



2024年D&AD大奖 报名工具包

报名截止日期

超早鸟 – 30%折扣

付款日期：2023年12月6日*

最终提交日期：2023年12月13日

实物装运截止日期：2024年1月17日

早鸟 – 20%折扣

付款日期：2024年2月7日*

最终提交日期：2024年2月14日

实物装运截止日期：2024年2月28日

最终截止日期

付款日期：2024年3月13日*

最终提交日期：2024年3月20日

实物装运截止日期：2024年4月3日

*付款方式包括信用卡或BCAS，费用清单必须在开具后7日内结清。
请参阅“条款与条件”了解更多详情。

关键日期：

D&AD入围名单公布：2024年5月20日至21日

D&AD颁奖庆典：2024年5月21日至22日

D&AD颁奖典礼：2024年5月22日

D&AD年鉴发布：2024年9月24日

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为什么要参赛？

获奖有何意义……

- > 可以激发并培养您的才能
- > 可以推动业务增长
- > 可以提供良好的锻炼机会
- > 可以吸引新的人才和业务

来自铅笔奖获奖者的评价……

98%

“对我的职业生涯
有好处”

72%

“帮我赢得晋升
机会”

71%

“我们获得了新
的业务”

87%

“为我们吸引了
新的人才”

85%

“我们收获了之前不曾
有过的机会”

您的作品赢得铅笔奖后会发生什么…

- > 您的作品将出现在年鉴中；D&AD会收集世界上最优秀的作品，并通过在线方式面向全球20多万人发行，这些受众当中有四分之三都来自英国以外。
- > 您的作品将在D&AD网站优胜者页面、档案库和排行榜上进行展示，相关版面每年会吸引270万访问者，总浏览量超过290万。
- > 在伦敦举办的年度D&AD颁奖典礼将会邀请来自全球各地的创意领袖现场出席。
- > 您的作品有机会纳入D&AD内容系列特辑，并会获得评委的点评。
- > 作品将为您和您的公司赢得全球媒体的报道和关注。

- > 您的作品将在D&AD其中一次国际巡展中与全球各地的观众见面。我们之前的巡展场馆包括东京广告博物馆、巴黎卢浮宫博物馆、上海视觉艺术学院、墨尔本艺术中心等。
- > 您的作品将帮助您成为同龄人中的佼佼者。
- > 您的作品将为您的公司在D&AD各项排行榜中赢得积分，包括年度设计代理、年度广告代理、年度制作公司、年度客户、年度独立代理、年度内部代理、年度网络、以及年度个人创意排行榜。
- > 所有入围“未来影响力”类别的候选人都能够申请D&AD提供的价值25,000英镑的影响力基金奖励，并获得相应的指导、培训和同行支持服务以帮助他们将作品付诸实践。[单击此处了解详请。](#)

但最重要的是… D&AD是一个非营利组织。

D&AD铅笔奖”长期以来一直被视为是最令人向往的创意类奖项，但这仅仅是对我们最表层的解读。我们会将赚来的收益全部投入到我们所服务的行业中，以帮助青年才俊快速成长、促进产业多元化、并为整个行业创造更为公平、更可持续的未来。

D&AD基金会致力于支持各行各业的新兴人才在创意领域站稳脚跟，并通过与各大机构和工作室密切合作改善全行业的工作方式。基金会的核心理念是“新的血液：奖项、庆典、学院和转变”——我们为此设立了一系列旨在开拓创新机会和拓宽职业领域的项目。2023年，我们为新兴创意人才提供了超过195,000个职业学习机会。因此，参与我们的奖项评选不仅有机会赢得荣耀，还可以为我们的使命做出贡献——让创意领域变得更强大、更公平、更开放。

Why Enter?

“赢得D&AD铅笔奖是对作品最大的肯定,无论是在创意方面还是在工艺方面。”

Marc Ligeti

Knowit首席设计师/品牌专家

“D&AD是迄今为止世界上最好的奖项,无人能与之比肩。”

Vidya Manmohan

V4Good创始人兼首席执行官

“D&AD仍然是创意界眼中最负盛名的奖项。这是每个人都梦寐以求的荣耀。”

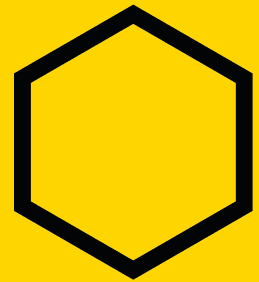
Tara Ford

The Monkeys首席创意官

奖项级别

入围名单

入围作品必须展现出特定价值、赢得认同、并且属于参赛作品中的顶级水平。所有奖项类别的初审都会产生入围名单。



SHORTLIST

Wood

旨在表彰广告、设计、工艺、文化和影响力领域的年度最佳作品。

Graphite

旨在表彰出类拔萃，并有获得Yellow Pencil潜质的作品。

Yellow

标志性的D&AD Yellow Pencil仅授予真正展现卓越创意的杰出作品。

Black

终极创意大奖，旨在表彰突破性创意作品。Black Pencil奖项每年只会颁发给少量作品，甚至会空缺。



奖项级别



特定类别奖项



Future Impact Pencil

旨在表彰表现出具备借助创意推动行为、环境、社会或政策改变的潜力的早期项目。该奖项将从“未来影响力”类别作品中选出。



White Pencil

旨在表彰利用创造力推动行为、环境、社会或政策改变的杰出项目。该奖项将代替“影响力”和“持续影响力”类别中的 Yellow Pencil 奖项。

特殊奖项



主席奖

D&AD 每年都会为给创意行业带来灵感的业内传奇人物颁发“主席奖”。获奖人将由 D&AD 主席亲自选出。



年度最佳公司

铅笔奖获奖者及入围公司每次获奖都会获得积分。最终的累积积分将用以确定以下类别的获奖者：

- > 年度最佳广告代理商
- > 年度最佳设计机构
- > 年度最佳制作公司
- > 年度最佳客户
- > 年度最佳网络
- > 年度最佳独立机构
- > 年度最佳内部代理
- > 年度个人创意排名

广告、设计、制作和客户类别的获奖者将在 D&AD 颁奖典礼上宣布。所有其他获奖者将在典礼结束后宣布。

评选标准

评委们在评估作品时会按照重要程度依次考虑以下问题：

广告、设计、参与及体验、娱乐、奢侈品

- > 该创意是否具有启发性？
- > 该创意的执行是否足够杰出？
对于创意转变和数字设计而言，执行比想法本身更为重要。
- > 该创意是否契合其目的？
对于媒体和公关作品而言，这意味着作品应实现预期的结果。

工艺

- > 该创意的执行是否足够杰出？
- > 媒介的使用是否升华了创意理念？
- > 该创意是否具有启发性？

健康

- > 该创意是否具有启发性？
- > 该创意的执行是否足够杰出？

针对健康与福祉

- > 该创意是否契合其目的？

针对制药

- > 该创意是否获得了必要的美国食品药品监督管理局（FDA）或Veeva批准？
- > 是否实现了其预期结果？

影响力

- > 它是否推动了一项或多项联合国可持续发展目标的成功？
请使用联合国可持续发展目标网站作为参考
- > 它是否带来了切实的变化？
指作品直接导致的行为、环境、社会或政策变化。。
- > 它是否具有创新性和启发性？
作品可能展示出某种新的创意或方法，或以某种新的方式应用现有的创意或方法。

未来影响力

- > 创意是否显示出推动一个或多个联合国可持续发展目标取得成功的潜力？
请使用联合国可持续发展目标网站作为参考
- > 它是否充分展示了推动有形变革的潜力？
指作品直接导致的行为、环境、社会或政策变化。
- > 它是否充分证明了它有能力达到预期规模？
可以是本地解决方案到全球倡议的任何事物。
- > 它是否具有创新性和启发性？
作品可能展示出某种新的创意或方法，或以某种新的方式应用现有的创意或方法。

持续影响力

- > 它是否能够推动一个或多个联合国可持续发展目标（UN SDG）的实现？
请使用联合国可持续发展目标网站作为参考
- > 随着时间的推移，它是否导致了持续的或不断增加的切实变化？
指作品直接导致的行为、环境、社会或政策变化。
- > 它是否具有创新性和启发性？
作品可能展示出某种新的创意或方法，或以某种新的方式应用现有的创意或方法。

附加标准

其他评选标准适用于以下子类别：

- > 设计是否考虑了其对气候和生态影响？
例如，设计是否采用了减少用料、再利用、再回收的循环经济设计原则？
产品设计/所有子类别
- > 它是否表现出责任感？
例如，作品是否具有可持续性，是否鼓励负责任的消费者行为？
体验式/负责任的活动
包装设计/材料
空间设计/负责任的空间
- > 如果是产品，设计是否具备循环性？
设计是否采用了上游创新方法？即，该作品是否真的被需要？是否可以被重复使用、退回、回收或堆肥？
包装设计/上游创新
影响力/上游创新
未来影响力/上游创新
未来影响力/上游创新/新兴人才
持续影响力/上游创新

最新调整

类别

D&AD奖项一直在不断发展，以保证每一位参赛者都能找到最合适的类别展示自己的作品。我们经常会对奖项类别和子类别做出变更，因此您在浏览相关介绍时可能会看到一些小的调整。请注意识别表示关键变更的“new（新）”符号。以下，我们为您列出了部分变更内容：

健康

继2022年成功引入8个健康与福祉子类别后，我们决定在2024年为这一领域创建独立类别，并引入两个新的子类别：“健康与福祉”，以及“制药”。评委们希望能够在相关行业中看到令人兴奋的营销活动、设计和倡议等作品。请参阅[P106](#)和[P110](#)了解更多详情。

奢侈品

我们专门为奢侈品设立了新的类别。奢侈品行业是全世界最大胆、最精致的创意行业之一，鉴于该行业在创造力方面的独特挑战与方法，我们为奢侈品类别成立了独立的评委团，以表彰奢侈品行业中的卓越创意与创新。请参阅[P119](#)了解更多详情。

持续影响力

这一全新类别旨在表彰具有长期影响力的作品。该类别的优胜作品不仅应当具备推动一个或多个联合国可持续发展目标（UN SDG）实现的能力，还应当随着时间的推移带来更多的行为、环境、社会或政策方面的变化。该类别是对现有“影响力”和“未来影响力”类别的补充，其评委团保持一致。我们为“持续影响力”设置了五年的资格期，以期看到具有长期影响力的作品。请参阅[P117](#)了解更多详情。

副业

我们注意到，自2019年推出以来，“副业”类别中的大多数作品都具备报名“影响力”或“未来影响力”类别的资格，并且这些作品都侧重于产生积极影响。我们乐见这一现象，并希望看到更多类似的作品，因此，我们鼓励所有新的副业类作品直接报名影响力相关类别，并决定撤销“副业”主类别。请参阅[P114](#)和[P115](#)了解更多详情。

合作奖

这一特别奖项旨在表彰客户、代理商和制作公司之间随着时间推移能够不断产生创造力的长期合作关系。该奖项将每隔一年颁发一次，以便为提名流程留出更多时间。2025年度D&AD合作奖提名将于2024年11月开启。

产品设计的新评选标准

如果您报名参加“产品设计”类别，您现在需要满足第四个评判标准，并证明您的作品在设计过程中已经考虑到了其对生态和气候方面的影响。和以往一样，我们仍然希望看到具备出色执行力的伟大创意。请参阅[P80](#)了解更多详情。

Ad Net Zero 计划

D&AD 是 Ad Net Zero 计划的支持者，致力于减少广告行业的碳排放，促进可持续的消费者行为改变。

为了帮助了解对净零排放目标的承诺程度和进展情况，D&AD已加入 Ad Net Zero 计划的支持者，询问广告机构和品牌是否已制定科学依据的净零排放目标。提交此信息是强制性的，但仅用于研究目的。您的回应不会传达给评审团，也不会影响您获奖的资格。

D&AD森林成长

在过去的3年里，我们为每一名“铅笔奖”获奖者都种植了一棵树。作为对这项工作的升级，我们已经与Everclime达成合作，将在此后为每一名获奖者平均种植4棵树。请点击[这里](#)了解更多关于Everclime的信息。

人工智能的使用

我们不能否认，人工智能已无处不在，对于人工智能的使用无疑将重新定义创造力的边界和可能性。从现在开始，所有参赛者都将被问及是否使用了人工智能，以便让我们的评委知晓相关作品是否或如何使用了人工智能技术。请参阅[“条款与条件”](#)了解更多相关信息。

最新调整



定价

为了方便更多人参与D&AD奖项，我们将所有类别针对自由职业者和小企业的报名折扣从25%提升至30%。请联系awards@dandad.org了解更多详情。

其他新增信息

我们在以下类别中增加了新的子类别：动画(P26)、品牌推广(P62)、商务(P84)、直接(P88)、电影(P17)、游戏与虚拟世界(P102)、插画(P37)、音乐视频(P104)、以及音效设计与音乐运用(P44)。请留意报名工具包中的“新”符号。

2024年庆典与颁奖典礼

我们很高兴地宣布2024年度D&AD评选、庆典及颁奖典礼将改在南岸中心 (Southbank Centre) 举行。在5月21日至22日的庆典期间，您将可以参加我们的主题演讲、评委洞察力座谈、网络派对、获奖者展览等活动，并将见证最优秀的创意作品。在5月22日的颁奖典礼上，创意界的领袖们将齐聚一堂，共同表彰全球最优秀的创造性人才。请保存庆典及颁奖典礼日期，并订阅“奖项新闻”以便及时获取最新信息。

赛前须知

以下很重要

1.检查作品资格。

在第P11页查看资格规定。

2.参赛作品需获得客户许可。

3.选定类别

您可以在每个类别页面的顶部以及报名费页面找到相关的费用信息。某些类别的标题旁边会标注S和/或M符号，表示作品应该以单个条目或是以多个条目（例如，营销活动或系列）的形式报名。如果子类别不包含S和/或M符号，则请参阅第一个费用栏。

4.准备参赛作品

投稿格式

类别页面将清楚地表明您提交的格式以及如何准备您的参赛作品。[帮助程序指南](#)中提供了每种格式的详细信息和文件规范。

支持信息

每个类别页面的底部都有一个书面信息列表，所有参赛者都需要在线提交该列表。请不要跳过此步骤，这将帮助您向评委提供关于您作品的重要信息。请确保您所提交的信息简明扼要、注重事实。请参阅[“帮助者指南”](#)了解具体要求及字符数限制。

翻译

如果您的作品是以非英语语言发布，请使用原语言提交，并附上英语译文。对于电影作品，请附上字幕。对于非电影作品，请直接在线输入译文。

5.创建并提交作品条目

创建

请登录您在dandad.org的帐户，然后单击“Enter Now”。在这里，您可以开始创建您的条目，并可以逐步保存您的信息。即使您的参赛作品尚未完成，您也可以提前支付报名费以便享受分级折扣，但请记住在相应的报名截止日期前提交作品。错过报名截止日期将产生额外费用。

请参阅首页查看各分级折扣的截止日期。

付款

自由职业者和员工少于10人的小型企业有资格享受30%的折扣。请联系awards@dandad.org获取折扣资格。我们强烈建议您在报名截止日期前获取折扣代码，以避免出现任何意外。折扣代码在报名期结束前一直有效。

