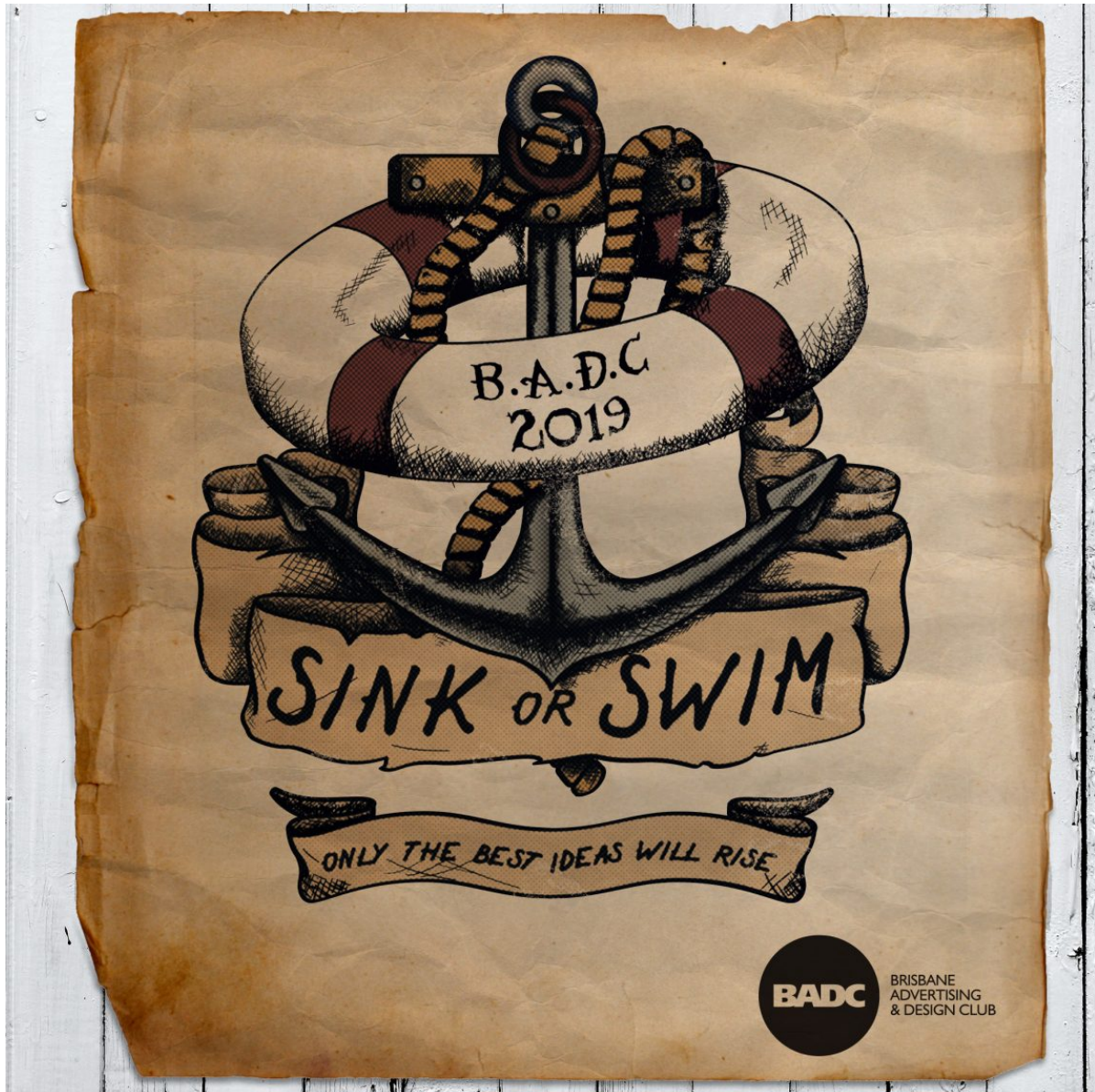


## Call for Entries 2019



## 2019 BADC Awards – Call for entries

[Download PDF Version](#)

[FAQs \(https://badc.com.au/awards/call-for-entries-2019/award-faqs/\)](https://badc.com.au/awards/call-for-entries-2019/award-faqs/)

# Updates



## No more signing data slips

You must print out data slips to tag physical boards, but you don't need to sign anything more or submit additional forms, as you have already agreed to the terms of entry when you submit online

## You can print your entry list and draft submissions

Print out your draft entries and get the details filled in with pen and paper technology or print your submission list to check it off manually. Both are designed so you can easily do this if you need.

## Craft Direction, Cinematography and Editing duration

For 21A Direction, 21B Cinematography and 21C Editing there is now a duration field so that entries of similar length can be grouped together for judging. The judges recommend you enter your best cut of a work rather than multiple cuts of different durations.

## Bronze Trophies to order

Based on agency feedback and to streamline the night, we are making bronze trophies available to order along with any duplicates after the show.

## Integrated media

Integrated Media campaigns are reliant on all elements for the creative to be successful. If one piece is removed and the campaign doesn't work, it isn't an integrated campaign.

## New categories and updates

- **22C Sound production – radio** – Sound production takes into account – direction, performance, casting and sound.
- **5H Indoor poster campaign** – Rules as per indoor poster category.
- **3 Digital categories** – Have been updated to reflect current requirements.
- **5I Digital kiosk & outdoor** – Animated or interactive digital kiosks, point of sale, on-site and outdoor installations. This may include information touch-screens or interactive displays. Please provide images of the work in situ.

## About the awards

The Brisbane Advertising and Design Club ('BADC') is all about nurturing and awarding exceptional creative work. We do this through the infamous BADC Awards and Awards Night, along with professional development and networking opportunities and a digital platform to grow the local industry.

The BADC awards have been running for over 40 years. Under our rigorous judging process, work is judged to an international standard, so if your work gets gold, you can be sure it is the best of the best.

## Eligibility

Work entered must have been conceived (or in the case of craft categories, produced) in Queensland and have been first published, printed, broadcast or gone online between **1st July 2018 to 30th June 2019**.

Membership runs for 12 months from 1st May to 30th April of the following year. Please make sure your membership is up to date for 2019 – 2020 before your entries are completed.

You will not be able to finalise your entries until each entrant has renewed so best to do it first! You can join online or renew at [www.badc.com.au](http://www.badc.com.au).

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# Conditions of Entry

The Awards are administered by Brisbane Advertising and Design Club (ABN 41 360 791 543) ('BADC').

All entries are subject to the conditions set out below. By submitting an entry, the entrant agrees to be bound by the following terms, without limitation.

BADC reserves the right to amend these terms at any time.

