



D&AD Awards 2015

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Related Categories

Have a look at our related categories guide after page 19 to increase your chances of winning.

Deadline to get a 10% discount
Thursday 20th November 2014

Entry deadline
Wednesday 18th February 2015

Deadline to deliver entry packages
Wednesday 25th February 2015

All quoted prices are net. The current prevailing rate of UK VAT will be added where applicable.

Communication

Direct		£	€	\$
<p>1801 Direct Integrated Campaigns What is it? Integrated campaigns led by direct marketing. Drive a specific 'call to action' or target a specific audience.</p>	Campaign	£435	€695	\$870
<p>1802 Direct Response/Digital What is it? Direct digital advertising. Drives a specific 'call to action' or targets a specific audience. What can I enter? Banners, campaign sites, social media campaigns, emails, apps, mobile ads...</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870
<p>1803 Direct Response/Radio Advertising What is it? Direct radio ads. Drive a specific 'call to action' or target a specific audience.</p>	Single Campaign	£195 £310	€310 €495	\$390 \$620
<p>1804 Direct Response/Film Advertising What is it? Direct Film ads. Drive a specific 'call to action' or target a specific audience.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>1805 Direct Response/Ambient What is it? Non-traditional, out-of-home direct marketing. Drives a specific 'call to action' or targets a specific audience. What can I enter? Stunts, special builds, street furniture, live events, pop-up shops...</p>	Single	£285	€455	\$570
<p>1806 Direct Response/Press & Poster What is it? Direct press or poster ads. Drive a specific 'call to action' or target a specific audience.</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870
<p>1807 Direct Mail What is it? Physical direct mail that drives a specific 'call to action' or targets a specific audience. What can I enter? Door drops and direct mail of very low volume (1-500 pieces), low volume (501-10,000 pieces), medium volume (10,001-100,000 pieces) and high volume (over 100,000 pieces).</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870
<p>1808 Art Direction for Direct What can I enter? Direct mail, print, TV, cinema, mobile and online ads...</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870
<p>1809 Writing for Direct What can I enter? Direct mail, print, TV, cinema, mobile and online ads... What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870

Integrated & Innovative Media		£	€	\$
<p>2201 Integrated</p> <p>What is it? Campaigns where a central idea connects across a variety of media, e.g. TV, print, online, mobile, ambient stunts, etc.</p>	Campaign	£575	€920	\$1150
<p>2202 Earned Media Campaigns</p> <p>What is it? A campaign idea so engaging that consumers and press take it up and spread the word through PR, social media, editorial, etc. The campaign effectively uses these unpaid channels to create buzz.</p>	Campaign	£575	€920	\$1150
<p>2203 Innovative Media</p> <p>What is it? Campaigns that push the boundaries of the use of media channels, using them in a novel way to promote a brand.</p> <p>What else do I need to know? Work can be entered here even if it's not a fully integrated campaign</p>	Campaign	£575	€920	\$1150

Outdoor Advertising		£	€	\$
<p>2601 Ambient</p> <p>What is it? Non-traditional, out-of-home marketing. Must stand alone to communicate the idea. Experienced in the real world, not online.</p> <p>What can I enter? Stunts, special builds, street furniture, live events, pop-up shops, temporary installations...</p> <p>What else do I need to know? This category is for stand-alone ambient work. Campaigns with ambient elements should be entered into the Integrated category instead.</p> <p>If you enter a piece of work here, don't also enter it into another Outdoor Advertising category.</p>	Single	£285	€455	\$570
<p>2602 Poster Advertising/Enhanced Posters</p> <p>What is it? Posters on conventional poster sites that have been modified, added to, or adapted for the purpose of a specific ad.</p> <p>What can I enter? Digital posters, 3D billboards, specially powered posters, posters using unconventional materials...</p>	Single	£240	€385	\$480
<p>2603 Poster Advertising/Existing Sites</p> <p>What is it? Posters on conventional outdoor poster sites, e.g. billboards or ad shells.</p>	Single	£240	€385	\$480
<p>2604 Poster Advertising/Free Format</p> <p>What is it? Standard posters that aren't on an outdoor poster site, usually smaller in scale.</p> <p>What can I enter? Indoor posters, point of sale posters...</p>	Single	£240	€385	\$480
<p>2605 Tactical Outdoor Advertising</p> <p>What is it? Rapid response outdoor advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.</p> <p>What can I enter? Ambient advertising and posters.</p>	Single	£240	€385	\$480
<p>2606 Poster Advertising Campaigns</p> <p>What is it? A campaign of posters. These can be of the same or different formats.</p>	Campaign	£435	€695	\$870

Press Advertising		£	€	\$
2901 Press Advertising	Single	£240	€385	\$480
2902 Tactical Press Advertising What is it? Rapid response press advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.	Single	£240	€385	\$480
2903 Press Advertising Campaigns	Campaign	£435	€695	\$870
2904 Inserts & Wraps for Press Advertising What can I enter? Wraps of an entire publication, leaflets inserted in a publication...	Single Campaign	£240 £435	€385 €695	\$480 \$870

Radio Advertising		£	€	\$
3001 Radio Advertising 0-30 seconds	Single	£195	€310	\$390
3002 Radio Advertising over 30 seconds	Single	£195	€310	\$390
3003 Tactical Radio Advertising What is it? Rapid response radio advertising that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.	Single	£195	€310	\$390
3004 Radio Advertising Campaigns	Campaign	£310	€495	\$620
3005 Sound Design & Use of Music for Radio Advertising	Single Campaign	£195 £310	€310 €495	\$390 \$620
3006 Innovative Use of Radio * What is it? Work that pushes the boundaries of the radio medium, using it in a novel way to promote a brand.	Single Range	£195 £310	€310 €495	\$390 \$620

*new subcategory

Film

Branded Film Content & Entertainment**		£	€	\$
<p>1101 Branded Film Content & Entertainment - Online*</p> <p>What is it? Branded films launched online.</p> <p>What can I enter? Viral films, interactive films, spots hosted on sites, long form content (longer than 4 minutes)...</p> <p>What else do I need to know? This sub-category is not for spots first shown on TV or in cinemas – enter these into the other Branded Film Content & Entertainment sub-categories instead.</p>	Single Series	£355 £610	€570 €975	\$710 \$1220
<p>1102 Branded Film Content & Entertainment - Documentary*</p> <p>What can I enter? Branded documentaries</p> <p>What else do I need to know? Only a 3-minute edit of the original work is accepted here, we will not accept presentation films. This sub-category is not for work created to be shown online – enter this into the Branded Film Content & Entertainment - Online sub-category instead.</p>	Single Series	£355 £610	€570 €975	\$710 \$1220
<p>1103 Branded Film Content & Entertainment - Film*</p> <p>What can I enter? Branded films and TV programmes</p> <p>What else do I need to know? This sub-category is not for work created to be shown online – enter this into the Branded Film Content & Entertainment - Online sub-category instead.</p>	Single Series	£355 £610	€570 €975	\$710 \$1220
<p>1104 Tactical Branded Film Content & Entertainment*</p> <p>What is it? Branded film content or entertainment that uses the popularity of a specific news story or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news.</p> <p>What can I enter? Branded online films, branded documentaries, branded films and TV programmes...</p>	Single Series	£355 £610	€570 €975	\$710 \$1220