您可通过信用卡或银行账号转账付款。

欧洲境外的信用卡交易将需要支付 3.5% 的手续费。

提交

在提交您的参赛作品之前，请确保检查所有的书面信息和上传的文件。提交完成后，您将无法进行任何进一步的修改。

6.邮寄实物材料

“如果您需要通过邮寄方式寄送作品，您需要下载并打印标签、然后将其粘贴在作品和包裹上。您可以在提交作品后下载标签。

海关注意事项：您必须在包裹通过海关时对其进行跟踪并支付正确的海关费用，以便将作品在运输途中受阻的风险降至最低。”

有关参赛类别的建议或其他任何报名问题，[请联系我们](#)。

规则及资格

以下很重要

合资格作品

作品必须符合以下条件才有资格参赛

- > 于2023年1月1日至2024年4月18日期间商业发布的作品*
- > 根据客户的真实需求简报制作或经客户批准
- > 通过合法媒体向大众公开
- > 经客户批准并已付款

* 备选资格窗口适用于以下类别：品牌推广、数字设计/增量、数字设计/测试版、产品设计/原型、整合/已建立的活动、公关/已建立活动、创意转型、影响力、未来影响力及持续影响力。请参阅“条款与条件”了解更多详情。

不合格作品

我们不接受：

- > 专为参赛而创作的概念设计或作品
- > 已被其他方提交参加相同类型比赛的作品
- > 往年参加过D&AD大奖评选的作品*
- > 在资格期内未上市的原型或测试版设计**

* 除非作品曾报名“未来影响力”类别；或将报名“持续影响力”类别；或作品在2023年1月1日至2024年4月18日期间发生重大变化或更新并重新启动，且呈现出明显的创造性发展。

** 除非作品报名“创意转型”及“未来影响力”类别。请参阅“条款与条件”获取更多详情。

其他合规情况

符合以下情形和条件的作品也有资格参赛：

为慈善机构无偿创作的作品：

- > 慈善机构与参赛方之间必须已订立合同关系
- > 慈善机构必须已同意执行相关作品
- > 如果无偿提供媒体/播放时间，我们可能会向媒体所有者进行确认

如果作品是根据竞赛简介制作的：

- > 该作品必须由其代表的客户签字认可
- > 该作品必须已完成商业发布

自我推广 — 只有已商业发布并提供给潜在客户的自我推广作品才有资格参赛

- > 内部设计与制作 — 企业主可提交由内部制作且已商业发布的作品参赛
- > In-house design and production — business owners can enter work that was produced in-house and made available commercially

如果作品在2023年1月1日之前首次发布，则只有在满足以下两个条件之一的情况下才具备参赛资格：

- > 该作品的大部分内容是在2023年1月1日至2024年4月18日之间发布的（仅适用于营销活动类参赛作品）
- > 该作品在2022年1月1日至2023年4月18日期间经过变更/更新后重新发布、且作品在创意方面有了重大发展。

如果报名作品为原型，或者尚未获得商业发布所需的FDA批准：

- > 此类作品只能报名数字设计/测试版、产品设计/原型、创意转型或未来影响力类别。

作品提交

作品提交必须遵循以下条件：

- > 作品已商业发布，仅允许针对本参赛指南中详述的材料要求对作品做出修改。
- > 作品请使用原始语言；非英语作品请按照本指南中的说明提供翻译版本。*

* 写作类奖项不接受非英语作品报名参赛。这是为了确保对写作的评判公平公正、且不受翻译的影响。

规则及资格

以下很重要

违反参赛规则

如果评委质疑参赛作品的资格，我们将要求您提供进一步的书面证据以证明该作品符合相关规定。如果D&AD确定参赛者违反了奖项规则，违规的参赛作品将被立即暂停评选流程并上报D&AD执行咨询小组。

D&AD 执行顾问小组有权：

- > 取消参赛者的获奖资格
- > 禁止参赛者在未来几年内提交参赛作品
- > 撤销或暂停参赛者的D&AD会员资格

D&AD还保留审查并撤回仅在深夜电视台播放过一次、或仅在制作非正式广告并付费情况下自行播放过的作品。此类作品可能被D&AD视为仅以报名奖项为目的而创作，并会因此违反奖项规则。

请参阅我们的“[条款与条件](#)”获取关于D&AD政策的完整信息。

“影响力”类参赛条件

影响力“类别适用于任何使用创造性思维推动联合国可持续发展目标（UN SDG）取得成功的作品，无论您的身份是机构还是个人、品牌方还是非盈利组织。请注意，您只能报名其中一个类别——“影响力”、“未来影响力”或“持续影响力”——所以请确保您做出了最适当的选择。

Impact

适用于活动通讯、设计和倡议类作品。作品必须能够推动至少一项联合国可持续发展目标取得成功，并能够带来切实的行为、环境、社会或政策方面的变化。此类作品仍有资格报名D&AD除“未来影响力”之外的所有其他类别的评选。如果作品经过再次开发或发生重大变化，则每年都可以再次报名“影响力”类别。如果作品没有发生任何改变，但您可以证明其影响力随着时间的推移而不断增加，则您可以为其报名“持续影响力”类别

奖项级别：

入围者、木铅笔、石墨铅笔、白铅笔、黑铅笔

资格窗口：

作品必须在2021年1月1日至2024年4月18日期间进行商业发布和启动、或发生重大更改或更新

未来影响力

适用于设计、倡议和学生作品。此类作品应当正在开发中且尚未进行商业化发布，例如原型和MVP等。此外，已启动但未产生任何影响的作品也可报名。获奖作品的评选依据其推动联合国可持续发展目标的程度及其创造切实变化的潜力。获奖者将可以申请价值25,000英镑的D&AD影响力基金奖励，并参加D&AD影响力计划——一项为期12个月的辅导、培训和同行支持计划，旨在支持项目负责人构思、启动和进一步发展其作品。报名参加“未来影响力”类别的作品不可以同时参加其他类别的奖项评选，但“产品设计/原型”、“数字设计/测试版”、“设计转型”除外。

奖励级别：

入围者，未来影响力铅笔奖

资格窗口：

作品必须在2023年1月1日至2024年4月18日期间经过再次开发或发生重大变化

要求：

作品必须能够提供概念证明，并且在商业上可行

持续影响力

活动通讯、设计和倡议类作品。作品必须能够推动至少一项联合国可持续发展目标取得成功，并能够带来切实的行为、环境、社会或政策方面的变化。此类作品仍有资格报名D&AD除“影响力”和“未来影响力”之外的所有其他类别的评选。

奖项级别：

入围者、木铅笔、石墨铅笔、白铅笔、黑铅笔

资格窗口：

在“持续影响”类别中的参赛作品必须在2019年1月1日至2023年1月1日之间商业发布，并在奖项资格参赛期间保持商业活跃

如果您的同一作品报名两个或更多类别的评选，系统将联系您并要求您撤回其中一个或多个条目，但您将无法获得退款。如果您不确定您的作品适合哪个类别，请联系D&AD团队寻求帮助。

参赛费

Price codes

Pricing are outlined below; they can also be found at the top of each category page. Where there are multiple pricing codes, please refer to the category page and the code assigned to the subcategory(s) you would like to enter. As a general rule:

EP = **Entry Price** whether you enter single or multi executions.

S/M symbols whether the work can be entered as a single or multi-part

S = **Single Execution**.

This is the fee for a stand-alone piece of work, or a single execution in a series, range or campaign.

M = **Multiple executions**.

This is a fee for a series, range or campaign piece of work.

Category		Code	Super Early Bird (Payment Deadline 06/12/23)	Early Bird (Payment Deadline 07/02/24)	Final Deadline (Payment Deadline 13/03/24)
Advertising	Digital & Social	EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
	Integrated	EP	£552, €745, \$955	£631, €852, \$1092	£789, €1065, \$1365
	Film	S	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
		M	£644, €869, \$1114	£736, €994, \$1273	£920, €1242, \$1592
	Radio & Audio	S	£199, €269, \$344	£228, €308, \$394	£285, €385, \$493
M		£350, €473, \$606	£400, €540, \$692	£500, €675, \$865	
Press & Outdoor	S	£291, €393, \$503	£332, €448, \$574	£415, €560, \$718	
	M	£508, €686, \$879	£580, €783, \$1003	£725, €979, \$1254	
Craft	Animation, Casting, Cinematography, Direction, Editing, Production Design, Sound Design & Use of Music, Visual Effects	S/EP	£357, €482, €618	£408, €551, \$706	£510, €689, \$882
		M	£627, €846, \$1085	£716, €967, \$1239	£895, €1208, \$1548
	Art Direction	S/EP	£291, €393, €503	£332, €448, €574	£415, €560, €718
		M	£508, €686, €879	£580, €783, €1003	£725, €979, €1254
Illustration, Writing for Design	S/EP	£70, €95, \$121	£80, €108, \$138	£100, €135, \$173	
	M	£123, €166, \$213	£140, €189, \$242	£175, €236, \$303	
Photography, Typography, Writing for Advertising	S/EP	£140, €189, \$242	£160, €216, \$277	£200, €270, \$346	
	M	£245, €331, \$424	£280, €378, \$484	£350, €473, \$606	
Design	Digital Design, Spatial Design	EP	£175, €236, \$303	£200, €270, \$346	£250, €338, \$433
	Type Design & Lettering	EP	£70, €95, \$121	£80, €108, \$138	£100, €135, \$173
	Branding	EP	£192, €259, \$332	£220, €297, \$381	£275, €371, \$476
		M	£319, €431, \$552	£364, €491, \$630	£455, €614, \$787
	Magazine & Newspaper Design	S	£28, €38, \$48	£32, €43, \$55	£40, €54, \$69
		M	£49, €66, \$85	£56, €76, \$97	£70, €95, \$121
Book Design	S	£70, €95, \$121	£80, €108, \$138	£100, €135, \$173	
	M	£123, €166, \$213	£140, €189, \$242	£175, €236, \$303	
Packaging Design, Product Design, Graphic Design	S/EP	£105, €142, \$182	£120, €162, \$208	£150, €203, \$260	
	M	£178, €240, \$308	£204, €275, \$353	£255, €344, \$441	
Engagement & Experience	Commerce, Creative Transformation, Experiential	EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
	Media, PR	EP	£402, €543, \$695	£460, €621, \$796	£575, €776, \$995
	Direct	S/EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
M		£644, €869, \$1114	£736, €994, \$1273	£920, €1242, \$1592	
Entertainment	Entertainment	S/EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
		M	£644, €869, \$1114	£736, €994, \$1273	£920, €1242, \$1592
	Music Videos	EP	£70, €95, \$121	£80, €108, \$138	£100, €135, \$173
Gaming	EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908	
Impact	Future Impact	EP	£22, €30, \$38	£25, €34, \$43	£32, €43, \$55
	Impact, Sustained Impact	EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
Health	Health & Wellbeing, Pharma	EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
Luxury	Luxury	S/EP	£367, €495, \$635	£420, €567, \$727	£525, €709, \$908
		M	£644, €869, \$1114	£736, €994, \$1273	£920, €1242, \$1592

Freelancers and businesses with less than 10 employees are eligible for 30% off entries. To get the discount contact awards@dandad.org.

Digital & Social 数字和社交

这包括用于推广品牌、产品或服务的数字、移动和社交市场传播和平台。其中包括影响力创作者的内容、技术和数据的创新应用。

仅适用于广告类作品。设计类作品，如图形创建、数字体验和空间等应报名参加“数字设计”类别的评选。

Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>1001 Integrated 主要在数字平台上运行的综合性营销活动。</p>	<p>Mandatory Presentation Film</p>
<p>1002 Promotional Websites 为宣传非品牌主线产品或服务而推出的促销网站、微型网站、登陆页面及宣传册。</p>	<p>Mandatory One or both of the below: URL Demo Film Judge Recommendation Presentation Film Tips 📌 URL must be live and accessible for judging until June 2024.</p>
<p>1003 Search & Display 搜索及展示广告，例如横幅、弹出窗口、赞助帖文、视频广告、前贴片广告、接管、比赛、Google Ads等。</p>	<p>Mandatory Presentation Film Judge Recommendation Film/s URL/s Tips 📌 URL must be live and accessible for judging until June 2024.</p>
<p>1004 Social 针对社交平台的广告，包括利用社交媒体平台的时间延迟、算法、审查规则、功能或格式制作的作品。</p>	<p>Mandatory Presentation Film Judge Recommendation Film/s URL/s Tips 📌 URL must be live and accessible for judging until June 2024.</p>
<p>1005 Mobile 针对移动设备的广告，包括特定位置的技术、应用内广告、适合移动设备的内容和体验等。</p>	<p>Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
<p>1006 Physical & Digital 结合使用物理及数字组件与用户进行互动并传递营销信息的广告。 > 评委将评估这两种要素是如何相互补充并协同工作的。</p>	<p>Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1008: Experience.

Refer to our [Helper Guide](#) for additional information.

Digital & Social

数字和社交



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>1007 Tactical</p> <p>以新闻劫持形式进行的营销活动。结合创意与突发新闻故事或热门话题来最大化品牌的覆盖面及社交媒体参与度，从而产生即时影响。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Film/s URL/s</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 If entering a film that was released online, please submit the video file.
<p>1008 User Participation</p> <p>以吸引受众为目的的营销活动，例如邀请受众为营销活动或品牌计划做出贡献等。</p>	<p>Mandatory</p> <p>Presentation Film</p>
<p>1009 Use of Micro-Talent & Influencers</p> <p>利用微人才或微影响力者（具有利基受众或超过1,000名追随者的族群）来提高参与度并瞄准特定市场的营销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Film/s URL/s</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 If entering a film that was released online, please submit the video file.
<p>1010 Use of Talent & Influencers</p> <p>利用社交媒体当红影响力者或名人（通常拥有 100,000+名追随者）来提高参与度并瞄准特定市场的营销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Film/s URL/s</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 If entering a film that was released online, please submit the video file.
<p>1011 Use of XR & Emerging Technology</p> <p>利用新技术和新兴媒体突破创造力界限，或以新的创造性方式重新构想旧技术的营销类作品。这包括利用区块链和各种扩展现实（XR）技术，包括但不限于AR、VR、MR，来改变品牌与消费者的互动方式。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1008: Experience.

Refer to our [Helper Guide](#) for additional information.

Digital & Social

数字和社交



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats
<p>1012 Use of Data</p> <p>利用数据来增强创意、强化品牌叙事、推动商业成功或改善在线或离线客户体验的营销活动，包括内部或外部数据、大数据、实时数据和竞争数据等。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <p>📌 URL must be live and accessible for judging until June 2024.</p>
<p>1013 Storytelling</p> <p>利用数字平台的功能来增强用户的叙事融入感以提升观看体验的广告，例如，利用互动叙事或POV影片创建的作品。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1008: Experience.

Refer to our [Helper Guide](#) for additional information.

