includes packaging for foods, beverages, toiletries, cosmetics, household cleaning, over-the counter medicines, food supplements and other consumable essentials. Does not include speciality products which have lower sales and higher carrying charges. > Packaging for slow-moving consumer goods should be entered into the Consumer subcategory. Work will not be eligible in both subcategories.		
6406 Labels The design of labels, stickers and self-adhesives as part of a product's packaging.		
6407 Materials Packaging materials that support a brand's proposition and sustainability goals. For example zero-waste solutions or the application of antimicrobial technology. > A fourth judging criteria applies to this subcategory: Is it responsible?		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Materials, Manufacture, Display, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6401-6410, 6412-6413:** Brief & Design Solution, Sustainability. **For 6411:** Benchmark, Circular Solution, Life Cycle. **For 6413:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Packaging Design



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Subcategory	Submission Formats	Entry Fee*
	⊕ For more info click on our Entry Submission Guide	VAT not included
	SINGLE RANGE	
6408 Plastic Free Packaging that has been designed, or redesigned, to eliminate the use of plastic. Includes the removal of plastic from labels, inks and glue. -> As a minimum, the packaging must be 99% plastic free.	Mandatory Physical Material/s + Reference Image/s Judge Recommendation Image of Packaging in situ Walkthrough Film	
6409 Promotional Packaging that was distributed as part of a promotional event, stunt or marketing campaign. Typically a limited production run, not commercially available, with no barcode or sales identifier.		
6410 Structural The form and shape of a piece of packaging, with a focus on functionality. Includes structural elements designed for inclusivity.		
6411 Upstream Innovation Packaging designed to fit within a circular system, where an upstream innovation approach has been applied to prevent waste. Where packaging has been significantly reduced and/or redesigned to be reusable, returnable, recyclable or compostable. -> A fourth judging criteria applies to this subcategory: Is the design circular?		£160 £280
6412 Rebrand Rebrand of an existing product or range of products.	Mandatory Physical Material/s + Reference Image/s Image/s of Packaging before Rebrand Judge Recommendation Image of Packaging in situ Walkthrough Film	
6413 Use of AI & Technology NEW Packaging design that involves the use of AI or other technologies.	Mandatory Physical Material/s + Reference Image/s Judge Recommendation Demo Film Image of Packaging in situ Walkthrough Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Materials, Manufacture, Display, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6401-6410, 6412-6413:** Brief & Design Solution, Sustainability. **For 6411:** Benchmark, Circular Solution, Life Cycle. **For 6413:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Product Design

The design of consumer and industrial products and prototypes. The climate and ecological impact of the design will be considered in this category. The submission of perishable products is not permitted. *Should your project progress in the judging phase, you may be contacted to provide physical material to further support the jury's review.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
6501 Consumer Products designed for consumer use. Includes everything from homeware and appliances, to consumer electronics and everyday consumer products.	Mandatory One or both of the below: Image/s Walkthrough Film	
6502 Industrial Products designed for industrial use. Includes everything from stationary and IT equipment, to furniture and lighting for offices, hotels, shops and urban spaces.	Judge Recommendation Presentation Film Concept Drawing Image/s PDF of Climate / Ecological Design Process	
6503 Inclusive Products that are accessible to a range of users, regardless of physical or cognitive ability, age, gender or other demographic. For example products that may have easy to use functions or only require one hand to use. > Products may include a digital element, such as touch-free technology. > Fully digital products should be submitted into Digital Design.		
6504 Promotional Products that have been distributed as part of a promotional event, stunt or marketing campaign. Usually with a limited production run, and not sold or available commercially. > This subcategory is for products only. Packaging should be entered into Packaging Design.		£160
6505 Prototypes An early sample, model, or release of a product that is undergoing user testing at the time of entry. Must be commercially viable. Medical devices without FDA approval are only eligible in this subcategory. > Work entered here can only be awarded up to Wood Pencil level and won't be eligible for any other Awards categories except Future Impact (subject to meeting its criteria). > You will need to provide evidence of a working prototype.		
6506 Material Innovation The application of new materials, or the use of existing materials in a new way, to create or optimise a cutting edge product.		
6507 IP NEW Product design ideas where the creation or application of original intellectual property is central to the work. This includes proprietary systems, patented technologies, unique design innovations, or brand-owned assets that demonstrate creativity, distinctiveness and long-term value.		
6508 Use of AI & Technology NEW Product design that involves the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Materials, Manufacture, Design Impact, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6506:** Innovation.

For 6508: Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Spatial Design

The design of permanent and temporary spaces, including installations, architecture, interiors and urban areas. Judges will be considering how all aspects of the whole space work together operationally as well as aesthetically. Spaces that blend physical and digital worlds through the use of technology are eligible here. Fully virtual spaces should be submitted into Gaming & Virtual Worlds, Digital Experience Design, or Experiential.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
6601 Exhibitions and Trade Shows The design of permanent or temporary exhibitions and trade fairs, where a selection of items are organised and displayed to the public. Includes the use of AR, VR and MR technology to experience the physical space in a new way. ➢ The design and execution of the space will be judged here, not the subject matter.	Mandatory One of the below: Presentation Film Image/s Judge Recommendation Concept Drawings Image/s	
6602 Installations Permanent or temporary constructions that are designed to occupy and transform an entire room or space, so that they become part of the built environment. Includes the use of AR, VR and MR technology to create immersive and multiscreen installations for an on-site audience. ➢ The design and execution of the space will be judged here, not the subject matter.		
6603 Sets & Stages The design of sets and stages used for theatre, concerts, festivals, dance or other productions. Includes set design that supports corporate and commercial events.		
6604 Hospitality Interiors The interior design of spaces created to entertain, such as hotels, nightclubs, bars, cafes, lounges, restaurants and members clubs. Includes designs that feature AR, VR or MR technology to blend real and virtual worlds.		£280
6605 Workplace Interiors The interior design of offices, co-working spaces and other workplace environments. Includes designs that feature AR, VR or MR technology to blend real and virtual worlds.		
6606 Public Spaces The design of spaces in the public realm, where the impact on community and the surrounding area has been prioritised. Includes temporary and permanent structures, landscape, playgrounds, event spaces, community hubs, and public art and installations.		
6607 Retail Interiors The interior design of physical retail spaces, pop-ups and digitally-driven stores. Includes visual merchandising, window displays and designs that feature AR, VR or MR technology to blend real and virtual worlds.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Audience, Timeline, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6610:** Responsibility. **For 6611:** Budget. **For 6612:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Spatial Design



