

## PRESS LIONS CATEGORIES 2010

Each Press Lions entry can be submitted into ONE Product & Service CATEGORY only. However, the same entry can also be entered into any of the CRAFT categories.

### A. PRODUCT & SERVICE CATEGORIES

#### 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, flavoured milk

#### 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. 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

#### A09. Toiletries

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



#### **A10. 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

#### **A11. Clothing, footwear & accessories**

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

#### **A12. Miscellaneous**

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

#### **A13. Cars**

Including jeeps and 4-wheel drives

#### **A14. Other vehicles, auto products, & services**

Pick-up trucks, vans, lorries, motorbikes, tyres, spare parts, accessories incl. in-car hi-fi, GPS/navigation systems, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing

#### **A15. 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 (Please note: mobile phone service providers should be entered in Commercial Public Services)

#### **A16. 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

#### **A17. Restaurants & fast food outlets**

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

#### **A18. Travel, transport & tourism**

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

#### **A19. 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 (e.g. PlayStation, Xbox, Wii etc), lotteries, gambling, golf & country clubs, sex toys, dating services, social networking sites (e.g. Facebook)

#### **A20. Publications & media**

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

**A21 Banking, investment & insurance**

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

**A22. Business equipment & services**

Employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, courier services, office cleaning services, office furniture & stationery (Please note: pens and highlighters should be entered in Miscellaneous)

**A23. Advertising & media**

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries

**A24. Other business to business**

Advertising that normally appears in trade magazines - e.g. agricultural, industrial and aviation advertising

**A25. Healthcare & prescription drugs**

Private healthcare & clinics, optical, medical & dental services, alternative therapies & medicines, prescription drugs, hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons etc., contact lenses, hearing aids

**A26. Commercial public services**

Telecommunications services, internet service providers, cable & satellite TV providers, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private schools & colleges, correspondence courses, private practices - e.g. legal, architectural & landscaping services

**A27. Corporate image**

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

**A28. Public health & safety**

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

**A29. Public awareness messages**

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

**A30. Fundraising & appeals**

Charities, funds, volunteers, blood & organ donation

## **B. CRAFT**

The jury will reward the quality of Craft as demonstrated in the technical execution of Press ads. This might take into account the quality of the imagery, photography, illustration, copywriting or editing. The idea behind the execution in relation to the client or brand should be of little or no consideration to the jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely.

If the ad 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.

**B01. Copywriting**

**B02. Art Direction**

**B03. Illustration**

**B04. Typography**

**B05. Photography**