



### **Tips for Entering Film Craft Lions:**

The Jury will reward the quality of Craft as demonstrated in the filmmaking process. This might take into account the quality of the imagery, photography, copywriting or editing; the skilful use of music or sound design, depending on the category entered. The idea behind the execution in relation to the client or brand should be of little or no consideration to the Craft Jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely.

If the film gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories, even if it is not awarded in the product and services categories.

The jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

No agency branding or any contributing creative companies/people must be visible on the entry (eg. Logos, credits etc.) except for self promotional entries. This is to ensure the jury remains neutral when judging.

All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.

Entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version. Translations are strongly advised so that the TVC can be more easily understood by the jury and participants.

When submitting a campaign, the entries will be shown in the order you have indicated on the entry form (eg. 1 of 2, 2 of 2). This means the jury members will view these entries back to back.