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
6608 Architecture - New Build Architectural design for new buildings. Including cultural, housing, commercial, retail, healthcare, education, transport, leisure and infrastructure.	Mandatory One of the below: Presentation Film Image/s	
6609 Architecture - Refurbishment Architectural design for refurbished or restructured buildings. Including cultural, housing, commercial, retail, healthcare, education, transport, leisure and infrastructure.	Judge Recommendation Concept Drawings Image/s	
6610 Responsible Spaces Permanent or temporary buildings, structures and spaces that have been designed to have minimal impact on the surrounding landscape and ecosystem. For example, work that applies circular design principles or uses sustainable building practices and materials. > A fourth judging criteria applies to this subcategory: Is it responsible?		£280
6611 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. > You will need to state the budget and justify your reasons for entering here. > If the work was done pro bono, you will need to state the total spend.		
6612 Use of AI & Technology NEW The design of permanent or temporary spaces that involves the use of AI or other technologies.	Mandatory One of the below: Presentation Film Image/s	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Audience, Timeline, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 6610:** Responsibility. **For 6611:** Budget. **For 6612:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Type Design & Lettering

The design of single font styles and font families. Includes variable fonts, symbols and lettering.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
6701 Single Typeface An individual typeface or font designed in a single genre such as serif or sans serif, or a single script such as Arabic or Chinese. Must consist of a basic character set without alternative weights, widths or additional styling. For use in display or text. ➢ Broader character sets are allowed if presented as a singular font file. ➢ Stylistic alternatives are allowed if made from a single master.	Mandatory One or both of the below: Presentation Image/s Film/s (for type in motion) Judge Recommendation Demo Film URL (for Font File) PDF of Complete Character Set	
6702 Typeface Family A typeface family designed in a single genre such as serif or sans serif, or a single script such as Arabic or Chinese. Consists of an extended character set, alternative weights, widths and accompanying styles, for use in display or text.		
6703 Superfamily Groups of related typefaces or typeface systems containing a mixture of genres, for example both serif & sans serif. Designed with alternative weights, widths and any number of accompanying styles, for use in display or text.		
6704 Multi-Script A typeface family that includes more than one writing system within the character set, such as Arabic and Chinese.		£100
6705 Variable Font A typeface designed specifically for use in a variable font format to express a brand's identity.		
6706 Symbols Typefaces consisting of character sets for specialised applications. For example icons, emojis, symbols, glyphs and other pictorial items within a font format.		
6707 Lettering Single characters, words and numbering systems in letterform and not designed to be a typeface. Can be static or animated and used for a variety of purposes, from branding to book design.		
6708 Use of AI & Technology <small>NEW</small> The design of single font or font families that involves the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Design Solution, Use of Type, Cultural Context, Credits, *Trigger Warning, Supporting Cultural Context, and Translations if applicable*. **For 6708:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Commerce

Creative commerce ideas that inspire and enhance the exchange of goods and services. Includes consumer and B2B transactions.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
7001 Acquisition & Retention Creative commerce solutions that retain existing customers, attract new customers, and increase customer activity. For example through loyalty programmes, benefit schemes or intercepting the shopping cycle.	Mandatory Presentation Film	
7002 Brand Partnership Collaborations between brands that give consumers access to unique product and purchasing experiences. For example an exclusive service, special offer or enhanced access to products.		
7003 Cultural Experience Creative commerce solutions centred around a specific or unique culture, trend, tradition or event, targeting consumers with shared behaviours, attitudes, values and practices.		
7004 Customer Journey Creative commerce solutions that offer a complete and consistent customer journey, from brand awareness through to delivery. Includes the use of digital applications that facilitate the experience such as shop assistants, chatbots, voice assistants, facial recognition and location-based technology.		£580
7005 End-to-end Creative, end-to-end commerce solutions that have been implemented at every point of the journey between the brand and customer, and that facilitate a complete customer experience.		
7006 Live & Entertainment Creative commerce experiences that engage audiences through live, interactive, or entertaining formats. Includes livestreamed shopping, activations, product demonstrations, gamification, retail theatre, and shoppable content designed to captivate and convert audiences in real time or through immersive storytelling.		
7007 Inclusive Creative commerce that drives diversity, equity, equality and inclusion. For example, solutions that empower marginalised or underserved groups.		
7008 Promotion Creative commerce solutions that boost engagement or sales with a promotional item, service or event.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7009:** Experience. **For 7011:** Sustainability. **For 7013:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Engagement & Experience: Commerce

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
7009 Purchase Experiences Methods of purchase that are centred around the consumer experience. This includes innovative work across real-world and virtual experiences, or a combination of both; and retail, events or social experiences facilitated by digital technology.	Mandatory Presentation Film	
7010 Social Campaigns that rely on social networks, channels and interactions to bring an idea to life and to drive transactions. Includes social networks, gaming communities and virtual worlds, for example.		
7011 Sustainable Creative commerce solutions centred around environmental sustainability targeting consumers and businesses to promote sustainable practices and behaviours. For example, responsible consumption and production, reduced consumption or abstention, waste management, or supply chain practices.		£580
7012 Use of Data Campaigns that use data to tailor and inspire commerce experiences to unlock access to unique benefits or goods and services. For example personal data, anonymised data and geolocation data.		
7013 Use of AI & Technology <small>NEW</small> Creative commerce projects that involve the use of AI or other technologies that inspire and enhance the exchange of goods and services.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7009:** Experience. **For 7011:** Sustainability. **For 7013:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Creator Content

Creator-first content produced and posted by a creator or influencer, to strategically connect a brand or entity to its target audience through their content and channels. *Work must have been commissioned by a brand or entity to be eligible in this category. Creators and influencers are figures whose fame or success is rooted in their ability to produce compelling content. Work that involves the use of celebrities should be entered into Digital Marketing.*

