



BRISBANE
ADVERTISING
& DESIGN CLUB

2013
Call for Entries

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WHAT'S NEW THIS YEAR?

Category Changes

BADC consulted with a number of Creative Directors, as well as Judges from last year, to review categories and make changes that reflect as best as possible, the current landscape of work. Changes apply mainly to the category of Digital, where Mobile Content Advertising has been split into two categories – Games – online and social, and Apps – web and mobile.

A new category has been introduced for Innovative Use of Digital – anything that used digital in a unique and interesting way.

We have also introduced craft categories under Digital, for Visual Design, UI Design – Interactivity and navigation, and Animation/Motion Graphics for Online. These categories will be judged specifically on the contribution the nominated Craft makes to the entry, not the overall idea. The Digital Panel will judge these new craft categories.

Interactive Branded Content has been renamed to Online Branded Content and the category of Innovative and Non-Traditional Media has been re-named Defies Convention – Non Traditional Advertising. This will be for any entries that challenge and defy convention and classification.

New Client of the Year Award

In order to encourage and reward Clients who demonstrate a commitment to fostering and producing great creative work, we are introducing a Client of the Year Award. This Award cannot be nominated for and will be decided by the Panel of Judges only. The judging of this Award may be based on a particular piece of work or a series of work at the Judge's discretion.

Trophies are now awarded for Gold, Silver & Bronze Winners!

Don't forget that we are now awarding trophies rather than certificates for creative work that is judged to be of Gold, Silver or Bronze standard. One trophy per entry will be awarded on the Awards night and additional trophies may be ordered after the Awards Night, by anyone listed in the credits of the work. If you are a Professional Member of BADDC, you can order duplicate trophies for any awards you are credited on at a discounted price.



Graphic Design – One FREE Entry if you enter another piece of work!

To encourage quality and participation in the Graphic Design category, this year we are again offering one FREE entry in Design if another piece of work is entered into this category.

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. 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 it is all 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.

Any entries submitted after August 12, will incur a 30% late fee.

Payment for Entries

Payment for entries is by PayPal only. If you don't have an account as yet, go to www.paypal.com

Questions about Categories?

Questions about categories, the entry system, membership or anything at all

Call Katrine Bowman, the Producer for the BADC Awards, on 0418 885 648 or email at producer@badc.com.au

Conditions of Entry

1. Only full financial (Professional) members of the BADC Club, AGDA or R AD may enter (rule excludes students). Two of the main creators of the work must be current Professional members of BADC, except for Craft Categories. Only the craftsman of the work needs to be a current Professional member of BADC for Craft Categories.
2. By entering the BADC Awards, the member certifies that the entry is original and all costs incurred in its production have been met.
3. While all reasonable care will be taken, the BADC Club will not be held responsible for damage or loss of entries, or errors or omissions in credits produced in the Award Night Presentation, Trophies or Annual. The accuracy of the credits is entirely the responsibility of the entrant.
4. No work will be considered unless by the entry fee/s have been paid in full.
5. One trophy per award will be issued with the option to order additional trophies after the Award Night. Only those people named on the data slip will be eligible for duplicate trophies. There will be no changes made to credits for Trophies after entries have been submitted. Duplicates will be available to order after the Awards
6. Because of the volume of entries, BADC will retain and dispose of all entries. If you wish particular entries to be returned, you must advise of the entry numbers required and arrange collection within 2 weeks of the Awards Night. All entries will be disposed of beyond this date. Contact producer@badc.com.au.
7. The Judges' decisions are final and no correspondence will be entered into.
8. Work created for/on behalf of BADC is greatly appreciated but is ineligible for entry
9. Finalist Entries may be displayed at a Finalists Night to be held prior to the Awards Night and with the new website system, will eventually be displayed online.
10. No Scam advertisements will be accepted. The definition of a "Scam Ad": An ad which has been created solely for the promotion of its creators via advertising awards. Additionally, a scam ad can be defined by the following guidelines:
 - An ad for a client that the Agency does not have.
 - An ad that's never run or appeared in media.
 - An ad that has been run illogically or subversively (eg. An ad for a launderette in Rochedale that is run at 4am on Impaja TV) purely to qualify it for award entry.
 - An ad that the client has no knowledge of.
 - An ad that whose media appearance has been subsidised in whole or in part by the creator.
 - An ad for a client who is not a credible marketer and who has been 'found' by the creator for the purposes of running the ad.
 - An ad that is altered from the form in which it first ran to enhance its chances of winning an award (eg. deletion of a coupon or reduction of logo size).
11. Craft Awards: It is not necessary for the concept to have been created in Queensland or the final product to have appeared in Queensland. However, it must have been produced in Queensland. The entrant must have been a resident of Queensland at the time the work was produced. Only work that has been broadcast commercial media will be accepted. Agencies/Production Companies may enter craft entries, however the Award will only be presented to the craftsman, who must be a financial (Professional) member of BADC. Please check with the craftsman to ensure they are not entering the same piece of work themselves.
12. Charity/Community Service entries will only be accepted in the Charity/Community Service division of each category. However, individuals (not agencies or studios) may enter Charity/Community Service work in the craft categories. Charity/Community service is defined as work not paid for or work created or run/aired free of charge for a non-commercial body

ENTRY DEADLINES

August 12, 2013

All entries must be received with correct entry fees paid, by COB

August 19, 2013

Final extended deadline – entries received after August 12 until COB August 19, will incur a 30% surcharge

No further entries will be received after 5.30pm, August 19, 2013

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:

July 1, 2012 to June 30, 2013.