## 1 Who can enter

### 1.1 Current members

- Two of the main creators of the entry must be current members of BADC and/or Australian Graphic Design Association ("**AGDA**"),

If a creator is a member of AGDA, they must email their membership details to BADC for verification to be able to submit their entry;

- For the Design, Craft, and Self Promotion categories only one of the major creators of the entry must be a current member of BADC or AGDA;
- The entrant must ensure that its membership is up to date for 2019 – 2020 before its entry(ies) are completed.

### 1.2 Students

- A Student submitting in the Student category:

**"Student"** means an entrant who is a currently enrolled at a recognised training organisation has completed their course at a recognised training organisation in 2019.

### 1.3 Queensland Residents

- In addition, the main creator(s) of the work that is the subject of the entry must have been a resident of Queensland at the time the entry was produced or conceived:

**"Resident of Queensland"** means a permanent residential address in Queensland and being enrolled on the Queensland Electoral Roll.

## 2 How to enter

### 2.1 Entry Requirements

- The entry must comply with these terms and conditions, including the Entry Requirements outlined in Schedule 1; and
- The category requires outlines in Schedule 3 and 4.

## 2.2 Official Entry



- An Official Entry must be completed by each entrant; and
- The submitted Entry is evidence of the entrant's consent to these Conditions of Entry.

## 2.3 Entry fees

- Full payment of the entry fee/s outlined in Schedule 2 is required before BADC will consider an entry.

## 2.4 Deadlines

1st July 2019	Call for Entries available.
1st July 2019	Entry System Open.
22nd July 2019	All entries must be received with correct entry fees paid, by COB. Final extended deadline – Entries are accepted until COB with a 30% late fee (get on Finance's good side and get them in early). <b>No further entries will be accepted after this date.</b>
30th July 2019	
26th October 2019	Awards night – Tickets on sale mid-July 2019.

# 3 Specific Guidelines

## 3.1 Campaign entries

- Campaigns entries must be a minimum of three (3) works;
- If individual works have already been entered, another copy must be supplied;
- Each work must carry its own category number/entry number tag;
- Complete Campaign entries require a category/entry number tag on each separate work and should be labelled 'X out of [number of works being submitted]' accordingly. i.e. 1 out of 3; 2 out of 3; 3 out of 3;
- All works in the Campaign entry should be bundled together; and
- A 150-word explanation of the Campaign may be submitted. This may be used in the Annual and any publicity to explain the entry if it is successful.

## 3.2 Charity/Community Service entries

- Work completed for a Charity or Community Service client may only be entered into the relevant subcategory, and/or all Craft categories;

**“Charity/Community Service work”** means work not paid for and/or work created or run/aired free of charge for a non-commercial body;

- Work completed for a “Charity” can only be entered into Charity/Community Service subcategories, Craft categories and the Creative Innovation category;

**“Charity”** means any company registered as a charity for taxation purposes (please check the [ACNC Register \(http://www.acnc.gov.au\)](http://www.acnc.gov.au) to verify Charity status); and

- Individuals only – not Agencies or Companies – may submit Charity/Community Service work in the Craft categories.

# 4 Proof of conditions met

- BADC and/or Judges reserve the right to ask for proof of any of these conditions of entry, which must be submitted within five (5) business days.

# 5 Representations and warranties



## 5.1 The entrant represents and warrants that:

- unless permitted otherwise in these conditions of entry, the entry will be the entrant's own work (meaning that it was produced, created, or conceived by the entrant);
- it is authorised on behalf of their employer, principal, board or otherwise the rights holder(s) of the work, and the relevant client(s) to submit the entry;
- the entry is not a Scam Advertisement;
- it has obtained all releases and consents necessary to submit, exhibit, publish and otherwise use of the entry for the purposes described in these conditions of entry;
- all costs incurred in relation to the entry have been met before the entry is submitted (including but not limited to the costs of licensing);
- the entry does not contain any form of computer virus, worm, trojan and/or any form of malware, and is otherwise uncorrupted;
- as of the date of submission, the entry is not the subject of any actual or threatened litigation, claim or complaint;
- the entry does not contain any material that is offensive, defamatory, discriminating, obscene, indecent, harassing or threatening or is otherwise unlawful;
- the entry does not and will not violate or infringe upon the intellectual property rights or other rights of any third party;
- the entry does not and will not violate any Applicable Laws:

**Applicable Laws** means any applicable law that is enacted, made, issued or granted by any Government Agency, or court in each case as amended, modified or supplemented from time to time and with which BADC and entrant are required to comply

- the entry has been submitted in good faith;
- it will comply with all reasonable requests and directions made from time to time by BADC in relation to the entry;
- it will not engage in any unlawful or improper behaviour which may or will likely damage the reputation of BADC, its employees and contractors and/or the success of BADC and the Awards;
- it will not act in a manner which may or will likely damage the reputation of BADC, its employees and contractors and/or the success of BADC and the Awards;
- it has read these conditions of entry in full; and
- it understands and agrees to be bound to these conditions of entry.

## 5.2 The entrant acknowledges and accepts that in relation to each and every representation, warranty that:

- BADC relies on each representation and warranty of these conditions of entry and BADC continues to rely on each representation and
- BADC will suffer loss or damage if a representation and/or warranty is untrue or becomes untrue or is breached.

## 5.3 The entrant agrees that:

- each of the above warranties and representations are essential to these conditions of entry, and that a breach of any of the above amounts to a fundamental breach of its terms, which will entitle BADC (in its sole discretion) to seek relief for such breach, which includes but is not limited to:
  - rejecting an entry;
  - disqualifying an entry;

- withdrawing an entry;
- review and/or reverse the decision to award an entry;
- seeking damages; and
- equitable/injunctive relief.



This clause survives termination or expiry of these Conditions of Entry for any reason.

## 6 Liability

- BADC bears no responsibility for any loss, damage, or penalty incurred as a result of the entrant's participation and/or involvement in the Awards.
- If the entry contains any material or elements that are not owned and/or licensed by the entrant and/or which are subject to the rights of third parties, the entrant is:
  - responsible for obtaining any and all releases and consents necessary to permit the exhibition and use of the entry prior to submission of the entry; and
  - is liable for any loss, damage, claim or penalty associated with its failure to comply with this requirement; and
  - will indemnify BADC against any loss, damage, claim or penalty associated with its failure to comply with this requirement.

## 7 Decisions are final

- All BADC and Judges' decisions in relation to any aspect of the Awards are final; and
- No correspondence and/or discussion will be entered into;
- Notwithstanding the foregoing, BADC and the Judges' reserve their right to:
  - reject;
  - disqualify;
  - withdraw;
  - review and/or reverse the decision to award
 an entry any time, in the event that the entrant has failed to comply with these conditions of entry.