Film Advertising		£	€	\$
1901 TV Commercials	Single	£355	€570	\$710
1902 Cinema Commercials	Single	£355	€570	\$710
<p>1903 TV Commercial Campaigns</p> <p>What is it? A campaign of TV ads. These can be of the same or different durations.</p>	Campaign	£610	€975	\$1220
<p>1904 Cinema Commercial Campaigns</p> <p>What is it? A campaign of cinema ads. These can be of the same or different durations.</p>	Campaign	£610	€975	\$1220
<p>1905 TV Programme Promotions</p> <p>What is it? Ads that promote a specific TV programme.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>1906 Film Sponsorship Credits</p> <p>What is it? Short spots that show the sponsorship of a TV programme (usually at the beginning, breaks and end). Also sponsorship ads shown in cinemas (usually outside the advertising reel and trailers).</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220

**new category

*new subcategory

Film Advertising (continued)		£	€	\$
<p>1907 Tactical Film Advertising*</p> <p>What is it? Film advertising that use the popularity of a specific news story or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news.</p> <p>What can I enter? TV commercials, cinema commercials, etc.</p> <p>What else do I need to know? This category is not for branded film content – enter this into the Branded Film Content & Entertainment category instead.</p>	Single	£355	€570	\$710
<p>1908 Other Screens*</p> <p>What is it? Film advertising that's shown on a screen other than TV, cinema or online.</p> <p>What can I enter? Film ads shown on outdoor screens, at events, in presentations, on airplanes...</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220

Film Advertising Crafts		£	€	\$
<p>2001 Animation for Film Advertising</p> <p>What is it? Animation for film ads. Could be cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modeled, rigged and animated.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p> <p>What else do I need to know? Ads with 3D elements (e.g. fire, particles, water) should be entered into the Special Effects category.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2002 Cinematography for Film Advertising</p> <p>What is it? Work that brings an idea to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2003 Direction for Film Advertising</p> <p>What is it? Work that brings an idea to life through the director's innovation and vision.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2004 Editing for Film Advertising</p> <p>What is it? Work that brings an idea to life through the innovation and flair in the editing.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2005 Production Design for Film Advertising</p> <p>What is it? Production design (set design, location builds, etc.) that brings an idea to life.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2006 Sound Design for Film Advertising</p> <p>What is it? Sound design that is integral to the work and brings the idea to life.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220

Film Advertising Crafts (continued)		£	€	\$
<p>2007 Special Effects for Film Advertising</p> <p>What is it? Special effects for film ads. Includes practical elements of the production design that take place in-camera, e.g. model-making and explosions. Also includes effects added after filming, e.g. digital effects, CGI and compositing.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2008 Use of Music for Film Advertising</p> <p>What is it? Work where the musical score brings the idea to life, and works perfectly with the picture.</p> <p>What can I enter? Web, TV and cinema ads (including long form content), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>2009 TV & Cinema Title Sequences</p> <p>What is it? Title sequences showing the credits at the beginning or end of a film or TV programme.</p>	Single	£255	€410	\$510
<p>2010 Casting for Film Advertising*</p> <p>What is it? Work that brings an idea to life through the pre-production process of casting</p> <p>What can I enter? Online, TV and cinema ads, long form content (over 4 minutes), sponsorship credits and idents, programme junctions.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220

Music Videos		£	€	\$
<p>2501 Music Videos</p> <p>What is it? Music videos, including interactive videos.</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170
<p>2502 Animation for Music Videos</p> <p>What is it? Animation for music videos. Could be cel, stop-motion or computer animation in 2D or 3D. A 3D piece of animation must have been modeled, rigged and animated. Videos with 3D elements (e.g. fire, particles, water) should be entered into the Special Effects category.</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170
<p>2503 Cinematography for Music Videos</p> <p>What is it? Music videos where the idea is brought to life through the quality, composition and style of the photography and lighting, and the use of camera techniques.</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170
<p>2504 Editing for Music Videos</p> <p>What is it? Music videos where the idea is brought to life through the innovation and flair in the editing.</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170

Music Videos (continued)		£	€	\$
<p>2505 Special Effects for Music Videos</p> <p>What is it? Special effects for music videos. Includes practical elements of the production design that take place in-camera, e.g. model-making and explosions. Also includes effects added after filming, e.g. digital effects, CGI and compositing.</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170
<p>2506 Direction for Music Videos*</p> <p>What is it? Music videos where the idea is brought to life through the director's innovation and vision.</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170
<p>2507 Production Design for Music Videos*</p> <p>What is it? Music videos where the idea is brought to life through the production design (set design, location builds, etc.)</p> <p>What else do I need to know? This category is strictly for music videos promoting a band or artist.</p>	Single	£85	€135	\$170

Crafts

Art Direction		£	€	\$
1001 Art Direction for Poster Advertising	Single Campaign	£240 £435	€385 €695	\$480 \$870
1002 Art Direction for Press Advertising	Single Campaign	£240 £435	€385 €695	\$480 \$870
1003 Art Direction for Digital Marketing What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games... What else do I need to know? This category is not for online branded films – enter these into the Film Advertising Crafts jury instead.	Single Campaign	£240 £435	€385 €695	\$480 \$870
1004 Art Direction for Mobile Marketing What can I enter? Mobile ads, apps and sites, SMS ads...	Single Campaign	£240 £435	€385 €695	\$480 \$870

