



CREATIVE REVIEW

THE ANNUAL 2019

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01 ABOUT THE ANNUAL

The Creative Review Annual is one of the most respected and trusted awards for the creative industry. We celebrate the best creative work from the past year, those who create it and commission it. Each year, entries are judged by an esteemed panel of industry experts, who choose the work they feel represents the best of the year across all aspects of Advertising, Design and Digital platforms. For this year, we have also introduced new categories celebrating creativity in Music, Film & TV and Games. The best work is showcased in the April/May issue of Creative Review, on our website and social media channels reaching over 2 million members of the CR community. It's an amazing platform to get your work noticed by clients, brands and fellow creatives across the world.

ELIGIBILITY

Work entered into the Annual 2019 must have been produced or first published/launched between **January 1 to December 31 2018** to be eligible for entry. We welcome all forms of entrants, whether you are a brand, agency, publisher, consultancy, student or individual.

JUDGING

Our judges will be looking for outstanding work to select for publication in the Annual 2019. They will be considering the following when it comes to judging entries:

- > Does it innovate?
- > Is it powerful?
- > Is it appropriate?
- > Does it achieve its objectives?
- > It is original?
- > Is it beautiful?

ENTRY FEES

Entries are charged at £205 + VAT per entry. We offer a small business discount of 30% for entrants with a company size of 10 employees or fewer. You can read more about our entry fee **here**.

ENTRY DEADLINE

The deadline for entries is **November 23 2018**. We cannot accept entries submitted after this date. Find out what you'll need in order to enter **here**.

02 WHY ENTER

- > **1** The Creative Review Annual is judged by some of the most respected professionals in the creative industries. Entries come in from the world over, which makes winning a great achievement.
- > **2** Being selected for The Annual means that your work will be seen by some 2.5 million people in the worldwide CR community, which includes visitors to our website and social media channels. Very few other award schemes within the creative industries offer this level of global exposure.
- > **3** Selected work is featured in the April/May print issue of CR, which is an exquisitely designed showcase of the year's best work. Creative Review is read by the world's leading creative agencies, design studios, in-house teams and brands.
- > **4** Winners are invited to The Annual launch event where you will meet and interact with other industry professionals. It's a casual networking environment and a great party!

03 CATEGORIES

There is no limit on the number of categories one piece of work can be entered into. There is also no limit to the number of entries any organisation or individual can submit. Each entry is charged at £205 +VAT. If a project is entered into, and displays excellence in, more than one category it will be recognised as such in the Annual with extra editorial space in print and online.

ADVERTISING

- > **Commercials:** Including spots which have aired on TV, online and in the cinema
- > **Print:** Including Out of Home and Posters. Screen based out of home campaigns can also be submitted into this category
- > **Branded Content:** Including long-format online films, native advertising and sponsored content for publications
- > **Direct Marketing:** Print marketing communications as a sole channel or as part of an integrated campaign
- > **Digital Advertising:** Online display advertising including programmatic campaigns
- > **Social:** Campaigns which predominantly run on social media platforms
- > **Integrated Campaigns:** Campaigns incorporating a variety of media to deliver a central idea

DESIGN

- > **Brand Identity (large organisations):** Including name, logo, tone, tagline, typeface etc, for organisations of over 100 staff.
- > **Brand Identity (small organisations):** Including name, logo, tone, tagline, typeface etc, for organisations of fewer than 100 staff.
- > **Print:** Including posters, brochures, annual reports, stamps and record sleeves

- > **Packaging:** Covering packaging for any type of branded or own-brand product, or a product range
- > **Editorial:** Including magazines, newspapers and books
- > **Motion Graphics & Moving Image:** Including title sequences, brand films and idents
- > **Wayfinding:** Print or digital signage and other environmental graphics for towns and cities, commercial or cultural buildings or developments, and public services
- > **Installations & Exhibitions:** Designs for museums, galleries and visitor attractions, including permanent and temporary exhibitions, trade shows and installations
- > **Self-promotion:** Projects in any media that have been created without a client and are for the self-promotion of the consultancy (no service design)