* The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees page](#). Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
7101 Creator & Brand Partnerships The partnerships of a creator, influencer, or social ambassador with a brand to engage with a specific target audience.	Mandatory One or more of the below: Film/s URL/s (for social content) Demo Film/s	
7102 Best Use of Platform Best use of a select social media platform and its specific features to deliver a creator-led marketing campaign. This includes, but is not limited to, Instagram, X (formerly Twitter), YouTube, and TikTok.	Judge Recommendation Presentation Film	
7103 Best Use of Multi-platform Best use of multiple platforms to deliver a creator-led marketing campaign.		
7104 Brand Storytelling Influencer marketing that uses a creator, influencer, or social ambassador, to convey a brand's identity and connect with a specific audience.		
7105 Co-Creation For campaigns where the content creator was involved in the idea conception, as well as production and delivery.		£580
7106 Use of Creators Best use of a creator or influencer to successfully deliver a targeted social media marketing campaign to increase engagement or drive sales.		
7107 Entertainment Branded content that uses a creator or influencer to increase engagement and target specific markets.		
7108 Experiential Experience-led brand activations that use a creator or influencer to increase engagement and target specific markets.		
7109 Media Media activity that uses a creator or influencer to increase engagement and target specific markets.		
7110 PR PR activity that uses a creator or influencer to increase engagement and target specific markets.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Creator, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 7108 & 7113:** Experience. **For 7112:** Innovation. **For 7114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Creator Content



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Subcategory	Submission Formats ⊕ For more info click on our Entry Submission Guide	Entry Fee* VAT not included
7111 Tactical Creator content that combines creative ideas and a breaking news story or a trending topic to generate maximum coverage and social media engagement for a brand, leading to an immediate impact.	Mandatory One or more of the below: Film/s URL/s (for social content) Demo Film/s	
7112 Innovation Creator content that uses data or new technologies and emerging media to push the boundaries of creativity, drive commercial success or improve customer experience.	Judge Recommendation Presentation Film	£580
7113 User Participation & User Generated Content Social activity strategically designed to engage an audience, for example by asking them to contribute to the campaign or a brand initiative.		
7114 Use of AI & Technology Creator content that involves the use of AI or other technologies. NEW		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Creator, Results, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7108 & 7113:** Experience. **For 7112:** Innovation. **For 7114:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Direct

Marketing communications delivered straight to the consumer and designed to elicit an instant and direct response from the target audience.

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Subcategory	Submission Formats	Entry Fee*
7201 Integrated Fully integrated direct response marketing campaigns that are executed across multiple platforms that elicit an instant and direct response from the intended audience. For example online, in print, TV and radio.	Mandatory Presentation Film ⊕ For more info click on our Entry Submission Guide	£980 VAT not included SINGLE CAMPAIGN
7202 Digital Digital communications that elicit an instant and direct response from the intended audience. For example banners, campaign sites, emails, apps and direct messaging (eg DMs, SMS, MMS & WhatsApp).	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film	£580
7203 Social Direct response campaigns and communications specifically designed for social media platforms, including mobile ads.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	
7204 Film Social, VOD, TV or cinema ads that elicit an instant and direct response from the intended audience. Includes work for offline platforms such as planes, festivals, presentations.	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins	
7205 Direct Mail Physical mail that elicits an instant and direct response from the intended audience. Includes door drops, letters, postcards and mail packs.	Mandatory Image/s Judge Recommendation Presentation Film	£580 £980
7206 Printed Materials Print marketing that elicits an instant and direct response from the intended audience. Includes stationery, leaflets, brochures, books, greetings cards and calendars.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Direct, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 7212:** Innovation. **For 7213:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Direct



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Subcategory	Submission Formats	Entry Fee*
		VAT not included
	SINGLE	CAMPAIGN
7207 Press & Outdoor Press and poster advertising that elicit an instant and direct response from the intended audience. Includes press inserts and wraps, work released on digital and interactive sites, special builds and street flyering.	<p>Type of Work: Outdoor (S/C) Mandatory One or both of the below: Image/s Film/s (for OOH) Press (S/C) Mandatory Image/s Judge Recommendation Presentation Film Image/s in situ </p>	£580 £980
7208 Radio & Audio Radio ads and audio marketing that elicit an instant and direct response from the intended audience. Includes radio broadcasts, fan base targeting and podcasts.	<p>Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins </p>	
7209 Events Events and stunts that elicit an instant and direct response from the intended audience. Includes virtual and live events, flash mobs, guerilla marketing and pop-up shops.	<p>Mandatory Presentation Film </p>	
7210 Products & Services Products and services that elicit an instant and direct response from the intended audiences. Includes product samples and consumables.		£580
7211 Acquisition & Retention Campaigns that elicit an instant and direct response from the intended audience to initiate a targeted drive towards a business, company, or product in order to establish a relationship with the consumer or encourage customer loyalty.		



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Direct, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 7212:** Innovation. **For 7213:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Direct



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Subcategory	Submission Formats	Entry Fee*
7212 Innovation For cutting edge work that changes the way brands market straight to the consumer. For innovative products, services and communications that elicit an instant and direct response from the intended audience.	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film	VAT not included SINGLE CAMPAIGN £580
7213 Use of AI & Technology NEW Direct response campaigns and communications that involve the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Direct, Results, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 7212:** Innovation. **For 7213:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Experiential: Activation & Participation

Experience-led brand activations that target businesses and consumers, and actively involve the audience in the experience. May take place in the physical world, the virtual world or a combination of both.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
7301 B2B Activations Experience-led brand activations that are targeting businesses, and actively involve the audience in the experience. Must be delivered in a physical setting, for example at events, exhibitions, trade fairs and conferences.	Mandatory Presentation Film	
7302 B2C Activations Experience-led brand activations that are targeting consumers. Must be delivered in a physical setting, for example in sporting arenas, events, festivals, concerts, museums, libraries, parks and urban areas, and actively involve the audience in the experience.		
7303 Community Activations Experience-led brand activations that are targeting consumers within a community, and actively involve the audience in the experience. For work that's specifically designed to bring communities together and optimise a shared experience.		
7304 Responsible Activations Experience-led brand activations that actively involve the audience in the experience that prioritise sustainability in their planning, manufacture and execution, or encourage responsible behaviours from businesses and consumers. ➤ A fourth judging criteria applies to this subcategory: Is it responsible?		£580
7305 Retail Activations Experience-led brand activations that are targeting consumers in a retail environment, and actively involve the audience in the experience. May be delivered through in-store events, pop-ups, fully integrated virtual stores or liminal shopping experiences where physical and digital worlds combine.		
7306 Use of Creators Experience-led brand activations that actively involve the audience in the experience and use creators or influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.		
7307 Use of Talent Experience-led brand activations that actively involve the audience in the experience and use popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Experience, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7304:** Responsibility. **For 7309:** Budget.