Crafts for Advertising		£	€	\$
1401 Illustration for Advertising What is it? Ads where illustration brings the creative idea to life. What can I enter? Press and poster ads. What else do I need to know? This category is not for digital work – enter this into the Animation & Illustration for Digital Marketing category instead.	Single Campaign	£240 £435	€385 €695	\$480 \$870
1402 Photography for Advertising What is it? Ads where photography brings the creative idea to life. What can I enter? Press, poster and on screen ads.	Single Campaign	£240 £435	€385 €695	\$480 \$870
1403 Typography for Advertising What is it? Ads where typography brings the creative idea to life. What can I enter? Press, poster and on screen ads.	Single Campaign	£240 £435	€385 €695	\$480 \$870
1404 Animation & Illustration for Digital Marketing What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games... What else do I need to know? This category is not for online branded films – enter these into the Film Advertising Crafts category instead.	Single Campaign	£240 £435	€385 €695	\$480 \$870
1405 Sound Design & Use of Music for Digital Marketing What can I enter? Banners, pop up ads, campaign sites, website takeovers, social media campaigns, games...	Single Campaign	£240 £435	€385 €695	\$480 \$870
1406 Animation & Illustration for Mobile Marketing What can I enter? Mobile ads, apps and sites, SMS ads...	Single Campaign	£240 £435	€385 €695	\$480 \$870
1407 Sound Design & Use of Music for Mobile Marketing What can I enter? Mobile ads, apps and sites, SMS ads...	Single Campaign	£240 £435	€385 €695	\$480 \$870

Crafts for Design		£	€	\$
<p>1501 Illustration for Design</p> <p>What is it? Pieces of design where illustration brings the creative idea to life.</p> <p>What can I enter? Publications (in print or digital), packaging, environmental graphics, leaflets, posters...</p>	Single Series	£105 £170	€170 €270	\$210 \$340
<p>1502 Photography for Design</p> <p>What is it? Pieces of design where photography brings the creative idea to life.</p> <p>What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications...</p> <p>What else do I need to know? This category is not for self-promotional photography publications, but for publications where photography complements the design.</p>	Single Series	£105 £170	€170 €270	\$210 \$340
<p>1503 Typography for Design</p> <p>What is it? Pieces of design where typography brings the creative idea to life.</p> <p>What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communication.</p>	Single Series	£105 £170	€170 €270	\$210 \$340
<p>1504 Typefaces</p> <p>What is it? The design of a font family.</p>	Single	£105	€170	\$210
<p>1505 Animation & Illustration for Websites & Digital Design</p> <p>What is it? Websites or pieces of digital design where animation or illustration bring the creative idea to life.</p> <p>What can I enter? Websites, digital publications, apps, digital installations.</p>	Single	£105	€170	\$210
<p>1506 Sound Design & Use of Music for Websites & Digital Design</p> <p>What is it? Websites or pieces of digital design where the music or sound design bring the creative idea to life.</p> <p>What can I enter? Websites, digital publications, apps, digital installations.</p>	Single	£105	€170	\$210

Writing for Advertising		£	€	\$
<p>3301 Writing for Film Advertising</p> <p>What is it? Scripts for and visible copy within TV or cinema ads.</p> <p>What can I enter? TV and cinema ads, long form content (over 4 minutes), online branded films, programme promotions and sponsorship credits.</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£355 £610	€570 €975	\$710 \$1220
<p>3302 Writing for Digital Marketing</p> <p>What can I enter? Online branded films, banner ads, campaign sites...</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870
<p>3303 Writing for Mobile Marketing</p> <p>What can I enter? Mobile ads, apps and sites, iAds...</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870

Writing for Advertising (continued)		£	€	\$
<p>3304 Writing for Press & Poster Advertising</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£240 £435	€385 €695	\$480 \$870
<p>3305 Writing for Radio Advertising</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£195 £310	€310 €495	\$390 \$620

Writing for Design		£	€	\$
<p>3401 Writing for Design</p> <p>What is it? Long or short copy that is integral to a piece of design, and helps bring the creative idea to life.</p> <p>What can I enter? Packaging, environmental graphics, leaflets, posters...</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£105 £170	€170 €270	\$210 \$340
<p>3402 Writing for Brands</p> <p>What is it? Copy that forms an integral or stand-alone part of a brand campaign.</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single Campaign	£105 £170	€170 €270	\$210 \$340
<p>3403 Writing for Websites & Digital Design</p> <p>What is it? Copy that is integral to the design of a website or piece of digital work, and helps bring the creative idea to life.</p> <p>What can I enter? Websites, apps, digital installations...</p> <p>What else do I need to know? This category is only for work originally released in English. This is to ensure that the writing is judged fairly, not based on translations.</p>	Single	£105	€170	\$210

Design

Branding		£	€	\$
<p>1301 Branding Schemes/Small Organisation</p> <p>What is it? An entire brand identity for a business of up to 10 staff. Should express the brand through a number of platforms.</p>	Campaign	£360	€575	\$720
<p>1302 Branding Schemes/Medium Organisation</p> <p>What is it? An entire brand identity for a business with 11-250 staff. Should express the brand through a number of platforms.</p>	Campaign	£360	€575	\$720
<p>1303 Branding Schemes/Large Organisation</p> <p>What is it? An entire brand identity for a business with over 250 staff. Should express the brand through a number of platforms.</p>	Campaign	£360	€575	\$720
<p>1304 Brand Expression in Print</p> <p>What can I enter? Stationery, catalogues, brand handbooks, packaging...</p> <p>What else do I need to know? This category is not for posters or press ads – enter these into the Outdoor Advertising or Press Advertising juries instead.</p>	Single/ Campaign	£200	€320	\$400
<p>1305 Brand Experience & Environments</p> <p>What is it? Branded experiences or environments (can be indoor or outdoor). Should be real world, not virtual.</p> <p>What can I enter? Shops, events, stunts...</p>	Single/ Campaign	£200	€320	\$400
<p>1306 Multi Platform TV & Programme Branding</p> <p>What is it? Branding for a TV channel or programme that is integrated across various platforms, e.g. print, web, TV, etc.</p> <p>What else do I need to know? This category is not for single idents – enter these into the Channel Branding & Identity category instead.</p>	Campaign	£360	€575	\$720
<p>1307 Channel Branding & Identity</p> <p>What is it? Entire channel identities or elements of them, e.g. stings or idents.</p> <p>What else do I need to know? This category is not for the branding of individual TV programmes – enter these into the Brand Expression in Moving Image category instead.</p>	Single Campaign	£200 £360	€320 €575	\$400 \$720
<p>1308 Brand Expression in Moving Image</p> <p>What is it? A piece of moving image work that communicates a brand or channel.</p> <p>What can I enter? In-flight films, corporate presentations, branded animations, idents, TV programme junctions...</p> <p>What else do I need to know? This category is not for TV and cinema ads – enter these into the TV & Cinema Advertising jury instead.</p>	Single/ Campaign	£200	€320	\$400
<p>1309 Digital Brand Expression</p> <p>What is it? Work that communicates a brand through a digital platform.</p> <p>What can I enter? Websites, mobile apps, games...</p> <p>What else do I need to know? This category is not for mobile or digital ads. Enter these into the Mobile or Digital Marketing juries instead.</p>	Single/ Campaign	£200	€320	\$400