## 8 Right of refusal and disqualification

- BADC and the Judges' reserve their right to:
  - reject;
  - disqualify;
  - withdraw;
  - review and/or reverse the decision to award
 an entry any time, in the event that the entrant has failed to comply with these conditions of entry.
- The entrant agrees that neither BADC, Judges nor the BADC committee will be liable in any way for any decision;
- BADC and/or Judges reserve the right to disqualify any entrant who enters a work or submits an entry that is not in accordance with these Conditions of Entry, or who tampers with the entry process;
- BADC and/or Judges reserve the right to disregard any part or parts of an entry or work, without disqualifying or disregarding the entry or work in its entirety;
- BADC and/or Judges reserve the right to disqualify any entry under any category or subcategory without disqualifying the same entrant or work under any other category or subcategory;
- Any decision will be final and no correspondence will be entered into subsequently;
- No refunds will be issued for any entry, or part thereof, if BADC and/or Judges disqualify or disregard such entry; and
- Failure by BADC to enforce any of its rights at any stage does not constitute the waiver of those rights.

# 9 Entrant withdrawal



- An entrant may withdraw their entry at any time by notifying BADC, in writing; and
- No refunds will be issued for any such entry withdrawn by the entrant.

# 10 Trophies and credits

- One trophy per gold and silver award will be issued, with the option to order bronze and additional trophies after the Award Night, at the entrant's cost;
- Only those people named on the entry will be eligible for duplicate trophies; and
- There will be no changes made to credits for trophies after entries have been submitted.

# 11 Damage or loss of entry

- While all reasonable care will be taken, BADC will not be held responsible for damage or loss of any entry or part thereof, or errors or omissions in credits produced in the Awards Night Presentation, Trophies or Annual.
- The accuracy of the credits is entirely the responsibility of the entrant.
- No credits can be changed after the final close of entry.

# 12 Returning entries

- Because of the volume of entries, BADC will retain and dispose of all entries, unless the entrant otherwise requests, in writing, to BADC, for the return of the entry. To request an entry return:
  - The entrant must advise BADC of the entry numbers required to be returned before close of submissions, by emailing [producer@badc.com.au](mailto:producer@badc.com.au) with the subject line: "PLEASE KEEP MY ENTRIES";
  - Entries will not be available until after the Awards Night and you must arrange collection within two (2) weeks of the Awards Night; and
  - All entries will be disposed of beyond this date.

# 13 Finalist displays

- Entrants agree that by entering the Awards, they authorise BADC to use, reproduce and/or exhibit work entered into the Awards for the purpose of advertising and promoting the Awards and/or other BADC documents, activities, programs and events, including but not limited to online display and/or at the Finalists Night;
- The work may be reproduced in any medium;
- BADC is not required to pay a fee to use, reproduce or exhibit any work entered in the Awards; and
- Artists will be acknowledged with all published images.

# 14 Privacy

- BADC's web Privacy Policy applies to the Awards and use of BADC's website.

# 15 Credits

- Credits will be published exactly as entered and are the responsibility of the entrant;
- Ensure you check all credits are entered in full with the correct spelling;



- The credits entered will be used in all award collateral, including the annual and be published online for all finalists and awarded work; and
- BADC takes no responsibility for incorrectly entered names or credits and they are unable to be edited or altered after entry submission.

## Schedule 1 – Entry requirements

Unless specified elsewhere in these Conditions of Entry, or another Schedule, all entries must comply with the following Entry Requirements.

### 1 General

- The entry must be submitted in the exact form in which it was broadcasted, published or released with all logos, disclaimers etc, regardless of category or medium (Director's cuts or variations of edits that were not client approved and did not air are not eligible?);
- No work that is the subject of an entry should be enhanced or enlarged in any way unless otherwise provided for in these conditions of entry;
- The entry must not be altered for submission purposes, unless otherwise stated in these conditions of entry.
- The entry and supporting materials must not contain any reference to an Agency or any contributing creative companies or individuals, except for Self-Promotion entries.
- To be eligible the entry must have been:
  - conceived in Queensland and have been first published, printed, broadcast or released online between 1 July 2017 and 30 June 2018; or
  - in the case of Craft categories, produced in Queensland and have been first published, printed, broadcast or released online between 1 July 2017 and 30 June 2018.
- No entries will be accepted that were created for or on behalf of BADC.
- No Agency branding can appear on any printed artwork, web addresses or case studies.
- No Scam Advertisements will be accepted.

**“Scam Advertisement”** means an advertisement which has been created solely for the promotion of its creators via advertising awards; and/or otherwise

- An advertisement for a client that the Agency does not have;
- An advertisement that's never run or appeared in media;
- An advertisement that has been run illogically or subversively (e.g. An advertisement for a launderette in Rochedale that is run at 4am on Imparja TV) purely to qualify it for award entry;
- An advertisement that the client has no knowledge of;
- An advertisement whose media appearance has been subsidised in whole or in part by the creator;
- An advertisement for a client who is not a credible marketer and who has been engaged by the creator for the purposes of running the advertisement; and
- An advertisement that is altered from the form in which it first ran to enhance its chances of winning an award (e.g. deletion of a coupon or reduction of logo size).

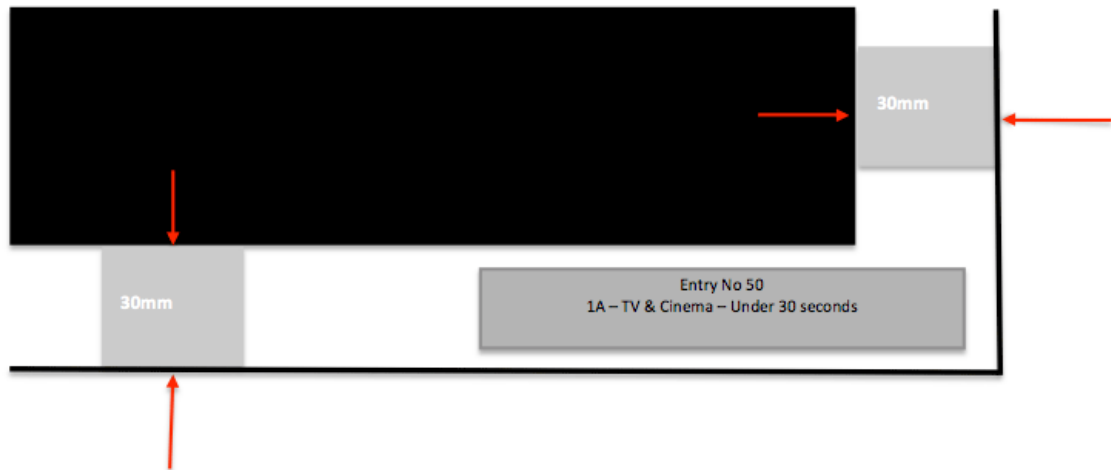
### 2 Physical entries are essential

- All entries – excluding TV & Cinema, Radio, Digital, and Video entries – must be physically submitted, as entries aren't judged on screen, and will not be printed;
- A presentation card may also be submitted with any physical entry if it assists the judges to understand the entry. This presentation board may contain key images and no more than a 150 word explanation;
- Radio scripts must be supplied physically; and
- Explanations must be supplied physically.