Film 影片

任何平台的电影广告。包括B2B和B2C平台上的社交、电视/视频点播和电影商业广告、时尚电影、宣传活动、公共服务公告等。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£920, €1242, \$1592
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
1101 Social Commercial Campaigns M 为社交媒体平台创建的商业影片营销活动。	Mandatory Films Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ You must submit the original file that was used on the social channel. ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1102 Social Commercials 30 Seconds and Under S 为Instagram、Youtube或TikTok等社交媒体平台创作的时长不超过30秒的商业影片。	Mandatory Film Tips ⓘ You must submit the original file that was used on the social channel. ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1103 Social Commercials Over 30 Seconds S 为Instagram或Youtube等社交媒体平台创作的时长超过30秒商业影片。	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins Tips ⓘ You must submit the original file that was used on the social channel. ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1104 TV/VOD Commercial Campaigns M 为电视、视频点播或两者同时制作的商业影片营销活动。	Mandatory Films Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1115: Innovation. **For 1119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Film 影片



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£920, €1242, \$1592
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats Refer to our Helper Guide for specifications
1105 TV/VOD Commercials 30 Seconds and Under S 为电视、视频点播平台或两者同时创作的时长不超过30秒商业影片。	Mandatory Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1106 TV/VOD Commercials 31 - 120 Seconds S 为电视、视频点播或两者同时制作的时长在31到120秒之间的商业影片。	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1107 TV/VOD Commercials Over 120 Seconds S 为电视、视频点播或两者同时制作的时长超过120秒的商业影片。	Mandatory Films Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1108 Cinema Commercial Campaigns M 为电影院线制作的商业影片营销活动。	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1109 Cinema Commercials 30 Seconds and Under S 为影院创作的时长不超过30秒商业影片。	Mandatory Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1110 Cinema Commercials 31 - 120 Seconds S 为电影院线制作的时长在31到120秒之间的商业影片。	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1111 Cinema Commercials Over 120 seconds S 为电影院线制作的时长超过120秒的商业影片。	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1115: Innovation. **For 1119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Film 影片



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£920, €1242, \$1592
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
1112 Out-of-Home S/M 主要为在户外屏幕上播放而设计的电影广告，例如在橱窗陈设、商店、建筑物外墙、展览、节庆和体育赛事中播放。 > 为电影院线创作的作品应当报名参加专门的电影院线子类别。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1113 Tactical S/M 利用特定新闻故事或事件的受欢迎程度来最大化品牌覆盖面的电影广告。	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1114 Interactive S/M 能够促进观众互动的电影广告，这可能包括使用并行连接的第二个屏幕进行播放。	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1115 Innovation S/M 通过实现新思想、故事叙事或利用新技术（包括XR及人工智能等新兴技术）来突破媒体界限的电影广告。	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1116 Corporate S/M 主要为企业而设计的电影广告，例如可能会显示在内联网、公司通讯、现场访问或公司会议上的广告作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1117 Fashion S/M 时尚品牌的电影广告。例如营销活动影片、品牌影片及时装秀，涵盖从高街时尚到高级定制时装，从配饰到美妆等。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1115: Innovation. For 1119: Budget.

Refer to our [Helper Guide](#) for additional information.

Film 影片



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£920, €1242, \$1592
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
1118 User Generated Content (UGC) S/M NEW 基于用户生成内容 (UGC) 创作的电影广告或商业广告, 包括纪录片风格的内容。	Refer to our Helper Guide for specifications Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
1119 Creative Use of Budget S/M 将创意变为现实的作品, 其产出应超出较低预算情况下设定的预期, 包括无偿工作等。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的, 您还需要说明总费用支出。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1115: Innovation. **For 1119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Integrated 整合

核心创意跨多种媒体顺利连贯执行的营销活动。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£552, €745, \$955

Early Bird

(Payment Deadline 07/02/24)

£631, €852, \$1092

Final Deadline

(Payment Deadline 13/03/24)

£789, €1065, \$1365

VAT not included

Subcategory	Submission Formats
<p>1201 Micro Enterprise 为员工少于10人的品牌而设计的跨多个平台统一执行的、完全整合的营销活动。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p>
<p>1202 Small/Medium Enterprise 为拥有10–250名员工的品牌而设计的跨多个平台统一执行的、完全整合的营销活动。</p>	
<p>1203 Large Enterprise 为拥有超过250名员工的品牌而设计的跨多个平台统一执行的、完全整合的营销活动。</p>	
<p>1204 Established Campaigns 同一概念已运行超过16个月或更长时间的综合性营销活动，其核心创意应当在多个平台上执行。 > 相关营销活动必须在2023年1月之前启动并在当前资格窗口期内保持有效。</p>	
<p>1205 Collaborative Campaigns 由多个品牌制作并在多个平台上统一执行的单一广告系列。</p>	
<p>1206 Content Led Campaigns 由有益于用户的内容所驱动的完全整合的营销活动，这可能包括教育资源、见解或娱乐等。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 1201 - 1203 & 1205 - 1206: Placement, Timeline. For 1204: History.

Refer to our [Helper Guide](#) for additional information.

Press & Outdoor 媒体与户外

新闻和海报广告，包括为静态、数字、交互式和非常规站点创建的作品。

体验式户外作品，例如活动和快闪店应报名参加“体验”类别的评选。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £291, €393, \$503	£508, €686, \$879
Early Bird (Payment Deadline 07/02/24) £332, €448, \$574	£580, €783, \$1003
Final Deadline (Payment Deadline 13/03/24) £415, €560, \$718	£725, €979, \$1254
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
1301 Press Adverts S 为杂志、报纸和在线出版物创建的单一出版物广告。	Mandatory Image Judge Recommendation Presentation Film Image in situ
1302 Press Campaigns M 为杂志、报纸及在线出版物创建的广告营销活动。	Mandatory Images Judge Recommendation Presentation Film Image/s in situ
1303 Press Inserts & Wraps S/M 出版物包装、或插入出版物的印刷材料。	Mandatory Image/s Judge Recommendation Presentation Film
1304 Interactive Press Adverts S/M 提示观众互动的出版物广告，例如通过身体互动、社交媒体互动、设备互动或将广告重新用于产品或服务目的等。	Mandatory Image/s Judge Recommendation Presentation Film Image/s in situ
1305 Tactical Press Adverts S/M 利用新闻故事或事件的影响力最大化品牌覆盖面的快速响应出版物广告，包括新闻劫持、实时及针对特定情况的广告等。	Mandatory Presentation Film Image/s in situ
1306 Poster Adverts S 免费格式或现有网站上的单张海报广告，包括数字网站（如数字广告牌）、常规广告牌、非常规站点（如车辆）、建筑物、销售点海报等。	Mandatory One of the below: Image Film (for digital sites) Judge Recommendation Presentation Film Image in situ

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1310: Innovation.

Refer to our [Helper Guide](#) for additional information.

Press & Outdoor

媒体与户外



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £291, €393, \$503	£508, €686, \$879
Early Bird (Payment Deadline 07/02/24) £332, €448, \$574	£580, €783, \$1003
Final Deadline (Payment Deadline 13/03/24) £415, €560, \$718	£725, €979, \$1254
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
1307 Poster Campaigns M 免费格式或现有网站上的海报广告营销活动，包括数字网站（如数字广告牌）、常规广告牌、非常规站点（如车辆）、建筑物、销售点海报等。	Mandatory One or both of the below: Images Films (for digital sites) Judge Recommendation Presentation Film Image/s in situ
1308 Interactive Poster Adverts S/M 与周围环境互动的海报广告，例如可能会影响内容的天气或交通变化、或提示观众与显示器互动的广告等。	Mandatory One or both of the below: Image/s Film/s (for digital sites) Judge Recommendation Presentation Film Image/s in situ
1309 Tactical Poster Adverts S/M 利用新闻故事或事件的影响力最大化品牌覆盖面的快速响应海报广告，包括新闻劫持、实时及针对特定情况的广告等。	Mandatory One or both of the below: Image/s Film/s (for digital sites) Judge Recommendation Presentation Film Image/s in situ
1310 Innovation S/M 改变品牌基于出版物和海报媒介的交流方式的前沿作品，例如使用新的材料、技术和方法或以新的方式应用现有的材料、技术和方法。	Mandatory One or both of the below: Image/s Film/s (for digital sites) Judge Recommendation Presentation Film Image/s in situ

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1310: Innovation.

Refer to our [Helper Guide](#) for additional information.

Radio & Audio 广播与音频

为广播、播客、流媒体平台、游戏平台及元宇宙创建音频通信。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £199, €269, \$344	£350, €473, \$606
Early Bird (Payment Deadline 07/02/24) £228, €308, \$394	£400, €540, \$692
Final Deadline (Payment Deadline 13/03/24) £285, €385, \$493	£500, €675, \$865

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
1401 Commercial Campaigns M 通过广播、在线或户外方式进行传播的商业营销活动，包括在网络广播、流媒体、有声读物和播客频道上展示的作品。	Mandatory One of the below: Audio + PDF of Transcript URLs + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.
1402 Commercials 30 Seconds & Under S 时长不超过30秒的商业广告。此类作品应通过广播、在线或户外渠道广播，包括互联网广播、流媒体服务、有声读物、以及播客频道上的展示位置等。	Mandatory One of the below: Audio + PDF of Transcript URL + PDF of Transcript Judge Recommendation Presentation Film Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1407: Innovation.

Refer to our [Helper Guide](#) for additional information.

Radio & Audio

广播与音频



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £199, €269, \$344	£350, €473, \$606
Early Bird (Payment Deadline 07/02/24) £228, €308, \$394	£400, €540, \$692
Final Deadline (Payment Deadline 13/03/24) £285, €385, \$493	£500, €675, \$865
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
1403 Commercials Over 30 Seconds S 通过广播、在线或户外方式进行传播的时长超过30秒的商业广告，包括在网络广播、流媒体、有声读物和播客频道上展示的作品。	Mandatory One of the below: Audio + PDF of Transcript URL+ PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.
1404 Brand Expression S/M 在各个接触点使用音频来强化品牌身份并建立品牌知名度的作品。这包括使用专门为品牌创建的声音徽标、音效、助记音频，以及为在线和店内播放而策划的播放列表等。	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.
1405 Entertainment S/M 品牌化和品牌资助的音频内容，例如有声读物、播放列表、播客、肥皂剧、音乐会、演出、节庆、直播赛事等。	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.
1406 Tactical S/M 对当前新闻和事件做出反应的快速响应广告，以便利用新闻故事的流行度最大化品牌的覆盖面，包括新闻劫持、实时和针对特定情况的广告等。	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.
1407 Innovation S/M 通过执行新的想法、讲述故事、或采用技术手段来突破媒体边界的音频广告。例如，为web3.0和元宇宙创建的音频营销活动，或利用AR、VR或MR来融合真实与虚拟世界。	Mandatory One of the below: Audio + PDF of Transcript URL/s + PDF of Transcript Judge Recommendation Presentation Film Edit (5 min) for Audio over 10 mins Tips ⓘ Please detail which execution the transcript relates to. ⓘ URL must be live and accessible for judging until June 2024.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 1407: Innovation.

Refer to our [Helper Guide](#) for additional information.

Animation 动画

用于商业设计、游戏和广告项目的图像、数字或逐帧处理的文本。

现场表演类作品必须包含动画内容，否则将不符合此类别的报名资格。在这一类别中，评委将优先考虑作品的工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2001 2D Digital Ⓔ/Ⓜ 涉及在具有2D效果的数字计算机环境中创建或操控对象的动画，通常指使用软件创建手工绘制或使用关键帧绘制的动画作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2002 3D Digital Ⓔ/Ⓜ 涉及在具有3D效果的数字计算机环境中创建或操控对象的动画，通常指使用3D软件创建的动画作品，例如使用关键帧、动作捕捉或虚拟现实绘图技术等。	
2003 Traditional Ⓔ/Ⓜ 涉及手动创建或操控物理对象的动画作品，此类作品通常采用传统的、耗时的技术，例如 cel动画、钢笔/墨水绘画、定格动画、玻璃绘画、粘土动画等。	
2004 Motion Design Ⓔ/Ⓜ 可生成2D和3D运动元素风格化动画设计，包括插图及文本。例如，排版动画和照片级纹理、照明及渲染等。	
2005 Characters & Creatures Ⓔ/Ⓜ 角色动画、角色模型、化身或对某一想法至关重要的生物等。	
2006 Mixed Media Ⓔ/Ⓜ 跨多媒介的动画，例如真人动画电影及木偶戏。 > 现场表演类作品必须包含动画，否则将不符合此类别的评选资格。 > 木偶动画，即木偶人物出演的逐帧动画，应报名参加传统子类别的评选。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Making Of, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable*. For 2009: Budget.

Refer to our [Helper Guide](#) for additional information.

Animation 动画



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2007 Use of XR 利用沉浸式技术来扩展现实并改变品牌与消费者的互动方式。这包括利用AR、VR或MR来融合真实与虚拟世界，以及跨web 3.0和元宇宙的应用程序。	Mandatory One of the below: Demo Film App + Demo Film Judge Recommendation Making of Film Concept Art Image/s Tips ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
2008 Use of AI / Emerging Technologies S/M NEW 利用人工智能或其他新兴技术创作的动画，例如作品中包含自动化成分或利用人工智能生成背景及环境内容。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2009 Creative Use of Budget S/M 将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Making Of, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.* **For 2009:** Budget.

Refer to our [Helper Guide](#) for additional information.

Art Direction 艺术指导

营销活动或活动元素的总体设计、视觉编导及风格，包括为数字平台、电影、印刷品、户外、游戏及虚拟世界创作的作品。

评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution [Ⓔ]	Multiple Executions* [Ⓜ]
Super Early Bird (Payment Deadline 06/12/23) £291, €393, \$503	£291, €393, \$503	£508, €686, \$879
Early Bird (Payment Deadline 07/02/24) £332, €448, \$574	£332, €448, \$574	£580, €783, \$1003
Final Deadline (Payment Deadline 13/03/24) £415, €560, \$718	£415, €560, \$718	£725, €979, \$1254

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2101 Integrated [Ⓜ] 综合性营销活动的艺术指导，包括数字和印刷作品。	Mandatory Presentation Film
2102 Digital Content 针对在线消费的数字内容的艺术指导，例如弹出窗口、赞助商帖文、接管、竞争、利用有影响力者等。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
2103 Digital Platforms 用于促进营销活动、产品或服务的数字平台的艺术指导，例如应用程序、网站、微型网站、登录页面等。	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
2104 Film [Ⓔ]/[Ⓜ] 社交、视频点播、电视、电影或其他屏幕的艺术指导。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2105 Fashion Film [Ⓔ]/[Ⓜ] 时尚电影的艺术指导，例如营销活动影片、品牌影片及时装秀，涵盖从高街时尚到高级定制时装，从配饰到美妆等。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 2101 - 2106 & 2108 - 2111: Placement, Timeline. **For 2106:** Direct. **For 2107:** Distribution. **For 2110:** Experience.

Refer to our [Helper Guide](#) for additional information.

Art Direction 艺术指导



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £291, €393, \$503	£291, €393, \$503	£508, €686, \$879
Early Bird (Payment Deadline 07/02/24) £332, €448, \$574	£332, €448, \$574	£580, €783, \$1003
Final Deadline (Payment Deadline 13/03/24) £415, €560, \$718	£415, €560, \$718	£725, €979, \$1254

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats
<p>2106 Direct</p> <p>为旨在引起直接反应的目标营销作品提供的艺术指导，包括数字、印刷品和直邮等。</p>	<p style="font-size: small;">Refer to our Helper Guide for specifications</p> <p>Type of Work:</p> <p>Digital</p> <p>Mandatory One of the below: URL Demo Film App + Demo Film</p> <p>Film (Ⓔ/Ⓜ)</p> <p>Mandatory Film/s</p> <p>Radio & Audio (Ⓔ/Ⓜ)</p> <p>Mandatory One of the below: Audio/s URL/s</p> <p>Press / Printed Material (Ⓔ/Ⓜ)</p> <p>Mandatory Image/s</p> <p>Outdoor (Ⓔ/Ⓜ)</p> <p>Mandatory One or both of the below: Image/s Film/s (for digital sites)</p> <p>Judge Recommendation</p> <p>Presentation Film PDF of Transcript Physical Material/s Edit (5 min) for Film/s /Audio over 10 mins Image/s in situ Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 Please be aware that certain Judge Recommendations are only relevant to specific Types of Work. 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work. 📌 A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 2101 - 2106 & 2108 - 2111: Placement, Timeline. For 2106: Direct. For 2107: Distribution. For 2110: Experience.