Book Design		£	€	\$
1201 Entire Books	Single Series	£100 £160	€160 €255	\$200 \$320
1202 Book Front Covers	Single Series	£100 £160	€160 €255	\$200 \$320
1203 E-books What can I enter? Digital interactive books, apps, e-reader books, EPUBs... What else do I need to know? This category is not for digital magazines – enter these into the Magazine & Newspaper Design jury instead.	Single Series	£100 £160	€160 €255	\$200 \$320

Graphic Design		£	€	\$
2101 Integrated Graphics What is it? Graphic design work with one concept applied across a range of formats. For example the poster, programme, and email invitation for an event.	Campaign	£170	€270	\$340
2102 Moving Image (Graphic Design) What is it? Graphic design for offline moving image work. What can I enter? Concert graphics, presentations, animated signage...	Single Series	£105 £170	€170 €270	\$210 \$340
2103 Digital & Mobile What is it? Graphic design for websites, mobile and other digital platforms. What can I enter? Sites, mobile sites, apps, digital installations...	Single	£105	€170	\$210
2104 Catalogues & Brochures What can I enter? Catalogues, brochures, manuals, instruction booklets, reference guides...	Single Range	£105 £170	€170 €270	\$210 \$340
2105 Annual Reports What can I enter? Both printed and digital annual reports.	Single	£105	€170	\$210
2106 Calendars What can I enter? Both printed and digital calendars.	Single	£105	€170	\$210
2107 Leaflets What can I enter? Leaflets, flyers.	Single Range	£105 £170	€170 €270	\$210 \$340
2108 Direct Mail (Graphic Design)	Single Range	£105 £170	€170 €270	\$210 \$340
2109 Greeting Cards & Invitations	Single Range	£105 £170	€170 €270	\$210 \$340
2110 CD, DVD & Record Sleeves	Single Range	£105 £170	€170 €270	\$210 \$340
2111 Stamps What can I enter? Postage stamps and related design.	Single	£105	€170	\$210
2112 Stationery	Single	£105	€170	\$210
2113 Applied Print Graphics What can I enter? Anything that doesn't fit into the other Graphic Design categories: tickets, menus, mugs, shopping bags, clothing, coins...	Single Range	£105 £170	€170 €270	\$210 \$340
2114 Posters (Graphic Design) What can I enter? Both single and double-sided posters.	Single Range	£105 £170	€170 €270	\$210 \$340

Graphic Design (continued)		£	€	\$
2115 Logos What is it? Single logos or families of logos. Could be static or in-motion.	Single	£105	€170	\$210
2116 Point of Sale (Graphic Design) What is it? Promotional material at the point of sale. What else do I need to know? This category is not for posters – enter these into the Posters (Graphic Design) category instead.	Single	£105	€170	\$210
2117 Wayfinding & Environmental Graphics What is it? Signage, wayfinding and information graphics. Also graphic design that enhances a space (often large in scale). What can I enter? Environmental graphics for exhibitions, hospitals, offices, shops...	Single	£105	€170	\$210

Magazine & Newspaper Design		£	€	\$
2301 Entire Magazines What can I enter? Independent publications, entertainment weeklies, in-flight and membership magazines...	Single Series	£100 £160	€160 €255	\$200 \$320
2302 Entire Newspapers	Single Series	£100 £160	€160 €255	\$200 \$320
2303 Magazine & Newspaper Front Covers	Single Series	£100 £160	€160 €255	\$200 \$320
2304 Magazine & Newspaper Sections	Single Series	£100 £160	€160 €255	\$200 \$320
2305 Magazine & Newspaper Supplements What is it? Separate publications inserted into a magazine or newspaper as supplements of the main publication.	Single Series	£100 £160	€160 €255	\$200 \$320
2306 Digital Magazines & Newspapers What is it? Online, mobile, or e-reader magazines and newspapers that have no printed version.	Single Series	£100 £160	€160 €255	\$200 \$320
2307 Print with Digital What is it? Magazines and newspapers with both digital and printed versions.	Single Series	£100 £160	€160 €255	\$200 \$320

3D

Packaging Design		£	€	\$
2701 Packaging Design	Single Range	£105 £170	€170 €270	\$210 \$340
2702 Structural Packaging Design What is it? The design of the shape and form of a piece of packaging, with a focus on functionality.	Single Range	£105 £170	€170 €270	\$210 \$340
2703 Innovative Packaging Design* What is it? The use of new technologies and materials to create an innovative piece of packaging.	Single Range	£105 £170	€170 €270	\$210 \$340
2704 Sustainable Packaging Design* What is it? Eco-friendly packaging design that meets many of the requirements for a sustainable piece of packaging, e.g. packaging that is functional, cost effective, logistically and energy efficient, uses renewable resources, is recyclable, etc...	Single Range	£105 £170	€170 €270	\$210 \$340

Product Design		£	€	\$
2801 Consumer Product Design	Single	£185	€295	\$370
2802 Furniture Design	Single	£185	€295	\$370
2803 Industrial Product Design	Single	£185	€295	\$370
2804 Interactive Design for Products What is it? Design of an interface that allows interaction between product and user. Both the interface and product/infrastructure will be judged as a whole. What else do I need to know? This category is not for stand-alone software.	Single	£185	€295	\$370
2805 Innovative Product Design* What is it? The use of new technologies and materials to create an innovative product.	Single	£185	€295	\$370
2806 Sustainable Product Design* What is it? Eco-friendly product design with a final product that meets many of the sustainability requirements, e.g., it's functional, cost effective, logistically and energy efficient, uses renewable resources, is recyclable etc...	Single	£185	€295	\$370

Spatial Design		£	€	\$
3101 Exhibition Design What is it? Design of permanent or temporary exhibitions. What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.	Single	£185	€295	\$370

Spatial Design (continued)		£	€	\$
<p>3102 Installations</p> <p>What is it? Temporary or permanent installations. Must create an experience around the brand or organisation. May or may not be interactive. Could be stand-alone or part of an exhibition. Could also be a fully immersive environment.</p> <p>What else do I need to know? This category is not for ambient advertising or work that is purely web-based.</p>	Single	£185	€295	\$370
<p>3103 Interior Design*</p> <p>What is it? Design of brand related interiors (neither exhibitions nor installations). Can be permanent or temporary.</p> <p>What can I enter? Shops, workplaces, restaurants, show rooms...</p> <p>What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.</p>	Single	£185	€295	\$370
<p>3104 Public Community Spaces*</p> <p>What is it? Design of brand related interventions in public community spaces. (Neither exhibitions nor installations.)</p> <p>What can I enter? Street furniture, bus stops, public toilets, parks, libraries, leisure centres...</p> <p>What else do I need to know? Each piece of work can be entered into only one of the Spatial Design categories.</p>	Single	£185	€295	\$370