Scrutineers reserve the right to ask for proof of appearance/airplay.

Two of the major creators of the work must be Professional members of BADC, except for Craft and Student Entries. Only the craftsperson of the work needs to be a current Professional member of BADC for Craft Categories. Please make sure your membership is up to date for 2013 – 2014 before your entries are completed. You can join online or renew at www.badc.com.au. If the memberships for the creators are not current at time of final close of entries, the entry/ies will be disqualified and no refund will be issued.

BADC MEMBERSHIP

Only full financial (Professional) members of the BADC Club, or of AGDA may enter and accept Awards, (rule excludes students). Two of the major creators of the work must be current Professional members of BADC except for Craft or Student entries.

This year we are launching a fantastic new website and you will need to join or re-new your membership and fill in a new membership profile. You can choose for this membership profile to be public and searchable and from later this year, we will be publishing the Annual online, and it will list automatically any BADC Award you have been credited for. This will become an invaluable reference for Creative Directors, Producers, Managing Directors etc.

You can join online or renew your membership at www.badc.com.au. Just click on the 'Join BADC' link on the front page of the website

Our professional membership this year is \$99 including GST. Don't forget that your professional membership is tax deductible!

Please note that BADC (Professional) Membership is based on the financial year so memberships expired on June 30 2013 and will need to be renewed for 2013/2014.

You must either be a Free or Professional Member to log into the Awards system so please ensure that you sign up. See the table below to understand the benefits of each, however, don't forget that by becoming a professional member, regardless of what position you hold within the advertising, design and digital industries, bring you great benefits and are tax deductible!

If you are entering the Awards on behalf of your company/creative teams, you must at a minimum, sign up as a Free member in order to log into the system. However, anyone who is named in the "Entered and Accepted by" fields, must be a professional member by the time you submit in order for the entries to be valid.

BADC MEMBERSHIP OPTIONS TABLE

BADC Membership Options	Professional	Student	Free
Free yearly subscription to Australian Creative Magazine – \$39 value	✓		
Free Awards Annual - \$55 value	✓		
Discounted pricing for Trophy Duplicates on any Award you are credited	✓		
Create Award Entries in the entry system	✓	✓	
Eligible to enter and receive Awards	✓	✓	
Discounted Awards Night Ticket	✓	✓	
Discounted Tickets to BADC Events	✓	✓	
Access great membership discounts	✓	✓	
Accessible membership profile connected to your social media presence	✓	✓	✓
Submit News & Events	✓	✓	✓
Receive BADC emails to keep you updated on events and news	✓	✓	✓
Claim your membership as a tax deduction!	✓	Proof of Student Status Required	Free for lifetime Subscription!
	Cost \$99/yr (Inc GST)	\$35/yr (Inc GST)	\$0/yr (Inc GST)

You can pay via Pay Pal on the BADC website.

ENTRY PRICES

Single entry	\$88 per entry (including GST)
Campaign Entry (Total of 3 or more entries)	\$176 per entry (including GST)
Student Entry	FREE for BADC Student Brief Entry \$10 per entry for Category 12B

2013 BADC AWARDS NIGHT TICKETS

The BADC Awards Night will be held on Saturday, November 2, 2013 at Rydges South Bank. Make sure you put it in your diary and let your teams know!

Tickets for the Awards night will be available to purchase online after October 1, 2013. Check online at www.badc.com.au or make sure you join the mailing list so we have your contact details to let you know that they are available. Tickets will be strictly limited this year so be sure to get in quick after October 1!

HOW TO ENTER

Please read through all instructions carefully as they have changed from previous years and it is very important that you submit your entries correctly for them to be deemed valid and proceed to judging.

After the closing date, the BADC Committee spend several nights sorting and checking the entries.

If you submit an entry that is incorrect or incomplete, and it requires BADC to contact you, a charge of \$50 per entry will be charged for any changes, re-submissions etc.

This correction fee charge must be paid immediately to validate the entry or it will be deemed ineligible. If any entries are deemed ineligible, a refund will not be issued.

Please check your entries carefully to ensure you have complied with the entry requirements.

If you have any problems or questions, please either call Katrine on 0418 885 648 or email producer@badc.com.au

Step by Step Instructions for Entry

(Print these two pages out for easy reference!)