Refer to our [Helper Guide](#) for additional information.

Art Direction 艺术指导



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £291, €393, \$503	£291, €393, \$503	£508, €686, \$879
Early Bird (Payment Deadline 07/02/24) £332, €448, \$574	£332, €448, \$574	£580, €783, \$1003
Final Deadline (Payment Deadline 13/03/24) £415, €560, \$718	£415, €560, \$718	£725, €979, \$1254

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2107 Printed Materials 包装、文具、传单、小册子、贺卡、日历、唱片套、邮票和游戏等印刷材料的艺术指导。	Mandatory Image/s Judge Recommendation Physical Material/s Walkthrough Film Tips A walkthrough film taken by a camera phone is accepted.
2108 Press 出版物广告、插页和包装的艺术指导。	Mandatory Image/s Judge Recommendation Presentation Film Image/s in situ Walkthrough Film Tips A walkthrough film taken by a camera phone is accepted.
2109 Outdoor 户外空间的艺术指导，包括印刷和数字海报、特殊建筑、数字网站等。	Mandatory One or both of the below: Image/s Film/s (for digital sites) Judge Recommendation Presentation Film Image/s in situ
2110 Experiential 以体验为导向的营销活动的艺术指导，如快闪店、实体店或增强零售空间。	Mandatory Presentation Film



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 2101 - 2106 & 2108 - 2111: Placement, Timeline. For 2106: Direct. For 2107: Distribution. For 2110: Experience.

Refer to our [Helper Guide](#) for additional information.

Art Direction 艺术指导



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £291, €393, \$503	£291, €393, \$503	£508, €686, \$879
Early Bird <small>(Payment Deadline 07/02/24)</small> £332, €448, \$574	£332, €448, \$574	£580, €783, \$1003
Final Deadline <small>(Payment Deadline 13/03/24)</small> £415, €560, \$718	£415, €560, \$718	£725, €979, \$1254

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats
<p>2111 Gaming & Virtual Worlds</p> <p>游戏平台 and 虚拟世界中广告的艺术指导，包括为桌面、网络和移动设备创建的游戏；游戏广告；虚拟空间、web3.0和元宇宙的沉浸式交互等。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 2101 - 2106 & 2108 - 2111: Placement, Timeline. **For 2106:** Direct. **For 2107:** Distribution. **For 2110:** Experience.

Refer to our [Helper Guide](#) for additional information.

Casting 选角

为商业设计和广告项目进行选角，包括演员、非代表性的人才、有影响力者和儿童。

评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2201 Film Ⓔ/Ⓜ 为电影广告选角，包括为社交频道、电视、视频点播、展览、赛事和其他屏幕创作的作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2202 Print 为印刷作品选角，包括出版物广告、书籍、海报和包装等。	Type of Work: Press Ⓔ/Ⓜ Mandatory Image/s Poster Ⓔ/Ⓜ Mandatory Image/s Printed Material Ⓔ/Ⓜ Mandatory Image/s Judge Recommendation Image/s in situ Walkthrough Film Tips ⓘ Please be aware that certain Judge Recommendations are only relevant to specific Types of Work. ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
2203 Events 为事件选角，包括营销表演、身临其境的体验、预先录制的活动和直播赛事等。	Mandatory Presentation Film

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Casting, Placement*, Timeline*, Use of AI, Cultural Context, *Translations if applicable*. For 2208 - 2209: Performance. *If submitting Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Casting 选角



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird <small>(Payment Deadline 07/02/24)</small> £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline <small>(Payment Deadline 13/03/24)</small> £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2204 Street Casting 典型未被代表的人才的选角，通常通过社交网络或在公共场所进行。	Type of Work: Film (Ⓔ/Ⓜ) Mandatory Film/s Radio & Audio (Ⓔ/Ⓜ) Mandatory One of the below: Audio URL/s Press / Posters (Ⓔ/Ⓜ) Mandatory Image/s Events Mandatory Presentation Film Judge Recommendation PDF of Transcript Image/s in situ Edit (5 min) for Film/s / Audio over 10 mins Tips ⓘ Please be aware that certain Judge Recommendations are only relevant to specific Types of Work. ⓘ Remove/blur any credits before submitting work; for judging purposes only. ⓘ URL must be live and accessible for judging until June 2024.
2205 Children 婴儿及18岁以下儿童的选角。	
2206 Talent & Influencers 拥有利基受众或1,000至100,000名粉丝的人才或社交媒体影响力者的选角。	
2207 Celebrities 社交媒体影响力者或名人（通常拥有100,000+名粉丝）的选角。	
2208 Voice Ⓔ/Ⓜ 为声音表演发挥关键作用的作品选角，包括连续性播音员和旁白。	Mandatory One of the below: Film/s Audio Judge Recommendation Edit (5 min) for Film/s / Audio over 10 mins Tips ⓘ Where relevant, remove/blur any credits before submitting work; for judging purposes only.
2209 Performance Ⓔ/Ⓜ 为脚本表演选角，在此类作品中，表演旨在将创意变为现实。 > 您需要注明表演是脚本化的还是非脚本化的。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Casting, Placement*, Timeline*, Use of AI, Cultural Context, *Translations if applicable*. For 2208 - 2209: Performance. *If submitting Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Cinematography

电影摄影

商业广告项目电影摄影的质量、构图和风格。

评委将优先考虑工艺而非创意理念。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£895, €1208, \$1548
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
2301 Short Form S/M 时长少于3分钟的电影广告、音乐视频及品牌内容的摄影。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Refer to our Helper Guide for specifications Mandatory Film/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2302 Long Form S/M 时长超过3分钟的电影广告、音乐视频及品牌内容的摄影。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2303 Fashion Film S/M 时装影片的摄影。这包括营销活动影片、品牌影片及时装秀，涵盖从高街时尚到高级定制时装，从配饰到美妆等。	
2304 Documentary Film S/M 品牌化或品牌资助的纪录片、文献片和娱乐片的摄影。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Craft, Approach, Use of AI, Cultural Context, *Translations if applicable.*

For 2301 - 2303: Timeline.

Refer to our [Helper Guide](#) for additional information.

Direction 指导

导演的愿景能够将创意变为现实的商业广告项目。

评委将优先考虑工艺而非创意理念。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£895, €1208, \$1548
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
2401 Short Form S/M 时长少于3分钟的电影广告、音乐视频及品牌内容的编导。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Refer to our Helper Guide for specifications Mandatory Film/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2402 Long Form S/M 时长超过3分钟的电影广告、音乐视频及品牌内容的编导。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2403 Fashion Film S/M 时尚电影的编导。这包括营销活动影片、品牌影片及时装秀，涵盖从高街时尚到高级定制时装，从配饰到美妆等。	ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2404 Documentary Film S/M 品牌化或品牌资助的纪录片、文献片和娱乐片的编导。	
2405 Creative Use of Budget S/M 将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Approach, Use of AI, Cultural Context, *Translations if applicable.*

For 2405: Budget.

Refer to our [Helper Guide](#) for additional information.

Editing 剪辑

将商业广告项目的对话、音乐、图像和视觉效果组合成有凝聚力的整体的艺术。

评委将优先考虑工艺而非创意理念。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£895, €1208, \$1548
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
2501 Short Form S/M 时长少于3分钟的电影广告、音乐视频及品牌内容的剪辑。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Mandatory Film/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2502 Long Form S/M 时长超过3分钟的电影广告、音乐视频及品牌内容的剪辑。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2503 Fashion Film S/M 时尚电影的剪辑。这包括营销活动影片、品牌影片及时装秀，涵盖从高街时尚到高级定制时装，从配饰到美妆等。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2504 Documentary Film S/M 品牌化或品牌资助的纪录片、文献片和娱乐片的剪辑。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2505 Visual Effects S/M 视觉效果的使用被视为创造性输出的核心组成部分的剪辑。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2506 User Generated Content S/M 将用户生成的内容合并到最终作品中的剪辑，包括旧片重制、为竞赛提交的内容、消费者创建和共享的内容等。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Editing, Use of AI, Cultural Context, *Translations if applicable.*

For 2501 - 2503 & 2505 - 2506: Timeline.

Refer to our [Helper Guide](#) for additional information.

Illustration 插画

商业设计和广告项目的创意插图。

评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2601 Integrated Ⓜ 在各种不同媒体上使用中心插图思想的作品，例如杂志、在线和包装等。	Mandatory One or more of the below: Image/s Film/s URL App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
2602 Digital 可在数字平台上查看的插图，包括网站、应用程序、游戏和社交媒体等。	Mandatory One of the below: URL* App + Demo Film Judge Recommendation *Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
2603 Posters Ⓔ/Ⓜ 以插图为主导的海报，包括印刷版和数字版，可以是单面也可以是双面的。	Mandatory One or both of the below: Image/s Film/s (for digital sites) Judge Recommendation Image/s in situ

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Medium, Use of AI, Cultural Context, *Translations if applicable.*
For 2601 - 2604 & 2610 - 2613: Placement, Timeline*. **For 2605 - 2609:** Distribution. **For 2613:** Collaboration History, Collaboration Timeline.
 *For 2613, if submitting Packaging or Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Illustration 插画



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2604 Press / 以插图为主导的出版物广告、插页和包装等。	Mandatory Image/s Judge Recommendation Image/s in situ Walkthrough Film Tips ⓘ A walkthrough film taken by a camera phone is accepted.
2605 Packaging / 包装插图。 > 所有报名作品都必须是带有条形码或销售标识符的商业销售品（促销品除外）。	Mandatory Image/s Judge Recommendation Physical Material/s Image of Packaging in situ Walkthrough Film Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
2606 Printed Materials / 任何其他印刷作品的插图，包括文具、传单、小册子、贺卡、日历、唱片套、邮票和游戏等。	Mandatory Image/s Judge Recommendation Physical Material/s Walkthrough Film Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Medium, Use of AI, Cultural Context, *Translations if applicable.*

For 2601 - 2604 & 2610 - 2613: Placement, Timeline*. **For 2605 - 2609:** Distribution. **For 2613:** Collaboration History, Collaboration Timeline.

*For 2613, if submitting Packaging or Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Illustration 插画



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23)	£70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24)	£80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24)	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>2607 Publications / </p> <p>出版物插图，包括书籍、展览目录、图画小说及年度报告。</p>	<p>Mandatory</p> <p>One of the below:</p> <p>Image/s Image/s + URL/s (for digital elements)</p> <p>Judge Recommendation</p> <p>Printed Publication/s Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> Images should display front, back and side of your work to help the Jury. A walkthrough film taken by a camera phone is accepted.
<p>2608 Publication Covers / </p> <p>出版物封面插图，包括书籍、展览目录、图画小说及年度报告。</p>	<p>Mandatory</p> <p>Image/s Printed Publication Image in situ</p> <p>Judge Recommendation</p> <p>Printed Publication/s Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> Images should display front, back and side of your work to help the Jury. A walkthrough film taken by a camera phone is accepted.
<p>2609 Editorial / </p> <p>报纸、杂志、期刊及副刊的编辑插图，包括印刷版或线上版。</p>	<p>Mandatory</p> <p>One of the below:</p> <p>Image/s Image/s + URL/s (for digital elements)</p> <p>Judge Recommendation</p> <p>Printed Publication/s Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> Images should display front, back and side of your work to help the Jury. A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Medium, Use of AI, Cultural Context, *Translations if applicable.*

For 2601 - 2604 & 2610 - 2613: Placement, Timeline*. **For 2605 - 2609:** Distribution. **For 2613:** Collaboration History, Collaboration Timeline.

*For 2613, if submitting Packaging or Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Illustration 插画



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2610 Environmental 为在特定空间中展示而创建的插图，包括标牌、环境图形、装置、建筑包装、街头艺术和互动网站等。	Mandatory Presentation Image/s Judge Recommendation Presentation Film
2611 Animated Ⓔ/Ⓜ 动画插图，例如企业宣传片、舞台图形、广告等。 > 评委将评判插图而不是动画。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2612 Tactile 3D Ⓔ/Ⓜ NEW 为广告、出版或编辑流程委托制作的手工材料作品。包括摄影、纸艺、粘土、毛毡、混合媒介、模型制作、雕塑元素等，其目的旨在以最小的数字干扰或支持作为主要视觉元素。	Mandatory Image/s Judge Recommendation Making of Film Concept Art Image/s
2613 Collaboration 多位插画师参与的合作项目。	Based on your type of work, please follow the submission formats as listed per subcategory 2601 (Ⓜ) 2602 2603-2609 (Ⓔ / Ⓜ) 2610 2611-2612 (Ⓔ / Ⓜ) Tips ⓘ Please be aware that certain Judge Recommendations are only relevant to specific Types of Work. ⓘ Remove/blur any credits before submitting work; for judging purposes only. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work. ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Medium, Use of AI, Cultural Context, *Translations if applicable.*

For 2601 - 2604 & 2610 - 2613: Placement, Timeline*. **For 2605 - 2609:** Distribution. **For 2613:** Collaboration History, Collaboration Timeline.

