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## D&AD Awards 2012

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Entry Deadline  
**Wednesday 1 February 2012**

Deadline for delivery of  
entry packages  
**Wednesday 8 February 2012**

## Art Direction

<b>3301 Art Direction for Poster Advertising</b>	<b>Single Campaign</b>	£215 £400	\$400 \$740	€345 €640
<b>3302 Art Direction for Press Advertising</b>	<b>Single Campaign</b>	£215 £400	\$400 \$740	€345 €640

## Book Design

<b>1101 Entire Books</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>1102 Book Front Covers</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210

## Branding

<b>1201 Branding Schemes/Small Business</b> Branding schemes and identities executed across multiple touchpoints, for small businesses with up to 10 employees.	<b>Campaign</b>	£280	\$520	€450
<b>1202 Branding Schemes/Medium Business</b> Branding schemes and identities executed across multiple touchpoints, for medium-sized businesses with 11-250 employees.	<b>Campaign</b>	£280	\$520	€450
<b>1203 Branding Schemes/Large Business</b> Branding schemes and identities executed across multiple touchpoints, for large businesses with over 250 employees.	<b>Campaign</b>	£280	\$520	€450
<b>1204 Brand Expression in Moving Image</b> Expressions of a brand in moving image that engage the external audience at that specific touchpoint, for example an in-flight information film.	<b>Single/Campaign</b>	£165	\$305	€265
<b>1205 Digital Brand Expression</b> Expressions of a brand on digital platforms, engaging the external audience at that specific touchpoint.	<b>Single/Campaign</b>	£165	\$305	€265
<b>1206 Brand Experience &amp; Environments</b> Experiences and environments that express a brand and engage the external audience at a specific touchpoint, for example a retail store.	<b>Single/Campaign</b>	£165	\$305	€265
<b>1207 Brand Expression in Print</b> Expressions of a brand in the form of printed communications.	<b>Single/Campaign</b>	£165	\$305	€265

## Digital Advertising

<b>1301 Integrated Digital Campaigns</b> Digitally-led communication campaigns in which the idea spans various online media, e.g. sites, banners, emails, social media. Supporting offline elements are eligible as part of the entry if they interact with the online elements.	<b>Campaign</b>	£395	\$730	€630
<b>1302 Campaign Sites</b> Sites launched as part of a specific communications campaign (also known as microsites). These are not the main sites for the marketed brand/product.	<b>Single</b>	£215	\$400	€345

## Digital Advertising (continued)

<p><b>1303 Digital Advertising</b> Display advertising in paid-for online spaces, for example banners, pop-ups, take overs. <i>This category is not for web films. These must be entered in the Web Films category.</i></p>	<p><b>Single Campaign</b></p>	<p>£215 £395</p>	<p>\$400 \$730</p>	<p>€345 €630</p>
<p><b>1304 Web Films</b> Advertising films hosted on a website or distributed virally. Includes long form content. Work must have been: produced exclusively for the purposes of brand communications; launched on the web; and created specifically for the web.</p>	<p><b>Single Campaign</b></p>	<p>£325 £585</p>	<p>\$600 \$1,080</p>	<p>€520 €935</p>
<p><b>1305 Digital Solutions &amp; Use of Social Media</b> Digital advertising solutions that trigger consumer interaction, for example tools, applications, games, competitions, screensavers and widgets. Could be desktop, online or social network based. <i>This category is not for mobile work, which must be entered in the Mobile Marketing categories.</i></p>	<p><b>Single</b></p>	<p>£215</p>	<p>\$400</p>	<p>€345</p>
<p><b>1306 Animation &amp; Illustration for Digital Advertising</b> Animation and illustration for digital advertising, for example, banner ads, campaign sites, or online tools. <i>This category is not for web films. These must be entered in the Film Advertising Craft categories.</i></p>	<p><b>Single Campaign</b></p>	<p>£215 £395</p>	<p>\$400 \$730</p>	<p>€345 €630</p>
<p><b>1307 Art Direction for Digital Advertising</b> Art Direction for digital advertising, for example, banner ads, campaign sites, or online tools. <i>This category is not for web films. These must be entered in the Film Advertising Craft categories.</i></p>	<p><b>Single Campaign</b></p>	<p>£215 £395</p>	<p>\$400 \$730</p>	<p>€345 €630</p>
<p><b>1308 Sound Design &amp; Use of Music for Digital Advertising</b> Sound design and use of music for digital advertising, for example, banner ads, campaign sites, or online tools. <i>This category is not for web films. These must be entered in the Film Advertising Craft categories.</i></p>	<p><b>Single Campaign</b></p>	<p>£215 £395</p>	<p>\$400 \$730</p>	<p>€345 €630</p>
<p><b>1309 Writing for Digital Advertising</b> Copywriting for digital advertising, for example, banner ads, campaign sites, or online tools. <i>This category is not for web films. These must be entered under Writing for Advertising. Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.</i></p>	<p><b>Single Campaign</b></p>	<p>£215 £395</p>	<p>\$400 \$730</p>	<p>€345 €630</p>