# 3 Physical requirements



- Physical entries must be submitted at **ACTUAL** size. The maximum size for photographic, print is A2, unless otherwise specified;
- Entries larger than one square metre – e.g. bus shelters and billboards – must be submitted as artwork, and accompanied with photographs of the advertisement in situ;
- Entries should be reproduced on the best possible stock;
- Do not mount entries. No entry will be accepted in a glass frame; and
- All artwork must be trimmed to three (3) centimetres of depth and width limits – to allow free space for the category and entry number to be stuck on the front. See below image for an example.



# 4 Hero images

- The entries must be submitted with a Hero Image, which will be used in BADC presentations, the Annual, and on the BADC website;
- The specifications of the Hero Image are:
  - File Type – High Resolution RGB jpeg;
  - Approximate Dimensions – A6 @300dpi minimum (1748 x 1240 pixels);
  - TV Entry Dimensions – 1920 x 1080 @72dpi;
  - File Size – 5mb maximum;
  - Landscape orientation is recommended, as portrait work will be scaled down significantly in the Annual;
  - For Campaign entries, or other entries with multiple executions, the Hero Image must be a composite that represents the campaign, and shows the entry in the best light possible; and
  - For Radio entries, the Hero Image must show the script and may include the logo of the client.

# 5 Additional images

- Additional images may be attached to the entry, for online and to help in judging. These can be JPG or PDF files, with the same specifications as the Hero Image.

# 6 Packaging & Book entries

- The entry must be in a complete printed and packaged form, inside a plastic bag; and
- The category number/entry number from the data slip must be attached to an appropriate but visible space on the front of the entry.

# 7 Explanation boards



- You may submit an Explanation Board with your entry if it will help the Judges understand the work;
- The correct entry number must appear on the Explanation Board, which must be identified as 'X out of [number of pieces being submitted]' (if relevant). i.e. 1 out of 3; 2 out of 3; 3 out of 3; and
- The Explanation Board must be printed and submitted with the physical entry and can also be provided as a digital file for the Annual should it be successful.

# 8 TV & cinema entries

- The entry, as well as any case studies, must be uploaded in the Browser as an MP4 per the specifications listed below;
- If the same work is being used for multiple entries, it may be uploaded once and attached to each entry;
- No web links or embedded videos will be accepted in these categories; and
- The file quality of the entry is the responsibility of the entrant, and the file uploaded will be used for judging, publicity, and online viewing.
- The MP4 must be:
  - H.264 compressed;
  - High definition, eg 1920 x 1080 pixels;
  - Native aspect ratio without black bars, eg 16:9;
  - 8mbps maximum bitrate;
  - 400mb max file size;
  - Audio must be stereo, at its full quality; and
  - No clapper or countdown.

Variable or lower bitrates can be used. A 60sec TVC will be around 60mb and a 5 min video around 300mb. For longer content a lower bitrate can be used if necessary,

For help with H.264 compression, entrants may contact the Post Production Company to make a copy for submission. This may incur a cost.

# 9 Case study videos

- In categories such as Digital, Integrated Media, and Creative Innovation, the entrant may also submit a Case Study Video which explains how the entry worked, and any other relevant information;
- These videos must be submitted to the Web Browser following the specifications under *8 Videos*.
- Case studies must be no longer than 2 minutes; and
- It is the responsibility of the entrant to ensure there is not music for which they do not have the legal and appropriate licence for.

# 10 Radio entries

- Radio entries must comply with the outlined specifications:
  - Entry must be uploaded in the Browser as a minimum 128 kbps MP3 file;
  - No slate audio should be attached;
- If the same work is being used for multiple entries, it may be uploaded once and attached to each entry;
- No web links or embedded videos will be accepted in this category;
- The file quality of the entry is the responsibility of the entrant, and the file uploaded will be used for judging, publicity, and online viewing; and
- A PDF of the Radio script must also be submitted.

## Schedule 2 – Entry fees

# 1 Entry costs



- Prices are per entry and include GST. Entries are paid via debit/credit card at time of submission. The fees are:
    - Campaign Category – \$190;
    - Creative Effectiveness Category – \$250;
    - Student Category – FREE;
    - Graphic Design Category – Make one submission for \$95, submit one \* entry for FREE; and
    - All other categories – \$95.
- To qualify for FREE Graphic Design entries, both/all entries must be submitted at the same time.

## 2 Incomplete or incorrect entries

- Any incomplete or incorrect entries that require BADC to contact the entrant are subject to a \$50 charge per entry for any changes, re-submissions, etc; and
- This charge must be paid immediately to validate the error, or the entry will be deemed ineligible.

## Schedule 3 – Advertising and design categories

- Any reference to the category is also a reference to its subcategories; and
- All category guidelines form part of the Conditions of Entry

## 1 TV & cinema

- Commercials created for but not limited to television, cinema, online, large screen;
- Judges will be judging the idea not the craft in this category; and
- All Charity Work must be entered into 1G or 1H and no other categories.

### 1A Under 30 seconds

### 1B 30 seconds

### 1C Over 30 seconds

### 1D Large format

- The work must be for large format including but not limited to cinema, outdoor and LCD screens.
- The entrant must be able to provide proof of delivery if requested; and
- The entry must contain a 150 word explanation detailing how the work was published and/or delivered

### 1E Online

- The work must be standard form advertising films which aired **only online**, including pre-roll advertisements; Judges will assess the work based on how it worked as only an online piece. VR, 360 and online interactive films may be entered here also; and.
- If the work appeared on TV, Cinema or large screen, it cannot be entered in this category.

1F Campaign



1G Charity/community service

1H Charity/community service campaign

1I Branded content

- The entry must include the delivery of marketing messages by engaging consumers via relevant content platforms, rather than traditional advertising methods;
- This includes films created by or with a brand which aired on the internet, TV, or in cinema, usually in the form of documentary/non-fiction or fiction films or music videos; and
- The entry must contain a 150-word explanation detailing how the work was published and/or delivered.

1J Branded content campaign

- The entry must include the delivery of marketing messages by engaging consumers via relevant content platforms, rather than traditional advertising methods;
- This includes films created by or with a brand which aired on the internet, TV, or in cinema, usually in the form of documentary/non-fiction or fiction films or music videos; and
- The entry must contain a 150 word explanation detailing how the work was published and/or delivered.

## 2 Radio

- Radio advertising produced for commercial and digital radio stations.