Step 1

Click on the links to the 2013 BADC Awards page at www.badc.com.au and log in or register as either a Free or Professional Member. This is a new system, so if you have registered in previous years, you will need to create a new profile. You can then log in to create entries. You can save your entries as draft while you collate all your information.

Step 2

Once you have finished entering all data online, download, print and sign each data slip so you can get your entry number tags and create any files.

For any Television, Radio, Integrated Media and Digital files, using your allocated entry number, create your files using the filename convention of **categorynumber_entrynumber_title.etc**

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. [See here for an example.](#)

Step 3

Once you have entered all of your credit information for each entry, you can then submit each entry for payment. Remember every field must be filled in and if it doesn't apply, please enter NA. 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 when the entries are submitted to make them eligible for judging.

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 the further instructions overleaf on how to prepare entries for each medium plus campaign entry instructions. 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 also, a JPEG or PDF file that best represents the work.

The specs for Image uploads are:

- File type: High Resolution JPG or PDF, CMYK
- Dimensions approx. A6 @300dpi minimum (1748 x 1240 pixels) or for TV entries, (1920 x 1080 at 72 dpi)
- File size: 10mb maximum

You must attach a JPG or PDF to each entry before you can submit.

A file must be supplied in all categories except for radio, craft copywriting and craft sound production, where a word/pdf file of the script must be provided.

Please ensure the file name contains the category number, the entry number (these are written on the bottom of the data slips) and the agency name. *Please note, you are permitted to use your agency name in the file name as these files will not be used in the judging process, only for the awards annual if you are successful.*

For example: **categorynumber_entrynumber_agencyname.jpeg** OR
categorynumber_entrynumber_agencyname.doc

For Campaign entries, please ensure you supply a JPG for each part of the campaign so this can be represented correctly in the Award Annual if it is successful.

Step 4

Click on the Pending Payment Tab and you can print the Pending Payment List for approval or you can pay for all of your entries by Pay Pal.

Step 5

Make sure you print a copy of the Pending Payment List and attach to all of your printed and signed Data Slips, (with tags cut out from bottom) in order with the Pending Payment list, to submit with your entries so we can check them off and confirm they are received.

Attach your master list, to your collated entry forms in order and enclose with your entries.

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.** A tax invoice/receipt will be sent to you after payment has been received.

Step 7

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

Where to send your Entries?

If you are going to courier your entries, please send to...

2013 BADC Awards
C/- The Post Lounge
40 Nile St
Woolloongabba

HOW TO PREPARE YOUR ENTRIES

All entries should be submitted as they originally appeared and no work should be enhanced or enlarged in anyway. To ensure judging impartiality, there should be no branding which could identify the entrant (except for Self Promotion).

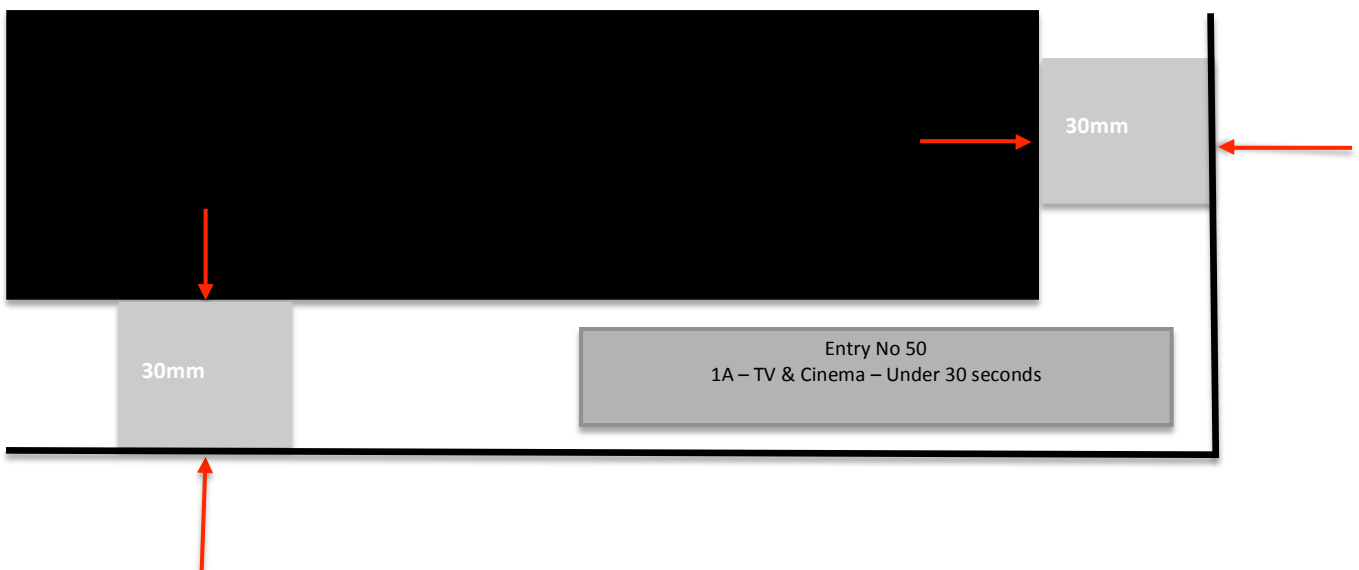
Print Entries

All entries should be reproduced on the best possible stock. Please do not mount entries. No entries will be accepted in glass frames. Scrutineers and/or Judges reserve the right to ask for proof of appearance.