## Digital Design

<p><b>1401 Websites</b> Websites and microsites for utility, entertainment and community.</p>	<p><b>Single</b></p>	<p>£215</p>	<p>\$400</p>	<p>€345</p>
<p><b>1402 Digital Design</b> This category celebrates development in digital. It welcomes design solutions that serve commercial purposes through providing utility or entertainment, for example, tools, apps, site features, e-books and other digital publications, etc. <i>This category is not for entire websites or digital advertising. These are best entered into the Websites and Digital Advertising categories respectively.</i></p>	<p><b>Single</b></p>	<p>£215</p>	<p>\$400</p>	<p>€345</p>
<p><b>1403 Animation for Websites &amp; Digital Design</b> Animation that is integral to the design of a website or a piece of digital design.</p>	<p><b>Single</b></p>	<p>£215</p>	<p>\$400</p>	<p>€345</p>

## Digital Design (continued)

<b>1404 Graphic Design for Websites &amp; Digital Design</b> The graphic design of, or appearing on, a website or a piece of digital design.	Single	£215	\$400	€345
<b>1405 Interface &amp; Navigation for Websites &amp; Digital Design</b> The interface and navigation design of a website or a piece of digital design.	Single	£215	\$400	€345
<b>1406 Sound Design &amp; Use of Music for Websites &amp; Digital Design</b> Sound design and/or use of music that enhances or is integral to a website, or a piece of digital design.	Single	£215	\$400	€345

## Direct

<b>1501 Direct Integrated Campaigns</b> A campaign led by direct marketing, developed across various media, and targeting specific markets or eliciting a direct response from the consumer.	Campaign	£405	\$750	€650
<b>1502 Direct Response/Digital</b> Digital direct communications, (e.g. banners, social media, emails) that target specific markets or elicit a direct response from the consumer.	Single	£215	\$400	€345
<b>1503 Direct Response/Radio Advertising</b> Direct radio advertisements that target specific markets or elicit a direct response.	Single Campaign	£195 £255	\$360 \$470	€310 €410
<b>1504 Direct Response/TV &amp; Cinema Advertising</b> Direct TV and cinema commercials that target specific markets or elicit a direct response.	Single Campaign	£325 £585	\$600 \$1,080	€520 €935
<b>1505 Direct Response/Ambient</b> Out of home advertising activity in free formats (such as promotions, stunts, street furniture) that stands alone and targets specific markets or elicits a direct response.	Single	£270	\$500	€430
<b>1506 Direct Response/Press &amp; Poster</b> Direct press or poster advertising, including enhanced posters and press inserts or wraps. The work must be designed to target specific markets or elicit a direct response.	Single Campaign	£215 £400	\$400 \$740	€345 €640
<b>1507 Direct Mail</b> 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). The work must be designed to target specific markets or elicit a direct response.	Single Campaign	£195 £255	\$360 \$470	€310 €410
<b>1508 Art Direction for Direct</b> Art direction for direct mail, press, poster, TV, cinema, and digital advertising.	Single Campaign	£195 £255	\$360 \$470	€310 €410
<b>1509 Writing for Direct</b> Copywriting for direct mail, press, poster, TV, cinema, radio and digital advertising. <i>Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.</i>	Single Campaign	£195 £255	\$360 \$470	€310 €410