2A Under 30 seconds

2B 30 seconds and over

2C Campaign

2D Charity/community service

2E Charity/community service campaign

## 3 Digital and new media

- Judges will take into consideration both the idea and the technique;
- Testing of the entry before submission is the responsibility of the entrant;
- The entry must be compatible with Macintosh OSX and/or Windows 10. Judges will view entries in the current version of Google Chrome. Any material incompatible with these platforms will be deemed ineligible; and
- Entry must be submitted as a URL/staging server address, as they will be judged online; or
- If the work is no longer live, it must be uploaded to a staging server with passwords supplied to BADC. There must be no Agency branding on the entry and, if the entry is from a staging site, the Agency's name must not be part of the URL.

3A Websites

- Must be full new sites;

- Judges will consider the idea of the work; and
- The work may also be entered in the Digital Craft category by the nominated craftsperson, where Judges will review the craft of the motion graphics used.



### 3B Microsites

- Must be promotional, temporary, or campaign sites;
- Judges will consider the idea of the work; and
- The work may also be entered in the Digital Craft category by the nominated craftsperson, where Judges will review the craft of the motion graphics used.

### 3C Web service/web app

- Dynamic web-based application focussed on user interaction and experience.

### 3D Digital direct response

### 3E Digital direct response campaign

- Call to action must include interaction with the online creative or a response mechanic.

### 3F Digital advertising

- Digital ads in paid online spaces;
- Includes banners, pop-ups, interstitials, etc.

### 3G Digital advertising campaign

- Digital ads in paid online spaces;
- Includes banners, pop-ups, interstitials, associated landing pages and microsites.

### 3H Online video

- Must be online videos specifically created for online social platforms that are intended for widespread sharing;
- Results and number of views will be taken into consideration during the judging process; and
- The entry must contain a 150 word explanation detailing how the work's objective, and evidence of viral/word of mouth effect must be supplied.

### 3I Mobile games

- Includes online and social games.

### 3J Apps

- Includes web and mobile apps;
- Functionality, UX and visual design will be taken into consideration by the judges, along with the app's experience and design; and
- Apps must be live or downloadable for judges to evaluate the entry.

### 3K Animation

- Any animated execution developed specifically for and presented only in an online environment. **TVCs and branded content should NOT be entered here** and should be entered into category 1;
- Judges will consider the idea of the work; and
- The work may also be entered in the Digital Craft category, where judges will review the craft of the animation use.

### 3L Charity/community service

## 3M Charity/community service campaign



### 3N Use of social media

- Use of social media in a promotional campaign including but not limited to campaigns within Facebook, Instagram, Twitter, Snapchat and other social media platforms. Can include contests, etc;
- Please ensure your entry contains either a case study or presentation board which details the Levels of engagement, social reach and the creative strategy for the judges consideration.

### 3O Innovative use of digital

- Anything that has or uses digital in a unique and interesting way, including but not limited to websites, apps, digital outdoor, experiential.

### 3P Digital campaign

### 3Q Other

- Includes all Digital work that does not fit into another subcategory.

## 4 Integrated media

- All Integrated Media entries must include a minimum of three items in different mediums – for example, 1x TV, 1x Radio, 1x Poster;
- Integrated Media campaigns are reliant on all elements for the creative to be successful. If one piece is removed and the campaign doesn't work, it isn't an integrated campaign; and
- Work entered in this category cannot be entered in the Creative Innovation category.

### 4A Campaign

### 4B Charity/community service campaign

## 5 Outdoor media

- All Outdoor Media work larger than one (1) square meter must be entered as artwork and accompanied by photographs of the work in situ;
- The photographs must be attached to the bottom of the entry so that it may be folded from behind the entry; and
- JPEGs of the artwork and in situ photos must be uploaded to the entry.

### 5A Billboard

- Includes classic sheet and static digital billboards.

### 5B Indoor poster

- Includes standard posters for indoor use;
- Locations include but are not limited to shops, stores, hospitals, schools, banks, offices, residential buildings/foyers, exhibitions, museums, and galleries; and
- All standard washroom advertising must be included in this subcategory.

### 5C Transit advertising

- Includes but is not limited to train station ads, bus shelter ads, bus sides and interiors, taxi backs, mobile billboards, Vespas, airport ads.

## 5D Outdoor/indoor/transit campaign



## 5E Ambient

- Includes non-standard and free-format outdoor advertising, such as stunts, special builds, street furniture, live events, pop-up shops, and temporary installations;
- Work designed for standard poster sites cannot be entered in this subcategory;
- Only stand-alone ambient work can be entered – campaigns with ambient elements should be entered in the Integrated Media category;
- Work must be experienced in the real world, not online; and
- A 150-word explanation of the work's delivery on a printed board must be submitted.

## 5F Charity/community service

## 5G Charity/community service campaign

## 5H Indoor poster campaign

- Includes standard posters for indoor use;
- Locations include but are not limited to shops, stores, hospitals, schools, banks, offices, residential buildings/foyers, exhibitions, museums, and galleries; and
- All standard washroom advertising must be included in this subcategory.

## 5I Digital kiosk & outdoor

- Animated or interactive digital kiosks, point of sale, on-site and outdoor installations;
- This may include information touch-screens or interactive displays; and
- Please provide images of the work in situ.

# 6 Creative innovation

- Any creative execution that is remarkably innovative in its approach to providing a service or creating brand interaction;
- No work entered into this category can be entered into any other category – excluding the Craft categories;
- Any work that fits another category better must be entered in that category – this category is for clear demonstration of innovation in communication; and
- The entry must contain a 150-word explanation on a printed board explaining the work.

## 6A Individual

## 6B Campaign

## 6C Charity/community service

## 6D Charity/community service campaign

# 7 Promos and activations

- This category celebrates creativity that brings a brand's purpose to life and entries will need to demonstrate ideas that generate interaction; to engage, to experience or to buy;
- Judging is weighted as follows: 30% idea, 20% strategy; 20% execution; 30% impact & results
- The entry must contain a 150-word explanation on a printed board explaining the work; and



- Submitting a case study video with your entry is recommended.
- Entry process:
  - Fill in the online entry system with all relevant credits
  - Download the Promo and Activations Entry Document ([https://badc.com.au/app/uploads/BADC\\_Promo-Activation\\_Entry\\_Template\\_2016\\_20.6.17.docx](https://badc.com.au/app/uploads/BADC_Promo-Activation_Entry_Template_2016_20.6.17.docx)) and complete
  - Upload this entry document with your entry



## 7A Individual

## 7B Charity/community service

# 8 Print

## 8A Newspaper advertisement – Large

- Must be 20cm x 3cm or larger

## 8B Newspaper advertisement – Small

- Must be smaller than 20cm x 3cm

## 8C Newspaper campaign

## 8D Newspaper charity/community service

## 8E Newspaper charity/community service campaign

## 8G Magazine advertisement – Double page spread

## 8H Magazine advertisement – Single page or less

## 8I Magazine campaign

## 8J Magazine charity/community service

## 8K Magazine charity/community service campaign

# 9 Direct mail

- Including but not limited to greeting cards, invitations, and change of address notices.
- All work under the Direct Mail category must be client commissioned.