All artwork should be trimmed to 3cm of depth and width limits (to allow free space for the category/entry number to be stuck on the front).

Please submit artwork at ACTUAL size. For entries larger than one square metre (eg. bus shelters and billboards) please submit as artwork (maximum print size A2) and accompany with photographs of the ad in situ.

30mm



Packaging & Literature Entries

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

Campaign Entries

Campaigns must be a minimum of 3 pieces. If individual items have already been entered, another copy must be supplied. Each item must carry its own category number/entry number tag.

Complete campaign entries require a category/entry number tag on each separate item and should be labelled 1 of 3; 2 of 3; and 3 of 3 etc. All campaign entries should be bundled together.

TV and Radio & Electronic Craft Entries

For ease of collation and to maintain quality standards, all Television & Radio Commercial entries must be submitted via the ftp site below as per the specs listed below. If the same TVC or Radio Ad is being used for multiple entries, it must be uploaded multiple times with an individual entry number on each. No web links or embedded videos will be accepted in this category.

To submit entries in these categories, you will need to email Celeste at cfairlie@thepostlounge.com to register and receive your personal login to upload your entries to the FTP site

The file name for EACH entry, should be:

“categoryNumber_EntryNumber_Title.mov”

Remember to print your Data Slip so you can see your entry number to add into the filename.

Each entry must be submitted as an HD QuickTime using h.264 compression. This is a default QuickTime codec, so most people will have access to it. If you're not sure how to make a QuickTime using h.264, you will need to contact the Post Production Company so they can make a copy for you to submit. (This may incur a cost).

You could also download a small application called “mpeg Streamclip” at <http://www.squared5.com/> It's available for both MAC and PC. It's free and a brilliant little tool for you to use in the future. Please use the settings below when making the QuickTime.

The QUICKTIME should be:

- High Definition
- 16 x 9 Frame Size
- 1920 x 1080
- Audio should be in stereo at it's full quality
- No clapper or countdown

The file quality of your entry is your responsibility and the file uploaded will be used for judging, publicity and online viewing.

To upload your TV & Radio entries to the FTP Site:

Web Interface

To access the web interface, [click here!](#) Or you can go directly to the FTP Server:
<https://ftp.thepostlounge.com/WebInterface/login.html>

Log on using the username and password that has been created for you by the Post Lounge, (remember you need to contact Celeste at the Post Lounge). [Email Celeste by clicking here!](#)

Support

If you are having difficulties accessing the ftp server, please contact +61 7 3137 6888 or send an email to systems@thepostlounge.com

To ensure your video entries are received correctly and do not time out due to high web traffic, please avoid uploading your video files on the final day of submissions

Radio Entries

Radio entries must be provided as a minimum 128 kbps MP3 file and uploaded to the ftp site also. Please ensure that there is no audio slate attached.

Save Radio filenames as: categorynumber_entrynumber_title.mp3

You must also submit a PDF of the Radio Script with your entry in place of a JPEG, so that if it is successful, it can be published in the annual.

Digital Entries

All entries (including websites, viral emails, online videos, banner ads etc.), must be submitted as a URL/staging server address, as they will be judged online.

If the entry is no longer live, it must be uploaded to a staging server with passwords supplied. **There must be no agency branding on the work and if you are entering from a staging site, please make sure your agency's name is not part of the URL.**

Please TEST your submission before supplying to ensure that it will be available for judging. Enter the URL into the field on the data slip and ensure that you have supplied the necessary user name and password in the appropriate fields, if required.

Please also ensure that all material provided is compatible with Macintosh OSX and/or Windows 2000/XP. Any material incompatible with these platforms will be deemed ineligible.

You may also submit a video to explain how your entry worked or give critical background information to the entry. You will see a video clip field on the online entry field where you can provide the url link and any usernames/passwords required.

Case Study Videos

In categories such as Digital, Integrated Media and Defies Convention, you may also submit a case study video, which explains how your entry worked and any relevant information. You will see a video clip field on the online entry form where you can submit the URL.

After the Awards this year, the BADBC website will have the ability to host and show any award winning case studies in order to allow the industry to learn and appreciate the work. It is therefore important that there are no music licencing issues and no licenced music for which you do not have the legal and appropriate licence for, must be used. It is the responsibility of the submitting agency/company to ensure that this is the case.

Any case study videos provided must not be any longer than 3 mins. Any videos submitted that are longer than 3 minutes may not be viewed by the judging panel.