*For 2613, if submitting Packaging or Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Photography 摄影

用于设计和广告项目且能够为生活带来创意的商业摄影。

此类图像必须是以销售产品和服务为目的而委托或授权的。能够促进摄影师艺术风格的摄影，包括自创作品，可参加“个人风格”子类别的评选。在这一类别中，评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird (Payment Deadline 07/02/24) £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline (Payment Deadline 13/03/24) £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2701 Portraits 捕捉一个主题或一组主题的商业摄影，其中主要强调面部表情或特征。	Types of Work: Digital / Environmental Mandatory Image/s Press / Poster (Ⓔ / Ⓜ) Mandatory Image/s Publication / Printed Materials (Ⓔ / Ⓜ) Mandatory Image/s Judge Recommendation Physical Material/s Printed Publication/s Image/s in situ Walkthrough Film URL (for digital elements) Image/s of Stills Compositing (2712) Image/s of Before & After Shots (2713) Tips ⓘ Please be aware that certain Judge Recommendations are only relevant to specific types of work. ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
2702 Documentary 记录历史事件、人物或地点的商业摄影，包括街头摄影、报告文学及新闻摄影等。	
2703 Still Life & Studio 在受控摄影棚环境或大型摄影棚布景内拍摄的无生命物体的商业摄影。	
2704 Cityscapes & Architecture 城市景观、天际线、人造结构及建筑内外的商业摄影。	
2705 Automotive 以机动车为中心的商业摄影。这包括汽车、SUV、卡车、摩托车、赛道及汽车展等。	
2706 Sports 以运动和健身为中心商业摄影。这包括运动员、体育大使及影响力者；粉丝；体育环境及赛事等。可以涉及从官方体育赛事到活动特技的所有适用类型。	
2707 Fashion & Beauty 聚焦服装、时尚配饰、珠宝、头发、化妆及选美的商业摄影。	
2708 Lifestyle 旨在捕捉现实生活中的事件、行为及日常艺术商业摄影。	
2709 Fine Art & Conceptual 表达艺术家感受或以抽象的方式阐述概念性想法的商业摄影。	
2710 Wildlife & Landscape 主要关注自然世界或捕捉自然栖息地中的动物的商业摄影。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Placement*, Timeline*, Editing, Use of AI, Cultural Context, *Translations if applicable.*

For 2701 - 2713 & 2715: Brief, Solution, Photography. **For 2712:** Original Image. **For 2714:** Personal Style. **For 2715:** Budget. *If submitting Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Photography 摄影



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird (Payment Deadline 07/02/24) £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline (Payment Deadline 13/03/24) £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
2711 Staged Image 捕捉专门为拍摄目的而创作的精心构建的场景的商业摄影。	Types of Work: Digital / Environmental Mandatory Image/s Press / Poster (Ⓔ / Ⓜ) Mandatory Image/s Publication / Printed Materials (Ⓔ / Ⓜ) Mandatory Image/s Judge Recommendation Physical Material/s Printed Publication/s Image/s in situ Walkthrough Film URL (for digital elements) Image/s of Stills Compositing (2712) Image/s of Before & After Shots (2713) Tips ⓘ Please be aware that certain Judge Recommendations are only relevant to specific types of work. ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
2712 Stills Compositing 将多个图像或资源组合在一张照片内的商业摄影。例如，对电脑图形资源、纹理和特效的应用，以及服装调整等。 > 合成的图像可以是肖像画、静物画、时装、美术或概念艺术、或任何其他类型的商业图片。	
2713 Retouching 涉及添加或删除元素和/或通过色彩、色调和对比度处理来增强图像效果的商业摄影。	
2714 Personal Style 由摄影师拍摄并提供给潜在客户，以促进其摄影服务并表达其个人风格的图像。 > 您最多可以从作品集提交10幅作品。作品可以是委托的或自行创作的，但所有图片必须向公众开放。	
2715 Creative Use of Budget 将创意带入生活的商业摄影，其产出应超出较低预算设定的预期目标，包括无偿工作。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Placement*, Timeline*, Editing, Use of AI, Cultural Context, *Translations if applicable.*

For 2701 - 2713 & 2715: Brief, Solution, Photography. **For 2712:** Original Image. **For 2714:** Personal Style. **For 2715:** Budget. *If submitting Printed Materials, Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Production Design 制作设计

在商业广告项目中为场景创造美学的艺术，包括布景设计、场景搭建、道具、灯光和造型等。

评委将优先考虑工艺而非创意理念。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£895, €1208, \$1548
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
2801 Short Form S/M 时长少于3分钟的电影广告、音乐视频及品牌内容的制作设计。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Refer to our Helper Guide for specifications Mandatory Film/s Judge Recommendation Making of Film Concept Art Image/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2802 Long Form S/M 时长超过3分钟的电影广告、音乐视频及品牌内容的制作设计。这包括为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Concept Art Image/s Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
2803 Fashion Film S/M 时尚电影的制作设计。这包括营销活动影片、品牌影片及时装秀，涵盖从高街时尚到高级定制时装，从配饰到美妆等。	
2804 Animated Film S/M 商业动画的制作设计。这包括电影广告、音乐视频和品牌内容。涵盖为社交平台、电视/视频点播、户外、活动及虚拟世界创作的作品。	
2805 Technical Achievement S/M 需要重大技术成就才能将创意变为现实的制作设计，例如当设计师面临时间或预算限制、在水下或在敌对地点工作、以及使用单镜头或多镜头等相机设置时。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Craft, Approach, Use of AI, Cultural Context, *Translations if applicable*. For 2805: Production Considerations.



Refer to our [Helper Guide](#) for additional information.

Sound Design & Use of Music

音效设计与音乐运用

声音和音乐创作在商业设计、游戏和广告项目中的应用。

评委将优先考虑工艺而非创意理念。

Single Execution 	Multiple Executions* 
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats
2901 Sound Design   为电影、音频和游戏项目制作的声音，其设计理念和工艺能够将创意带入生活。	Mandatory One of the below: Film/s Audio/s URL/s Judge Recommendation Edit (5 min) for Film/s / Audio/s over 10 mins Tips ❶ Remove/blur any credits before submitting work; for judging purposes only. ❷ URL must be live and accessible for judging until June 2024. ❸ If entering a film that was released online, please submit the video file.
2902 Original Composition   专为电影、音频和游戏项目创作的原创音乐，其作品应体现委托方的需求。	
2903 Existing Music   已应用于电影、音频和游戏项目、并与图片完美搭配的现有音乐。	
2904 Adapted Music   适用于电影、音频和游戏项目的现有音乐作品的改编、重新录制或混音版本。	Mandatory One of the below: Film/s Audio/s URL/s Judge Recommendation URL/s (for original music) Edit (5 min) for Film/s / Audio/s over 10 mins Tips ❶ We highly recommend that you provide a URL to the original piece of music for the Jury. ❷ Remove/blur any credits before submitting work; for judging purposes only. ❸ URL must be live and accessible for judging until June 2024. ❹ If entering a film that was released online, please submit the video file.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 2901 & 2904 - 2908: Original Sound. For 2906: Collaboration. For 2907: Experience.

Refer to our [Helper Guide](#) for additional information.

Sound Design & Use of Music

音效设计与音乐运用



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£895, €1208, \$1548
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
2905 Audio Composition S/M 利用互补的音频元素以及将它们结合在一起的工艺来创建一个和谐的整体。这包括人声、声音编辑、声音设计、音乐的混合及使用等。	Refer to our Helper Guide for specifications Mandatory One of the below: Film/s Audio/s URL/s Judge Recommendation Edit (5 min) for Film/s / Audio/s over 10 mins Tips ❶ Remove/blur any credits before submitting work; for judging purposes only. ❷ URL must be live and accessible for judging until June 2024. ❸ If entering a film that was released online, please submit the video file.
2906 Artist & Brand Collaboration S/M NEW 艺术家或制作人与品牌之间的创造性合作关系，其合作旨在开发独特的音频标识（包括音乐及声音元素和/或声音标志等）并将其融入品牌的营销活动、产品或整体标识。	
2907 Social & Experiential S/M NEW 声音设计、声景或专门为社交及沉浸式体验而创作的音乐作品，如品牌营销活动、装置及弹出窗口。	
2908 Sonic Identity S/M NEW 使用特定声音或音乐背景创作的品牌标识。包括在不同的接触点（如网站、移动应用程序、游戏或广告）之间创建一致的音频体验。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 2901 & 2904 - 2908: Original Sound. For 2906: Collaboration. For 2907: Experience.

Refer to our [Helper Guide](#) for additional information.

Typography 字型设计

商业设计和广告项目的排版和字体艺术。

评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird (Payment Deadline 07/02/24) £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline (Payment Deadline 13/03/24) £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3001 Integrated Ⓜ 在各种媒体上使用中心排版理念的项目，例如用于杂志、线上和包装上。	Mandatory One or more of the below: Image/s Film/s URL App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
3002 Digital 数字平台的排版，包括活动屏幕、应用程序、消费品、电子产品，以及web和元宇宙中的虚拟空间等。	Mandatory One of the below: URL* App + Demo Film Judge Recommendation *Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
3003 Posters Ⓔ/Ⓜ 以排版为主导的海报，包括印刷版和数字版，可以是单面或双面的。	Mandatory One or both of the below: Image/s Film/s (for digital sites) Judge Recommendation Image/s in situ

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 3001 - 3005 & 3009 - 3012: Placement, Timeline. **For 3006 - 3008:** Distribution.

Refer to our [Helper Guide](#) for additional information.

Typography 字型设计



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird (Payment Deadline 07/02/24) £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline (Payment Deadline 13/03/24) £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3004 Press Ⓔ/Ⓜ 以排版为主导的出版物广告、插页和包装。	Mandatory Image/s Judge Recommendation Image/s in situ Walkthrough Film Tips ⓘ A walkthrough film taken by a camera phone is accepted.
3005 Packaging Ⓔ/Ⓜ 包装的排版。 > 所有报名作品都必须是带有条形码或销售标识符的商业销售品（促销品除外）。	Mandatory Image/s Judge Recommendation Physical Material/s Image of Packaging in situ Walkthrough Film Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
3006 Printed Materials Ⓔ/Ⓜ 任何其他印刷作品的排版，包括文具、传单、小册子、贺卡、日历、唱片套、邮票和游戏等。	Mandatory Image/s Judge Recommendation Physical Material/s Walkthrough Film Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 3001 - 3005 & 3009 - 3012: Placement, Timeline. **For 3006 - 3008:** Distribution.

Refer to our [Helper Guide](#) for additional information.

Typography 字型设计



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird <small>(Payment Deadline 07/02/24)</small> £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline <small>(Payment Deadline 13/03/24)</small> £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3007 Publications 出版物的排版，包括书籍、电子书、图画小说、杂志、报纸、章节、传播和增刊。	Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Judge Recommendation Printed Publication/s Walkthrough Film Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
3008 Publication Covers 出版物封面的排版，包括书籍封面、杂志封面和报纸头版。	Mandatory Image/s Printed Publication Image in situ Judge Recommendation Printed Publication/s Walkthrough Film Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted.
3009 Environmental 为在特定空间显示而创建的排版，包括标牌、环境图形、装置、建筑包装、街头艺术和互动网站等。	Mandatory Presentation Image/s Judge Recommendation Presentation Film
3010 Kinetic 以传递品牌信息为目的字型或印字动画。这包括电影、音乐视频、应用程序、数字海报网站及虚拟空间的动态排版等。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 3001 - 3005 & 3009 - 3012: Placement, Timeline. **For 3006 - 3008:** Distribution.

Refer to our [Helper Guide](#) for additional information.

Typography 字型设计



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution <small>Ⓐ</small>	Multiple Executions* <small>Ⓜ</small>
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird <small>(Payment Deadline 07/02/24)</small> £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline <small>(Payment Deadline 13/03/24)</small> £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3011 Logos 以排版为中心特征的徽标类作品，包括运动徽标。	Mandatory One or both of the below: Image/s Film/s (for in motion logos) Judge Recommendation Image/s of Logo in situ Image/s of Mockups/Vendors
3012 Use of XR 利用沉浸式技术来扩展现实并改变品牌与消费者的互动方式。这包括利用AR、VR或MR来融合真实与虚拟世界，以及跨web 3.0和元宇宙的应用程序。	Mandatory One of the below: Demo Film App + Demo Film Judge Recommendation Image/s Tips ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 3001 - 3005 & 3009 - 3012: Placement, Timeline. **For 3006 - 3008:** Distribution.

Refer to our [Helper Guide](#) for additional information.

Visual Effects 视觉效果

通过数字特效、实际效果和/或镜头效果处理或优化图像、影片或文本。用于商业设计、游戏和广告项目。

评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3101 Colour Grading 运动图像作品中色彩的增强与改变，包括色彩校正和艺术色彩效果。	Mandatory One of the below: Film/s + VFX Breakdown Image/s Image/s + VFX Breakdown Image/s Judge Recommendation Edit (5 min) for Film/s over 10 mins VFX Breakdown Film Tips Remove/blur any credits before submitting work; for judging purposes only.
3102 Compositing 至少两种取自不同来源的视觉元素的整合与组合。	Mandatory One of the below: Film/s + VFX Breakdown Image/s Image/s + VFX Breakdown Image/s Judge Recommendation Edit (5 min) for Film/s over 10 mins VFX Breakdown Film Tips Remove/blur any credits before submitting work; for judging purposes only. You will need to submit references of all the elements you composited together.
3103 Computer-Generated 借助计算机软件创建和渲染的视觉效果，包括实时渲染。 > 生物或角色动画应报名参加动画类别的评选。	Mandatory One of the below: Film/s + VFX Breakdown Image/s Image/s + VFX Breakdown Image/s Judge Recommendation Edit (5 min) for Film/s over 10 mins VFX Breakdown Film Tips Remove/blur any credits before submitting work; for judging purposes only.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Approach, Use of AI, Cultural Context, *Translations if applicable.*

For 3104: Craft. **For 3107:** Budget.

Refer to our [Helper Guide](#) for additional information.

Visual Effects 视觉效果



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird (Payment Deadline 07/02/24) £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline (Payment Deadline 13/03/24) £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3104 Practical Effects S/M 在现场创建的效果，例如爆炸、烟火、大气效果、假肢、比例模型、机械化工具/布景设计等，也包括通过操纵相机或其部件实现的相机内效果。	Mandatory One of the below: Image/s Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins Making of Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
3105 Use of AI S/M 利用人工智能技术创建的视觉效果，例如神经渲染及deepfakes。	Mandatory One of the below: Film/s + VFX Breakdown Image/s Image/s + VFX Breakdown Image/s Judge Recommendation Edit (5 min) for Film/s over 10 mins VFX Breakdown Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
3106 Use of XR 利用沉浸式技术来扩展现实并改变品牌与消费者的互动方式。这包括利用AR、VR或MR来融合真实与虚拟世界，以及跨web 3.0和元宇宙的应用程序。	Mandatory One of the below: Demo Film App + Demo Film Judge Recommendation VFX Breakdown Film VFX Breakdown Image/s Tips ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Approach, Use of AI, Cultural Context, *Translations if applicable.*

For 3104: Craft. **For 3107:** Budget.

Refer to our [Helper Guide](#) for additional information.

Visual Effects 视觉效果



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £357, €482, \$618	£357, €482, \$618	£627, €846, \$1085
Early Bird <small>(Payment Deadline 07/02/24)</small> £408, €551, \$706	£408, €551, \$706	£716, €967, \$1239
Final Deadline <small>(Payment Deadline 13/03/24)</small> £510, €689, \$882	£510, €689, \$882	£895, €1208, \$1548

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats
<p>3107 Creative Use of Budget / </p> <p>将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。</p>	<p style="font-size: small;">Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>One of the below:</p> <ul style="list-style-type: none"> Film/s Demo Film App + Demo Film <p>Judge Recommendation</p> <ul style="list-style-type: none"> Edit (5 min) for Film/s over 10 mins VFX Breakdown Film VFX Breakdown Image/s <p>Tips</p> <ul style="list-style-type: none"> Remove/blur any credits before submitting work; for judging purposes only. Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Approach, Use of AI, Cultural Context, *Translations if applicable.*

For 3104: Craft. **For 3107:** Budget.

Refer to our [Helper Guide](#) for additional information.

Writing for Advertising 广告文案

构成营销传播一部分的文案，包括标题和/或正文。

仅适用于已经以英文商业发布的作品。这是为了确保对文案本身进行公正的评判，而不是基于翻译。作品只能报名参加“设计文案”或“广告文案”类别之一的评选，不得同时报名两项。评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution [Ⓐ]	Multiple Executions* [Ⓜ]
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird <small>(Payment Deadline 07/02/24)</small> £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline <small>(Payment Deadline 13/03/24)</small> £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>3201 Integrated [Ⓜ]</p> <p>文案作为营销活动的一部分，其中心思想应能够跨越多种媒体，例如在线、印刷、移动、周围环境等。</p>	<p>Mandatory</p> <p>One or more of the below:</p> <ul style="list-style-type: none"> Image/s + PDF of Script Film/s + PDF of Script Audio + PDF of Script URL + PDF of Script App + Demo Film + PDF of Script <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Tips</p> <ul style="list-style-type: none"> ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>3202 Digital</p> <p>为数字平台撰写的广告文案，包括网站、微型网站、博客及应用程序。 > 针对社交平台的文案应报名参加社交子类别的评选。</p>	<p>Mandatory</p> <p>One of the below:</p> <ul style="list-style-type: none"> URL + PDF of Script* App + Demo Film + PDF of Script Demo Film + PDF Script <p>Judge Recommendation</p> <p>*Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context.