## 9A Flat direct mail

- Entry must be one dimensional mailing, without samples or popups .and must be submitted complete, as they were mailed including any outer envelope, letter, brochure and response mechanisms. Must include actual sample.

## 9B Dimensional direct mail

- Entry must be dimensional mailing, and must be submitted complete, as they were mailed including any outer envelope, letter, brochure and response mechanisms. Must include actual sample.



## 9C Campaign

## 9D Charity/community service

## 9E Charity/community service campaign

# 10 Point of sale

- Including but not limited to posters, mobiles, counter stands, stickers.

## 10A Individual

## 10B Campaign

## 10C Charity/community service

## 10D Charity/community service campaign

# 11 Product packaging

- Including but not limited to wrappers, labels, packages;
- Please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply a presentation board with images of the packaging.

## 11A Single product

## 11B Range of products

- Must include 3 or more works.

# 12 Merchandise

## 12A Clothing / apparel

- Including but not limited to t-shirts, visors, underpants, etc.

## 12B Other

- Includes all Product Marketing Merchandise work that does not fit in another subcategory; and
- A 150-word explanation of the work on a printed board may be submitted.

# 13 Design

## 13A Brand identity – logo design

- Please ensure the logo design is submitted on a board along with an explanation of the Company name, a description of the nature of business, and a 150-word explanation of the work; and
- You should also include images of how the logo was utilised to give the judges as much information as possible.

## 13B Brand identity – single element

- Includes an individual piece of brand identity, including a business card, letterhead, etc.

## 13C Brand identity suite

- Work must be client commissioned;
- Entry must include a minimum of 3 elements as part of a total brand identity solution – including but not limited to stationery, style guides, signage, packaging, business card, etc;
- Entry may include other elements to support brand awareness, such as general promotional items – including but not limited to pens, notepads, mugs, phone and tablet covers, etc.

## 13D Promotional items

- Work must be client commissioned; and
- Includes calendars, diaries, booklets, and gifts.

## 13E Annual reports/prospectus

## 13F Print marketing

- Including but not limited to brochures, programs, leaflets, flyers.

## 13G Catalogues

## 13H Books – entire book

## 13I Books – cover design

## 13J Posters

## 13K Editorial

- Includes cover/page or spread for newspaper, magazine, newsletter, etc.

## 13L General

- Work must be client commissioned; and
- Includes menus, invitations, postcards, greeting cards, birth announcements, etc.

## 13M Wayfinding

- Refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. These are more complex projects that involve strategy – including but not limited to hospital, civic and cultural spaces.

## 13N Environmental Graphics

- This could be a one off sign/interior project or a mural, etc.

## 13O Interpretive

- Includes work that tells a story about a particular place, whether historical, ecological, etc.



## 13P Other

- Includes all design work that does not fit in another design subcategory.

# 14 Self-promotion

- Self-Promotion work cannot be entered into any other category, except Craft;

**“Self-Promotion”** means work you do for yourself, not client commissioned;

- Self-promotion entries for Photography craft, Illustration craft, and TV, cinema & radio craft must be entered in the relevant category, rather than Self-promotion, as they will be judged by the Craft panels; and
- Entrants into the Self-promotion categories must submit a 150-word explanation detailing how the work was used for self-promotion; how it was distributed or published; and any other data BADC and Judges should be aware of.

## 14A Print

## 14B Direct Mail

## 14C Interactive

## 14D Merchandise

## 14E Other

# 15 Creative effectiveness

- Creative effectiveness' purpose is to award campaigns that link long term business results to their creative.
- Any previous Medal winner from 2014 on may be entered.
- The Creative Effectiveness Award will award campaigns that link long term business results to the creative.
- Any previous Medal winner from 2014 on may be entered.
- This Award is be judged by an Effectiveness Panel consisting of Senior Marketing Clients, Strategy Planners and Executive Creative Directors.
- Criteria considered during judging are weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- Entry process:
  - Fill in the online entry system with all credits as per normal
  - Download and complete the Creative Effectiveness entry document ([https://badc.com.au/app/uploads/BADC\\_Effectiveness\\_Entry\\_Template\\_2017\\_FINAL\\_15.6.docx](https://badc.com.au/app/uploads/BADC_Effectiveness_Entry_Template_2017_FINAL_15.6.docx)).
  - Download the Client Letter ([https://badc.com.au/app/uploads/BADC\\_Creative-Effectiveness\\_Example\\_Client\\_Letter-1.docx](https://badc.com.au/app/uploads/BADC_Creative-Effectiveness_Example_Client_Letter-1.docx)) and have your client put on letterhead and sign
  - Upload these together to the entry system.

# 16 Student

- The Student Brief will be released later in the year – subscribe to the BADC Mailing List to ensure you receive the details;
- Student entries must be submitted physically to Cutting Edge by 5pm, Friday 28 September 2018;
- Students can only enter in the Student category. Student entries will not be accepted in any other categories;
- The entry must respond to the Student Brief when available;
- Students do not need to be a member to enter;
- Entries are not required online;
- The entrants' name, contact number, and recognised educational institution must be provided on the entry; and
- Students are eligible for trophies.

## Schedule 4 – Craft Categories

- Craft awards recognise, celebrate and reward the art of the execution by individuals, rather than the idea.
- These categories will be judged on the craft demonstrated for each entry;
- Work entered in the other categories may also be entered in this category;
- Craft Awards will only be awarded to the craftsperson/s. Agencies/Companies cannot be awarded under this category, however they may order duplicates of the trophy if successful;
- **If you are an Agency/Company entering on behalf of the craftsperson**, you must contact the craftsperson to ensure they are not already entering and that their membership is current. **You cannot submit craft entries in your name. It must be in the craftperson's name.** Duplicate entries will not be refunded;
- It is not necessary for the work to have been created in Queensland or for the final product to have appeared in Queensland. However, the work to be considered must have been produced in Queensland;
- Only entries that have been broadcast, published or released in a commercial environment will be accepted;
- Any reference to the category is also a reference to its subcategories; and
- All category guidelines form part of the Conditions of Entry

## 21 TV & cinema craft

- For 21A Direction, 21B Cinematography and 21C Editing there is a duration field so that entries of similar length can be grouped together for judging; and
- The judges recommend you enter your best cut of a work rather than multiple cuts of different durations.