## Film Advertising Crafts

<p><b>3401 Animation for Film Advertising</b> Animation for web, TV and cinema ads, including long form content. Includes cel, stop-motion and computer animation in 2D or 3D. A 3D piece of animation must have been modeled, rigged and animated. <i>Adverts with 3D elements (e.g. fire, particles, water) should be entered into Special Effects</i></p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3402 Cinematography for Film Advertising</b> Cinematography for web, TV and cinema ads, including long form content. The execution of the director's vision through the quality, composition and style of the photography, lighting and the use of camera techniques.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3403 Direction for Film Advertising</b> Direction for web, TV and cinema ads, including long form content. Innovation and vision in bringing an idea to life and the cohesion of all craft areas.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3404 Editing for Film Advertising</b> Editing for web, TV and cinema ads, including long form content. The innovation and flair with which the edit communicates emotion.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3405 Production Design for Film Advertising</b> Production design for web, TV and cinema ads, including long form content. A cohesive overall aesthetic executed through the production design, e.g. set design and location builds.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3406 Sound Design for Film Advertising</b> Sound design for web, TV and cinema ads, including long form content. Sound design that is executed within and is integral to the work.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3407 Special Effects for Film Advertising</b> Special effects for web, TV and cinema ads, including long form content. Includes practical elements of the production design that take place in-camera and bring the script to the screen, e.g. model-making and explosions, as well as effects added or created after filming has taken place, e.g. digital effects, CGI and compositing.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<p><b>3408 Use of Music for Film Advertising</b> Use of Music for web, TV and cinema ads, including long form content. The marriage of the musical score to the picture and creative idea.</p>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935

## Graphic Design

<p><b>1701 Integrated Graphics</b> An integrated graphic communication solution where the design concept is applied across more than one format, for example the poster, programme, and email invitation for an event.</p>	<b>Campaign</b>	£130	\$240	€210
<p><b>1702 Moving Image (Graphic Design)</b> Offline animated graphic design, for example concert graphics and presentations.</p>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<p><b>1703 Annual Reports</b> Annual reports, both printed and digital.</p>	<b>Single</b>	£85	\$155	€135
<p><b>1704 Catalogues &amp; Brochures</b> Design of catalogues, brochures, manuals, instruction booklets and reference guides. <i>Do not duplicate entries between the Leaflets and Catalogues &amp; Brochures categories.</i></p>	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210

<b>Graphic Design (continued)</b>				
<b>1705 Leaflets</b> <i>Do not duplicate entries between the Leaflets and Catalogues &amp; Brochures categories.</i>	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>1706 Calendars</b>	<b>Single</b>	£85	\$155	€135
<b>1707 Direct Mail (Graphic Design)</b>	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>1708 Greeting Cards &amp; Invitations</b> Greeting cards and invitations designed for commercial purposes.	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>1709 CD, DVD &amp; Record Sleeves</b>	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>1710 Stamps</b> Design of postage stamps that have appeared in circulation.	<b>Individual /Set</b>	£85	\$155	€135
<b>1711 Stationery</b> Stationery ranges and letterheads designed for commercial purposes.	<b>Item /Range</b>	£85	\$155	€135
<b>1712 Applied Print Graphics</b> Graphic design of items that do not fit into the other D&AD Graphic Design categories, for example tickets, shopping bags, coins.	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>1713 Posters (Graphic Design)</b>	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>1714 Logos</b> Logos, both in-motion and static.	<b>Single</b>	£85	\$155	€135
<b>1715 Point of Sale (Graphic Design)</b> Design of promotional material displayed at the point of sale.	<b>Single</b>	£85	\$155	€135
<b>1716 Wayfinding &amp; Environmental Graphics</b> The signage, way-finding and information graphics for any type of space, for example exhibitions, hospitals, offices and shops. Also accepted are environmental graphics conceived for the enhancement of spaces, usually large in scale. Entries should be for the purposes of brand communication.	<b>Single</b>	£85	\$155	€135