For 7310: Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Experiential: Activation & Participation



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Subcategory	Submission Formats ⊕ For more info click on our Entry Submission Guide	Entry Fee* VAT not included
7308 Virtual Activations Experience-led brand activations taking place in virtual worlds, and actively involve the audience in the experience. For example virtual concerts, stage performances, festivals, fashion shows, motor shows, theme parks, escape rooms, race tracks, film screenings, tutorials and city tours.	Mandatory Presentation Film	
7309 Creative Use of Budget Experience-led brand activations that actively involve the audience in the experience and brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. <ul style="list-style-type: none"> > You will need to state the production budget and justify your reasons for entering here. > If the work was done pro bono, you will need to state the total spend. 	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	£580
7310 Use of AI & Technology NEW Experience-led brand activations that involve the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Experience, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7304:** Responsibility. **For 7309:** Budget. **For 7310:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Luxury

Design and creative communication campaigns for luxury brands. Includes films, motion, photography, audio, CSR, retail, editorial, commerce, packaging and sustainable footprint of the brands. *Luxury industry sectors include Fashion, Beauty, Jewellery, Watches & Accessories, Alcohol, Automotive, Travel, Experiential and Food.*

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Subcategory	Submission Formats	Entry Fee*	
7401 Integrated <small>NEW</small> Fully integrated campaigns created for luxury brands executed cohesively across multiple platforms. For example online, TV, radio, out-of-home, packaging.	Mandatory Presentation Film	£980	
7402 Experiential Experience-led brand activations for luxury brands that target businesses and consumers. May take place in the physical world, the virtual world or a combination of both.		£580	
7403 Commerce Creative commerce ideas that inspire and enhance the exchange of luxury goods and services. Includes consumer and B2B transactions. Includes both e-commerce and retail commerce.			
7404 Branding Branding created for luxury brands. Includes new branding schemes, brand refreshes and system elements. ➢ Campaigns must have been commercially released and launched, significantly changed or updated between 1 January 2024 and 15 April 2026.	Mandatory One of the below: Presentation Image/s Presentation Image/s + Physical Material/s Judge Recommendation Presentation Film Film/s Audio/s URL PDF of Mockups/Vendors	£980	
7405 Film & Motion Film and motion for luxury brands across all platforms. Includes social, TV/VOD and cinema commercials for B2B and B2C and product-based films.	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins	£580	£980
7406 Social Luxury brand communications designed for social platforms. Includes the use of creators, influencers, and celebrities as brand ambassadors.	Mandatory Presentation Film Judge Recommendation Film/s URL/s (for social content)		
7407 Digital Digital marketing campaigns and communications for luxury brands that primarily make use of technology, data and digital platforms.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	£580	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7402:** Experience. **For 7404:** Branding. **For 7408:** Display, Manufacture & Materials. **For 7412:** Corporate Social Responsibility. **For 7413:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Luxury



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small> <small>SINGLE CAMPAIGN</small>
7408 Packaging Innovative design for luxury brand packaging. ➢ All work entered must have been commercially sold with a barcode or sales identifier. ➢ Any non-English language on the packaging needs to come with a translation.	Mandatory One of the below: Image/s Physical Material/s + Reference Image/s Judge Recommendation Image/s of Packaging in situ Walkthrough Film	
7409 Editorial Digital and printed editorial publications or elements of them for luxury brands.	Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Printed Publication/s + Reference Image/s Printed Publication/s + Reference Image/s + URL/s (for digital elements) Judge Recommendation Walkthrough Film	£580 £980
7410 Photography Commercial photography used in projects for luxury brands. ➢ Images must have been commissioned or licensed for the purpose of selling products and services.	Mandatory Image/s Judge Recommendation URL (for digital elements) Image/s in situ Walkthrough Film	
7411 Spaces & Signography The design of physical spaces and signography for luxury brands, including pop-ups and digitally-driven stores. Includes retail, visual merchandising, window displays, legacy experiences, runway shows, exhibitions, parties and events.	Mandatory One of the below: Presentation Film Image/s Judge Recommendation Concept Drawings Image/s	
7412 Corporate Social Responsibility (CSR) Products and campaign communications that demonstrate luxury brands' commitment to social and environmental concerns.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	£580



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7402:** Experience. **For 7404:** Branding. **For 7408:** Display, Manufacture & Materials. **For 7412:** Corporate Social Responsibility. **For 7413:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Luxury



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Subcategory	Submission Formats	Entry Fee*
<p>7413 Use of AI & Technology NEW</p> <p>Design and creative communication campaigns for luxury brands that involves the use of AI or other technologies.</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p>	<p>VAT not included</p> <p>SINGLE CAMPAIGN</p> <p>£580</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7402:** Experience. **For 7404:** Branding. **For 7408:** Display, Manufacture & Materials. **For 7412:** Corporate Social Responsibility. **For 7413:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Media