### 21A Direction

### 21B Cinematography

### 21C Editing

### 21D Visual effects

- Entry must include supporting information, to give Judges a clear understanding of visual effects created in the production process.

### 21E Animation – 2D/3D

### 21F Motion graphics

- Work must have been created for broadcast only; and

- Online motion graphics must be submitted in *Digital Animation*.



## 21G Self-promotion

- Work created for self-promotion purposes including television commercials, film clips, promos, station idents, online content etc.

**“Self-Promotion”** means work you do for yourself, not client commissioned;

- If a number of people contributed to this work and wish to enter their contribution, each entry must be separate with its own explanation; and
- Entrants into the Self-promotion categories must submit a 150-word explanation detailing how the work was used for self-promotion; how it was distributed or published; and any other data BADC and Judges should be aware of.

# 22 Sound production craft

## 22A Original compositions/jingles

## 22B Sound design – TV/cinema/online

## 22C Sound production – radio

- Sound production takes in account direction, performance, casting and sound.

# 23 Digital craft

## 23A Visual design

## 23B UX design

- Judged on the user experience including interactivity and navigation.

## 23C Animation/motion graphics

- For online content only, not broadcast.

# 24 Photography Craft

- This category is for photographic images that may or may not have been digitally enhanced prior to publication as part of the photographic process, including but not limited to colour correction and retouching;
- Entry must be completely original and photographic in origin;
- All elements in an image must be the creator's work;
- Stock or purchasable photography, backgrounds, borders and textures are prohibited, except for in the creative imaging category;
- If any persons appear in the photograph, the entrant is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition and use of the photograph; and
- If any person appearing in any photograph is under the age of majority, the signature of a parent or legal guardian is required on each release;

## 24A Advertising

- Entry must be accompanied by the printed piece for which it was commissioned.



## 24B Advertising campaign

- Entry must be accompanied by the printed pieces for which it was commissioned.

## 24C Editorial

- Entry must be accompanied by the printed piece for which it was commissioned; and
- This is not a campaign category only one execution per entry.

## 24D Self-promotional photography

- Non-commissioned work you have completed for yourself and not on behalf of a client; and
- This is not a campaign category only one execution per entry.

## 24E Creative imaging

- Entry must be accompanied by the printed pieces for which it was commissioned;
- Work submitted in this subcategory must be extensively computer manipulated or be completely computer generated; and
- Entry must be accompanied by before and after images to establish origins of work.

## 24F Creative imaging campaign

- Entry must be accompanied by the printed pieces for which it was commissioned;
- Work submitted in this subcategory must be extensively computer manipulated or be completely computer generated; and
- Entry must be accompanied by before and after images to establish origins of work.

# 25 Illustration craft

## 25A Advertising

- Must be commissioned for advertising purposes; and
- Entry must be accompanied by the printed piece for which it was commissioned

## 25B Editorial

- Must be commissioned for editorial purposes; and
- Entry must be accompanied by the printed piece for which it was commissioned.

## 25C Self-promotional illustration

- Non-commissioned work you have completed for yourself and not on behalf of a client;
- A 150-word explanation of the work on a printed board must be submitted explaining how and where this work was published or used for self promotion.

# 26 Advertising & Design Craft

## 26A Copywriting

## 26B Copywriting campaign

26C Art direction



26D Art direction campaign

26E Typography – advertising

- For work entered in advertising categories.

26F Typography campaign – advertising

- For work entered in advertising categories,

26G Typography – design

- For work entered in design categories.

26H Typography campaign – design

- For work entered in design categories.

## General information

# Client of the year

To encourage and award a commitment to fostering creativity, a Client of the Year Award was introduced in 2013. This category cannot be nominated and will be decided by the Judging Panels if they deem a particular client, has demonstrated a commitment to producing outstanding work either in a particular piece of work or through a number of pieces that have been entered.

# Trophies

Any creative work that is judged to be of Gold or Silver standard is awarded with a trophy. One trophy per entry will be awarded on the Awards night. Bronze and additional trophies may be ordered after the Awards Night, by anyone listed in the credits of the work. If you are a current BADC Member, you can order duplicate trophies for any awards you are credited on at a discounted price.

# BADC membership

BADC Membership is from 1st May 2019 to 30th April 2020 – don't forget it could be a tax deduction too. You should join/renew now and don't forget to update your online profile with your current job information and your current address so we can get your Annual to you after the Awards Night. This profile is also an invaluable reference for making people aware of your work and if you are a freelancer, allows people to find you for work! Except for the student category, only current members of BADC, or of AGDA may enter and accept Awards. If the creator is a member of AGDA please ensure their membership details are emailed to [producer@badc.com.au](mailto:producer@badc.com.au) when entries are submitted.

You can join or renew your membership at [badc.com.au](http://badc.com.au). Membership is \$99/yr

## Why be a member?

- You get an Online member's profile
- You are eligible to receive Awards
- Professional development – be a part of your industry



- Membership is tax deductible
- You receive a BADC Awards Annual – \$65 value
- Discounted awards night tickets – \$35 value
- Discounted entry to events – \$10 per event
- That's your money back right there!



# Awards night tickets

The BADC Awards Night will be held on Saturday, 26th October 2018 at Howard Smith Wharves. This will be a Gala Dinner Event. Make sure you put it in your diary and let your teams know!

Tickets for the Awards night are available to purchase from mid July. Make sure you get yours before it sells out. The ticket link will be on the BADC Home page.

# Help

If you have questions about categories, the entry system, membership or anything else, please contact: Katrine Bowman, BADC Producer – 0418 885 648 or [producer@badc.com.au](mailto:producer@badc.com.au)

# The judging process

Over the years, BADC has established and developed a judging process which adheres to the highest standards of fairness and integrity. The BADC Judging system has been praised by previous judging panels as being exceptionally professional and well run. Highly experienced and awarded Executive Creative Directors, Creative Directors and Senior Creatives are invited to judge and are formed into panels for the categories of:

- TV, cinema & radio
- Print
- Digital
- Design
- TV, cinema & radio craft
- Photography craft
- Creative
- Effectiveness

Generally, each of these panels is made up generally of three interstate judges and one local judge.

For the TV, cinema & radio craft Categories, a specialist panel of the relevant disciplines of Cinematography, Music, Direction and VFX is invited, and for the category of Photography Craft, a panel of photographers and retouching specialists is formed. The Craft Judging is held in Sydney soon after the general judging weekend.

Creative Effectiveness will be judged by a new panel comprised of Senior Marketing Clients, Strategic Planners and Executive Creative Director's.

# Round 1

In the first round of judging, all judges view the entries and no discussion is permitted. A simple Yes/No is indicated for each piece of work. If a judge has worked on the piece of entered work, or is aware of it being completed by their affiliate agency, they must abstain on that entry. Any work that receives two 'yes' marks or a 'yes' and 'abstain', proceeds to the second round.