The Judging Process

Judges are formed into specialist panels of four to review the Electronic, Print, Digital, Design, Electronic Craft, Photography and Student categories.

Each judge will at first view the entries without comment. Discussion will be held in the final round of judging. Practitioners whose business does not reside in the Brisbane Metropolitan area may only enter regional categories. Student category entries will be judged at a separate time on or near the judging weekend.

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

All work that is deemed to be a finalist must have at least 50% of the judges' vote. All the finalists in each category are then judged for gold, silver or bronze awards by secret ballot. 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.

Finally, all gold and silver winners (excluding regional, craft, self-promotion, charity/community service and student entries) will be reviewed by the Electronic, Print, Interactive and Design panels. Together they will decide the Judges' Award – The Best of Show.

To encourage and award a commitment to fostering creativity, this year, we are also introducing a Client of the Year Award. 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.

2013 Categories

1. Electronic - Television & Cinema

What is it? Commercials created for Television & Cinema

1A	Under 30 seconds
1B	30 seconds
1C	Over 30 seconds
1D	Cinema any length
1E	Campaign (3 or more executions)
1F	Charity/Community Service
1G	Charity/Community Service Campaign (3 or more executions)

What do you need to know?

Two of the major creators of the work must be current Professional members of BADC. Director's cuts are not eligible.

Campaign Entries must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

See entry specifications under "How to Enter" on [Page 12](#) to understand how to submit your Television/Cinema Entries.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

2. Radio

What is it? Commercials created for Radio

- 2A Under 30 seconds
- 2B 30 seconds and over
- 2C Campaign (3 or more executions)
- 2D Charity/Community Service
- 2E Charity/Community Service Campaign (3 or more executions)

What do you need to know:

Two of the major creators of the work must be current Professional members of BADC.

Campaign Entries must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

See entry specifications under "How to Enter" [here](#) understand how to submit your Radio entries.

You must also submit a PDF of the Radio Script with your entry in place of a JPEG, so that if it is successful, it can be published in the Annual.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

3. Digital and New Media

- 3A Websites - Full new sites.
Judges will consider the idea. Please note that these may also be entered into the new Craft Categories below to be judged on Craft)
- 3B Microsites - This is for promotional/temporary/campaign sites.
Judges will consider the idea. Please note that these may also be entered into the new Craft Categories below to be judged on Craft)
- 3C Email advertising - single
- 3D Email advertising Campaign
- 3E Online advertising - Standard 50k or less (single)
- 3F Online advertising - Standard Campaign 50k or less.
(3 or more executions - Each item must carry its own category entry number tag).
- 3G Rich Media Advertising - Single – including banner, pop-up, interstitial, or floating ad etc
- 3H Rich Media Advertising Campaign.
(3 or more executions - Each item must carry its own category entry number tag).
- 3I Online Branded Content - Branded content engages consumers via relevant online content platforms rather than traditional advertising methods. Effective branded content is original, and represents innovative ways to connect to consumers. It aligns a brand with a message that people are willing to share.
- 3J Mobile Content Advertising - Games - online and social
- 3K Mobile Content Advertising - Apps - web and mobile
- 3L Digital Motion Graphics (ie. online promos and intros, DVDs, Digital Point of Sale, etc.) *Please note that this category will be judged on the idea of the submission, not the craft. You may also enter this into the new Craft Category below whereby the judges will be reviewing the craft of the Motion Graphics used.*
- 3M Charity/Community Service – Digital work completed for a Charity or Community Service Client may only be entered into this category and category 3N.
- 3N Charity/Community Service Campaign
Digital work completed for a Charity or Community Service Client may only be entered into this category and category 3M.
(3 or more executions - Each item must carry its own category entry number tag).
- 3O Social Media
Entries must be designed and created for social media platforms - FB, Twitter, Pinterest etc.
- 3P **NEW!** Innovative use of Digital - online, app, digital outdoor, experiential, anything that has a uses digital in a unique and interesting way

3. Digital Craft:

NEW! These categories will be judged on the craft demonstrated for each entry. Entries submitted in the above categories may also be submitted here. Craft Awards will only be awarded to the craftsperson/s who must be a professional member/s. Agencies/Companies cannot be awarded these entries, however they may order duplicates of the Awards if successful.

- 3Q Visual Design
- 3R UI Design - interactivity and navigation
- 3S Animation/Motion graphics for online content

What do you need to know?

Two of the major creators of the work must be current Professional members of BADC.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual.

See entry specifications under "How to Enter" [here](#) to understand how to submit your Digital entries.

You may also submit a video, which explains how your entry worked. You will see a video clip field on the online entry form where you can submit the urn.

After the Awards this year, the BADC website will have the ability to host and show any award winning case studies in order to allow the industry to learn and appreciate the work. It is therefore important that there are no music licencing issues and no licenced music for which you do not have the legal and appropriate licence for, must be used. It is the responsibility of the submitting agency/company to ensure that this is the case.