Media-first strategies and ideas that use a specific medium or media property as a creative tool. *Judges will be looking for innovative and creative media-driven ideas – those which prioritise the effective use of channels to communicate the brand message. You will need to demonstrate how the work achieved the intended result.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
7501 Integrated Media-first ideas that are executed cohesively across multiple media platforms. For example online, TV, radio, out-of-home.	Mandatory Presentation Film	
7502 Direct Media-first ideas for targeted direct response campaigns that use mail, email, telephone marketing or other methods that enable direct communication with the customer.		
7503 Entertainment Media-first ideas created for entertainment. Includes gaming platforms, apps, video sharing channels and music videos.		
7504 Events & Stunts Media-first ideas in the form of virtual and physical events or stunts. Includes exhibitions, installations, festivals, product launches, sports tournaments, art performances and concerts, either pre-existing or specially created.		
7505 Film Media-first ideas designed for film. Advertising placements include online platforms such as social media and VOD, TV, cinemas and other screens.		£580
7506 Interaction Media-first ideas that encourage and enable users to interact or respond to a brand's activities. Includes dual screening apps, audio or visual recognition, interactive kiosks and use of extended reality technologies such as AR, VR or MR.		
7507 Mobile Devices Media-first ideas designed for mobile devices. Includes the use of augmented reality, location-specific technology and apps.		
7508 Press & Outdoor Media-first ideas hosted in the press, such as advertorials, adverts or inserts; and out-of-home advertising for example on existing, free format, or interactive poster sites.		
7509 Radio & Audio Media-first ideas created for use on audio platforms such as radio, podcast channels and streaming services. Includes live broadcast, online or on-demand content.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Background, Solution and Execution, Results, Objectives, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7502:** Direct.

For 7515: Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Media



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
7510 Retail Campaigns centred around e-commerce, in-store marketing such as digital signage and point-of-sale, pop-up shops, online retail sites and fully integrated virtual stores.	Mandatory Presentation Film	
7511 Social Media-first ideas designed for social platforms. Includes paid-for, owned and earned media ideas that exploit the social and community aspects of digital networks and user-generated content.		
7512 Use of Creators Media activity that uses creators or influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.		
7513 Use of Talent Media activity that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.		£580
7514 Collaboration Media-first ideas that rely on the creative use of sponsor placement, where the collaboration between sponsor and project is key to the campaign's success.		
7515 Use of AI & Technology <small>NEW</small> Media-first strategies and ideas that involve the use of AI or other technologies.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Background, Solution and Execution, Results, Objectives, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7502:** Direct.

For 7515: Technology.

Refer to our [Entry Submission Guide](#) for additional information.

PR

Strategies and ideas that use a specific PR method as a creative tool. Judges will be looking for innovative and creative 'PR first' ideas – those which prioritise the effective use of PR strategy to communicate the brand message. You will need to demonstrate how the work achieved the intended result.

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Subcategory	Submission Formats ⊕ For more info click on our Entry Submission Guide	Entry Fee* VAT not included
7601 Integrated Integrated PR-first campaigns that are executed across a variety of media. For example TV, print, online, mobile, ambient stunts.	Mandatory Presentation Film	
7602 B2B PR-first ideas that focus on the promotion of services and products from one business to another.		
7603 B2C PR-first ideas that focus on the promotion of services and products among consumers.		
7604 Single Market PR-first ideas targeting one specific region or consumer market. Work may leverage insights specific to that audience, for example cultural or behavioural insights.		
7605 Multi Market PR-first ideas targeting more than one region or consumer market.		
7606 Digital & Social PR-first ideas that use social and/or digital media platforms to communicate the brand message.		£580
7607 Entertainment PR-first ideas that use entertainment to create a buzz and build a brand. Includes campaigns directed at gaming platforms, apps, video sharing channels and music videos.		
7608 Established Campaigns PR campaigns where the same concept has run over 16 months or more, with a central idea executed across a variety of media. ➢ Campaigns must have been launched prior to January 2025 and active within the current eligibility window.		
7609 Events & Stunts PR-first ideas that use an event or stunt to create a buzz and build a brand. Includes virtual and live events, flash mobs, guerilla marketing, pop-up shops.		
7610 Product Launch PR-first ideas created to successfully launch or relaunch a product.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Background, Solution and Execution, Results, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7608:** History. **For 7617:** Budget. **For 7618:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.





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Subcategory	Submission Formats	Entry Fee*
7611 Inclusive Cultural Strategy & Social Change Strategic PR rooted in the lived experiences of diverse communities - shaped by identity factors such as disability, gender, race, orientation, and age - designed to build meaningful audience connections, drive brand growth and impact, and influence public policy, agendas, and legislation through PR-first ideas.	Mandatory Presentation Film	
7612 Reactive Response PR activity that uses the popularity of a specific news story, viral video or event to generate maximum positive coverage for the brand. May also include campaigns generated in response to brand issues or crisis PR.		
7613 Not-for-Profit & Governmental NEW PR that focuses on managing communication and reputation for organisations that operate for the public good rather than for profit, such as government bodies, non-governmental organisations (NGOs), charities, and other not-for-profit entities. These include public awareness campaigns, crisis communication, stakeholder engagement, media relations, and community outreach, all tailored to align with the organisation's mission.		£580
7614 Use of Media Relations PR activity that uses relationships with journalists and media outlets to circulate a message, as opposed to communicating directly with the public.		
7615 Use of Creators PR activity that uses creators or influencers – those with niche audiences or over 1,000 followers – to increase engagement and target specific markets.		
7616 Use of Talent PR activity that uses popular social media influencers or celebrities, usually with a following of 100,000+, to increase engagement and target specific markets.		
7617 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. > You will need to state the production budget and justify your reasons for entering here. > If the work was done pro bono, you will need to state the total spend.		



You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Background, Solution and Execution, Results, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7608:** History. **For 7617:** Budget.

For 7618: Technology.

Refer to our [Entry Submission Guide](#) for additional information.



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Subcategory	Submission Formats	Entry Fee*
7618 Use of AI & Technology <small>NEW</small> PR-first ideas that involve the use of AI or other technologies.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	<small>VAT not included</small> £580

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Background, Solution and Execution, Results, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 7608:** History. **For 7617:** Budget.