Refer to our [Helper Guide](#) for additional information.

Writing for Advertising 广告文案



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution <small>Ⓔ</small>	Multiple Executions* <small>Ⓜ</small>
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird <small>(Payment Deadline 07/02/24)</small> £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline <small>(Payment Deadline 13/03/24)</small> £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3203 Social 为社交平台撰写的广告文案，包括Instagram、Facebook、Tiktok及Twitter等。	Mandatory One of the below: URL + PDF Script Demo Film + PDF Script Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
3204 Film <small>Ⓔ/Ⓜ</small> 为电视、视频点播、社交、电影和其他屏幕创建的广告脚本及可见副本。	Mandatory Film/s + PDF of Script Judge Recommendation Edit (5 min) for Film/s over 10 mins Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to.
3205 Press <small>Ⓔ/Ⓜ</small> 出版物文案，包括媒体广告、插页、包装和品牌社论等。	Mandatory Image/s + PDF of Script Judge Recommendation Image/s in situ Walkthrough Film Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:
 For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context.

Refer to our [Helper Guide](#) for additional information.

Writing for Advertising

广告文案



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £140, €189, \$242	£140, €189, \$242	£245, €331, \$424
Early Bird (Payment Deadline 07/02/24) £160, €216, \$277	£160, €216, \$277	£280, €378, \$484
Final Deadline (Payment Deadline 13/03/24) £200, €270, \$346	£200, €270, \$346	£350, €473, \$606

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3206 Outdoor 户外文案，包括印刷和数字海报、特殊作品和数字网站等。	Mandatory One or both of the below: Image/s + PDF of Script Film/s (for digital sites) + PDF of Script Judge Recommendation Image/s in situ Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to.
3207 Radio & Audio 作为广播和音频广告的一部分的文案创作，包括将品牌整合到叙事中的播客文案及脚本。	Mandatory One of the below: Audio/s + PDF of Script URL/s + PDF of Script Judge Recommendation Edit (5 min) for Audio/s over 10 mins Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024.
3208 Entertainment 为人们感到有必要观看、寻找和分享的品牌化或品牌资助的娱乐活动所创作的文案，包括纪录片、故事片、音乐视频和游戏等。	Mandatory One of the below: Film/s + PDF of Script Audio/s + PDF of Script App + Demo Film + PDF of Script Judge Recommendation Edit (5 min) for Film/s / Audio/s over 10 mins Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context.

Refer to our [Helper Guide](#) for additional information.

Writing for Design 设计文案

构成设计作品一部分的文案，包括标题和/或正文。

仅适用于已经以英文商业发布的作品。这是为了确保对文案本身进行公正的评判，而不是基于翻译。作品只能报名参加“设计文案”或“广告文案”类别之一的评选，不得同时报名两项。评委将优先考虑工艺而非创意理念。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution [Ⓔ]	Multiple Executions* [Ⓜ]
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3301 Integrated [Ⓜ] 设计文案，其中的某一概念应在多个平台上成功执行，例如在线、包装、海报和小册子等。	Mandatory One or more of the below: Image/s + PDF of Script Film/s + PDF of Script URL + PDF of Script App + Demo film + PDF of Script Judge Recommendation Presentation Film Physical Material/s Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
3302 Digital 作为任何数字产品或平台的一部分而创作的文案，包括网站、微型网站、登录页面、应用程序、游戏等。	Mandatory One of the below: URL + PDF of Script* App + Demo Film + PDF of Script Demo Film + PDF of Script Judge Recommendation *Demo Film Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context. For 3305: Experience.

Refer to our [Helper Guide](#) for additional information.

Writing for Design 设计文案



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>3303 Graphic</p> <p>平面设计文案，包括海报、标牌、文具、小册子、直邮、专辑封面、游戏、应用程序、数字平台的平面设计和应用印刷图形等。</p>	<p>Type of Work:</p> <p>Posters (Ⓔ/Ⓜ)</p> <p>Mandatory One or both of the below: Image/s + PDF of Script Film/s (for digital sites) + PDF of Script</p> <p>Printed Materials (Ⓔ/Ⓜ)</p> <p>Mandatory Image/s + PDF of Script</p> <p>Environmental</p> <p>Mandatory One or both of the below: Presentation Image/s + PDF of Script Film/s (for digital sites) + PDF of Script</p> <p>Website & Apps</p> <p>Mandatory One of the below: URL + PDF of Script App + Demo + PDF of Script Demo Film + PDF of Script</p> <p>Judge Recommendation</p> <p>Physical Material/s Image/s in situ Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 Please be aware that certain Judge Recommendations are only relevant to specific types of work. 📌 A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work. 📌 Images should display front, back and side of your work to help the Jury. 📌 A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:



For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context. **For 3305:** Experience.

Refer to our [Helper Guide](#) for additional information.

Writing for Design 设计文案



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution 	Multiple Executions* 
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird <small>(Payment Deadline 07/02/24)</small> £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline <small>(Payment Deadline 13/03/24)</small> £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3304 Packaging /  作为一件或一系列包装的一部分而创作的文案，包括新包装设计和包装品牌重塑的文本等。 > 所有报名作品都必须是带有条形码或销售标识符的商业销售品（促销品除外）。	Mandatory Image/s + PDF of Script Judge Recommendation Physical Material/s Image/s of Packaging in situ Walkthrough Film Tips <ul style="list-style-type: none">  A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to.  Images should display front, back and side of your work to help the Jury.  A walkthrough film taken by a camera phone is accepted.
3305 Naming 品牌、产品或服务的名称。 > 评委将考虑目标受众是如何看待命名的。	Mandatory One or more of the below: Image/s Film/s URL App + Demo Film Judge Recommendation Physical Material/s Tips <ul style="list-style-type: none">  A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to.  URL must be live and accessible for judging until June 2024.  Submitting a Demo Film with your app shows the jury how to navigate your work.



You will be asked to provide the following information online:
 For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context. **For 3305:** Experience.
 Refer to our [Helper Guide](#) for additional information.

Writing for Design 设计文案

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution €	Multiple Executions* €
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £70, €95, \$121	£70, €95, \$121	£123, €166, \$213
Early Bird <small>(Payment Deadline 07/02/24)</small> £80, €108, \$138	£80, €108, \$138	£140, €189, \$242
Final Deadline <small>(Payment Deadline 13/03/24)</small> £100, €135, \$173	£100, €135, \$173	£175, €236, \$303

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
3306 Brand Voice 通过书面和口头语言表达的品牌个性，包括品牌指南和口头标识。 > 评委将寻找跨产品和服务的应用证据。	Mandatory One or more of the below: Image/s Film/s URL App + Demo Film Judge Recommendation Presentation Film PDF of Guidelines Physical Material/s Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
3307 Storytelling 用于传达品牌标志并与消费者产生联系的故事讲述。例如，可以促进品牌的历史、精神和社区意识的作品。	Mandatory One or more of the below: Image/s Film/s URL Judge Recommendation Presentation Film PDF of Guidelines or Manifestos Physical Material/s Tips ⓘ A PDF of script is required to assist the jury in judging your work. Please detail which execution the script relates to. ⓘ URL must be live and accessible for judging until June 2024.

You will be asked to provide the following information online:
 For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context. **For 3305:** Experience.
 Refer to our [Helper Guide](#) for additional information.

Book Design 书籍设计

书籍和封面的设计，包括各种类型的印刷和数字书籍、摄影书籍及其修订版。

插画书和图画小说可以参加所有子类别的评选。
年度报告和小册子应参加“品牌或平面设计”类别的评选。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£175, €236, \$303
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
	Refer to our Helper Guide for specifications
4001 Children S/M 针对0-12岁儿童的整套书籍的设计，包括但不限于图画书、弹出式书籍、翻盖书、活动书、期刊、插画书、图画小说、小说及非小说等。	Mandatory Printed Publication/s + Reference Image/s
4002 Young Adults S/M 针对13-18岁青少年的整套书籍的设计，包括但不限于插画书、图画小说、活动书籍、期刊、小说及非小说等。	
4003 Adults S/M 针对18岁以上成年人的整套书籍的设计，包括但不限于插画书、图画小说、活动书籍、期刊、小说及非小说等。	
4004 Lifestyle S/M 侧重于生活方式的整套书籍的设计，例如时尚、烹饪、音乐、旅游、游戏或诗歌类书籍等。	
4005 Art & Design S/M 侧重于艺术和设计学的整套书籍的设计。 > 展览附带的书籍和目录应报名参加展览子类别的评选。	
4006 Exhibition S/M 展览相关书籍和目录的设计，包括精装本、目录、咖啡桌书籍等形式。	
4007 Photographic S/M 摄影占据重要组成部分的整套书籍的设计。	
4008 Promotional S/M 为展示品牌、品牌历史或品牌与其所服务行业的相关性而创作的整套书籍的设计。	
4009 Anthology S/M 包含文学作品集的整套书籍的设计。例如散文、诗歌、剧本、短篇小说及访谈等。	
4010 Revised Edition S/M 为现代读者重新设计现有书籍或系列。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Distribution, Use of AI, Cultural Context, *Translations if applicable.*

For 4001 - 4012: Print Run. For 4013: Retail Price.

Refer to our [Helper Guide](#) for additional information.

Book Design 书籍设计



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £70, €95, \$121	£123, €166, \$213
Early Bird (Payment Deadline 07/02/24) £80, €108, \$138	£140, €189, \$242
Final Deadline (Payment Deadline 13/03/24) £100, €135, \$173	£175, €236, \$303
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
4011 Limited Edition & Fine Binding S/M 采用高水平工艺和/或高质量材料制作的整套书籍的设计。还包括小印本的限量版书籍，通常不到1,000册。	Refer to our Helper Guide for specifications Mandatory Printed Publication/s + Reference Image/s
4012 Covers S/M 为所有类型的书籍设计封面。包括插画书籍、摄影书籍、图画小说、展览目录、专业书籍及精装书。	Mandatory URL/s Tips ⓘ URL must be live and accessible for judging until June 2024.
4013 E-books S/M 专为数字平台创建的出版物的设计，包括互动及互联书籍。 > 该子类别不适用于实体书的PDF副本。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Distribution, Use of AI, Cultural Context, *Translations if applicable.*

For 4001 - 4012: Print Run. For 4013: Retail Price.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广

单独品牌元素和整体品牌化方案的设计，包括新品牌形象、品牌焕新、标志和品牌表达方式。

Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4101 Large Enterprise / New Branding Schemes </p> <p>为拥有不少于250名员工的大型企业（包括品牌、公司和非盈利组织）创建的品牌标识。此类组织、产品或服务必须事先未曾建立品牌，并且相关作品应通过多个平台表达品牌。</p> <p>> 作品不可以同时报名新品牌推广方案和品牌更新的评选。</p>	<p>Mandatory</p> <p>Presentation Image/s</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Film/s</p> <p>Audio/s</p> <p>URL</p> <p>Physical Material/s</p> <p>Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Do not send presentation boards as physical materials.
<p>4102 Large Enterprise / Brand Refresh </p> <p>为拥有不少于250名员工的大型企业（包括品牌、公司和非盈利组织）创建的品牌更新。作品必须是对现有组织、产品或服务的重塑，并应通过多个平台表达品牌。</p> <p>> 作品不可以同时报名新品牌推广方案和品牌更新的评选。</p>	<p>Mandatory</p> <p>Presentation Image/s</p> <p>Image/s of Brand before Refresh</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Film/s</p> <p>Audio/s</p> <p>URL</p> <p>Physical Material/s</p> <p>Images of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Do not send presentation boards as physical materials.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4103 Large Enterprise / Logos</p> <p>为拥有不少于250名员工的大型企业（包括品牌、公司和非营利组织）创建的单个徽标或徽标系列。作品可以采用静态或动画形式，包括活动徽标。</p> <p>> 您需要说明徽标是否属于重新设计。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Image/s Film/s (for in motion logos)</p> <p>Judge Recommendation</p> <p>Image/s of Logo in situ Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately.
<p>4104 SME / New Branding Schemes </p> <p>为拥有10至249名员工的中小企业创建的品牌标识。此类组织、产品或服务必须先未曾建立品牌，并且相关作品应通过多个平台表达品牌。</p> <p>> 作品不可以同时报名新品牌推广方案和品牌更新的评选。</p>	<p>Mandatory</p> <p>Presentation Image/s Judge Recommendation</p> <p>Presentation Film Film/s Audio/s URL Physical Material/s Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Do not send presentation boards as physical materials.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4105 SME / Brand Refresh </p> <p>为拥有10至249名员工的中小企业创建的品牌重塑。作品必须是对现有组织、产品或服务的重新设计，并通过多个平台表达品牌。</p> <p>> 作品不可以同时报名新品牌推广方案和品牌更新的评选。</p>	<p>Mandatory</p> <p>Presentation Image/s Image/s of Brand before Refresh</p> <p>Judge Recommendation</p> <p>Presentation Film Film/s Audio/s URL Physical Material/s Images of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Do not send presentation boards as physical materials.
<p>4106 SME / Logos</p> <p>为拥有10至249名员工的中小企业创建的单个徽标或徽标系列。作品可以采用静态或动画形式，包括活动徽标。</p> <p>> 您需要说明徽标是否属于重新设计。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Image/s Film/s (for in motion logos)</p> <p>Judge Recommendation</p> <p>Image/s of Logo in situ Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4107 Micro Enterprise / New Branding Schemes </p> <p>为个人或员工少于10人的微型企业创建的品牌标识。此类组织、产品或服务必须事先未曾建立品牌，并且相关作品应通过多个平台表达品牌。 > 作品不可以同时报名新品牌推广方案和品牌更新的评选。</p>	<p>Mandatory</p> <p>Presentation Image/s</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Film/s</p> <p>Audio/s</p> <p>URL</p> <p>Physical Material/s</p> <p>Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Do not send presentation boards as physical materials.
<p>4108 Micro Enterprise / Brand Refresh </p> <p>为个人或员工少于10人的微型企业创建的品牌重塑。作品必须是对现有组织、产品或服务的重新设计，并应通过多个平台表达品牌。 > 作品不可以同时报名新品牌推广方案和品牌更新的评选。</p>	<p>Mandatory</p> <p>Presentation Image/s</p> <p>Image/s of Brand before Refresh</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Film/s</p> <p>Audio/s</p> <p>URL</p> <p>Physical Material/s</p> <p>Images of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Do not send presentation boards as physical materials.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
4109 Micro Enterprise / Logos 为个人或员工少于10人的微型企业创建的单个徽标或徽标系列。作品可以采用静态或动画形式，包括活动徽标。 > 您需要说明徽标是否属于重新设计。	Mandatory One or both of the below: Image/s Film/s (for in motion logos) Judge Recommendation Image/s of Logo in situ Image/s of Mockups/Vendors Tips You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately.
4110 Campaign Branding 为特定营销活动或有限产品线创建的品牌活动，包括相关活动的标识及其元素，如营销活动、弹出式商店、装置、零售活动、以及区块链等技术的使用。	Mandatory Presentation Image/s Judge Recommendation Presentation Film Film/s Audio URL Image/s of Mockups/Vendors Tips You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024.
4111 Tactical 为响应时事、近期事件或热门话题而设计的新品牌计划、品牌更新或临时品牌。	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins
4112 Channel Branding 为电视频道、数字频道和节目提供的品牌推广，包括其完整的标识或其中的元素，例如刺痛、身份、赞助商保险杠等。	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4113 Sonic Branding</p> <p>在不同客户接触点上赞美和提升品牌影响力的内聚音设计，包括声音标识、音效、记忆音频，以及以增强品牌标识为目的的在线和店内音乐策划。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Audio URL/s</p> <p>Judge Recommendation</p> <p>Presentation Film Edit (5 min) for Audio over 10 mins</p> <p>Tips</p> <p> URL must be live and accessible for judging until June 2024.</p>
<p>4114 Digital</p> <p>为网络、移动、社交、游戏和虚拟世界等数字平台创建的品牌活动，包括区块链技术的应用。</p> <p>> 此子类别不适用于广告作品。请报名参加数字类别的评选。</p>	<p>Mandatory</p> <p>One of the below:</p> <p>URL* App + Demo Film</p> <p>Judge Recommendation</p> <p>*Demo Film</p> <p>Tips</p> <p> URL must be live and accessible for judging until June 2024.</p> <p> Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
<p>4115 Print</p> <p>品牌印刷通讯，例如文具、目录、品牌手册、包装等。</p> <p>> 此子类别不适用于海报或新闻广告作品。请报名参加出版物与户外类别的评选。</p>	<p>Mandatory</p> <p>Image/s</p> <p>Judge Recommendation</p> <p>Physical Material/s Walkthrough Film Image/s of Mockups/Vendors</p> <p>Tips</p> <p> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately.</p>



