



ENTRY KIT - 2024



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ENTRY KIT FINAL VERSION

This is the version of the Entry Kit released on 22nd of April 2024.

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About the Awards

The Four A's Awards are a part of The Four A's Advertising Festival which has been created to help improve the quality of advertising creativity and craft in Sri Lanka.

The intention of the awards programme is to recognize the best of creativity and craft. As the local industry has not had a creative awards programme for several years, the level of judging will be set at the appropriate point with the intention being to award and inspire. This level will be increased year on year with a view of being on par with regional standards in 3 - 5 years.

The entry kit and entry fees have been designed to aid participation by smaller agencies as well as larger agencies with a higher number of entries. There are also opportunities for critical support services like production companies & printers to enter.

We invite the entire advertising community to take part and earnestly request you to support this initiative, that will help all of us improve the quality of the work that we love dearly.

Wishing you all the best in your hunt for metal.

The 4A's of Sri Lanka

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Changelog

This is Entry Kit VFinal Released on 22nd of April 2024.

As this is the inaugural 4As Ad Awards new categories and conditions may be ADDED, REMOVED or ALTERED.

Any alterations will be published in this (Changelog) section of the Entry Kit.
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The final entry kit will be labelled Entry Kit VFinal and will not be changed thereafter.

CHANGES in VF

#	Page	Change
1	42	OOT 15,16,17,18 categories added
2	10	Entry engine details, bank details, secretariat details added
3	Multi	Alcoholic Beverages categories removed
4	Multi	Corporate Reputation categories added in Film, Audio & Static product categories (FTV60P06, FTV180P06, FTV180+P06, A60P06, A180P06, A180+P06, SP06)

CHANGES in V2

#	Page	Change
1	10	Entry engine – Business Registration may be requested by secretariat
2	53	Materials – Videos will now have to be uploaded to YouTube and a live URL should be entered into the entry engine. Naming convention added. Further guidance added.
3	53	Materials – Explanation videos paragraph removed (this is now covered in the Actual work/supporting material sub heading in the Material section).
4	Multi	Explanation videos – Explanation video length in all Film & TV categories, all AUDIO categories, Static Special and Static Craft categories, all OOT categories, extended to 120 seconds.
5	43	Explanation videos – Explanation video length in all Social categories, extended to 180 seconds in case of the work being a static image.
6	43	Max duration of Social entry work film added
7	45	Digital section – Explanation of section updated
8	45	Digital section – Category D03 Multi Sensory Design Removed
9	54	Materials – URLs live time period changed
10	52	Media – Written info now allowed

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Eligibility

What can be entered?

Work that ran for the first time between 01/05/2022 to 30/04/2024 are eligible to enter the awards programme.

Who can enter?

Participation in The Four A's Advertising Awards is limited to companies registered in Sri Lanka with the entries being work done for clients registered in Sri Lanka.

Each entry has to be made by a company whose primary business is the creation or dissemination of advertising.

In certain categories (marked in the entry kit) the primary entrant may be a printer or a production company. In those cases the entrant will have to credit the relevant advertising agency as their co-entrant. In case such an entry wins. The advertising agency concerned WILL NOT receive an award, but WILL receive half points towards the Agency of The Year award.

Do I need client authorization to enter?

While entrants do not need client authorization to enter the awards they will need to submit a digitally signed confirmation form from the client for each entry which confirms that the entry in question was a commissioned piece of work.

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Disqualification and Penalties

The 4As Awards is run on an honour system and the organisers will accept whatever the entrants state in their entry forms. The organisers, judges or secretariat will not accept any responsibility to verify the authenticity of the information submitted by the entrants.

Reasons for disqualification

1)

If the entry (a) meets the category specifications, (b) ran for the first time within the eligibility period, (c) has a client confirmation form, (d) was the entrant's own work, the entry will be considered eligible for entry. (a,b,c,d ALL must be fulfilled).

2)

If the entry has the submitting entry's name mentioned anywhere it should not, then the entry may be disqualified.

Disqualification (prior to awards function)

The organisers, judges or secretariat will not actively look for false information at any point, however,

If an entry is found to have false information during the screening process the agency will be notified and will have 24 hours to change the information and resubmit free of charge,

If an entry is found to have false information during the judging process (including false information not noticed by the screening team), said entry will be disqualified and no refund will be issued. The entrant will be notified of the disqualification.

Complaints (post awards function)

Please note that the festival secretariat will close 3 calendar days after the awards function. If any party finds that any awarded entry violates Reason 1) of reasons for disqualification they may submit a complaint to the festival secretariat with relevant proof and a complaint administration fee of Rs.50,000/-. An inquiry will be conducted by the organisers and if the entry is found to be in offence then it will be stripped of the award and the AOTY points associated with it. If a single entrant is found to be guilty twice in the same year they will not be eligible to enter the following year's festival.

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Entry Fees & Dates

Fees & Deadlines

All categories. Fee quoted is per single entry.

Deadline	4A's Member Agencies	Non-Members
Early bird 29th March	20,000 LKR	27,500 LKR
Deadline 1 - 19th April	25,000 LKR	32,500 LKR
Final Deadline - 30th April	30,000 LKR	37,500 LKR

All entries must be submitted through the festival entry engine

Please follow all instructions given on the entry engine at <https://entry.4as.lk/>

For any questions regarding submissions, please write to **submissions@4as.lk** or contact **Shyami 0777482290** or **Shivi 0777312558**

You may enter work in batches to take advantage of early deadline fees.