For 7618: Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Health & Wellbeing

Campaign communications, designs and initiatives on the subject of healthcare and wellbeing, or specifically created for healthcare and wellbeing brands. Including public service announcements and communications for nonprofits, foundations or educational organisations. *Work cannot be entered into both Health & Wellbeing and Pharma categories.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
8001 Integrated Fully integrated campaigns created for healthcare and wellbeing brands or organisations, executed cohesively across multiple platforms. For example awareness campaigns, public service announcements or promotions.	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film	
8002 Branding Branding created for organisations, products, services and campaigns on the subject of healthcare and wellbeing or for healthcare or wellbeing brands. Includes new branding schemes, brand refreshes and system elements that are redefining the visual language of health. > Campaigns must have been commercially released and launched, significantly changed or updated, between 1 January 2024 and 15 April 2026.	Mandatory One or both of the below: Presentation Film Presentation Image/s Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film PDF of Mockups/Vendors	£580
8003 Film Film advertising for healthcare and wellbeing. For example awareness campaigns on the subject of healthcare and wellbeing, public service announcements or promotions.	Mandatory One or both of the below: Presentation Film Film/s Judge Recommendation Edit (5 min) for Film over 10 mins	
8004 Radio & Audio Audio communications on the subject of healthcare and wellbeing, or for healthcare and wellbeing brands created for radio, podcasts, streaming platforms, gaming platforms and the metaverse.	Mandatory One or both of the below: Presentation Film Audio + PDF of Transcript Judge Recommendation Edit (5 min) for Audio over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Regulations, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 8002:** Branding. **For 8010:** Manufacture, Materials. **For 8011:** Experience. **For 8014:** Direct. **For 8015:** Innovation. **For 8016:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Health & Wellbeing



*The pricing listed is our final deadline fees. Pricing tiers are available for our Super Earlybird and Earlybird. To take advantage of our discounts see the [Entry Fees](#) page. Payment is available in GBP, EUR and USD.

Subcategory	Submission Formats	Entry Fee*
8005 Digital Digital communications created for healthcare and wellbeing brands or organisations, or on the subject of healthcare and wellbeing. For example awareness campaigns, public service announcements or promotions across mobile, social media and promotional sites.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	VAT not included
8006 Digital Design Digital products, services and experiences designed to improve the health and wellbeing of the user. For example assisted living technology, applications that support a healthy lifestyle and digital platforms that boost mental health and resilience.		
8007 Gaming & Virtual Worlds Branded or brand-funded experiences that leverage the power of gaming and virtual worlds to stimulate health and wellbeing and raise awareness of health and wellbeing products, services and information. May have incidental or secondary health benefits.		
8008 Animated Cel, stop-motion or computer animations created for healthcare and wellbeing brands or organisations, or on the subject of healthcare and wellbeing. For example awareness campaigns on the subject of healthcare and wellbeing, public service announcements or promotions.	Mandatory One or both of the below: Presentation Film Film/s Judge Recommendation Edit (5 min) for Film over 10 mins	£580
8009 Print & Publications All print and publications around health and wellbeing. For example, leaflets, flyers, posters and outdoor advertising.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Walkthrough Film	
8010 Product Design Consumer and commercial products designed to improve health and wellbeing. Includes personal care items, assisted living products, medical devices and technology that facilitates healthy lifestyle.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Concept Drawing Image/s Walkthrough Film	



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For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Regulations, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 8002:** Branding. **For 8010:** Manufacture, Materials. **For 8011:** Experience. **For 8014:** Direct. **For 8015:** Innovation. **For 8016:** Technology.

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Health & Wellbeing



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
8011 Experiential Experience-led health and wellbeing brand activations that target businesses and consumers. May take place in the physical world, the virtual world or a combination of both.	Mandatory Presentation Film	
8012 PR <small>NEW</small> PR ideas and campaigns for healthcare and wellbeing brands or organisations, designed to raise awareness, encourage behaviour change, or engage patients and communities. For example, advocacy campaigns, stigma-breaking initiatives or wellness programmes.		
8013 Animal Health <small>NEW</small> Campaigns focused on the health, wellbeing, and care of animals, whether companion animals or livestock. Work may target pet owners, veterinarians, or the broader animal care ecosystem, and should demonstrate how creative communication was used to drive awareness, education, or behavioural change.	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film	£580
8014 Direct Health and wellbeing communications that target a specific audience. Includes awareness campaigns, public service announcements and promotions that elicit a direct response or behavior from the consumer.		
8015 Innovation Innovative campaign communications, designs and initiatives that push the boundaries of their medium. For example, the use of new materials, immersive technologies or virtual placements that change how a consumer experiences a campaign.		
8016 Use of AI & Technology <small>NEW</small> Health and wellbeing campaign communications, designs and initiatives that involve the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Regulations, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 8002:** Branding. **For 8010:** Manufacture, Materials. **For 8011:** Experience. **For 8014:** Direct. **For 8015:** Innovation. **For 8016:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Pharma

Campaign communications, designs and initiatives created for the pharmaceutical and medical industries that focus on conditions and diseases that require a prescription or doctor's recommendation. *Work cannot be entered into both Health & Wellbeing and Pharma categories.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
8101 Integrated Fully integrated campaigns around prescription medicines or pharmaceuticals, executed cohesively across multiple platforms. For example awareness campaigns, public service announcements or promotions.	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film	
8102 Branding Branding created for pharmaceutical organisations, products, services and campaigns. Includes new branding schemes, brand refreshes and system elements that are redefining the visual language of health. ➢ Campaigns must have been commercially released and launched, significantly changed or updated, between 1 January 2024 and 15 April 2026.	Mandatory One or both of the below: Presentation Film Presentation Image/s Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film PDF of Mockups/Vendors	£580
8103 Film Film advertising for pharmaceutical organisations, products, services and campaigns. For example awareness campaigns, public service announcements or promotions.	Mandatory One or both of the below: Presentation Film Film/s Judge Recommendation Edit (5 min) for Film over 10 mins	
8104 Radio & Audio Audio communications from pharmaceutical brands created for radio, podcasts, streaming platforms, gaming platforms and the metaverse.	Mandatory One or both of the below: Presentation Film Audio + PDF of Transcript Judge Recommendation Edit (5 min) for Audio over 10 mins	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Approval, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 8102:** Branding. **For 8110:** Manufacture, Materials. **For 8111:** Experience. **For 8114:** Direct. **For 8115:** Innovation. **For 8116:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Pharma