DIGITAL

- > **Websites:** Browser-based sites that are viewed through mobile, tablet or desktop devices
- > **Apps:** Native applications for mobile, smart TV or other closed platforms
- > **Connected products:** Products that use technology or connect with digital services, including the Internet of Things
- > **Experiential:** Digital experiences in a physical environment, including retail, exhibition spaces and art installations
- > **Interactive Film & Virtual, Augmented or Mixed Reality:** Projects that allow users to interact with film or use VR/AR hardware to deliver a story or message or address a business need (e.g. training, education, a showroom etc.)
- > **Craft and technical innovation:** Projects that demonstrate meticulous detail in production or push the boundaries of technology

03 CATEGORIES

MUSIC

At CR we have consistently championed creativity in music, be it an album sleeve, video, concert visuals or a great ad soundtrack. This year, we are launching a new set of categories to celebrate the best work from the music industry. Categories include Music Video, Album Sleeve, Album Launch Marketing Campaign, Innovation in Music, Soundtrack to a Commercial, Music-Brand Partnership, Use of Music in Film/TV. See entry pack for full category details

- > **Album Launch Marketing Campaign:** to include advertising, events, promotions and other activity related to the launch of an album
- > **Innovation in Music:** we want to celebrate the biggest ideas in music, from utilising new tech to reinvent the live experience, to new ways to listen to or engage with bands or discover new artists, apps, installations or anything else that changed the way we think about music
- > **Soundtrack to a Commercial:** Can include use of a pre-existing track (ie sync), production music or sound design – we want to celebrate ads that were transformed by sound
- > **Music-Brand Partnership:** celebrating the most creative partnerships between brands and artists
- > **Use of Music in Film/TV:** Can include use of pre-existing tracks (ie sync), production music or sound design – we want to celebrate TV shows and films that were transformed by sound

FILM/TV

We want to celebrate the creative production and craft skills that go into making great films and TV, from designing brilliant graphic props, to incredible sets and breath-taking music and sound design. Categories include: Production Design, VFX, Title Design, Graphic Design for Film and TV and Marketing Campaigns for Film and TV (including VR and games tie-ins).

- > **Production Design:** including sets, art direction and the design of specific elements such as on-set screen graphics or UI.
- > **VFX:** including all visual effects sequences for film and TV, whether digital or using traditional/physical modelmaking methods
- > **Title Design:** including opening titles and end credit sequences
- > **Graphic Design for Film and TV:** including graphic props, set design etc
- > **Marketing Campaigns for Film and TV:** including VR and games tie-ins, advertising, events, installations and brand partnerships.

03 CATEGORIES

GAMES

Dedicated to widening the scope for creative recognition, CR are opening this new category to the wide world of gaming and game design. For 2019 we want to make sure that this inherently creative discipline has the deserved recognition for its contribution to the creative industries. We'll be celebrating everything from narrative and artistic merit, through to visualisation, storyboarding and a game's ability to create an impact and resonate with audiences.

- > **Artistic merit:** Celebrating the visual power of great games, including graphic design, VFX, animation, landscape design, sound design and VR/AR design
- > **Narrative and Storytelling:** Storyboarding, scripts, structure as well as accompanying musical scores and cut scenes.
- > **Craft and technical innovation:** Games that demonstrate meticulous detail in production or push the boundaries of technology
- > **Other:** If you have a project that does not easily sit into any of our specified categories, please enter into the 'Other' category and we will ensure your work is assigned to the relevant judging group.

BEST IN BOOK

Entries deemed to be of outstanding quality in the opinion of our judges will be further honoured as Best in Book. All work entered into the Annual is automatically considered for this accolade and there is no additional entry fee. Best in Book winners receive a trophy as well as extensive editorial coverage in print and online.

MULTIPLE WINNER

There is no limit on the number of categories one piece of work can be entered into. If a project is entered into, and displays excellence in, more than one category it will be recognised as such in the Annual with additional space.

03 WHAT TO ENTER

1. SHORT CASE STUDY

This should be a short description of your project (max 500 words) to give the judges further information and should include: 1) The brief 2) The creative idea and 3) Evidence of how the idea was received by the target audience (e.g. number of views, increase in visitors). You may provide your case study in the form of a video.