Entrants must finalise their entries on the entry engine, subsequently, you need to email **finance.4as@4as.lk** or contact Nathasha 0777-225844 and request an invoice for the total number of entries. Once the invoice is issued you are given 48 hours to make the payment and share proof of payment.

Please note that changes on the material or credits will **NOT BE POSSIBLE** after making the payment. All entry fees must be made by bank transfer or cheque

bank details are as follows,

Account Name - Accredited Advertising Agencies Association

AC. No - 017560001118

Bank - Sampath Bank PLC. Branch - Colombo Super Branch Address - 103, Dharmapala Mawatha, Colombo 07

A receipt will be issued by the 4A's. Please check your account on the entry engine 48 hours after you have received your receipt, and ensure your submissions have been marked as 'PAID'. In case they have not been marked as 'PAID' please contact the festival secretariat - **submissions@4as.lk** or contact **Shyami 0777482290** or **Shivi 0777312558**

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PHYSICAL MATERIAL SUBMISSION

Once you have submitted your entries online and made your payment you will be able to submit any requisite physical material to the festival secretariat. The secretariat will let you know when this material is needed.

Physical material will likely only be needed in case of a specific craft/new media/tech entry being shortlisted, where the organisers will not have the infrastructure to display said type of entry in the way it was initially released. E.g. VR headsets.

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ENTRY ENGINE

Registering your agency properly

Only 1 account per registered company can be created. Please ensure that the name of the company is written EXACTLY as the business registration form. This is the name that will be credited with awards and AOTY points. This is the name that will be mentioned in the official 4A's media release with the final results. (The festival secretariat may request a copy of your business registration). We recommend one person submitting all entries from an agency.

At the point of account creation you must choose the primary nature of your business. The options are. Advertising Agency. Digital Agency. Media Agency or Other. The 'Other' category is only for production companies or printing companies to enter the craft categories.

Agency Representative

One person who will be contactable, who has the authority to provide necessary information, or enact necessary changes will have to be nominated by each entrant company. This person will be called the Agency Representative.

The festival secretariat will only contact the Agency Representative for any queries, changes or disqualification warnings.

Registering your client properly

It is important that you enter the client name with the correct spelling. Please note that many clients have multiple agencies who may enter work. If there are differences in spelling of the same client by different agencies, then the judging engine will not group those entries under the same client. This can deprive the client valuable Advertiser of The Year points. Since this is an automated process there can be no manual intervention. We recommend asking your client to give the same name with the same spellings to all entrant agencies.

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JUDGING & AWARDING

Wherever possible the jury will be a combination of foreign and local judges.

Points will be awarded for the quality of the idea and execution except in certain craft and special categories where solely the quality of the execution will be judged.

Judging will happen in 2 rounds.

In both rounds judges will use a purpose-built judging engine to enter scores. This engine is capable of showing videos, displaying images, and playing audio. Judges will also be able to click any relevant URLs and view them on a browser. Any entries that use other formats like VR will have to display these as best as possible on the case video and if shortlisted the entrants will be given the opportunity to demonstrate the formats live.

Round One

The first round of judging will happen individually and remotely up to 3 weeks prior to the festival. There will be no discussion among the judges during this round.

All shortlisted entries will move on to the second round of judging.

Shortlists for all categories will be released up to 1 week before the festival.

Not all shortlisted entries will receive an award.

Round Two

The second round of judging will take place in Sri Lanka where juries will sit together and discuss the entries.

Judges will enter their individual scores to the judging engine.

Cut off marks for metals and finalist awards will be decided by the organisers.

The organisers will share the top 3 scoring entries of each category with the relevant jury who will then deliberate and vote for the Grand Prix of that category. The judges may or may not award Grand Prix in the categories that they are judging.

The organisers' decisions shall be final.

Awards

All entries that qualify will be awarded trophies at the Awards Night.

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Grand Prix Awards

Grand Prix awards are available to be awarded in the FILM & TV, AUDIO, STATIC, OUTDOOR, SOCIAL, DIGITAL, INTEGRATED, PR, DESIGN, and MEDIA categories.

The jury may choose not to award a Grand Prix in any category. This is entirely at the jury's discretion.

Grand Prix awards do not contribute any points towards the Agency of The Year award.

AOTY Awards

Advertising Agency of the Year - Awarded to the full service advertising agency with the most points

Media Agency of the Year - Awarded to the media agency with the most points

Digital Agency of the Year - Awarded to the digital agency with the most points

Advertiser of the Year - - Awarded to the advertiser (client) with the most points

AOTY awards will be awarded based on points earned through all winning entries. Shortlisted entries are not awarded points. Finalists, Bronze, Silver and Gold winners are awarded points.

AOTY Rules

Each entry must be assigned to a registered company in Sri Lanka. At the point of profile creation, the nature of its primary business must be selected. Every entry from that profile will be credited to that company. It is that registered company that will be awarded the agency of the year award.

Verticals/Divisions within a registered parent company that **ARE NOT** registered as separate companies cannot enter on their own.

Verticals/Divisions within a registered parent company that **ARE** registered as separate companies must enter on their own. They cannot enter under the parent company.

One registered company can only win one type of AOTY award.

Here are some scenarios to explain this further

1. ABC Advertising (pvt) Ltd. is a full service advertising agency with creative, media, pr and digital divisions. The entrant chooses to describe ABC Advertising (pvt) Ltd. as a FULL SERVICE AD AGENCY when creating the entrant. None of the divisions are registered companies on their own.

Hence any entry from any of the divisions must be assigned to ABC Advertising (pvt) Ltd. and ABC Advertising (pvt) Ltd. will be eligible to win the 'Advertising Agency of the Year' award even if most of their winning entries are from media or digital categories.