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
8105 Digital Digital communications on the subject of conditions and diseases that require a prescription or doctor's recommendation. For example awareness campaigns, public service announcements or promotions across mobile, social media and promotional sites.	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film	
8106 Digital Design Digital products, services and experiences designed to improve, relieve or treat a particular medical condition and/or its symptoms.		
8107 Gaming & Virtual Worlds Branded or brand-funded experiences that leverage the power of gaming and virtual worlds to raise awareness of pharmaceutical products, services and information.		
8108 Animated Cel, stop-motion or computer animations created for pharmaceutical brands or organisations. For example awareness campaigns, public service announcements or promotions.	Mandatory One or both of the below: Presentation Film Film/s Judge Recommendation Edit (5 min) for Film over 10 mins	£580
8109 Print & Publications All print and publications around prescription medicines, products or pharmaceuticals. For example, leaflets, flyers, posters and outdoor advertising.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Walkthrough Film	
8110 Product Design Products that require a prescription that are designed to improve, relieve or treat a particular medical condition and/or its symptoms.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Concept Drawing Image/s Walkthrough Film	



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For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Approval, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 8102:** Branding. **For 8110:** Manufacture, Materials. **For 8111:** Experience. **For 8114:** Direct. **For 8115:** Innovation. **For 8116:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Pharma



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
8111 Experiential Experience-led pharmaceutical brand activations that target businesses and/or consumers. May take place in the physical world, the virtual world or a combination of both.	Mandatory Presentation Film	
8112 PR <small>NEW</small> PR ideas and campaigns for pharmaceutical brands or organisations, designed to launch treatments, raise disease awareness, or engage healthcare professionals. For example, product introductions, scientific communications or access-to-medicine initiatives.		
8113 Animal Health <small>NEW</small> Pharmaceutical campaigns that address the treatment, prevention, or management of animal health conditions. Work may be directed at veterinary professionals, farmers, or pet owners, and should demonstrate how creative communication was used to support clinical outcomes, responsible care, or uptake of veterinary medicines and services.	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film	£580
8114 Direct Medical and pharmaceutical communications that target a specific user. Includes awareness campaigns, public service announcements and promotions designed to elicit a direct response.		
8115 Innovation Innovative campaign communications, designs and initiatives that push the boundaries of their medium. For example, the use of new materials, immersive technologies or virtual placements that change the user experience.		
8116 Use of AI & Technology <small>NEW</small> Pharma campaign communications, designs and initiatives that involve the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, Brief & Solution, Approval, Cultural Context, Credits, Trigger Warning, Supporting Cultural Context, and Translations if applicable. **For 8102:** Branding. **For 8110:** Manufacture, Materials. **For 8111:** Experience. **For 8114:** Direct. **For 8115:** Innovation. **For 8116:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Future Impact

Early-stage designs and initiatives, still in research and development, that are driving the success of the UN Sustainable Development Goals. Work must have proof of concept and be commercially viable. Shortlisted entrants will have to be invited to apply for a development grant from the £25,000 D&AD Impact Fund and to take part in the D&AD Impact Programme. Commercially released work will only be accepted in exceptional cases and entry into other Awards categories is restricted. You cannot enter the same work into multiple Impact categories. Different guidelines apply to the Future Impact category; please refer to Awards Rules & Eligibility Criteria.

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
9001 Design Designs that can demonstrate the potential to create behavioural, environmental, social or policy change upon commercial release. Includes product designs, new materials, packaging innovations, digital design, service or systems design that aims to improve circumstances, access or quality of life.	Mandatory One or more of the below: Image/s Film Audio URL Demo Film App + Demo Film	
9002 Design / Emerging Talent Created by those still in education or recent graduates, designs that can demonstrate the potential to create behavioural, environmental, social or policy change upon commercial release. Includes product designs, new materials, packaging innovations, digital design, service or systems design that aims to improve circumstances, access or quality of life.	Judge Recommendation Presentation Film	
9003 Initiative Strategic action that can demonstrate the potential to create behavioural, environmental, social or policy change upon commercial release. Includes fundraising initiatives, business initiatives, legislative action, forming alliances and community and regeneration projects.		
9004 Initiative / Emerging Talent Created by those still in education or recent graduates, strategic action that can demonstrate the potential to create behavioural, environmental, social or policy change upon commercial release. Includes fundraising initiatives, business initiatives, legislative action, forming alliances and community and regeneration projects.		£35
9005 Upstream Innovation Solutions designed to fit within a circular system, where an upstream innovation approach has been applied to prevent waste. For solutions not yet commercially released that are reusable, returnable, recyclable or compostable, or where the need for materials has been eliminated. ➤ A fifth judging criteria applies to this subcategory: Is the design circular?		
9006 Upstream Innovation / Emerging Talent Solutions created by those still in education or recent graduates and designed to fit within a circular system, where an upstream innovation approach has been applied to prevent waste. For solutions not yet commercially released that are reusable, returnable, recyclable or compostable, or where the need for materials has been eliminated. ➤ A fifth judging criteria applies to this subcategory: Is the design circular?		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, UN SDGs, Ambition, Challenge, Proof of Concept, Qualification, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 9001, 9003, 9005 & 9007:** Client. **For 9002, 9004, 9006 & 9008:** Talent. **For 9008:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Future Impact



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Subcategory	Submission Formats	Entry Fee*
<p>9007 Use of AI & Technology NEW</p> <p>Early-stage designs and initiatives that involve the use of AI or other technologies.</p>	<p>Mandatory</p> <p>For more info click on our Entry Submission Guide</p> <p>One or more of the below:</p> <p>Image/s Film Audio URL Demo Film App + Demo Film Judge Recommendation Presentation Film</p>	VAT not included
<p>9008 Use of AI & Technology / Emerging Talent NEW</p> <p>Created by those still in education or recent graduates, early-stage designs and initiatives that involve the use of AI or other technologies.</p>		£35

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, UN SDGs, Ambition, Challenge, Proof of Concept, Qualification, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 9001, 9003, 9005 & 9007:** Client. **For 9002, 9004, 9006 & 9008:** Talent. **For 9008:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Impact