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £192, €259, \$332	£319, €431, \$552
Early Bird <small>(Payment Deadline 07/02/24)</small> £220, €297, \$381	£364, €491, \$630
Final Deadline <small>(Payment Deadline 13/03/24)</small> £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats
<p>4116 Motion</p> <p>品牌动态影像作品，例如机上影片、公司演示、赛事图形、动态图形等。 > 此子类别不适用于广告作品。请报名参加电影类别的评选。</p>	<p style="font-size: x-small; color: #34495e;">Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Film/s</p> <p>Judge Recommendation</p> <p>Edit (5 min) for Film/s over 10 mins</p>
<p>4117 Design Systems</p> <p>NEW 以优先考虑用户体验和可访问性为明确原则、能够建立视觉品牌一致性和标识的创造性和创新性设计系统。包括从风格指南、原则、模式、使用指南、以及构成组织视觉语言的组成部分等所有相关内容。</p>	<p>Mandatory</p> <p>One or more of the below:</p> <p>Image/s Film/s Audio URL App + Demo Film PDF of Guidelines</p> <p>Judging Recommendation</p> <p>Presentation Film Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> ❗ You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. ❗ URL must be live and accessible for judging until June 2024. ❗ Submitting a Demo Film with your app shows the jury how to navigate your work.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Branding 品牌推广



Pricing applicable for Multi subcategories

Entry Fees	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £192, €259, \$332	£319, €431, \$552
Early Bird (Payment Deadline 07/02/24) £220, €297, \$381	£364, €491, \$630
Final Deadline (Payment Deadline 13/03/24) £275, €371, \$476	£455, €614, \$787

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4118 Use of Blockchain</p> <p>NEW 使用区块链激发品牌兴奋度的品牌营销活动。包括NFT（不可替代代币，指艺术品、音乐文件、模因或房地产等可收藏的数字资产）的可用性及其拍卖，以及使用区块链平台与消费者建立联系或为产品增值。</p>	<p>Mandatory</p> <p>Presentation Image/s</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Film/s</p> <p>Audio</p> <p>URL</p> <p>Image/s of Mockups/Vendors</p> <p>Tips</p> <ul style="list-style-type: none"> You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024.
<p>4119 Creative Use of Budget</p> <p>将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。</p> <p>> 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。</p>	<p>Based on your type of work, please follow the submission formats as listed per subcategory</p> <p>4101-4102 </p> <p>4103</p> <p>4104-4105 </p> <p>4106</p> <p>4107-4108 </p> <p>4109</p> <p>4110-4111 </p> <p>4112-4118</p> <p>Tips</p> <ul style="list-style-type: none"> Please be aware that certain Judge Recommendations are only relevant to specific types of work. You must include images of the work in its commercially released state, and if possible, provide mockup or vendor images separately. URL must be live and accessible for judging until June 2024. Submitting a Demo Film with your app shows the jury how to navigate your work. Do not send presentation boards as physical materials.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 4103, 4106, 4109, 4111 - 4116, 4119: Branding. **For 4110 - 4116, 4118:** Placement, Timeline. **For 4119:** Budget.

Refer to our [Helper Guide](#) for additional information.

Digital Design 数字设计

能够为用户提供卓越体验的数字产品、平台、工具和服务的设计。

评委将评估整体用户体验，包括交互、视觉和动态设计。对于此类别，评委将优先考虑执行而不是想法。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£175, €236, \$303

Early Bird

(Payment Deadline 07/02/24)

£200, €270, \$346

Final Deadline

(Payment Deadline 13/03/24)

£250, €338, \$433

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4201 Digital Experiences</p> <p>跨多平台交付的针对产品和服务的数字设计。这包括应用程序和游戏的设计；消费品和电子产品的数字元素；以及web和元宇宙中虚拟空间的设计。</p> <p>> 对于数码产品包含物理元素的，该子类别不做评判。</p>	<p>Mandatory</p> <p>One or more of the below:</p> <p>URL Demo Film App + Demo Film</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>4202 Connected Experiences</p> <p>足以弥合物理产品和数字产品之间鸿沟的数字设计，该子类别适用于网络和移动终端以外的作品，例如家庭设备、可穿戴设备和传感器技术等。</p>	<p>Mandatory</p> <p>One or more of the below:</p> <p>URL Demo Film App & Demo Film</p> <p>Judge Recommendation</p> <p>Presentation Film Image/s of platform before update</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>4203 Incremental</p> <p>跨越经过持续更新的现有产品、平台或操作系统的数字化设计。</p> <p>> 变更必须发生在2021年1月1日至2024年4月18日之间。请提供其随时间产生的影响的证据。</p>	<p>Mandatory</p> <p>One or more of the below:</p> <p>URL Demo Film App & Demo Film</p> <p>Judge Recommendation</p> <p>Presentation Film Image/s of platform before update</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 4203: Transformation Results.

Refer to our [Helper Guide](#) for additional information.

Digital Design 数字设计



Entry Fees

Super Early Bird
 (Payment Deadline 06/12/23)
 £175, €236, \$303

Early Bird
 (Payment Deadline 07/02/24)
 £200, €270, \$346

Final Deadline
 (Payment Deadline 13/03/24)
 £250, €338, \$433

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4204 Inclusive 旨在为所有人（无论年龄、能力和环境）提供的数字产品、服务和体验。</p>	<p>Mandatory One or more of the below: URL Demo Film App + Demo Film</p> <p>Judge Recommendation Presentation Film</p> <p>Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
<p>4205 New Services & Tools 设计并推出满足用户需求的服务和工具，例如可促进协作、管理、报告、生产或电子商务的软件。</p>	
<p>4206 Services & Tools Relaunch 以满足用户需求为目的针对数字服务和工具的重新设计。例如，促进协作、管理、报告、生产或电子商务的软件。</p>	<p>Mandatory One or more of the below: URL Demo Film App & Demo Film</p> <p>Judge Recommendation Presentation Film Image/s of platform before update</p> <p>Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.</p>



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 4203: Transformation Results.

Refer to our [Helper Guide](#) for additional information.

Digital Design 数字设计



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£175, €236, \$303

Early Bird

(Payment Deadline 07/02/24)

£200, €270, \$346

Final Deadline

(Payment Deadline 13/03/24)

£250, €338, \$433

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
4207 Data Visualisation 数据的数字表示，其设计应当使数据更易于理解。	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
4208 Use of Data 在数字设计中使用数据为用户提供个性化体验，包括由机器学习提供支持的用户体验。	
4209 Use of XR 利用沉浸式技术来扩展现实并改变品牌与消费者的互动方式，包括使用AR、VR或MR来融合真实与虚拟世界，或使用新兴技术来创建完全身临其境的用户体验。	
4210 Beta 为仍在开发和进行用户测试的产品和平台进行数字化设计。 > 未经FDA批准的医疗器械仅适用于该子类别。 > 报名此类别的作品最高只能授予木铅笔级别的奖项，并且除创造性转换和未来影响力（以符合其标准为准）外，不可以参加其他奖项类别的评选。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 4203: Transformation Results.

Refer to our [Helper Guide](#) for additional information.

Graphic Design 平面设计

所有平台的商业视觉设计。包括数据可视化、印刷设计、数字设计、环境设计或动态设计。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution [Ⓔ]	Multiple Executions* [Ⓜ]
Super Early Bird (Payment Deadline 06/12/23) £105, €142, \$182	£105, €142, \$182	£178, €240, \$308
Early Bird (Payment Deadline 07/02/24) £120, €162, \$208	£120, €162, \$208	£204, €275, \$353
Final Deadline (Payment Deadline 13/03/24) £150, €203, \$260	£150, €203, \$260	£255, €344, \$441

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4301 Integrated [Ⓜ]</p> <p>将单一平面设计概念应用于多种格式。 > 评委将在所有应用程序中寻找有效的视觉传达。</p>	<p>Mandatory</p> <p>One or more of the below:</p> <p>Image/s Film/s URL App + Demo Film Physical Material/s + Reference Image/s Poster/s (Mounted/Unmounted) + Reference Image/s</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Tips</p> <ul style="list-style-type: none"> ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work. ⓘ For posters A1 or smaller, send the poster mounted on a board. For posters larger than A1 or double-sided, please send it unmounted.
<p>4302 Posters [Ⓔ]/[Ⓜ]</p> <p>以图形为主导的海报，包括印刷版和数字版，可以是单面或双面的格式。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Poster/s (Mounted/Unmounted) + Reference Image/s Film/s (for digital sites)</p> <p>Tips</p> <ul style="list-style-type: none"> ⓘ For posters A1 or smaller, send the poster mounted on a board. For posters larger than A1 or double-sided, please send it unmounted.
<p>4303 Catalogues, Brochures & Annual Reports [Ⓔ]/[Ⓜ]</p> <p>产品目录、小册子、手册、说明书、参考指南及公司报告的图形设计。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Physical Material/s + Reference Image/s URL/s (for digital elements)</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*



For 4304: Direct.

Refer to our [Helper Guide](#) for additional information.

Graphic Design 平面设计



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution 	Multiple Executions* 
Super Early Bird (Payment Deadline 06/12/23) £105, €142, \$182	£105, €142, \$182	£178, €240, \$308
Early Bird (Payment Deadline 07/02/24) £120, €162, \$208	£120, €162, \$208	£204, €275, \$353
Final Deadline (Payment Deadline 13/03/24) £150, €203, \$260	£150, €203, \$260	£255, €344, \$441

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>4304 Direct Mail   能够引起直接反应的实体邮件的平面设计，包括门下传单、信件、明信片 and 邮件包等。</p>	<p>Mandatory Physical Material/s + Reference Image/s</p>
<p>4305 Stationery   文具的平面设计，包括名片、贺卡、邀请函、邮票、日历等。</p>	
<p>4306 Records   唱片套和专辑封面的平面设计。</p>	
<p>4307 Applied Print Graphics   不属于其他子类别的图形设计，包括门票、菜单、马克杯、购物袋、衣服、硬币、瓶子、印刷游戏等。</p>	
<p>4308 Motion Design   动态平面设计。</p>	<p>Mandatory Film/s</p> <p>Judge Recommendation Edit (5 min) for Film/s over 10 mins</p>
<p>4309 Websites & Apps 为网站、数字平台和应用程序创建的平面设计。 > 评委将评判图形元素，而不是UX或UI设计。</p>	<p>Mandatory One of the below: URL* App + Demo Film</p> <p>Judge Recommendation *Demo Film</p> <p>Tips  URL must be live and accessible for judging until June 2024.  Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
<p>4310 Data Visualisation   数据的图形表示，其设计应当使数据更易于理解。 > 评委将评判图形元素，而不是UX或UI设计。</p>	<p>Mandatory One of the below: Image/s URL/s (for digital elements)</p> <p>Tips  URL must be live and accessible for judging until June 2024.</p>



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 4304: Direct.

Refer to our [Helper Guide](#) for additional information.

Graphic Design

平面设计



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £105, €142, \$182	£105, €142, \$182	£178, €240, \$308
Early Bird (Payment Deadline 07/02/24) £120, €162, \$208	£120, €162, \$208	£204, €275, \$353
Final Deadline (Payment Deadline 13/03/24) £150, €203, \$260	£150, €203, \$260	£255, €344, \$441

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
4311 Environmental 标牌、导向和信息图形，包括以增强空间为目的的平面设计，通常规模较大，例如展览、医院、办公室和商店的环境图形等。	Mandatory Presentation Image/s Judge Recommendation Presentation Film
4312 Self Promotion 参赛者宣传其产品和服务而创作的、已经商业发布并提供给潜在客户的平面设计作品。	Mandatory One or more of the below: Image/s Film/s Audio/s URL App + Demo Film Physical Material/s + Reference Image/s Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*



For 4304: Direct.

Refer to our [Helper Guide](#) for additional information.

Magazine & Newspaper Design 杂志与报纸设计

杂志和报纸、或其中元素的设计。用于数字和印刷出版物。

新闻广告应参加“媒体与户外”类别的评选。年度报告和小册子应参加“品牌推广”或“平面设计”类别的评选。展览类作品应参加“书籍设计”类别的评选。

Single Execution 	Multiple Executions* 
Super Early Bird (Payment Deadline 06/12/23) £28, €38, \$48	£49, €66, \$85
Early Bird (Payment Deadline 07/02/24) £32, €43, \$55	£56, €76, \$97
Final Deadline (Payment Deadline 13/03/24) £40, €54, \$69	£70, €95, \$121
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
4401 Trade Magazines /  针对整套企业对企业杂志或与特定行业或部门相关的杂志的设计。	Mandatory Printed Publication/s + Reference Image/s
4402 Consumer Magazines /  为主要商店提供的整套消费者杂志的设计。 > 独立出版商的杂志应报名参加独立杂志子类别的评选。	
4403 Independent Magazines /  针对整套自有杂志的设计，包括在精选商店有售或发行量较小的杂志。	
4404 Magazine Front Covers /  为贸易、消费者和独立杂志提供的封面设计。	
4405 Magazine Spreads & Sections /  为杂志的完整部分或杂志拉页提供设计。杂志拉页应该由作为一个单元的相邻页面所组成。	
4406 Newspapers /  完整的出版物，通常是每天或每周发行的纸质出版物。	
4407 Newspaper Front Pages /  出版物的头版设计，通常是每天或每周发行的纸质出版物。	
4408 Newspaper Spreads & Sections /  为报纸的完整部分或拉页提供设计。报纸拉页应该由作为一个单元的相邻页面所组成。	
4409 Supplements /  为报纸或杂志设计单独的部分，通常用于广告目的。	
4410 Special Issues /  以单一版本发行（非期刊）的整套杂志或报纸的设计。这包括针对某一特定主题的常规出版物的特刊、绝版杂志的特刊、品牌接管等。	
4411 Special Issue Covers /  以单一版本发行（非期刊）的整套杂志或报纸的封面设计。这包括针对某一特定主题的常规出版物的特刊、绝版杂志的特刊、品牌接管等。	Mandatory Printed Publication/s + Reference Image/s

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Publication, Use of AI, Cultural Context, *Translations if applicable.*

For 4410 - 4412: Print Run. For 4413: Readership.