Technology

Digital Marketing		£	€	\$
<p>1701 Integrated Digital Campaigns</p> <p>What is it? Integrated campaigns that run mainly on online media. Should include the use of a few different platforms, e.g. sites, banners, social media. Offline elements are accepted if they work with the digital parts.</p>	Campaign	£435	€695	\$870
<p>1702 Websites</p> <p>What is it? Websites launched as part of a promotional campaign, not a brand's main site. Sometimes called microsites.</p>	Single	£250	€400	\$500
<p>1703 Digital Adverts</p> <p>What is it? Display advertising in paid-for online spaces.</p> <p>What can I enter? Banners, pop-ups, takeovers...</p> <p>What else do I need to know? This category is not for online branded films – enter these into the Online Branded Films category instead.</p>	Single Campaign	£250 £435	€400 €695	\$500 \$870
<p>1704 Digital Tools & Utilities</p> <p>What is it? Branded digital tools or services that engage consumers and improve their experience.</p> <p>What can I enter? Apps, screensavers, widgets...</p> <p>What else do I need to know? This category is not for mobile or social media work – enter these into the Mobile Marketing jury or Use of Social Media category instead.</p>	Single	£250	€400	\$500
<p>1705 Games</p> <p>What is it? Branded or promotional games. Can be downloaded or played online.</p> <p>What else do I need to know? This category is not for mobile games – enter these into the Mobile Marketing jury instead.</p>	Single Campaign	£250 £435	€400 €695	\$500 \$870
<p>1706 Use of Social Media</p> <p>What is it? Social media based advertising solutions.</p> <p>What can I enter? Social media apps and ads, sponsored tweets, competitions, takeovers...</p> <p>What else do I need to know? This category is not for mobile work – enter this into the Mobile Marketing jury instead.</p>	Single Campaign	£250 £435	€400 €695	\$500 \$870
<p>1707 Innovative Use of Technology</p> <p>What is it? Digital marketing that pushes the boundaries of what can be done in digital, using technology in a novel way to promote a brand.</p>	Single Campaign	£250 £435	€400 €695	\$500 \$870
<p>1708 Tactical Digital Marketing</p> <p>What is it? Rapid response digital marketing that reacts to current news and events, using the popularity of a news story to generate maximum coverage for the brand. Newsjacking, real-time and situation specific.</p> <p>What can I enter? Online branded films, banner ads, games, social media campaigns...</p>	Single	£250	€400	\$500

Digital Design		£	€	\$
1601 Websites What is it? Design of websites and microsites.	Single	£250	€400	\$500
1602 Apps What is it? Branded or promotional apps. What can I enter? Games, tools...	Single	£250	€400	\$500
1603 Digital Design What can I enter? Anything that doesn't fit into the other Digital Design categories. What else do I need to know? This category is not for apps, entire websites, or digital ads – enter these into the Apps or Websites categories, or the Digital Marketing jury instead.	Single	£250	€400	\$500
1604 Digital Installations What is it? Video installations or projections that create immersive environments. May or may not be interactive.	Single	£250	€400	\$500
1605 Connected Products What is it? Products designed to work together with a digital platform e.g. app or website. What else do I need to know? The product and connected elements can be entered separately into other categories, but can only be entered here if grouped together.	Single	£250	€400	\$500
1606 UX, Interface & Navigation for Websites & Digital Design What is it? Design of the user experience, interface or navigation for a site or other digital work. What can I enter? Websites, apps, installations...	Single	£250	€400	\$500
1607 Technological Innovation What is it? Design work that pushes the boundaries of what can be done in digital, using technology in a novel way.	Single	£250	€400	\$500

Mobile Marketing		£	€	\$
2401 Integrated Mobile Campaigns What is it? Integrated campaigns driven by a core mobile element. Must include the use of a few different platforms, e.g. sites, banners, social media. Offline elements are accepted if they work with the mobile part of the campaign.	Campaign	£435	€695	\$870
2402 Mobile Adverts What is it? A single ad, or a campaign of ads designed for mobile platforms. What can I enter? Mobile site banners, SMS ads, iAds, mobile takeover ads...	Single Campaign	£250 £435	€400 €695	\$500 \$870
2403 Mobile Apps What is it? Apps designed for mobile platforms. What can I enter? Games, tools, etc.	Single	£250	€400	\$500
2404 Mobile Responsive Design What is it? A desktop website that's designed to fit on a mobile platform.	Single	£250	€400	\$500

Mobile Marketing (continued)		£	€	\$
<p>2405 Mobile Interaction & Experience</p> <p>What is it? Experiences where mobile is used in conjunction with another media. For example a mobile piece that works with a print ad, an installation, a stunt, etc.</p>	Single Campaign	£250 £435	€400 €695	\$500 \$870
<p>2406 UX, Interface & Navigation for Mobile Marketing</p> <p>What is it? Design of the user experience, interface or navigation for a piece of mobile work.</p> <p>What can I enter? Mobile sites, ads, apps and games...</p>	Single Campaign	£250 £435	€400 €695	\$500 \$870
<p>2407 Innovative Use of Mobile Technology</p> <p>What is it? Work that pushes the boundaries of what can be done with mobile technology, using it in a novel way.</p> <p>What can I enter? Work that uses GPS, networked games, augmented mobile experiences...</p>	Single	£250	€400	\$500

White Pencil

White Pencil – Creativity for Good		£	€	\$
<p>3201 Advertising & Marketing Communications - Brands</p> <p>What is it? Advertising that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand. ‘We do well by doing good’ Lord Leverhulme.</p> <p>What can I enter? Both advertising or marcomms campaigns and individual executions.</p> <p>What else do I need to know? Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.</p>	Single/ Campaign	£160	€255	\$320
<p>3202 Advertising & Marketing Communications - Not for Profit*</p> <p>What is it? Advertising and marcoms for charities or NGO’s. ‘We do well by doing good’ Lord Leverhulme.</p> <p>What can I enter? Advertising or marcoms campaigns, individual executions and public service announcements.</p> <p>What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.</p>	Single/ Campaign	£160	€255	\$320
<p>3203 Design - Brands</p> <p>What is it? Design that seeks to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand. ‘We do well by doing good’ Lord Leverhulme.</p> <p>What can I enter? Pieces of design, products...</p> <p>What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.</p>	Single/ Campaign	£160	€255	\$320
<p>3204 Design - Not for Profit*</p> <p>What is it? Design for charities or NGOs. ‘We do well by doing good’ Lord Leverhulme.</p> <p>What can I enter? Pieces of design, products, etc.</p> <p>What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation</p>	Single/ Campaign	£160	€255	\$320
<p>3205 Service Innovations*</p> <p>What is it? Innovative service products that seek to build brands and businesses by doing good. The client can be a neighbourhood brand or global commercial brand. ‘We do well by doing good’ Lord Leverhulme.</p> <p>What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.</p>	Single/ Campaign	£160	€255	\$320



D&AD Awards 2015

Related Categories

Increase your chances of winning and maybe even get your work in front of more judges. Use this guide to find all the relevant categories for your work.