Any case study videos provided must not be any longer than 3 mins. Any videos submitted that are longer than 3 minutes may not be viewed by the judging panel.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

4. Integrated Media Campaigns

What is it? : *Campaigns where a central idea is integrated across a variety of media.*

An advertising idea that is integrated across different media. A minimum of three items in three different media (eg. 1 x TV, 1 x radio, 1 x poster).

- 4A Integrated Media Campaign (3 or more executions) Each item must carry its own category number/entry number tag.
- 4B Integrated Media Charity/Community Service Campaign - (3 or more executions) Each item must carry its own category number/entry number tag.

What do you need to know:

Two of the major creators of the work must be current Professional members of BADC.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

If individual items have already been entered in other categories, another copy must be supplied. Each item must carry its own category number/ entry number tag.

Please note - A new mandatory field has been added to the online entry form, where you must provide a 150 word explanation of your campaign. This will be used in the Annual and any publicity to explain your entry if it is successful.

JPEG files that best represent the campaign and in situ photos must also be provided.

See entry specifications under "How to Enter" [here](#) to understand how to submit your entries.

You may also submit a case study video, which explains how your entry worked. You will see a video clip field on the online entry form where you can submit the URL. After the Awards this year, the BADC website will have the ability to host and show any award winning case studies in order to allow the industry to learn and appreciate the work. It is therefore important that there are no music licencing issues and no licenced music for which you do not have the legal and appropriate licence for, must be used. It is the responsibility of the submitting agency/company to ensure that this is the case.

Any case study videos provided must not be any longer than 3 mins. Any videos submitted that are longer than 3 minutes may not be viewed by the judging panel.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

5. Outdoor Media

- 5A Single sheet poster (for example shopping centre metrolites)
- 5B Multi sheet billboards, spectaculars or tri-vision
- 5C Transit advertising (including train station ads, bus shelter adshels, bus sides and interiors, taxi backs, mobile billboards, vespas, airport ads etc.)
- 5D Outdoor campaign (3 or more executions). If individual items have already been entered, another copy must be supplied. Each item must carry its own category number/entry number tag.
- 5E Charity/Community Service
- 5F Charity/Community Service Campaign (3 or more executions). If individual items have already been entered, another copy must be supplied. Each item must carry its own category number/entry number tag.

What do you need to know:

Two of the major creators of the work must be current Professional members of BADc.

Note: Entries larger than one square metre must be entered as artwork and accompanied by photographs of the work in situ. Please attach your photograph to the bottom edge of your entry so that it may be folded from behind the entry. (NB: both the artwork and in situ photos must be provided with your JPEG files).

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

6. Defies Convention – Non –Traditional Advertising

What is it? This category is for ideas which defy convention and categorisation. It should demonstrate innovation in communication and if it doesn't fit anywhere else, it should be entered here. It may be a Stunt, attention-getting devices, and any advertising in non-traditional advertising spaces.

- 6A Defies Convention - Non-Traditional Advertising
- 6B Defies Convention - Non-Traditional Advertising Campaign
- 6C Defies Convention – Non Traditional Advertising Charity/Community Service
- 6D Defies Convention – Non Traditional Advertising Charity/Community Service Campaign

What do you need to know:

Two of the major creators of the work must be current Professional members of BADc.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

If individual items have already been entered in other categories, another copy must be supplied. Each item must carry its own category number/ entry number tag.

Please note - A new mandatory field has been added to the online entry form, where you must provide a 150 word explanation of your campaign. This will be used in the Annual and any publicity to explain your entry if it is successful.

JPEG files that best represent the campaign and in situ photos must also be provided.

See entry specifications under "How to Enter" [here](#) to understand how to submit your entries.

You may also submit a case study video, which explains how your entry worked. You will see a video clip field on the online entry form where you can submit the URL. After the Awards this year, the BADc website will have the ability to host and show any award winning case studies in order to allow the industry to learn and appreciate the work. It is therefore important that there are no music licencing issues and no licenced music for which you do not have the legal and appropriate licence for, must be used. It is the responsibility of the submitting agency/company to ensure that this is the case.

Any case study videos provided must not be any longer than 3 mins. Any videos submitted that are longer than 3 minutes may not be viewed by the judging panel.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

7.1 Print Media – Newspaper

What is it? Advertisements created for Newspapers

- 7A Large space over 20 x 3
- 7B Small space under 20 x 3
- 7C Campaign (3 or more executions).
- 7D Charity/Community Service
- 7E Charity/Community Service Campaign (3 or more executions).

7.2 Print Media – Magazine

What is it? Advertisements created for Magazines

- 7F Double page spread
- 7G Single Page or less
- 7H Campaign (3 or more executions)
- 7I Charity/Community Service
- 7J Charity/Community Service Campaign

7.3 Print Media - Direct Mail

What is it? Direct Mail - Must be client commissioned. Please enter self promotion pieces in the Self Promotion Category.

