

FAQs ABOUT ENTERING CREATIVE EFFECTIVENESS

Can I include details of more than one creative campaign in my entry?

For all categories entries must focus on a single campaign; they cannot be a culmination of different campaigns. If your campaign is part of a series of executions, you must focus only on the execution which was previously shortlisted/won. You may include references to executions that were conducted before or after the winning execution, for context only.

Is there a word limit for my submission?

Entrants must adhere to the word count limits. Failure to do so will result in the return of your entry paper. An amended version must be returned to us by the entry deadline otherwise it will not be accepted into the Festival.

What results can I submit?

For category A05. Long-term Creative Effectiveness, we will accept results from more than one year if the campaign ran over multiple years, as long as they fall within the eligibility for Creative Effectiveness i.e. from 2016, 2017 and/or 2018.

For all other categories results must only be from the year the campaign won or was shortlisted.

My submission needs to be kept confidential, how do I proceed?

Please refer to our Confidentiality Statement for any concerns around including sensitive material within your entry.

Can I still enter if I submitted the work into Creative Effectiveness in previous years?

You are still eligible to enter as long as you can demonstrate more recent results and how the campaign has evolved since it was last entered.

What if the work was only shortlisted? Can it still win?

Yes, Creative Effectiveness is judged with different criteria to other categories, with a 50% focus on the results and effectiveness of the campaign, 25% on strategy and 25% on the idea.

Does the entry have to be submitted on the Entry Template?

Yes it does, for consistency for the jury. Any other formats will be returned for resubmission.

Do I need to supply any supporting materials from my original shortlisted/winning entry?

Entrants will not need to resupply support materials, as they are in the Festival archive. The 2016/2017/2018 material will be shown purely for context and it will not be considered as part of the 2019 judging criteria.

Once I have submitted my entry online do I need to send a hard copy of the submission and appendix?

No, that's not necessary, our judging is digital.

Are graphs, charts and appendix counted towards the word count?

No, they are not.

What is the client approval letter?

Client/brand approval and review of the submission, means that the client/brand has given approval for the campaign to be entered into the category and that they have reviewed the paper and are happy for its content to be put forward. Please ensure it is on the company's letterhead, and that the signature includes their contact details. See example document. The Festival reserves the right to reorganise the entry format to ensure consistency, however we will not modify the content.