2. ABC Advertising (pvt) Ltd. is a full service advertising agency with creative, media, pr and digital divisions. The entrant chooses to describe ABC Advertising (pvt) Ltd. as a

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DIGITAL AGENCY when creating the entrant. None of the divisions are registered companies on their own.

Hence any entry from any of the divisions will be assigned ABC Advertising (pvt) Ltd. and ABC Advertising (pvt) Ltd. will be eligible to win the 'Digital Agency of the Year' award even if most of their winning entries are from media or advertising categories.

3. ABC Advertising (pvt) Ltd. is a full service advertising agency with creative, media, pr and digital divisions. The entrant chooses to describe ABC Advertising (pvt) Ltd. as a FULL SERVICE AD AGENCY when creating the entrant. The Digital & PR divisions are registered companies on their own.

Hence any entry from the DIGITAL or PR divisions will be assigned to those companies on separate entrant profiles. Any points gained by these 2 divisions cannot be assigned to the parent company ABC Advertising (pvt) Ltd towards AOTY. The DIGITAL & PR divisions will gain their own points towards a chance of winning AOTY awards in their own disciplines.

ABC Advertising (pvt) Ltd. will gain points towards AOTY from all other divisions in the company.

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FILM & TV

The Film Award celebrates the creativity of filmmaking.

Entries should demonstrate creativity intended for a screen; filmed content created for TV, cinema, online or any media release format that allows the target consumer to watch and listen in the intended aspect ratio. Public screens that only show the video without audio will not qualify for this category.

Entries will be judged on the creativity of the idea and quality of the execution.

There is no overall limit to how many times the same piece of work can be entered into any of the Film categories as long as the categories chosen are relevant.

However, the same piece of work may only be entered once into section P (product categories)

FILM & TV SINGLE up to 60 Seconds

FTV 60 SECTION P (Product Categories) All Film entries up to the length of 60 seconds.	<p>Material <i>Compulsory</i> Film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
FTV60P01 Agricultural & Farming	
FTV60P02 Building, Construction, Industrial	
FTV60P03 Automotive – Vehicles, Spares, Accessories, Related Services	
FTV60P04 Beauty	
FTV60P05 Beverages – Non Alcoholic	
FTV60P06 Corporate reputation	
FTV60P07 Culture & The Arts	
FTV60P08 Delivery Services (Food & Other)	
FTV60P09 Education, Training and Apprenticeships	
FTV60P10 Electronics	
FTV60P11	

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Energy & Nutrition	
FTV60P12 Entertainment	
FTV60P13 Fitness & Related Services	
FTV60P14 Fashion	
FTV60P15 Financial Services – Non Bank	
FTV60P16 Financial Services - Banking	
FTV60P17 Government Services	
FTV60P18 Healthcare & Pharmaceutical	
FTV60P19 Home Appliances, Furniture & Décor	
FTV60P20 Home Improvement & Related Services	
FTV60P21 Insurance	
FTV60P22 Telecom & Internet	
FTV60P23 Leisure & Recreation	
FTV60P24 Media	
FTV60P25 Non-Profit, Public Service	
FTV60P26 Office Materials and Office Services	
FTV60P27 Packaged Food	
FTV60P28 Non Packaged Food	
FTV60P29 Personal Care	
FTV60P30 Professional Services	
FTV60P31 Real Estate	
FTV60P32 Restaurants, Cafes, Hotels	
FTV60P33 Retail	
FTV60P34 Software & Apps	
FTV60P35 Sport	

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FTV60P36 Political	
FTV60P37 Transportation	
FTV60P38 Travel & Tourism	

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FILM & TV SINGLE up to 180 Seconds

FTV 180 SECTION P (Product Categories) All Film entries up to the length of 180 seconds.	<p>Material Compulsory Film with English Subtitles (even when the language of delivery is English)</p> <p>Recommended Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
FTV180P01 Agricultural & Farming	
FTV180P02 Building, Construction, Industrial	
FTV180P03 Automotive – Vehicles, Spares, Accessories, Related Services	
FTV180P04 Beauty	
FTV180P05 Beverages – Non Alcoholic	
FTV180P06 Corporate reputation	
FTV180P07 Culture & The Arts	
FTV180P08 Delivery Services (Food & Other)	
FTV180P09 Education, Training and Apprenticeships	
FTV180P10 Electronics	
FTV180P11 Energy & Nutrition	
FTV180P12 Entertainment	
FTV180P13 Fitness & Related Services	
FTV180P14 Fashion	
FTV180P15 Financial Services – Non Bank	
FTV180P16 Financial Services - Banking	
FTV180P17	

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Government Services	
FTV180P18 Healthcare & Pharmaceutical	
FTV180P19 Home Appliances, Furniture & Décor	
FTV180P20 Home Improvement & Related Services	
FTV180P21 Insurance	
FTV180P22 Telecom & Internet	
FTV180P23 Leisure & Recreation	
FTV180P24 Media	
FTV180P25 Non-Profit, Public Service	
FTV180P26 Office Materials and Office Services	
FTV180P27 Packaged Food	
FTV180P28 Non Packaged Food	
FTV180P29 Personal Care	
FTV180P30 Professional Services	
FTV180P31 Real Estate	
FTV180P32 Restaurants, Cafes, Hotels	
FTV180P33 Retail	
FTV180P34 Software & Apps	
FTV180P35 Sport	
FTV180P36 Political	
FTV180P37 Transportation	
FTV180P38 Travel & Tourism	

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FILM & TV SINGLE over 180 Seconds