<b>Illustration</b>				
<b>3501 Illustration for Advertising</b> Illustration for press and poster advertising that successfully interprets and communicates the idea.	<b>Single Campaign</b>	£215 £400	\$400 \$740	€345 €640
<b>3502 Illustration for Design</b> Illustration that communicates a particular message/aesthetic and in doing so is integral to the design of publications (or pages of them), packaging, printed materials and on screen communications.	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210

## Integrated & Earned Media

<b>1901 Integrated</b> Multi-channel communications campaigns led by a central idea that effectively uses different media platforms to develop the story.	<b>Campaign</b>	£520	\$960	€830
<b>1902 Earned Media Campaign</b> Communication campaigns that have been particularly successful in creating word of mouth and effective buzz by harnessing unpaid media channels such as social media, editorial and PR, effectively making the customer become the channel.	<b>Campaign</b>	£520	\$960	€830

## Magazine & Newspaper Design

<b>2001 Entire Magazines</b> Design of an entire printed magazine, from independent publications to entertainment weeklies, branded in-flight and membership magazines.	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2002 Magazine Front Covers</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2003 Magazine Sections</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2004 Magazine Supplements</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2005 Entire Newspapers</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2006 Newspaper Front Pages</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2007 Newspaper Sections</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210
<b>2008 Newspaper Supplements</b>	<b>Single Series</b>	£85 £130	\$155 \$240	€135 €210

## Mobile Marketing

<b>2101 Mobile Campaigns &amp; Mobile Advertising</b> Advertising and communications campaigns that are driven by or designed specifically for mobile, i.e. the campaign does not stand up if the mobile element is removed. Includes iAds.	<b>Single/Campaign</b>	£215	\$400	€345
<b>2102 Mobile Applications &amp; Sites</b> Applications and sites, including games and tools, designed for mobile devices, including tablets such as the iPad, for the purposes of brand communication.	<b>Single/Campaign</b>	£215	\$400	€345
<b>2103 Mobile Interaction &amp; Experience</b> Mobile experiences where the mobile device works in conjunction with another media (for example print ads, in-store interactions, or ambient) highlighting a unique link between the mobile device and the other media.	<b>Single/Campaign</b>	£215	\$400	€345
<b>2104 Art Direction for Mobile Marketing</b>	<b>Single/Campaign</b>	£215	\$400	€345
<b>2105 Animation &amp; Illustration for Mobile Marketing</b>		£215	\$400	€345

## Mobile Marketing (continued)

<b>2106 Sound Design &amp; Use of Music for Mobile Marketing</b>		£215	\$400	€345
<b>2107 Writing for Mobile Marketing</b> <i>Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.</i>	<b>Single/ Campaign</b>	£215	\$400	€345

## Music Videos

<b>2201 Music Videos</b> Music videos, including interactive videos. The music and the video should be intrinsically linked together. <i>Videos created for purposes other than promoting a band/artist should not be entered in this category.</i>	<b>Single</b>	£70	\$130	€110
<b>2202 Animation for Music Videos</b> Includes cel, stop-motion and computer animation in 2D or 3D. A 3D piece of animation must have been modeled, rigged and animated. <i>Music videos with 3D elements (e.g. fire, particles, water) must be entered under the Special Effects category.</i>	<b>Single</b>	£70	\$130	€110
<b>2203 Cinematography for Music Videos</b> The execution of the director's vision through the quality, composition and style of the photography, lighting and use of camera techniques in a music video.	<b>Single</b>	£70	\$130	€110
<b>2204 Editing for Music Videos</b> The innovation and flair with which the edit communicates the emotion of a music video.	<b>Single</b>	£70	\$130	€110
<b>2205 Special Effects for Music Videos</b> Includes practical elements of the production design that take place in-camera and bring the music video script to the screen, for example model-making and explosions, as well as effects added or created after filming has taken place, for example digital effects, CGI and compositing.	<b>Single</b>	£70	\$130	€110

