

OUTDOOR LIONS CATEGORIES 2009

Each entry can be submitted to ONE Outdoor Lions category only.

All Outdoor Lions entries in the Billboard and Street Furniture categories MUST be designed for standard or existing Outdoor poster sites e.g. billboard, bus shelter, standard transit advertising sites etc. However this can include sites which have been modified or adapted in a minor way.

Please note: You will be asked to describe the "poster format" when you complete your entry form and this information will be considered by the jury while they are judging.

All free format Outdoor Lions entries must be entered in the Ambient categories.
All digital outdoor entries must be entered in the Digital Outdoor category.

Indoor posters and those displayed at point of purchase should be entered into the Posters categories.

Posters that are ALSO displayed at other outdoor or poster sites should be entered in the Billboard and Street Furniture category below, and the locations clearly stated.

A. BILLBOARDS & STREET FURNITURE

A01. Savoury foods

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads

A02. Sweet foods & snacks

Chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, crackers, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, desserts, ice cream

A03. Alcoholic drinks

Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs

A04. Non-alcoholic drinks

Coffee, tea, chocolate & malt drinks, flavoured milk, still & carbonated drinks, fruit & vegetable juices, mineral waters

A05. Household: Cleaning products

Clothing detergents, fabric softeners, dishwasher detergents, household cleaning products, air fresheners

A06. Household: Other

Insecticides, foil, cling film & food packaging, kitchen roll, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives, shoe polish, fertilisers

A07. Home appliances & furnishings

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, windows & doors, heaters, air conditioners, lamps, torches, clocks, home security products, smoke detectors, tools, garden tools, machinery & products

A08. Home electronics & audio-visual

Televisions, video players, blank audio & video tapes, cameras, binoculars, video cameras, film, hi-fi, personal stereos, CD players & minidisks, mp3 players, home computers, DVD players, personal phone equipment incl. mobile phones, PDA's, pagers, personal gps systems, personal alarms (Please note: mobile phone service providers should be entered in Commercial Public Services)

A09. Cosmetics & beauty

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair dyes, soap, shower & bath products, sun block & tanning products, hairdryers, hair curlers, hair straighteners

A10. Toiletries

Hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, toilet paper, tampons & sanitary towels, tissues, nappies, razors & shaving products, hair removal products

A11. Pharmacy

OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, prescription drugs, contact lenses, hearing aids

A12. Clothing, footwear & accessories

Day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewellery, watches, luggage, handbags, fashion & designer sunglasses & spectacle frames

A13. Miscellaneous

Pet food & pet care products gifts & greetings cards, pens and personal stationery, tobacco & associated products

A14. Cars & automotive services

Including jeeps & 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing, GPS systems

A15. Retail stores

Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, tattoo parlours, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores & auctions

A16. Restaurants & fast food outlets

Restaurants & bars, fast food chains and outlets, cafes, coffee shops

A17. Travel, transport & tourism

Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes

A18. Entertainment & leisure

Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports & outdoor equipment, bicycles, boats & caravans, toys, board games, computer games & consoles (PlayStation, Xbox, Wii etc), lotteries, gambling, golf & country clubs, sex toys, dating services, social networking sites (e.g. Facebook)

A19. Publications & media

Newspapers, magazines, books, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes, encyclopaedias

A20. Banking, investment & insurance

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, buildings development & road construction, real estate investment

A21. Business equipment & services

Employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery (Please note: pens and highlighters should be entered in Miscellaneous), office cleaning services, courier services, advertising agencies & production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries

A22. Commercial public services

Telecommunications services inc mobile phone service providers, internet service providers, cable & satellite TV providers, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, correspondence courses, private practices (e.g. legal, architectural, landscaping services)

A23. Corporate image

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

A24. Public health & safety

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness

A25. Public awareness messages

Political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality

A26. Fundraising & appeals

Charities, funds, volunteers, blood & organ donation

B. POSTERS

Standard free-format posters for **indoor rather than outdoor use** - for instance in-store or at point of purchase e.g. supermarkets, auto showrooms, pharmacies, (but not including retail displays). Posters displayed at other indoor locations can also be included here such as hospitals, schools, banks, offices, residential buildings/foyers, exhibitions, museums and galleries etc.

All standard washroom advertising should also be included here.

There is no size restriction but posters must **not** have appeared in a larger size on any other outdoor sites and may not be entered in any other Outdoor categories.

B01. Consumer Products: Food & drink

B02. Consumer Products: Cosmetics & beauty, toiletries & pharmacy

B03. Consumer Products: Household

Including: Cleaning products, household items, home appliances, furnishings and electrical items

B04. Consumer Products: Cars & automotives

B05. Consumer Products: Clothing, footwear & accessories

B06. Consumer Services

Including: Financial services, travel, entertainment & leisure, computing & telecommunications, Retail, including e-commerce, restaurants, publications & media, business equipment and services, commercial public services

B07. Business Products & Services

Including: Business phone & computer equipment, office furniture, accountancy, employment agencies, agricultural and manufacturing equipment, business telecommunications, advertising agencies and production companies

B08. Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness

Including: Anti-smoking, anti-drink-driving, road safety, health, hygiene, Aids awareness. Political & religious messages, environmental awareness, government & forces recruitment, ethnic & disability awareness, blood & organ donation etc.

C. AMBIENT

(Note: Entries in these categories **CANNOT** be entered in the **Billboard & Street Furniture or Poster** categories and should be free format or non standardised and **NOT** designed for standard poster sites)

(Wherever possible, if applicable, you should also supply a photograph of the actual site)

C01. Bars, restaurants & stores etc

Including beer mats, glasses, ashtrays, matches, non standard washroom advertising, postcard pick ups and instore advertising

C02. Small scale special solutions

Including stickers, flyers, signage, petrol pumps, promotional give-aways

C03. Special build

Including supersize sites, installations, 3D and non standard shaped sites, ticket barriers, floor media and other adaptations of exterior locations, signage, buildings or street furniture. Anything involving a vehicle (an adapted bus/car/van), or a transit site such as car park, airport etc should be entered into C05. Transit.

C04. Stunts & live advertising

Live stunts and promotional events, experiential marketing, PR stunts

C05. Transit

Non standard or free format advertising using vehicles, or on transit sites including taxi, train, bus, metro, planes, rail & metro stations, airports (please note standard transit advertising should be entered in the appropriate Product & Service category)

C06. Digital Outdoor

Including digital escalator panels, LCD screens, cross-track projection sites, digital roadside billboards, bluetooth enabled screens and interactive posters including consumer generated content

Entries into Digital Outdoor **MUST** have been designed specifically for use in digital outdoor sites; for example any video submitted must have been designed and created for use in digital outdoor sites rather than TV or cinema ads simply played in an 'Out of Home' situation.