2. DIGITAL SUPPORTING MATERIAL

This should be visual assets of your entry, to accompany your case study. Preferred file formats are Jpeg, Tif or Bmp; for moving images please provide them as Mov files using the H264 codec or as Mp4 files. Files larger than 5MB in size are to be transmitted using WeTransfer and sent to **entries@creativereview.co.uk** clearly labelled with your entry number. If files are unnamed we will not be able to match them with your entry and we will therefore count your entry as incomplete. If your files do exceed 5MB and you need to use WeTransfer, please upload thumbnail versions of your images when completing our submission form as placeholders. There is a maximum of 20 images per entry. Where websites form part of an entry, please ensure any URLs, access details, usernames and passwords needed for judging are supplied, that they work, and that they will continue to work until the end of May 2019.

3. PHYSICAL SAMPLES

To get a true sense of the creative work, the judges always prefer to see physical samples as part of your submission, where appropriate. Should you wish to send us physical samples, please label all items with the corresponding entry number – you will find this in a confirmation email sent to you after completing your entry. Send your physical samples to:

F.A.O. Creative Review Annual 2019, 3rd Floor Events, 79 Wells Street, London W1T 3QN

If you do not label each individual item with your allocated entry number, we cannot guarantee the judges will see your work. If you would like us to retain your physical samples for collection after the judging has taken place, please ensure you tick the appropriate box when completing your entry online. We will contact you to let you know when you are able to collect your samples post-judging; please note that the collection period will be restricted and if any physical entries not collected during the timeframe they will be disposed of. Centaur Media/Creative Review accept no responsibility for the loss or damage of material submitted.

4. CREDITS

All credits must be listed when entering online. Information provided at the time of entry will be used to credit published work, however, Creative Review reserves the right to amend copy in order to adhere to editorial style where appropriate. If necessary, this information may be condensed or edited for space in the print issue, so please consider this when submitting. Creative Review accepts no responsibility for incorrect information provided. Creative Review assumes that all entries are original and are the works and property of the entrant. As a condition of entry, the entrant grants Creative Review permission to reproduce the works in print and in digital format and attests that they have the right to grant this permission. Creative Review will not be held liable for any action or claim arising out of the reproduction of entered works in whatever format.

04 SUBMITTING YOUR ENTRY

DEADLINES

All submissions must be made by **November 23 2018**. Entries will not be considered fully submitted until the entrant proceeds to the payment stage and chooses a payment method. Payments must be cleared by **5pm on November 23 2018**. Once payment has been received your entry (or entries) will be passed to the judges for review. Enter **here**.

PHYSICAL ENTRIES

Once you have completed your online entry, you will have to send in physical samples of the work (if relevant). We will accept the physical materials until **January 21 2019**. Due to storage restrictions and to facilitate a meticulous logging process, we will be accepting physical materials only during this time frame. You must label all items with the corresponding entry number and send by post/courier to this address:

**Creative Review Annual 2019,
3rd Floor Events, 79 Wells Street,
London W1T 3QN**

Please ensure that you have read and understood what to enter prior to making your entry. By submitting your entry, you confirm that you have read and agree with the rules of entry, and if you are an agency submitting on behalf of a client, that client approval has been secured.

EDITING YOUR ENTRY

You can leave and return to the website to edit your entries prior to submission up until **Midnight on Monday November 23 2018**. Upon your return to the site, click 'send me my password' and a password will be generated and sent to you via email. Please use this to log in and then make any necessary amendments to your entry.

SINGLE OR SERIES/CAMPAIGN ENTRIES

The Annual makes no distinction between single entries or those submitted as a series/campaign. However, any work that contains multiple components **MUST** be part of the same project or else work will be disqualified (with no refund given) until further payment is made for each piece of work separately.

05 ENTRY COSTS

The Creative Review Annual is an awards scheme and in common with the majority of all other creative industry awards schemes around the world, there is a fee to enter. We charge this fee because running and producing the Annual involves considerable costs to Creative Review in administration, production, paper, printing and so on. Each year we compare our entry fees to others in the creative industry to ensure that we set our fees at a reasonable level. All entries into the Annual 2019 are charged at £205 +VAT per entry. If you are submitting an entry from a business with 10 or fewer employees, or you are a student or individual, we are able to offer a 30% small business discount. Please specify your company size when prompted whilst completing the entry form online and your discount (if applicable) will be automatically applied. Please note, if you choose to submit more than one entry, each separate entry will be charged at £205 +VAT. Similarly, if you are submitting a piece of work into more than one category, a fee will be incurred for each category into which the piece is entered.