FTV 180+ SECTION P (Product Categories) All Film entries above the length of 180 seconds.	<p>Material Compulsory Film with English Subtitles (even when the language of delivery is English)</p> <p>Recommended Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
FTV180+P01 Agricultural & Farming	
FTV180+P02 Building, Construction, Industrial	
FTV180+P03 Automotive – Vehicles, Spares, Accessories, Related Services	
FTV180+P04 Beauty	
FTV180+P05 Beverages – Non Alcoholic	
FTV180+P06 Corporate reputation	
FTV180+P07 Culture & The Arts	
FTV180+P08 Delivery Services (Food & Other)	
FTV180+P09 Education, Training and Apprenticeships	
FTV180+P10 Electronics	
FTV180+P11 Energy & Nutrition	
FTV180+P12 Entertainment	
FTV180+P13 Fitness & Related Services	
FTV180+P14 Fashion	
FTV180+P15 Financial Services – Non Bank	
FTV180+P16 Financial Services - Banking	
FTV180+P17	

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Government Services	
FTV180+P18 Healthcare & Pharmaceutical	
FTV180+P19 Home Appliances, Furniture & Décor	
FTV180+P20 Home Improvement & Related Services	
FTV180+P21 Insurance	
FTV180+P22 Telecom & Internet	
FTV180+P23 Leisure & Recreation	
FTV180+P24 Media	
FTV180+P25 Non-Profit, Public Service	
FTV180+P26 Office Materials and Office Services	
FTV180+P27 Packaged Food	
FTV180+P28 Non Packaged Food	
FTV180+P29 Personal Care	
FTV180+P30 Professional Services	
FTV180+P31 Real Estate	
FTV180+P32 Restaurants, Cafes, Hotels	
FTV180+P33 Retail	
FTV180+P34 Software & Apps	
FTV180+P35 Sport	
FTV180+P36 Political	
FTV180+P37 Transportation	
FTV180+P38 Travel & Tourism	

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FILM & TV CAMPAIGN Category

<p>FTV 60 SECTION C All Film entries up to the length of 60 seconds.</p>	
<p>FTV60C All film campaigns of minimum 2 maximum 5 executions where each individual film does not exceed 60 seconds in length</p>	<p>Material <i>Compulsory</i> Film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>

<p>FTV 180 SECTION C All Film entries up to the length of 180 seconds.</p>	
<p>FTV180C All film campaigns of minimum 2 maximum 5 executions where each individual film does not exceed 180 seconds in length</p>	<p>Material <i>Compulsory</i> Film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>

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FILM & TV SPECIAL Categories

Each individual film cannot exceed 180 seconds in length

In this category judges will only consider the quality of the category descriptor (humour, tech etc.) when awarding points.

FTV SECTION S	<p>Material Compulsory Film with English Subtitles (even when the language of delivery is English)</p> <p>Recommended Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material..</i></p>
FTVS01 Copywriting	
FTVS02 Use of humour	
FTVS03 Use of cultural nuance	Explanation Video up to 120 Seconds is mandatory
FTVS04 Use of Zeitgeist	Explanation Video up to 120 Seconds is mandatory
FTVS05 Use of Tech	Explanation Video up to 120 Seconds is mandatory
FTVS06 Use of budget Quality of Execution vs utilised budget. Budget details must be provided on a separate form.	Explanation Video up to 120 Seconds is mandatory

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FILM CRAFT

To be entered primarily by Production companies in conjunction with agencies (agency details and permission is mandatory) unless the primary contributor to the category was the agency or agency personnel.

In this category judges will only consider the quality of the craft (direction, cinematography etc.) when awarding points.

FTV SECTION FC	<p>Material <i>Compulsory</i> Film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
FTVFC01 Direction	
FTVFC02 Cinematography	
FTVFC03 Casting	
FTVFC04 Production Design/Art Direction	Explanation video is mandatory
FTVFC05 Music Composition	
FTVFC06 Jingles	
FTVFC07 Achievement in Production	Explanation video is mandatory
FTVFC08 Editing	
FTVFC09 Colour Grading	Explanation video and stills are mandatory
FTVFC10 Sound Design	
FTVFC11 Animation	
FTVFC12 Visual Effects	Explanation video is mandatory
FTVFC13 Product Window	
FTVFC14 Use of Tech	Explanation video is mandatory

ENTRY KIT FINAL VERSION

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AUDIO

The Audio Award celebrates the creativity of communicating brand messages and stories through the medium of audio. Entries should demonstrate creativity intended for any media release format that allows the target consumer to listen in the method intended by the creator. Any addition of visual media will not qualify for this category. Entries will be judged on the creativity of the idea and the execution. There is no overall limit to how many times the same piece of work can be entered into any of the Audio categories as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section P (product categories)

AUDIO SINGLE up to 60 Seconds

<p>A 60 SECTION P (Product Categories) All Audio entries up to the length of 60 seconds.</p>	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
<p>A60P01 Agricultural & Farming</p>	
<p>A60P02 Building, Construction, Industrial</p>	
<p>A60P03 Automotive – Vehicles, Spares, Accessories, Related Services</p>	
<p>A60P04 Beauty</p>	
<p>A60P05 Beverages – Non Alcoholic</p>	
<p>A60P06 Corporate reputation</p>	
<p>A60P07 Culture & The Arts</p>	
<p>A60P08 Delivery Services (Food & Other)</p>	
<p>A60P09 Education, Training and Apprenticeships</p>	
<p>A60P10 Electronics</p>	
<p>A60P11 Energy & Nutrition</p>	
<p>A60P12</p>	