## Outdoor Advertising

<b>2301 Ambient</b> Non-traditional, out-of-home advertising in free formats. Examples include stunts, special builds, street furniture, live events and pop-up shops. The executions must stand alone to communicate the idea, with the consumer experiencing the activity physically and not online. <i>If additional elements of a campaign were required for the idea to work, it must be entered into the Integrated category (under Integrated &amp; Earned Media). Work designed for poster sites should be entered into one of the Poster categories. Do not duplicate entries into the other outdoor categories.</i>	<b>Single</b>	£270	\$500	€430
<b>2302 Poster Advertising/Enhanced Posters</b> Interactive posters and posters designed for enhanced, modified and digital sites.	<b>Single</b>	£215	\$400	€345
<b>2303 Poster Advertising/Existing Sites</b> Posters designed for standard/existing outdoor poster sites such as billboards and adshells.	<b>Single</b>	£215	\$400	€345

## Outdoor Advertising (continued)

<b>2304 Poster Advertising/Free Format</b> Free format posters, such as those used indoors, for example at the point of sale.	<b>Single</b>	£215	\$400	€345
<b>2305 Poster Advertising Campaigns</b> A campaign of posters of the same or different formats.	<b>Campaign</b>	£400	\$740	€640

## Packaging Design

<b>2401 Packaging Design</b>	<b>Single</b>	£85	\$155	€135
	<b>Range</b>	£130	\$240	€210

## Photography

<b>3601 Photography for Advertising</b> Photography for Press, Poster and on screen advertising that successfully interprets and communicates the idea.	<b>Single</b>	£215	\$400	€345
	<b>Campaign</b>	£400	\$740	€640
<b>3602 Photography for Design</b> Photography that communicates a particular message/aesthetic and in doing so is integral to the design of publications (or pages of them), packaging, printed materials and on screen communications.	<b>Single</b>	£85	\$155	€135
	<b>Range</b>	£130	\$240	€210

## Press Advertising

<b>2601 Press Advertising</b>	<b>Single</b>	£215	\$400	€345
<b>2602 Press Advertising Campaigns</b>	<b>Campaign</b>	£400	\$740	€640
<b>2603 Inserts &amp; Wraps for Press Advertising</b> Wraps of an entire publication, or leaflets inserted in a magazine/newspaper for promotional purposes.	<b>Single</b>	£215	\$400	€345
	<b>Campaign</b>	£400	\$740	€640

## Product Design

<b>2701 Consumer Product Design</b>	<b>Single</b>	£165	\$305	€265
<b>2702 Furniture Design</b>	<b>Single</b>	£165	\$305	€265
<b>2703 Industrial Product Design</b>	<b>Single</b>	£165	\$305	€265
<b>2704 Interactive Design for Products</b> Interactive product experiences. The interface must be integrated with the product/infrastructure, as both will be considered in conjunction. Stand alone software is not relevant in this category.	<b>Single</b>	£165	\$305	€265

## Radio Advertising

<b>2801 Radio Advertising 0-30 seconds</b>	<b>Single</b>	£195	\$360	€310
<b>2802 Radio Advertising over 30 seconds</b>	<b>Single</b>	£195	\$360	€310
<b>2803 Radio Advertising Campaigns</b>	<b>Campaign</b>	£255	\$470	€410
<b>2804 Sound Design &amp; Use of Music for Radio Advertising</b>	<b>Single</b>	£195	\$360	€310
	<b>Campaign</b>	£255	\$470	€410

## Radio Advertising (continued)

<b>2805 Writing for Radio Advertising</b> <i>Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.</i>	<b>Single Campaign</b>	£195 £255	\$360 \$470	€310 €410
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## Spatial Design

<b>2901 Exhibition Design</b> Design of exhibitions, both permanent and temporary. <i>Each piece of work can be entered into only one of the Spatial Design categories.</i>	<b>Single</b>	£165	\$305	€265
<b>2902 Installations</b> Design of linear and interactive installations that have been conceived to communicate a brand or information. The installation might stand alone, be part of a larger exhibition or be a fully immersive environment. Does not include ambient advertising or work that is solely web-based. <i>Each piece of work can be entered into only one of the Spatial Design categories.</i>	<b>Single</b>	£165	\$305	€265
<b>2903 Spatial Design</b> Design of brand inspired interiors and unique public spaces, for example shops, restaurants and airport lounges. <i>Each piece of work can be entered into only one of the Spatial Design categories.</i>	<b>Single</b>	£165	\$305	€265