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Deadline to get a 10% discount
Thursday 20th November 2014

Entry deadline
Wednesday 18th February 2015

Deadline to deliver entry packages
Wednesday 25th February 2015

Art Direction	Related Categories
1001 Art Direction for Poster Advertising	<i>Enter your work in the other relevant categories in any of the Advertising or Marketing juries.</i>
1002 Art Direction for Press Advertising	
1003 Art Direction for Digital Marketing	
1004 Art Direction for Mobile Marketing	

Branded Film Content & Entertainment	Related Categories
1101 Branded Film Content & Entertainment - Online	2001 Animation for Film Advertising 2002 Cinematography for Film Advertising 2003 Direction for Film Advertising 2004 Editing for Film Advertising 2005 Production Design for Film Advertising 2006 Sound Design for Film Advertising 2007 Special Effects for Film Advertising 2008 Use of Music for Film Advertising 2010 Casting for Film Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1102 Branded Film Content & Entertainment - Documentary	
1203 Branded Film Content & Entertainment - Film	
1204 Tactical Branded Film Content & Entertainment	

Book Design	Related Categories
1201 Entire Books	1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
1202 Book Front Covers	
1203 E-books	

Branding	Related Categories
1301 Branding Schemes/Small Organisation	3402 Writing for Brands 2101 Integrated Graphics 3203 Design - Brands 3204 Design - Not for Profit
1302 Branding Schemes/Medium Organisation	
1303 Branding Schemes/Large Organisation	
1304 Brand Expression in Print	3402 Writing for Brands 3203 Design - Brands 3204 Design - Not for Profit
1305 Brand Experience & Environments	
1306 Multi Platform TV & Programme Branding	3203 Design - Brands 3204 Design - Not for Profit
1307 Channel Branding & Identity	
1308 Brand Expression in Moving Image	2102 Moving Image (Graphic Design) 3402 Writing for Brands 3203 Design - Brands 3204 Design - Not for Profit
1309 Digital Brand Expression	3402 Writing for Brands 3203 Design - Brands 3204 Design - Not for Profit

Crafts for Advertising	Related Categories
1401 Illustration for Advertising	<i>Enter your work in the other relevant categories in any of the Advertising & Marketing juries.</i>
1402 Photography for Advertising	
1403 Typography for Advertising	
1404 Animation & Illustration for Digital Marketing	
1405 Sound Design & Use of Music for Digital Marketing	
1406 Animation & Illustration for Mobile Marketing	
1407 Sound Design & Use of Music for Mobile Marketing	

Crafts for Design	Related Categories
1501 Illustration for Design	<i>Enter your work in the other relevant categories in any of the Design juries.</i>
1502 Photography for Design	
1503 Typography for Design	
1504 Typefaces	
1505 Animation & Illustration for Websites & Digital Design	
1506 Sound Design & Use of Music for Websites & Digital Design	

Digital Design	Related Categories
1601 Websites	2103 Digital & Mobile 1502 Photography for Design 1503 Typography for Design 3402 Writing for Brands 1505 Animation & Illustration for Websites & Digital Design 1506 Sound Design & Use of Music for Websites & Digital Design 1606 UX, Interface & Navigation for Websites & Digital Design 3403 Writing for Websites & Digital Design 1607 Technological Innovation 3203 Design - Brands 3204 Design - Not for Profit
1602 Apps	2103 Digital & Mobile 2403 Mobile Apps 1004 Art Direction for Mobile Marketing 1505 Animation & Illustration for Websites & Digital Design 1506 Sound Design & Use of Music for Websites & Digital Design 1607 Technological Innovation 1606 UX, Interface & Navigation for Websites & Digital Design 3403 Writing for Websites & Digital Design 3203 Design - Brands 3204 Design - Not for Profit

Digital Design (continued)	Related Categories
1603 Digital Design	1606 UX, Interface & Navigation for Websites & Digital Design 2103 Digital & Mobile 3402 Writing for Brands 3403 Writing for Websites & Digital Design 1502 Photography for Design 1503 Typography for Design 1505 Animation & Illustration for Websites & Digital Design 1506 Sound Design & Use of Music for Websites & Digital Design 1607 Technological Innovation 3203 Design - Brands 3204 Design - Not for Profit
1604 Digital Installations	3102 Installations 3203 Design - Brands 1607 Technological Innovation 3204 Design - Not for Profit
1605 Connected Products	2804 Interactive Design for Products 1607 Technological Innovation 3203 Design - Brands 3204 Design - Not for Profit
1606 UX, Interface & Navigation for Websites & Digital Design	1607 Technological Innovation
1607 Technological Innovation	<i>Enter your work in the other relevant categories in the Digital Design jury.</i>

Digital Marketing	Related Categories
1701 Integrated Digital Campaigns	1707 Innovative Use of Technology 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1702 Websites	1003 Art Direction for Digital Marketing 1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing 1707 Innovative Use of Technology 3302 Writing for Digital Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1703 Digital Adverts	1003 Art Direction for Digital Marketing 1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing 1707 Innovative Use of Technology 1708 Tactical Digital Marketing 3302 Writing for Digital Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1704 Digital Tools & Utilities	1003 Art Direction for Digital Marketing 1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing 1707 Innovative Use of Technology 3302 Writing for Digital Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Digital Marketing (continued)	Related Categories
1705 Games	1003 Art Direction for Digital Marketing 1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing 1707 Innovative Use of Technology
1706 Use of Social Media	1708 Tactical Digital Marketing 3302 Writing for Digital Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1707 Innovative Use of Technology	Enter your work in the other relevant categories in the Digital Marketing jury.
1708 Tactical Digital Marketing	1104 Tactical Branded Film Content & Entertainment 1703 Digital Adverts 1705 Games 1706 Use of Social Media