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Entertainment	
A60P13 Fitness & Related Services	
A60P14 Fashion	
A60P15 Financial Services – Non Bank	
A60P16 Financial Services - Banking	
A60P17 Government Services	
A60P18 Healthcare & Pharmaceutical	
A60P19 Home Appliances, Furniture & Décor	
A60P20 Home Improvement & Related Services	
A60P21 Insurance	
A60P22 Telecom & Internet	
A60P23 Leisure & Recreation	
A60P24 Media	
A60P25 Non-Profit, Public Service	
A60P26 Office Materials and Office Services	
A60P27 Packaged Food	
A60P28 Non Packaged Food	
A60P29 Personal Care	
A60P30 Professional Services	
A60P31 Real Estate	
A60P32 Restaurants, Cafes, Hotels	
A60P33 Retail	
A60P34 Software & Apps	
A60P35 Sport	
A60P36 Political	

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A60P37 Transportation	
A60P38 Travel & Tourism	

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AUDIO SINGLE up to 180 Seconds

<p>A 180 SECTION P (Product Categories) All Audio entries up to the length of 180 seconds.</p>	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material..</i></p>
<p>A180P01 Agricultural & Farming</p>	
<p>A180P02 Building, Construction, Industrial</p>	
<p>A180P03 Automotive – Vehicles, Spares, Accessories, Related Services</p>	
<p>A180P04 Beauty</p>	
<p>A180P05 Beverages – Non Alcoholic</p>	
<p>A180P06 Corporate reputation</p>	
<p>A180P07 Culture & The Arts</p>	
<p>A180P08 Delivery Services (Food & Other)</p>	
<p>A180P09 Education, Training and Apprenticeships</p>	
<p>A180P10 Electronics</p>	
<p>A180P11 Energy & Nutrition</p>	
<p>A180P12 Entertainment</p>	
<p>A180P13 Fitness & Related Services</p>	
<p>A180P14 Fashion</p>	
<p>A180P15 Financial Services – Non Bank</p>	
<p>A180P16 Financial Services - Banking</p>	
<p>A180P17</p>	

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Government Services	
A180P18 Healthcare & Pharmaceutical	
A180P19 Home Appliances, Furniture & Décor	
A180P20 Home Improvement & Related Services	
A180P21 Insurance	
A180P22 Telecom & Internet	
A180P23 Leisure & Recreation	
A180P24 Media	
A180P25 Non-Profit, Public Service	
A180P26 Office Materials and Office Services	
A180P27 Packaged Food	
A180P28 Non Packaged Food	
A180P29 Personal Care	
A180P30 Professional Services	
A180P31 Real Estate	
A180P32 Restaurants, Cafes, Hotels	
A180P33 Retail	
A180P34 Software & Apps	
A180P35 Sport	
A180P36 Political	
A180P37 Transportation	
A180P38 Travel & Tourism	

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AUDIO SINGLE over 180 Seconds

<p>A 180+ SECTION P (Product Categories) All Audio entries over the length of 180 seconds.</p>	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
<p>A180+P01 Agricultural & Farming</p>	
<p>A180+P02 Building, Construction, Industrial</p>	
<p>A180+P03 Automotive – Vehicles, Spares, Accessories, Related Services</p>	
<p>A180+P04 Beauty</p>	
<p>A180+P05 Beverages – Non Alcoholic</p>	
<p>A180+P06 Corporate reputation</p>	
<p>A180+P07 Culture & The Arts</p>	
<p>A180+P08 Delivery Services (Food & Other)</p>	
<p>A180+P09 Education, Training and Apprenticeships</p>	
<p>A180+P10 Electronics</p>	
<p>A180+P11 Energy & Nutrition</p>	
<p>A180+P12 Entertainment</p>	
<p>A180+P13 Fitness & Related Services</p>	
<p>A180+P14 Fashion</p>	
<p>A180+P15 Financial Services – Non Bank</p>	
<p>A180+P16 Financial Services - Banking</p>	
<p>A180+P17</p>	

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Government Services	
A180+P18 Healthcare & Pharmaceutical	
A180+P19 Home Appliances, Furniture & Décor	
A180+P20 Home Improvement & Related Services	
A180+P21 Insurance	
A180+P22 Telecom & Internet	
A180+P23 Leisure & Recreation	
A180+P24 Media	
A180+P25 Non-Profit, Public Service	
A180+P26 Office Materials and Office Services	
A180+P27 Packaged Food	
A180+P28 Non Packaged Food	
A180+P29 Personal Care	
A180+P30 Professional Services	
A180+P31 Real Estate	
A180+P32 Restaurants, Cafes, Hotels	
A180+P33 Retail	
A180+P34 Software & Apps	
A180+P35 Sport	
A180+P36 Political	
A180+P37 Transportation	
A180+P38 Travel & Tourism	

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AUDIO CAMPAIGN Category

<p>A 60 SECTION C All AUDIO entries up to the length of 60 seconds.</p>	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
<p>A60C All AUDIO campaigns of minimum 2 maximum 5 executions where each individual piece does not exceed 60 seconds in length</p>	
<p>A 180 SECTION C All AUDIO entries up to the length of 180 seconds.</p>	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
<p>A180C All AUDIO campaigns of minimum 2 maximum 5 executions where each individual piece does not exceed 180 seconds in length</p>	

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AUDIO SPECIAL Categories

Each individual entry cannot exceed 180 seconds in length

AUDIO SECTION S	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
AS01 Copywriting	
AS02 Use of humour	
AS03 Use of cultural nuance	
AS04 Use of Zeitgeist	
AS05 Use of Tech	Explanation video is mandatory
AS06 Use of budget	Explanation video is mandatory