## TV & Cinema Advertising

<b>3001 TV Commercials 1-20 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3002 TV Commercials 21-40 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3003 TV Commercials 41-60 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3004 TV Commercials 61-120 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3005 TV Commercials 120-240 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3006 Cinema Commercials 1-20 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3007 Cinema Commercials 21-40 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3008 Cinema Commercials 41-60 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3009 Cinema Commercials 61-120 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3010 Cinema Commercials 120-240 seconds</b>	<b>Single</b>	£325	\$600	€520
<b>3011 TV Commercial Campaigns</b> Campaigns of TV commercials of the same or varying durations.	<b>Campaign</b>	£585	\$1,080	€935
<b>3012 Cinema Commercial Campaigns</b> Campaigns of cinema commercials of the same or varying durations.	<b>Campaign</b>	£585	\$1,080	€935
<b>3013 TV &amp; Cinema Sponsorship Credits</b> Short spots that show the sponsorship of a TV programme (usually marking its beginning, breaks and end), plus sponsorship advertisements shown in cinemas, outside the advertising reel and usually before the trailers.	<b>Single</b> <b>Campaign</b>	£325 £585	\$600 \$1,080	€520 €935

## TV & Cinema Advertising (continued)

<b>3014 Long Form Branded Content</b> Long form branded content devised for the purposes of branding or promotion, for example TV programmes, documentaries and films. <i>Work created specifically to be experienced online should be entered into the Web Films category.</i>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
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## TV & Cinema Communications

<b>3101 Multi Platform Branding &amp; Promotions</b> Campaigns for the promotion of TV programmes or channels. The campaign must be integrated across various platforms including print and the web.	<b>Campaign</b>	£280	\$520	€450
<b>3102 Channel Branding &amp; Identity</b> Entire channel identities or elements of them, such as stings or idents.	<b>Single Campaign</b>	£165 £280	\$305 \$520	€265 €450
<b>3103 TV Promotions &amp; Programme Junctions</b> Commercials promoting a TV programme and idents that are specific to a particular programme or series, marking its beginning, breaks and end.	<b>Single Campaign</b>	£165 £280	\$305 \$520	€265 €450
<b>3104 TV Title Sequences</b> TV title sequences that display the credits and are shown at the beginning or end of a programme.	<b>Single</b>	£165	\$305	€265
<b>3105 Cinema Title Sequences</b> Cinema title sequences that display the credits and are shown at the beginning or end of a film.	<b>Single</b>	£165	\$305	€265

## Typography

<b>3701 Typography for Advertising</b> Typography for Press, Poster and on screen advertising that successfully interprets and communicates the idea.	<b>Single Campaign</b>	£215 £400	\$400 \$740	€345 €640
<b>3702 Typography for Design</b> Typographic design of publications (or pages of them), packaging, printed materials and on screen communications.	<b>Single Range</b>	£85 £130	\$155 \$240	€135 €210
<b>3703 Typefaces</b>	<b>Single</b>	£85	\$155	€135

## Writing for Advertising

<b>3801 Writing for Film Advertising</b> Scripts and visible copy for TV, cinema, and web adverts, including long form content. <i>Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.</i>	<b>Single Campaign</b>	£325 £585	\$600 \$1,080	€520 €935
<b>3802 Writing for Press &amp; Poster Advertising</b> Copywriting for press and poster advertising. <i>Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.</i>	<b>Single Campaign</b>	£215 £400	\$400 \$740	€345 €640

## Writing for Design

### 3901 Writing for Design

Copy, long or short, that is integral to a piece of packaging, web, or graphic design, and where the two aspects work in harmony with one another.

*Only work originally released in English is accepted in this category, to ensure the craft of writing is judged fairly by the Jury.*

**Single  
Range**

£85  
£130

\$155  
\$240

€135  
€210