Direct	Related Categories
1801 Direct Integrated Campaigns	2201 Integrated 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1802 Direct Response/Digital	1701 Integrated Digital Campaigns 1101 Branded Film Content & Entertainment - Online 1703 Digital Adverts 1702 Websites 1704 Digital Tools & Utilities 1705 Games 1706 Use of Social Media 1808 Art Direction for Direct 1809 Writing for Direct 1003 Art Direction for Digital Marketing 1404 Animation & Illustration for Digital Marketing 1405 Sound Design & Use of Music for Digital Marketing 1309 Digital Brand Expression 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1803 Direct Response/Radio Advertising	1809 Writing for Direct 3001 Radio Advertising 0-30 seconds 3002 Radio Advertising over 30 seconds 3004 Radio Advertising Campaigns 3005 Sound Design & Use of Music for Radio Advertising 3006 Innovative Use of Radio 3003 Tactical Radio Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Direct (continued)	Related Categories
1804 Direct Response/Film Advertising	1808 Art Direction for Direct 1809 Writing for Direct 1902 Cinema Commercials 1901 TV Commercials 1903 TV Commercial Campaigns 1906 Film Sponsorship Credits 1103 Branded Film Content & Entertainment - Film 1102 Branded Film Content & Entertainment - Documentary 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1805 Direct Response/Ambient	2601 Ambient 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1806 Direct Response/Press & Poster	1808 Art Direction for Direct 1809 Writing for Direct 2602 Poster Advertising/Enhanced Posters 2603 Poster Advertising/Existing Sites 2604 Poster Advertising/Free Format 2605 Tactical Outdoor Advertising 2606 Poster Advertising Campaigns 2901 Press Advertising 2903 Press Advertising Campaigns 2904 Inserts & Wraps for Press Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1807 Direct Mail	1808 Art Direction for Direct 1809 Writing for Direct 2108 Direct Mail (Graphic Design) 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Film Advertising	Related Categories
1901 TV Commercials	2001 Animation for Film Advertising 2002 Cinematography for Film Advertising 2003 Direction for Film Advertising 2004 Editing for Film Advertising 2005 Production Design for Film Advertising 2006 Sound Design for Film Advertising 2007 Special Effects for Film Advertising 2008 Use of Music for Film Advertising 2010 Casting for Film Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
1902 Cinema Commercials	
1903 TV Commercial Campaigns	
1904 Cinema Commercial Campaigns	
1905 TV Programme Promotions	
1906 Film Sponsorship Credits	
1908 Other Screens	
1907 Tactical Film Advertising	

Film Advertising Crafts	Related Categories
2001 Animation for Film Advertising	<i>Enter your work in the other relevant categories in any of the Advertising or Branding juries.</i>
2002 Cinematography for Film Advertising	
2003 Direction for Film Advertising	
2004 Editing for Film Advertising	
2005 Production Design for Film Advertising	
2006 Sound Design for Film Advertising	
2007 Special Effects for Film Advertising	
2008 Use of Music for Film Advertising	
2009 TV & Cinema Title Sequences	2001 Animation for Film Advertising 2002 Cinematography for Film Advertising 2003 Direction for Film Advertising 2004 Editing for Film Advertising 2005 Production Design for Film Advertising 2006 Sound Design for Film Advertising 2007 Special Effects for Film Advertising 2008 Use of Music for Film Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Graphic Design	Related Categories
2101 Integrated Graphics	3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 1301 Branding Schemes/Small Organisation 1302 Branding Schemes/Medium Organisation 1303 Branding Schemes/Large Organisation 3203 Design - Brands 3204 Design - Not for Profit
2102 Moving Image (Graphic Design)	1502 Photography for Design 1503 Typography for Design 1308 Brand Expression in Moving Image 3203 Design - Brands 3204 Design - Not for Profit
2103 Digital & Mobile	1601 Websites 1603 Digital Design 1606 UX, Interface & Navigation for Websites & Digital Design 3402 Writing for Brands 3403 Writing for Websites & Digital Design 1502 Photography for Design 1503 Typography for Design 1505 Animation & Illustration for Websites & Digital Design 1506 Sound Design & Use of Music for Websites & Digital Design 1309 Digital Brand Expression 3203 Design - Brands 3204 Design - Not for Profit

Graphic Design (continued)	Related Categories
2104 Catalogues & Brochures	1304 Brand Expression in Print 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design
2105 Annual Reports	1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2106 Calendars	1304 Brand Expression in Print 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2107 Leaflets	1304 Brand Expression in Print 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2108 Direct Mail (Graphic Design)	1304 Brand Expression in Print 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2109 Greeting Cards & Invitations	1304 Brand Expression in Print
2110 CD, DVD & Record Sleeves	3401 Writing for Design 3402 Writing for Brands
2111 Stamps	1501 Illustration for Design
2112 Stationery	1502 Photography for Design 1503 Typography for Design
2113 Applied Print Graphics	3203 Design - Brands 3204 Design - Not for Profit
2114 Posters (Graphic Design)	1304 Brand Expression in Print 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2115 Logos	1304 Brand Expression in Print 3203 Design - Brands 3204 Design - Not for Profit

Graphic Design (continued)	Related Categories
2116 Point of Sale (Graphic Design)	3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2117 Wayfinding & Environmental Graphics	1304 Brand Expression in Print 1305 Brand Experience & Environments 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1503 Typography for Design 1502 Photography for Design 3203 Design - Brands 3204 Design - Not for Profit

Integrated & Innovative Media	Related Categories
2201 Integrated	2202 Earned Media Campaigns 2203 Innovative Media 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2202 Earned Media Campaigns	2201 Integrated 2203 Innovative Media 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2203 Innovative Media	<i>Enter your work in the other relevant categories in the Integrated & Earned Media jury.</i>

Magazine & Newspaper Design	Related Categories
2301 Entire Magazines	2303 Magazine & Newspaper Front Covers 2304 Magazine & Newspaper Sections 2305 Magazine & Newspaper Supplements
2302 Entire Newspapers	2307 Print with Digital 1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit
2303 Magazine & Newspaper Front Covers	2301 Entire Magazines 2302 Entire Newspapers 2307 Print with Digital
2304 Magazine & Newspaper Sections	1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design 3203 Design - Brands 3204 Design - Not for Profit

Magazine & Newspaper Design (continued)	Related Categories
2305 Magazine & Newspaper Supplements	1501 Illustration for Design 1502 Photography for Design
2306 Digital Magazines & Newspapers	1503 Typography for Design 3203 Design - Brands
2307 Print with Digital	3204 Design - Not for Profit