PAYMENT

Entries can be paid for using credit or debit card payments only. Payment should be made online at the time of entry completion. In addition to your entry confirmation email containing submission details, you will receive a second email confirming payment. This email should be retained as your VAT receipt and no other receipt will be issued.

WITHDRAWING YOUR ENTRY

Any entry may be withdrawn up until 5pm on November 23 2018, upon written request to the organiser. However, entry fees for submitted work are non-refundable.

06 RULES OF ENTRY

- 1** By submitting an entry, you confirm you have read and agree with the Rules of Entry and understand these now apply.
- 2** The Annual is open to brands, agencies, publishers, consultancies, students or individuals.
- 3** Multiple entries can be made into the same category.
- 4** The Annual is open to countries worldwide.
- 5** Any work entered must have been produced or first launched/published between January 1 2018 and December 31 2018 to be eligible for entry.
- 6** All entrants must complete the online part of the entry process. All entries must include a short case study. Entries will not be accepted by any other means.
- 7** A fee of £205 +VAT must be paid for each entry (excluding small business discounts).
- 8** Small businesses of fewer than 10 people are eligible for a 30% discount on each entry.
- 9** When entries are submitted on behalf of clients by agencies or other parties, Creative Review will assume client approval has been secured by the entering agency. If any issues arise concerning client sign-off once the entry has been submitted, no refund will be given.
- 10** All credits must be detailed when entering online. All information provided at the time of entry will be used to credit published work; however Creative Review reserves the right to amend your copy in order to adhere to editorial style where appropriate. If necessary, this information may be condensed or edited for space in the issue. Creative Review accepts no responsibility for incorrect information provided.
- 11** The entry submission deadline is November 23 2018. Entries may be edited up until the point of submission. Entries will not be considered fully submitted until the entrant proceeds to the payment stage and selects a payment method. Once submitted, entries are confirmed and nonrefundable.
- 12** Payments must be cleared by 5 pm on November 23 2018. Once payment has been received, your entry (or entries) will be passed to the judges for review.
- 13** Any entry may be withdrawn for any reason up until 5pm on November 23 2018 upon written request to the organisers; however, all entry fees paid are non-refundable.
- 14** When sending physical samples, you must complete the online part of the process first. Once you have submitted your entries online you will receive an automated email from the website containing your entry number. You must label all items with the corresponding entry number and send by post/courier to this address:

Creative Review Annual 2019,
3rd Floor Events, 79 Wells Street,
London W1T 3QN.
- 14** If you would like us to retain your physical samples for collection after the judging has taken place, please ensure that you tick the appropriate box on the registration page when making your entry. Entrants will be informed by email of the timeframe within which they can collect their physical entries. Please note that the period for collection will be restricted. Any physical entries not collected during the period will be disposed of.
- 15** Centaur Events/Creative Review accepts no responsibility for the loss or damage of material submitted.
- 16** Where websites form part of an entry, please ensure any URLs, access details, usernames and passwords needed for judging are supplied, that they work, and that they will continue to work until the end of end of May 2019.
- 17** Entries including more than one piece of work must ensure that those items submitted are related and are part of the same project. Unrelated pieces of work submitted as one entry will be disqualified until each piece is paid for individually. Should you want to remove this entry no refund will be given.
- 18** Despite there being no limit to the number of related pieces of work per submission, for administration purposes there is a maximum limit of 20 images per entry.
- 19** The judges' decisions are final and no correspondence will be entered into regarding them.
- 20** All entrants will be notified as to the status of their entries after the judging is complete. Selected entries will be published in the April/May 2019 issue of Creative Review (in the Annual issue).
- 21** Creative Review assumes that all entries are original and are the works and property of the entrant/client the work is submitted on behalf of. As a condition of entry, the entrant grants Creative Review permission to reproduce the works in print and in digital format and attests that they have the right to grant this permission. Creative Review will not be held liable for any action or claim arising out of the reproduction of entered works in whatever format.