Campaign communications, designs and initiatives that are driving the success of the UN Sustainable Development Goals. *Work must be commercially released and you must be able to evidence the impact it's had. You cannot enter the same work into multiple Impact categories. Different guidelines apply to the Impact category; please refer to Awards Rules & Eligibility Criteria.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
9101 Campaign Communications Campaign communications that have resulted in behavioural, environmental, social or policy change and are benefiting society. Includes campaign films, press adverts, posters, audio spots and brand activations created for real and virtual worlds.	Mandatory Presentation Film Judge Recommendation Images Film Audio URL Demo Film App + Demo Film	
9102 Design Designs that have resulted in behavioural, environmental, social or policy change and are benefiting society. Includes product designs, new materials, packaging innovations, digital design, service or systems design that has improved circumstances, access or quality of life.	Mandatory One or both of the below: Presentation Film Images Judge Recommendation Film Audio URL App + Demo Film Physical Materials Walkthrough Film	£580
9103 Initiative Strategic action that has resulted in behavioural, environmental, social or policy change and is benefiting society. Includes fundraising initiatives, business initiatives, legislative action, forming alliances and community and regeneration projects.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	
9104 Local Solution For campaigns, products, service designs and initiatives that are benefiting a specific region or local area such as a neighbourhood, village, town or city.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	
9105 Climate Solution Campaigns, designs and initiatives that are specifically taking action to combat climate change and its impact. > To be eligible for this subcategory, your work must be driving Sustainable Development Goal 13: Climate Action.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, UN SDGs, Client, Longevity, Response, Impact, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 9101-9105 & 9107-9109:** Challenge. **For 9102:** Materials. **For 9106:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 9107:** Collaboration. **For 9108:** Budget. **For 9109:** Technology. Refer to our [Entry Submission Guide](#) for additional information.



Impact



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
9106 Upstream Innovation Solutions designed to fit within a circular system, where an upstream innovation approach has been applied to prevent waste. For solutions that are reusable, returnable, recyclable or compostable, or where the need for materials has been eliminated. > A fifth judging criteria applies to this subcategory: Is the design circular?	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	
9107 Collaboration Work created from a collaboration between two or more parties, that's resulted in behavioural, environmental, social or policy change. Includes collaboration between brands and with consumers to generate impact.		£580
9108 Creative Use of Budget Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Includes pro bono work. > You will need to state the production budget and justify your reasons for entering here. If the work was done pro bono, you will need to state the total spend.		
9109 Use of AI & Technology <small>NEW</small> Campaign communications, designs and initiatives that have resulted in behavioural, environmental, social or policy change that use AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, UN SDGs, Client, Longevity, Response, Impact, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 9101-9105 & 9107-9109:** Challenge. **For 9102:** Materials. **For 9106:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 9107:** Collaboration. **For 9108:** Budget. **For 9109:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Sustained Impact

Campaigns, designs and initiatives that have pushed an original idea forward, generating increased behavioural, environmental, social or policy change over time. *Work could be by multiple agencies led by the same brand, or a on-going commitment between one agency and a brand. You cannot enter the same work into multiple Impact categories.*

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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
9201 Campaign Communications Campaign communications that have resulted in ongoing behavioural, environmental, social or policy change that are benefiting society. Includes campaign films, press adverts, posters, audio spots and brand activations created for real and virtual worlds.	Mandatory Presentation Film Judge Recommendation Images Film Audio URL Demo Film App + Demo Film	
9202 Design Designs that have resulted in ongoing or increased behavioural, environmental, social or policy change and are benefiting society. Includes product designs, new materials, packaging innovations, digital design, service or systems design that has improved circumstances, access or quality of life.	Mandatory One or both of the below: Presentation Film Images Judge Recommendation Film Audio URL App + Demo Film Physical Materials Walkthrough Film	£580
9203 Initiative Strategic action that has resulted in ongoing or increased behavioural, environmental, social or policy change and is benefiting society. Includes fundraising initiatives, business initiatives, legislative action, forming alliances and community and regeneration projects.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	
9204 Local Solution For campaigns, products, service designs and initiatives designed to benefit a specific region or local area such as a neighbourhood, village, town or city, that have resulted in ongoing or increased behavioural, environmental, social or policy change.	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	
9205 Climate Solution Campaigns, designs and initiatives designed specifically to combat climate change and its impact that have generated ongoing positive change. ➤ To be eligible for this subcategory, your work must be driving Sustainable Development Goal 13: Climate Action.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, UN SDGs, Client, Sustained Impact, History, Response, Sustained Data, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 9201-9205 & 9207-9208:** Challenge. **For 9202:** Materials. **For 9206:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 9207:** Collaboration. **For 9208:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.



Sustained Impact



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Subcategory	Submission Formats <small>⊕ For more info click on our Entry Submission Guide</small>	Entry Fee* <small>VAT not included</small>
9206 Upstream Innovation Solutions designed to fit within a circular system, where an upstream innovation approach has been applied to prevent waste. For ongoing solutions that are reusable, returnable, recyclable or compostable, or where the need for materials has been eliminated. > A fifth judging criteria applies to this subcategory: Is the design circular?	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film	
9207 Collaboration Work created from a collaboration between two or more parties, that's resulted in increased behavioural, environmental, social or policy change. Includes collaboration between brands and with consumers to generate impact.		£580
9208 Use of AI & Technology <small>NEW</small> Campaign communications, designs and initiatives that have resulted in ongoing behavioural, environmental, social or policy change that involve the use of AI or other technologies.		

You will be asked to provide the following information online:

For all subcategories: Cover Image, Entry Validator Details, Entry Details, Use of AI, Description, UN SDGs, Client, Sustained Impact, History, Response, Sustained Data, Cultural Context, Credits. *Trigger Warning, Supporting Cultural Context, and Translations if applicable.* **For 9201-9205 & 9207-9208:** Challenge. **For 9202:** Materials. **For 9206:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 9207:** Collaboration. **For 9208:** Technology.

Refer to our [Entry Submission Guide](#) for additional information.

Get In Touch

Have a query about entering the Awards? Our team is here to assist you. Feel free to reach out, no matter where you are in the world. For more information, please check out our [Submission Format Guide here](#).

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