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AUDIO CRAFT

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AUDIO SECTION AC	<p>Material <i>Compulsory</i> Audio entry as a film with English Subtitles (even when the language of delivery is English)</p> <p>Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
AC01 Direction	
AC02 Casting	
AC03 Music Composition	
AC04 Jingles	
AC05 Producing	
AC06 Sound Design	
AC07 Use of Tech	Explanation video is mandatory
AC08 Recording	Explanation video is mandatory

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STATIC

The static Award celebrates the creativity of communicating brand messages and stories through the medium of print or other static display (including online static posts). Entries should demonstrate creativity intended for any media release format that allows the target consumer to read in the method intended by the creator. Any addition of movement or audio will not qualify for this category e.g. (animated posts, carousel posts,

Entries will be judged on the creativity of the idea and the execution.

There is no overall limit to how many times the same piece of work can be entered into any of the static categories as long as the categories chosen are relevant.

However, the same piece of work may only be entered once into section P (product categories)

STATIC SINGLE

<p>S SECTION P (Product Categories) All STATIC entries</p>	<p>Material Compulsory Static entry as a JPG file with additional JPG with English translation. <i>Recommended</i> Explanation paragraph up to 150 words submitted as a JPG file. <i>Refer Materials section for detailed information on submission material.</i></p>
<p>SP01 Agricultural & Farming</p>	
<p>SP02 Building, Construction, Industrial</p>	
<p>SP03 Automotive – Vehicles, Spares, Accessories, Related Services</p>	
<p>SP04 Beauty</p>	
<p>SP05 Beverages – Non Alcoholic</p>	
<p>SP06 Corporate reputation</p>	
<p>SP07 Culture & The Arts</p>	
<p>SP08 Delivery Services (Food & Other)</p>	
<p>SP09 Education, Training and Apprenticeships</p>	
<p>SP10 Electronics</p>	
<p>SP11 Energy & Nutrition</p>	

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SP12 Entertainment	
SP13 Fitness & Related Services	
SP14 Fashion	
SP15 Financial Services – Non Bank	
SP16 Financial Services - Banking	
SP17 Government Services	
SP18 Healthcare & Pharmaceutical	
SP19 Home Appliances, Furniture & Décor	
SP20 Home Improvement & Related Services	
SP21 Insurance	
SP22 Telecom & Internet	
SP23 Leisure & Recreation	
SP24 Media	
SP25 Non-Profit, Public Service	
SP26 Office Materials and Office Services	
SP27 Packaged Food	
SP28 Non Packaged Food	
SP29 Personal Care	
SP30 Professional Services	
SP31 Real Estate	
SP32 Restaurants, Cafes, Hotels	
SP33 Retail	
SP34 Software & Apps	
SP35 Sport	
SP36	

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Political	
SP37 Transportation	
SP38 Travel & Tourism	

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STATIC CAMPAIGN category

<p>S SECTION C All STATIC campaigns of minimum 2 maximum 5 executions.</p>	<p>Material Compulsory Static entry as a JPG file with additional JPG with English translation. <i>Recommended</i> Explanation paragraph up to 150 words submitted as a JPG file. <i>Refer Materials section for detailed information on submission material.</i></p>
<p>SC01 Static campaign - Product</p>	
<p>SC02 Static campaign - Services</p>	
<p>SC03 Static campaign - Not for profit</p>	

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STATIC SPECIAL Categories

<p>STATIC SECTION S</p>	<p>Material</p> <p>Compulsory Static entry as a JPG file with additional JPG with English translation.</p> <p><i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
<p>SS01 Use of Zeitgeist</p>	
<p>SS02 Use of humour</p>	
<p>SS03 Use of cultural nuance</p>	

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STATIC CRAFT

To be entered primarily by Production companies in conjunction with agencies unless the primary contributor to the category was the agency or agency personnel.

STATIC SECTION SC	Material Compulsory Static entry as a JPG file with additional JPG with English translation. Explanation Video up to 120 Seconds <i>Refer Materials section for detailed information on submission material.</i>
SSC01 Writing for advertising	
SSC02 Art Direction for advertising	
SSC02 Writing for design	
SSC03 Art Direction for design	
SSC04 Writing for social media	
SSC05 Art Direction for social media	
SSC06 Photography	
SSC07 Achievement in Printing for advertising	
SSC08 Achievement in Printing for design	
SSC09 Media Innovation in static format (non internet)	
SSC10 Image Manipulation	Explanation Video up to 120 Seconds is mandatory
SSC11 Retouching	Original file and retouched file are both mandatory

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OUTDOOR, OUT OF HOME & TRANSIT

The Outdoor, Out of Home & Transit Award celebrates the creativity of advertising that happens at any place other than at home. .

Entries should demonstrate creativity that allows the target consumer to watch, listen, read or experience the piece out of home. Public screens that only show the video without audio (if audio is intended to be present) will not qualify for this category. Any work that is placed on social media or web display do not qualify for this category.

Entries will be judged on the creativity of the idea and the execution.