Mobile Marketing	Related Categories
2401 Integrated Mobile Campaigns	1004 Art Direction for Mobile Marketing 1406 Animation & Illustration for Mobile Marketing 1407 Sound Design & Use of Music for Mobile Marketing 2405 Mobile Interaction & Experience 2406 UX, Interface & Navigation for Mobile Marketing 2407 Innovative Use of Mobile Technology 3303 Writing for Mobile Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2402 Mobile Adverts	1004 Art Direction for Mobile Marketing 1406 Animation & Illustration for Mobile Marketing 1407 Sound Design & Use of Music for Mobile Marketing 2405 Mobile Interaction & Experience 2406 UX, Interface & Navigation for Mobile Marketing 2407 Innovative Use of Mobile Technology 3303 Writing for Mobile Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2403 Mobile Apps	1004 Art Direction for Mobile Marketing 1602 Apps 1406 Animation & Illustration for Mobile Marketing 1407 Sound Design & Use of Music for Mobile Marketing 2405 Mobile Interaction & Experience 2406 UX, Interface & Navigation for Mobile Marketing 2407 Innovative Use of Mobile Technology 3303 Writing for Mobile Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2404 Mobile Responsive Design	1004 Art Direction for Mobile Marketing 1406 Animation & Illustration for Mobile Marketing 1407 Sound Design & Use of Music for Mobile Marketing 2406 UX, Interface & Navigation for Mobile Marketing 2405 Mobile Interaction & Experience 2407 Innovative Use of Mobile Technology 3303 Writing for Mobile Marketing 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2405 Mobile Interaction & Experience	
2406 UX, Interface & Navigation for Mobile Marketing	2407 Innovative Use of Mobile Technology
2407 Innovative Use of Mobile Technology	<i>Enter your work in the other relevant categories in the Mobile Marketing jury.</i>

Music Videos	Related Categories
2501 Music Videos	2502 Animation for Music Videos 2503 Cinematography for Music Videos 2504 Editing for Music Videos 2505 Special Effects for Music Videos 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit 2506 Direction for Music Videos 2507 Production Design for Music Videos
2502 Animation for Music Videos	2501 Music Videos*
2503 Cinematography for Music Videos	
2504 Editing for Music Videos	
2505 Special Effects for Music Videos	
2506 Editing for Music Videos	
2507 Editing for Music Videos	

Outdoor Advertising	Related Categories
2601 Ambient	1805 Direct Response/Ambient 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2602 Poster Advertising/Enhanced Posters	1001 Art Direction for Poster Advertising 1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising 2605 Tactical Outdoor Advertising 3304 Writing for Press & Poster Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2603 Poster Advertising/Existing Sites	
2604 Poster Advertising/Free Format	
2605 Tactical Outdoor Advertising	1001 Art Direction for Poster Advertising 1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising 3304 Writing for Press & Poster Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2606 Poster Advertising Campaigns	

Packaging Design	Related Categories
2701 Packaging Design	2702 Structural Packaging Design 3401 Writing for Design 3402 Writing for Brands 1501 Illustration for Design 1503 Typography for Design 1502 Photography for Design 1304 Brand Expression in Print 3203 Design - Brands 3204 Design - Not for Profit 2703 Innovative Packaging Design 2704 Sustainable Packaging Design

Packaging Design (continued)	Related Categories
2702 Structural Packaging Design	2701 Packaging Design 3401 Writing for Design 3402 Writing for Brands
2703 Innovative Packaging Design	1501 Illustration for Design 1502 Photography for Design 1503 Typography for Design
2704 Sustainable Packaging Design	1304 Brand Expression in Print 3203 Design - Brands 3204 Design - Not for Profit

Product Design	Related Categories
2801 Consumer Product Design	3203 Design - Brands 3204 Design - Not for Profit
2802 Furniture Design	
2803 Industrial Product Design	
2804 Interactive Design for Products	1605 Connected Products 3203 Design - Brands 3204 Design - Not for Profit
2805 Innovative Product Design	3203 Design - Brands 3204 Design - Not for Profit 2802 Furniture Design 2803 Industrial Product Design 2804 Interactive Design for Products 2806 Sustainable Product Design
2806 Sustainable Product Design	2805 Innovative Product Design 2803 Industrial Product Design

Press Advertising	Related Categories
2901 Press Advertising	1002 Art Direction for Press Advertising 2902 Tactical Press Advertising 1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising 3304 Writing for Press & Poster Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2902 Tactical Press Advertising	2901 Press Advertising 1002 Art Direction for Press Advertising 1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising 3304 Writing for Press & Poster Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Press Advertising (continued)	Related Categories
2903 Press Advertising Campaigns	1002 Art Direction for Press Advertising 1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising 3304 Writing for Press & Poster Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
2904 Inserts & Wraps for Press Advertising	2902 Tactical Press Advertising 1002 Art Direction for Press Advertising 1401 Illustration for Advertising 1402 Photography for Advertising 1403 Typography for Advertising 3304 Writing for Press & Poster Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Radio Advertising	Related Categories
3001 Radio Advertising 0-30 seconds	3005 Sound Design & Use of Music for Radio Advertising 3305 Writing for Radio Advertising
3002 Radio Advertising over 30 seconds	3003 Tactical Radio Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
3003 Tactical Radio Advertising	3005 Sound Design & Use of Music for Radio Advertising 3305 Writing for Radio Advertising
3004 Radio Advertising Campaigns	3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit
3005 Sound Design & Use of Music for Radio Advertising	<i>Enter your work in the other relevant categories in the Radio Advertising jury..</i>
3006 Innovative Use of Radio	3001 Radio Advertising 0-30 seconds 3002 Radio Advertising over 30 seconds 3003 Tactical Radio Advertising 3004 Radio Advertising Campaigns 3305 Writing for Radio Advertising 3201 Advertising & Marketing Communications - Brand 3202 Advertising & Marketing Communications - Not for Profit

Spatial Design	Related Categories
3101 Exhibition Design	3203 Design - Brands 3204 Design - Not for Profit
3102 Installations	1604 Digital Installations 3203 Design - Brands 3204 Design - Not for Profit
3103 Interior Design	3203 Design - Brands
3104 Public Community Spaces	3204 Design - Not for Profit

White Pencil - Creativity for Good	Related Categories
3201 Advertising & Marketing Communications - Brands	<i>Enter your work in the other relevant categories in any of the Advertising or Design juries.</i>
3202 Advertising & Marketing Communications - Not for Profit	
3203 Design - Brands	
3204 Design - Not for Profit	
3205 Service Innovations	

Writing for Advertising	Related Categories
3301 Writing for Film Advertising	<i>Enter your work in the other relevant categories in any of the Advertising or Marketing juries.</i>
3302 Writing for Digital Marketing	
3303 Writing for Mobile Marketing	
3304 Writing for Press & Poster Advertising	
3305 Writing for Radio Advertising	

Writing for Design	Related Categories
3401 Writing for Design	<i>Enter your work in the other relevant categories in any of the Branding or Design juries.</i>
3402 Writing for Brands	
3403 Writing for Websites & Digital Design	