# Round 2

The second round of judging is also a non-discussion round. A percentage is given by each judge for each piece and the judges forms are submitted back to the Tally Room. These percentages are then averaged out for a final percentage and a cross-checked twice more by different individuals in the Tally Room. All work that is deemed to be a finalist must have at least 50% of the judges' vote. A final percentage is given which indicates if it is a finalist or trophy status.

## Round 3

For the final round of judging, the Scrutineer for each panel then proceeds to announce the final percentage given for each entry and whether it is a finalist or the level of Bronze, Silver, Gold. The judges are permitted in this final round to discuss the entries and the award status for each entry and final agreement is sought as to the final results.

BADC and its judges reserve the right to re-categorise any entry.

If a judge or the firm they work for was involved in the creation or production of an entry, he/she must abstain from voting. Judges are not obliged to award Gold or Silver in every category. However, judges are encouraged to recognise the category with at least one Bronze award.

## Best in Show

Finally, all Gold and Silver winners (excluding regional, craft, self-promotion, and student entries) will be reviewed by the TV & Cinema, Radio, Print, Interactive and Design panels. Charity/Community Service entries are admissible, based on the judge's discretion. Together they will decide the Judges' Award – The Best of Show.

## How to enter

# Step by step instructions for entry

### Step 1

- Go to <http://badc.com.au/call-for-entries-2019> (<http://badc.com.au/call-for-entries-2019>) and log in or register for access.
- When you log in there is a link to enter awards.
- You will be added to an email list for Awards updates – however ensure you refer to this online CFE as it will be updated with corrections.
- Read this call for entries documentation to be sure of all conditions and the differences in each category.
- There are new categories and we have re-developed the entry system this year.
- Please let us know if you have any problems/questions as you go – email [producer@badc.com.au](mailto:producer@badc.com.au) or call Katrine on 0418 885 648

### Step 2

- Prepare the initial content for your entries.
- If your entries are successful, they will appear in the Award Annual and on screen at the Presentation Night, so we need you to submit, a JPEG file that best represents the work.
- Click on ENTER AWARDS on the menu at the left hand side of the screen. You will then be taken to a Dashboard that allows you to see all of your information in one spot.
- Please check your mailing address and payment details are up to date.

- Click on MY AWARDS and click on SUBMIT NEW AWARD. You will be taken to the new entry form to fill in the relevant information.
- Click save at the bottom right of the entry form and your entry will be saved as a draft and you will be taken back to your dashboard.
- Continue to add/edit your entries and print/attach your data slips where required. Please make sure you tick the N/A box if it is not applicable.
- You can save your entries as draft whilst you collate all your information.
- You can print the draft entries out to help in completing them

## Step 3

- Once you have finished entering all data online, download and print and each data slip for any entries that have physical submissions so you can get your entry number tags.
- For any Television, Radio, Integrated Media and Digital prepare the files according to the call for entries and you can upload them in your web browser.
- Don't forget any explanations or case study videos.
- For any hard copy work, cut out the category number/entry number tag from the bottom of the data slip and stick it to the front bottom right hand corner of the entry.

## Step 4

- Once you have entered all of your credit information for each entry and the files, you can then submit each entry for payment.
- **Remember every field must be filled in and if it doesn't apply, please tick the Not Applicable checkbox.**
- This is a good time to make sure all of the people you have entered into "Entered and Accepted by" have renewed or joined up as BADC members.
- They must be members for you to submit the entry.
- Once you submit for payment, you cannot edit the information so make sure it is correct!
- The entry will then be moved to the Pending Payment tab.
- Please read on for further instructions on how to prepare entries for each medium plus campaign entry instructions.

## Step 5

- Click on the Pending Payment Tab and you can print the Pending Payment List for approval.
- When ready you can pay for all of your entries online by credit card.
- A tax invoice/receipt will be sent to you via email after payment has been received.

## Step 6

- All of the entries that you have paid for will now be moved to the Finalised Entries tab as a record of what you have entered.
- Please ensure that you check this list carefully as only entries in this list have been finalised in the submission process.
- Entries that remain in your draft or pending payment sections will not be considered for judging.
- Make sure you print a master list of your finalised entries and attach to all of your printed and signed data slips (with tags cut out from bottom) in the order they are in the master list. You will submit this with your entries so we can check them off and confirm they are received.

## Step 7

- Please deliver your entries to: BADC Awards, C/- Cutting Edge, 90 Victoria St West End 4101.
- Don't forget your master list and signed data slips.

Congratulations! You deserve a beer! See you at the Awards Night!

# How to prepare your entries

# Media Library



All images and videos you upload go into a media library shared by all entries on your account. This means that you can add the same video or image to multiple entries without uploading it multiple times. The Media Library appears when you add a video or image on the entry screen.

There are no requirements to name your files with the entry number and category number. The system will do this for you.

## The online entry system

The entry system has three sections

- Draft Entries
- Pending Payment
- Finalised Entries

As you enter and collate your information for your entries, they will remain in Draft. Once you have saved an entry as Draft – that entry will be allocated its entry number.

You can continue to edit the information here, and when you have all information, you can submit each entry for payment. Once you submit the entry/ies for payment, you won't be able to edit or remove the entry so make sure everything is correct before submitting for payment!

When you have all of your entries ready in Pending Payment, you can pay for your entries and they will transfer to the Finalised Entries section for your final record of what you have entered.

## Don't forget

ANY QUESTIONS? – Call Katrine on 0418 885 648 or email [producer@badc.com.au](mailto:producer@badc.com.au)

RESUBMISSION FEE – Remember there is a \$50 re-submission fee per entry if your entry needs to be corrected.

- Have you logged in to the awards system? Remember, if you have used it in the past, you can simply log in with your email address and password. If you have forgotten your password, use the [forgot password \(http://badc.com.au/forgot\)](http://badc.com.au/forgot) function. Your account is linked to your unique profile and previous awards so please log in – don't try to create a new profile.
- Have you printed all data slips?
- Have you attached the category number/entry number tag to the front of each physical entry?
- Have you printed the master list and attached all of the signed data slips – one list per agency/studio?
- Have you paid for all entries online via Credit Card?
- Have you submitted a JPEG hero file for each of your entries? Don't forget you can't hit submit until these files are attached! Make sure your image shows each part of any campaign entries so they are represented correctly in the Annual if successful.
- Have you checked that all people listed in the entered and accepted by fields, to ensure that have joined up as a paid member for this year?
- Have you put the Awards Night date in everyone's diaries? Don't forget, tickets go on sale from around August 1. Tickets will be strictly limited so make sure you get yours early.
- Don't forget to like us on Facebook to keep up with any announcements about any updates during the Awards Entry Process!