OOT SINGLE

OOT SECTION	<p>Material Compulsory oot entry as a film or JPG file (as is appropriate) with English Subtitles (even when the language of delivery is English) <i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material.</i></p>
OOT01 Billboard for product advertising - Thematic	
OOT02 Billboard for product advertising - Promotional	
OOT03 Poster for product advertising - Thematic	
OOT04 Poster for product advertising - Promotional	
OOT05 Best use of digital screens - Outdoor	
OOT06 Best use of digital screens - Indoor	
OOT07 Best use of transit media	
OOT08 Best use of ambient media	
OOT09 Best use of out of home interactive technology (non website)	

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OOT10 Best temporary building (pop up stalls etc)	
OOT11 Public performance (Street drama etc)	
OOT12 Best use of display technology (including projection mapping)	
OOT13 Best use of technology	
OOT14 Breakthrough Achievement in OOT	
OOT15 Best use of activation - Thematic	
OOT16 Best use of activation - Promotional	
OOT17 Best use of activation - Not for profit	
OOT18 Best use of brand experience	

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OOT CAMPAIGN

A minimum of 3 and maximum of 5 executions are required to constitute a campaign

OOTC SECTION	<p>Material Compulsory oot entry as a film or JPG file (as is appropriate) with English Subtitles (even when the language of delivery is English) <i>Recommended</i> Explanation Video up to 120 Seconds</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
OOTC01 Billboard for product advertising - Thematic	
OOTC02 Billboard for product advertising - Promotional	
OOTC03 Poster for product advertising - Thematic	
OOTC04 Poster for product advertising - Promotional	

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SOCIAL

The Social Award celebrates the creativity of advertising that happens on social media . Entries should demonstrate creativity that allows the target consumer to experience the work within the boundaries of the capabilities of the particular social media network that the work is placed in.

Entries will be judged with the following weightage 40% Idea, 20% strategy, 20% execution 20% results.

SOCIAL

<p>SOCIAL SECTION</p>	<p>Material Compulsory Social entry as a film (up to 180 seconds) or JPG file (as is appropriate) with English Subtitles (even when the language of delivery is English)</p> <p>Explanation Video up to 180 Seconds (only when there is just a JPG and no video submitted as mentioned above) Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
<p>SOC01 Community Creation and Management <i>(Work that creates, engages or manages an online social community)</i></p>	
<p>SOC02 Best use of data <i>(Clear demonstration of how data was used to create, execute and/or disseminate a campaign to further the set objectives of a brand)</i></p>	
<p>SOC03 Real time response <i>Work that responds rapidly to a developing environment or situation that a brand needs to respond to or make use of.</i></p>	
<p>SOC04 Best use of new technology <i>The use of new tech that pushes the user experience including but not limited to VR, AR, Metaverse, Wearables, AI, Gamification etc in a social environment.</i></p>	
<p>SOC05 Original Content - Non influencer</p>	
<p>SOC06 Original Content - Influencer</p>	

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SOC07 Social Commerce	
SOC08 Best UGC generation <i>Demonstrate both volume and quality of UGC that the campaign prompted</i>	
SOC09 Best use of content placement <i>Demonstrate how content strategy and placement was used within social channels to promote a campaign</i>	
SOC10 Best use of influencers	
SOC11 Innovation on social media	
SOC12 Best use of budget	You will need to furnish details of the budget.

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DIGITAL

The Digital Award celebrates the creativity of advertising that happens using digital technology. Entries should demonstrate creativity that allows the target consumer to experience the work to the maximum extent that the tech in consideration allows.

Entries will be judged on the creativity of the idea and quality of the execution.

DIGITAL

DIGITAL SECTION	<p>Material <i>Compulsory</i> Digital entry as a film up to 180 Seconds with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
D01 UI Design	
D02 UX Design	
D04 Websites (including microsites)	
D05 Best integration of native features	
D06 Best use of curated data	
D07 Best use of AR	
D08 Best use of VR	
D09 Best use of AI	
D10 Gaming (including in game advertising)	
D11 D11 Achievement in app design	
D12 Best mobile campaign	
D13 Best use of e commerce	

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INTEGRATED

The Integrated Award celebrates the creativity of advertising that uses multiple media platforms. Entries should demonstrate work that creatively uses multiple channels and touchpoints to successfully integrate a powerful idea. A minimum of 3 types of media should have been used.

Entries will be judged on the creativity of the idea and quality of the execution.

INTEGRATED CAMPAIGN

INTEGRATED CAMPAIGN SECTION	Material <i>Compulsory</i> Integrated entry as a film up to 180 Seconds with English Subtitles (even when the language of delivery is English) <i>Recommended</i> Relevant URL/s <i>Refer Materials section for detailed information on submission material</i>
IC01 Integrated Campaign - Products	
IC02 Integrated Campaign - Services	
IC03 Integrated Campaign - Not for profit	

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PR

The PR Award celebrates the creativity and power of earned media. Entries should demonstrate how powerful insights, strong strategy and creativity has shaped public opinion. Entries that go beyond the printed page and tell a story that created or enhanced the reputation of the client are encouraged.

Entries will be judged on the creativity of the idea and quality of the execution.

PR PRODUCTS & SERVICES

<p>PR P&S SECTION</p>	<p>Material <i>Compulsory</i> PR entry as a film up to 180 Seconds with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
<p>PRPS01 PR Campaign - Products</p>	
<p>PRPS02 PR Campaign - Services</p>	
<p>PRPS03 PR Campaign - Not for profit</p>	

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PR SPECIAL CATEGORIES

PRSC SECTION	<p>Material <i>Compulsory</i> PR entry as a film up to 180 Seconds with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
PRSC01 Reputation Building/Management	
PRSC02 Public Affairs & Lobbying	
PRSC03 Crisis Management	
PRSC04 Internal Communications	
PRSC05 Events/Launches	
PRSC06 Sponsorships	

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DESIGN

The Design Award celebrates visual creativity. Entries should demonstrate how a brand's visual identity aids in consumer recognition and engagement.

