

CREATIVE REQUIREMENTS GUIDELINES

To accompany your written case, you will submit in the Entry Portal your creative materials.

Requirements:

- In the form of **SINGLE FILES**:

- 👉 At least 1 and a maximum of 10 files (creative materials) from leading communication channels.

OR

- In the form of a **CREATIVE REEL**:

- 👉 At minimum, 70% of your reel must be examples of your creative work that drove brand success.
- 👉 Label each creative example by type of media (TV spot, Radio spot, etc.).
- 👉 1 file per entry. 250 MB maximum file size, .mp4 format.
- 👉 No results (of any kind) can be included on your creative reel.
- 👉 Do not include agency names, logos or images or competitive work / logos on the creative reel.
- 👉 Do not add music/stock images that did not run in your original creative work on the reel unless you secure the rights to include those supplemental materials. Any editing effects should not cause confusion with how the work ran in the marketplace. E.G. music or voiceover should not be added on top of TV spots.
- 👉 Include complete examples for items of 60 seconds or less.
- 👉 Add subtitles or include written translation for all non-English creative materials.

CREATIVE IMAGES / PDFs

You can submit up to six (6) **creative images** to highlight elements that are better seen as a still image vs. video format and to draw further attention to key creative elements you wish to highlight.

Requirements:

- 👉 Upload 2-6 (2 required) examples of the creative work.
- 👉 Images must be in .jpg format, high-res. 15 MB max.
- 👉 Do not include agency names or logos on any creative materials submitted for judging.