- 7K Personalised items sent through mail
- 7L Impersonalised letterbox drops
- 7M Campaign (3 or more executions).
- 7N Charity/Community Service
- 7O Charity/Community Service Campaign

7.4 Print Media - Point of Sale

- 7P Point of sale material – posters, mobiles, counter stands, stickers etc.
- 7Q Point of sale material – Campaign (3 or more of the above items).

What do you need to know:

Two of the major creators of the work must be current Professional members of BADC.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

If individual items have already been entered in other categories, another copy must be supplied. Each item must carry its own category number/ entry number tag.

See entry specifications under "How to Enter" [here](#) to understand how to submit your entries.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

8.1 Product Marketing – Packaging

Two of the major creators of the work must be current Professional members of BADC or AGDA. If they are a member of AGDA, please ensure their membership details are emailed to producer@badc.com.au when entries are submitted

8A Single product wrapper/label/pack.

8B Range of product wrappers/labels/packs.

8.2 Product Marketing – Merchandise

Two of the major creators of the work must be current Professional members of BADC or AGDA. If they are a member of AGDA, please ensure their membership details are emailed to producer@badc.com.au when entries are submitted

8C Clothing / apparel – T-shirts, visors, underpants, etc.

8D Anything that doesn't fit into any other category. (If you feel it requires an explanation, please write less than 100 words and submit this explanation on a board with your physical entry.)

What do you need to know:

Two of the major creators of the work must be current Professional members of BADC or AGDA.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

If individual items have already been entered in other categories, another copy must be supplied. Each item must carry its own category number/ entry number tag.

See entry specifications under "How to Enter" [here](#) to understand how to submit your entries.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

9.1 Graphic Design – Branding

Two of the major creators of the work must be current Professional members of BADc or AGDA. If they are a member of AGDA, please ensure their membership details are emailed to producer@badc.com.au when entries are submitted.

SPECIAL OFFER

BADC would like to encourage quality and participation in this category, and so this year we will offer you one free entry in Design if you enter another piece of work into this category.

- 9A Trademarks, symbols, logotypes, crests and icons. (Include company name and nature of business with entry, for jury's information).
- 9B Stationery range (eg letterhead, envelope, business card, etc.)
- 9C Broad range of implementation - general (eg stationary, signage, packaging, vehicles, livery, style manuals).
- 9D General presentation and promotional items (calendars, diaries, booklets, gifts, etc.). Must be client commissioned.

9.2 Graphic Design

Two of the major creators of the work must be current Professional members of BADc or AGDA. If they are a member of AGDA, please ensure their membership details are emailed to producer@badc.com.au when entries are submitted.

Special offer

BADC would like to encourage quality and participation in this category, and so this year we will offer you one free entry in Design if you enter another piece of work into this category.

- 9E Annual Reports / Prospectus
- 9F Brochures - general, (eg programs, leaflets, flyers,)
- 9G Catalogues
- 9H Books –Entire Book
- 9I Books – Front Cover
- 9J Posters – general. (Not outdoor/transit)
- 9K Editorial (eg cover/page or spread/s for newspaper/magazine/newsletter).
- 9L General (eg menus, invitations, postcards, greeting cards, birth announcements, etc.). Must be client commissioned.

What do you need to know:

Two of the major creators of the work must be current Professional members of BADC or AGDA.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

If individual items have already been entered in other categories, another copy must be supplied. Each item must carry its own category number/ entry number tag.

See entry specifications under "How to Enter" [here](#) to understand how to submit your entries.

10. Regional

What is it? Regional cannot be entered into any other category, except Craft. Regional categories may only be entered by practitioners whose business does not reside in the Brisbane Metropolitan area.

10A	Press (magazine & newspaper)
10B	Television
10C	Radio
10D	Interactive
10E	Design
10F	Campaign (3 or more executions-any of the above media)
10G	Charity/Community service

What do you need to know:

Two of the major creators of the work must be current Professional members of BADC.

Campaign Entries in any campaign category must consist of three or more executions. If individual items have already been entered into the individual categories, another copy must be supplied as part of the campaign entry. Each item must carry its own category number/entry number tag.

Entries in Campaign do not need to have been individually entered and may only be entered as a campaign. Please ensure that you submit a JPEG for each part of the campaign so that if it is successful, it can be presented correctly in the Award Annual

If individual items have already been entered in other categories, another copy must be supplied. Each item must carry its own category number/ entry number tag.

11. Self Promotion

What is it? What you do for yourself, not client commissioned. Self Promotion cannot be entered into any other category, except Craft. Note self-promotional pieces for photographers and illustrators will be judged under the photography and illustration craft categories below.

- 11A Print
- 11B Direct Mail
- 11C Interactive—emails etc.
- 11D Merchandise
- 11E Other

12. Student Award

What is it? – Students who are currently studying may enter these categories. Student entries will not be accepted in any other categories.