Entries will be judged on the creativity of the idea and the execution.

BRAND IDENTITY

DESBI SECTION	<p>Material Compulsory Design entry as a film or JPG file (as is appropriate) with English Subtitles (even when the language of delivery is English) <i>Recommended</i> Explanation Video up to 180 Seconds Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
DESBI01 New Brand Identity - Corporate	
DESBI02 New Brand Identity - Product or Service	
DESBI03 Refreshed Brand Identity - Corporate	
DESBI04 Refreshed Brand Identity - Product or Service	

ENTRY KIT FINAL VERSION

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ENVIRONMENT & EXPERIENCE

<p>DESEE SECTION</p>	<p>Material Compulsory Design entry as a film or JPG file (as is appropriate) with English Subtitles (even when the language of delivery is English) <i>Recommended</i> Explanation Video up to 180 Seconds Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
<p>DESEE01 Best retail environment or experience (Pop-up stores, demo stalls, special constructions)</p>	
<p>DESEE02 Point of Sale material</p>	
<p>DESEE03 Spatial Design</p>	
<p>DESEE04 Multi Platform Experience (Design lead brand experience across multiple digital and physical platforms)</p>	

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PACKAGING

DESP SECTION	<p>Material Compulsory Design entry as a film or JPG file (as is appropriate) with English Subtitles (even when the language of delivery is English) <i>Recommended</i> Explanation Video up to 180 Seconds Relevant URL/s</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
DESP01 FMCG All fast moving consumer goods excluding food, beverage & beauty/personal care	
DESP02 Packaged Food	
DESP03 Beverage - Non Alcoholic	
DESP04 Beverage - Alcoholic	
DESP05 Beauty/Personal Care	
DESP06 Consumer Durables	

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MEDIA

The Media Award celebrates the best dissemination of creative work. Entries should demonstrate how groundbreaking, innovative implementation of media ideas and channel strategy.

In this category judging will be weighted as follows: 30% Idea 30% Strategy and targeting, 20% Media execution & 20% Results.

MEDIA CATEGORY

<p>MEDIA M SECTION Work in this section will be judged on media creativity and channel innovation; work which unleashes the media opportunities beyond existing formats to effectively communicate the brand message.</p>	<p>Material <i>Compulsory</i> Media entry as a film up to 180 Seconds with English Subtitles (even when the language of delivery is English)</p> <p><i>Recommended</i> Relevant URL/s</p> <p>Written information to be uploaded as a PDF file (Maximum 750 words).</p> <p><i>Refer Materials section for detailed information on submission material</i></p>
<p>M01 Best use of an Audio Visual Platform</p>	
<p>M02 Best use of an Audio Platform</p>	
<p>M03 Best use of a Print Platform</p>	
<p>M04 Best Integration into a Programme</p>	
<p>M05 Best use of Channel Integration</p>	

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MATERIALS

Digital Presentation Image

A single jpg 3840 pixels wide by 2160 pixels in height @ 72 pixels per inch. Maximum file size 5 MB. This image should present your case using images and text. No agency branding or mention in any way is allowed on this image. Agency mention is cause for disqualification.

Actual Work and/or Supporting Material

IMAGES

In the case of a horizontal image. A single jpg 3840 pixels wide by 2160 pixels in height @ 72 pixels per inch. Maximum file size 5 MB. If your work is not of this aspect ratio please fit it inside this size by adding white borders.

In the case of a vertical image. A single jpg 2160 pixels wide by 3840 pixels in height @ 72 pixels per inch. Maximum file size 5 MB. If your work is not of this aspect ratio please fit it inside this size by adding white borders.

VIDEOS

In the case of a video. Upload your video to YouTube as an UNLISTED video. Maintain an aspect ratio of 16:9 in all videos. Add black bars in case of any other aspect ratio, including vertical video. The recommended resolution is 1920 X 1080 pixels. Any other format will not be accepted.

Comments should be TURNED OFF

Each video of an entry should be titled in the following format. ENTRY ID – VIDEO TYPE – VIDEO NUMBER.

e.g.

You're entering an entry to the Film & TV Campaign Up to 60 Seconds category and the entry engine ID for the entry is 123XYZ

Your first film should be titled 123XYZ – WORK – 1

Your second film should be titled 123XYZ – WORK – 2

Your third film should be titled 123XYZ – WORK – 3

Your supporting video should be titled 123XYZ – SM - 1

You will be able to enter the link for the relevant videos into the entry engine. It is your responsibility to keep the video/s on YouTube until the secretariat announces that you may remove it/them.

Ensure that the submitting agency's or agency person's name is not mentioned ANYWHERE on the YouTube channel that you upload your videos to.

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Airing Proof

Single or multiple images that show your entry actually ran. This could be a photograph of a print ad or billboard, screengrabs off a TV broadcast etc.

Client Confirmation

A letter signed by the client (on their company letterhead). This should contain the name, designation & contact details of the client. The client only needs to confirm that the work being entered was made available for public consumption on behalf of their brand. This letter should be scanned legibly, in colour and be uploaded as a PDF.

URLs

All URLs must begin with <http://> or <https://> and should be live until 72 hours after the conclusion of the awards. The secretariat may require you to keep the URLs live for longer than this.

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CONTACT

A secretariat has been set up to assist with all festival matters. For any questions regarding submissions, please write to **submissions@4as.lk** or contact **Shyami 0777482290** or **Shivi 0777312558**.

For queries regarding payment please email finance.4as@4as.lk

For **URGENT** queries regarding payment contact Nathasha 0777-225844

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