- 12A The BADc Student Brief: Students who are not working in the advertising industry will be judged on their ability to answer a specific advertising brief which you can download at www.badc.com.au . Student Awards cannot be entered into any other categories.
- 12B Any other work produced/published while undertaking study in the field of advertising or design. (Commissioned work only. Proof of appearance may be required)

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

13. Craft Awards

Please note that Craft entries are individual entries and a campaign category is not available.

Each entry is judged individually. Craft Awards will only be awarded to the craftsperson who must be a professional member. Agencies/Companies cannot be awarded these entries. To enter a number of pieces into Craft, you must create and pay for an entry for each.

If you are an agency/studio entering on behalf of the craftsperson, you must contact the craftsperson to ensure they are not already entering and that their membership is current.

It is not necessary for the concept 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 and the craftsperson/s must be a (Professional) member/s of BADC and must have been a Queensland resident at the time the work was produced.

Craft Awards will only be awarded to the craftsperson/s but may be entered by the Agency or Production Company on their behalf. The Agency or Production Company must check to see that the Craftsperson/s nominated, is/are a Professional member/s of BADC and has not already entered the work. In the categories of Cinema/TV, only work that has been broadcast on commercial media will be accepted. BADC reserves the right to use its discretion on eligibility.

- 13A Copywriting (any medium)
- 13B Art direction (any medium)
- 13C Typography (any medium)–For work entered in advertising categories
- 13D Typography (any medium)–For work entered in design categories.
- 13E Creative imaging–Computer manipulated and/or generated images. This category is for press/print images that have been created using extensive manipulation/distortion of the original elements. Entries must be accompanied by ‘before and after’ images to establish origins of work.

See entry specifications under “How to Enter” [here](#) to understand how to submit your entries.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

14. Electronic Craft

The craftsperson/s must be a (Professional) member/s of BADC and must have been a Queensland resident/s at the time the work was produced.

Work created for promotional purposes including television commercials, film clips, promos, station idents , online content etc

- I4A Direction
- I4B Cinematography
- I4C Editing
- I4D Visual effects (Please provide before and after sequences)
- I4E Animation - 2D/3D
- I4F Motion Graphics (Created for broadcast only - Online Motion Graphics must be submitted into Category 30 as that category will be judged by the Digital Panel)

See entry specifications under "How to Enter" [here](#) to understand how to submit your entries.

15. Sound Production Craft

The craftsperson/s must be a (Professional) member/s of BADC and must have been a Queensland resident/s at the time the work was produced.

- 15A Original compositions/Jingles
- 15B Sound design TV/Cinema
- 15C Sound design radio

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

16. Illustration Craft

The craftsperson must be a (Professional) member of BADC and must have been a Queensland resident at the time the work was produced.

- 16A Advertising—commissioned for advertising purposes. Entry must be accompanied by the printed piece for which it was commissioned.
- 16B Editorial—commissioned for editorial purposes. Entry must be accompanied by the printed piece for which it was commissioned.
- 16C Self-promotional illustration—non-commissioned work.

17. Photography Craft

The craftsperson must be a (Professional) member of BADC and must have been a Queensland resident at the time the work was produced.

This category is for photographic images that may or may not have been digitally enhanced prior to publication as part of the photographic process ie; colour correction, retouching etc.

- 17A Advertising—commissioned for advertising purposes. Entry must be accompanied by the printed piece for which it was commissioned.
- 17B Editorial—commissioned for editorial purposes. Entry must be accompanied by the printed piece for which it was commissioned.
- 17C Self-promotional photography—non-commissioned work.

Any questions? Call Katrine on 0418 885 648 or email producer@badc.com.au

Remember there is a \$50 re-submission fee per entry if your entry is not submitted correctly

Final Checklist

- Have you registered online for at the BADC Website? Remember – We gave changed over to a new system this year so you will need to sign up for a new Free or Professional Membership
- Have you entered all the correct credit details into the online data slips for each entry?
- Have you printed all data slips?
- Have you attached the category number/entry number tag to the front of each physical entry and checked that you have named any video/digital entries correctly?
- Have you printed the master list and attached all of the signed data slips – one list per agency/studio?
- Have you paid for the total amount on the master by Pay Pal?
- Have you submitted a JPEG or PDF file for each of your entries and ensured that the filenames contain the category number and entry number? Don't forget you can't hit submit until these files are attached! Make sure you have attached an image for 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 financial (Professional) member for 2013/2014?
- Have you put November 2nd for the Awards Night, in everyone's diaries! Don't forget, tickets go on sale from around October 1 – Tickets will be strictly limited so make sure you get yours early!!

If you have any questions, if you aren't sure which categories to enter, please call Katrine on 0418 885 648 or email at producer@badc.com.au



Don't forget to like us on facebook to keep up with any announcements!

Remember there will be a correction fee of \$50 for each entry that needs to be corrected or re-submitted