Refer to our [Helper Guide](#) for additional information.

Magazine & Newspaper Design 杂志与报纸设计



Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £28, €38, \$48	£49, €66, \$85
Early Bird (Payment Deadline 07/02/24) £32, €43, \$55	£56, €76, \$97
Final Deadline (Payment Deadline 13/03/24) £40, €54, \$69	£70, €95, \$121
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
4412 Publication Refresh / 对现有杂志或报纸或其中元素进行品牌重塑，包括特刊和增刊。	Refer to our Helper Guide for specifications Mandatory One or both of the below: Printed Publication/s + Image/s before Publication Refresh + Reference Image\s URL (for digital elements) + Image/s before Publication Refresh Tips ⓘ The before and after images of the publication are for judging purposes only.
4413 Digital Publications / 旨在以数字格式出版的杂志和报纸，或其中的元素，例如数字封面、漫画和网络卡通。	Mandatory URL/s Tips ⓘ URL must be live and accessible for judging until June 2024.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Publication, Use of AI, Cultural Context, *Translations if applicable.*

For 4410 - 4411 & 4412: Print Run. For 4413: Readership.

Refer to our [Helper Guide](#) for additional information.

Packaging Design

包装设计

针对任何包装类型的创新设计，包括从奢侈品到消费产品。

除促销类别外，所有参赛作品都必须使用条形码或销售标识符进行商业销售。包装上的任何非英语语言都需要翻译成英语。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £105, €142, \$182	£178, €240, \$308
Early Bird (Payment Deadline 07/02/24) £120, €162, \$208	£204, €275, \$353
Final Deadline (Payment Deadline 13/03/24) £150, €203, \$260	£255, €344, \$441
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
4501 Luxury S/M 高端品牌或奢侈品的包装。	Mandatory Physical Material/s + Reference Image/s Judge Recommendation Image of Packaging in situ Walkthrough Film Tips <ul style="list-style-type: none"> i Only supply the packaging that was commercially released, with no additional materials. i Images should display front, back and side of your work to help the Jury. i A walkthrough film taken by a camera phone is accepted.
4502 Limited Edition S/M 现有产品的新包装，且该包装已在有限的时间内、或在有限的产品范围内运行，并具有排他性。	
4503 Small Batch S/M 以小批量生产而非限量版为目的的包装设计。 > 指南：小批量生产应少于2,000单位。 > 限量版包装应报名参加限量版子类别的评选。	
4504 Consumer S/M 针对慢速消费品、电子产品和主流消费品的包装设计，包括电器、家具、计算机设备等。 > 针对快速消费品的包装设计应报名参加快速消费品子类别的评选。此类作品不可以同时报名这两个子类别。	
4505 FMCG S/M 无论是小品牌或大品牌生产并快速销售的日常消费品的包装。包括食品、饮料、洗漱用品、化妆品、家庭清洁、非处方药、食品补充剂和其他消费必需品的包装。不包括销售额较低、账面费用较高的特色产品。 > 针对慢速消费品的包装应报名参加消费者子类别的评选。此类作品不可以同时报名这两个子类别。	
4506 Rebrand S/M 现有产品或系列产品的品牌重塑。 > 您将被问及作品是否是为以下目标而创作的： <ul style="list-style-type: none"> - 微型企业（少于10名员工） - 中小企业（10-250名员工） - 大型企业（超过250名员工） 	Mandatory Physical Material/s + Reference Image/s Image/s of Packaging before Rebrand Judge Recommendation Image of Packaging in situ Walkthrough Film Tips <ul style="list-style-type: none"> i Only supply the packaging that was commercially released, with no additional materials. i Images should display front, back and side of your work to help the Jury. i A walkthrough film taken by a camera phone is accepted.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Materials, Manufacture, Display, Use of AI, Cultural Context, *Translations if applicable.*

For 4501 - 4508 & 4510 - 4512: Brief, Design Solution, Sustainability. **For 4502:** Distribution. **For 4509:** Benchmark, Circular Solution, Life Cycle.

Refer to our [Helper Guide](#) for additional information.

Packaging Design

包装设计



Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £105, €142, \$182	£178, €240, \$308
Early Bird (Payment Deadline 07/02/24) £120, €162, \$208	£204, €275, \$353
Final Deadline (Payment Deadline 13/03/24) £150, €203, \$260	£255, €344, \$441
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats
<p>4507 Structural S/M</p> <p>单件包装的形式和形状，以功能性为重点，包括为包容性而设计的结构元素。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Physical Material/s + Reference Image/s</p> <p>Judge Recommendation</p> <p>Image of Packaging in situ</p> <p>Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> ❗ Only supply the packaging that was commercially released, with no additional materials. ❗ Images should display front, back and side of your work to help the Jury. ❗ A walkthrough film taken by a camera phone is accepted.
<p>4508 Promotional S/M</p> <p>作为促销活动、特技表演或营销活动的一部分分发的包装。通常是有限的生产运行、不具备商业可用性、且没有条形码或销售标识符。</p>	
<p>4509 Upstream Innovation S/M</p> <p>适用于循环系统的包装设计，此类作品应采用上游创新方法以防止浪费。包装的使用应大幅减少和/或重新设计为可重复使用、可回收、可转化或可堆肥的形式。</p> <p>> 第四个评选标准适用于该子类别：该创意是否表现出责任感？</p>	
<p>4510 Materials S/M</p> <p>支持品牌主张及可持续发展目标的包装材料，例如零废物解决方案或抗菌技术的应用。</p> <p>> 第四个评选标准适用于该子类别：该创意是否表现出责任感？</p>	
<p>4511 Plastic Free S/M</p> <p>为消除塑料的使用而设计或重新设计的包装，包括去除标签、墨水及胶水中的塑料等。</p> <p>> 包装必须至少99%不含塑料。</p>	
<p>4512 Labels S/M</p> <p>作为产品包装的一部分的标签、贴纸和自粘胶的设计。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Materials, Manufacture, Display, Use of AI, Cultural Context, *Translations if applicable.*

For 4501 - 4508 & 4510 - 4512: Brief, Design Solution, Sustainability. **For 4502:** Distribution. **For 4509:** Benchmark, Circular Solution, Life Cycle.

Refer to our [Helper Guide](#) for additional information.

Product Design 产品设计

消费品与工业产品及原型的设计。该类别将考虑设计对气候和生态的影响。

数字产品应参加“数字设计”类别的评选。

Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £105, €142, \$182	£178, €240, \$308
Early Bird (Payment Deadline 07/02/24) £120, €162, \$208	£204, €275, \$353
Final Deadline (Payment Deadline 13/03/24) £150, €203, \$260	£255, €344, \$441
VAT not included	* Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
4601 Consumer S/M 为消费者设计的产品，包括从家居用品、家电到消费电子产品、日常消费品等。	Mandatory One or both of the below: Image/s Walkthrough Film Judge Recommendation Presentation Film Concept Drawing Image/s PDF Tips ⓘ Images should display front, back and side of your work to help the Jury. ⓘ A walkthrough film taken by a camera phone is accepted. ⓘ Submit a PDF showcasing extra documentation for the climate/ecological climate revision ⓘ In the event that your entry is successful after the first round, we will ask you to provide the product for live judging.
4602 Industrial S/M 为工业用途设计的产品，包括从文具、IT设备到办公室、酒店、商店和城市空间的家具和照明等。	
4603 Inclusive S/M 可供各类用户（无论其能力、年龄、性别或其他人口统计数据如何）访问的产品，例如，产品可能具有易于使用的功能或只需要单手即可使用。 > 产品可能包括数字元素，如触摸屏技术。 > 完全数字化产品应报名参加数字设计类别的评选。	
4604 Promotional S/M 作为促销活动、特技表演或营销活动一部分的产品，通常此类产品为限量生产、且不用于出售或商业上不可用。 > 此子类别仅适用于产品，包装应报名参加包装设计类别的评选。	
4605 Prototypes S/M 在报名时正在接受用户测试的产品的早期样品、模型或版本，必须具有商业可行性。 > 未经FDA批准的医疗器械仅适用于该子类别。 > 报名此类别的作品最高只能授予木铅笔级别的奖项，并且除创造性转换和未来影响力（以符合其标准为准）外，不可以参加其他奖项类别的评选。 > 您需要提供工作原型的证据。	
4606 Technological Innovation S/M 应用新技术，或以新的方式利用现有技术以创建或优化尖端产品，例如，智能设备、节能设计、机器人等。	
4607 Material Innovation S/M 应用新材料，或以新的方式利用现有材料以创建或优化尖端产品。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Materials, Manufacture, Design Impact, Use of AI, Cultural Context, Translations if applicable. For 4606 - 4607: Innovation.

Refer to our [Helper Guide](#) for additional information.

Spatial Design

空间设计

永久及临时空间的设计，包括装置、建筑、室内及城市区域等。

评委们将关注空间在操作和美学上是如何运作的。通过使用技术手段将真实世界和数字世界融为一体的空间可参加此类别的评选。完全的虚拟空间作品应参加“游戏和虚拟世界”、“数字设计”、“体验或创意转换”类别的评选。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£175, €236, \$303

Early Bird

(Payment Deadline 07/02/24)

£200, €270, \$346

Final Deadline

(Payment Deadline 13/03/24)

£250, €338, \$433

VAT not included

Subcategory	Submission Formats
<p>4701 Exhibitions and Trade Shows</p> <p>永久性或临时性展览及交易会的设计，这其中应包含组织并向公众展示精选项目。例如利用AR、VR和MR技术以新的方式体验真实空间。</p> <p>> 评委在此将重点考虑空间的设计与执行，而不是主题。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>One of the below:</p> <p>Presentation Film Image/s</p> <p>Judge Recommendation Concept Drawings Image/s</p>
<p>4702 Installations</p> <p>设计用于占用和改造整个房间或空间的永久或临时性建筑，并使其成为建筑环境的一部分。这包括利用AR、VR和MR为现场观众创建身临其境的多屏幕装置。</p> <p>> 评委在此将重点考虑空间的设计与执行，而不是主题。</p>	
<p>4703 Sets & Stages</p> <p>用于剧院、音乐会、节庆、舞蹈或其他演出的布景和舞台设计。这包括支持公司和商业活动的布景设计。</p>	
<p>4704 Hospitality Interiors</p> <p>酒店、夜总会、酒吧、咖啡馆、休息室、餐厅和会员俱乐部等娱乐场所的室内设计。这包括利用AR、VR或MR来融合真实与虚拟世界的设计。</p>	
<p>4705 Workplace Interiors</p> <p>办公室、合作空间和其他工作场所的室内设计。这包括利用AR、VR或MR来融合真实与虚拟世界的设计。</p>	
<p>4706 Retail Interiors</p> <p>实体零售空间、快闪店及数字驱动商店的室内设计。这包括利用AR、VR或MR来融合真实与虚拟世界的视觉营销、橱窗展示及相关设计。</p>	
<p>4707 Public Spaces</p> <p>公共领域的空间设计，此类作品应优先考虑对社区和周边地区的影响。这包括临时和永久结构、景观、操场、活动空间及社区中心。</p>	
<p>4708 Architecture - New Build</p> <p>新建筑的建筑设计，包括文化、住房、商业、零售、医疗、教育、交通、休闲及基础设施等。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 4710: Responsibility. **For 4711:** Budget.

Refer to our [Helper Guide](#) for additional information.

Spatial Design

空间设计



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£175, €236, \$303

Early Bird

(Payment Deadline 07/02/24)

£200, €270, \$346

Final Deadline

(Payment Deadline 13/03/24)

£250, €338, \$433

VAT not included

Subcategory

Submission Formats

Refer to our [Helper Guide](#) for specifications

4709 Architecture - Refurbishment

翻新或重组建筑的建筑。这包括文化、住房、商业、零售、医疗、教育、交通、休闲及基础设施等。

4710 Responsible Spaces

对周围景观和生态系统影响最小化的永久或临时性建筑、结构及空间的设计。例如，应用循环设计原则或使用可持续建筑实践及材料的作品。

> 第四个评选标准适用于该子类别：该创意是否表现出责任感？

4711 Creative Use of Budget

将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。

> 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。

Mandatory

One of the below:

Presentation Film

Image/s

Judge Recommendation

Concept Drawings Image/s

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 4710: Responsibility. **For 4711:** Budget.

Refer to our [Helper Guide](#) for additional information.

Type Design & Lettering

字体设计与印字

单一字体样式和字体系列的设计，包括可变字体、符号及刻字。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£70, €95, \$121

Early Bird

(Payment Deadline 07/02/24)

£80, €108, \$138

Final Deadline

(Payment Deadline 13/03/24)

£100, €135, \$173

VAT not included

Subcategory

Submission Formats

Refer to our [Helper Guide](#) for specifications

Mandatory

One or both of the below:

Presentation Image/s
Film/s (for type in motion)

Judge Recommendation

Demo Film

Tips

❶ The demo film should showcase the type in use.

4801 Single Typeface

设计为单一流派的单独字型或字体，如衬线或无衬线，或单一手写体，如阿拉伯文或中文。此类作品必须由基本字符集组成，不包含可选权重、宽度或其他样式，用于显示或文本目的。

> 如果以单个字体文件显示，则允许使用更为广泛的字符集。如果由单个主控形状制作，则允许使用其他样式。

4802 Typeface Family

设计为单一流派的字型系列，如衬线或无衬线，或单一手写体，如阿拉伯文或中文。此类作品应当由扩展字符集、可选权重、宽度及附带样式所组成，用于显示或文本目的。

4803 Superfamily

包含多种流派的相关字型组或字型系统，例如衬线及无衬线。此类作品应包括可选权重、宽度和任意数量的附带样式，用于显示或文本目的。

4804 Multi-Script

在字符集中包含多个书写系统的字型系列，如阿拉伯语及汉语。

4805 Variable Font

为使用可变字体形式来表达品牌标识而设计的字型。

4806 Symbols

由专门应用程序的字符集组成的字型，例如图标、表情符号、符号、字形及字体格式中的其他图形元素。

4807 Lettering

采用字母形式且没有设计为字型的单个字符、单词及编号系统。作品可以采用静态或动画形式，用于从品牌推广到书籍设计的各种目的。

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Design Solution, Use of Type, Font File, Use of AI, Cultural Context, *Translations if applicable.*

Refer to our [Helper Guide](#) for additional information.

Commerce 商务

能够激发和加强商品和服务交换的创意商务理念，包括消费者及B2B交易。

Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats
<p>5001 Acquisition & Retention</p> <p>以保留现有客户、吸引新客户和增加客户活动为目的的创造性商业解决方案。例如，通过忠诚度计划、福利计划或拦截购物周期实现的解决方案。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p>
<p>5002 Customer Journey</p> <p>能够提供完整一致的客户旅程的创造性商业解决方案，涵盖从品牌意识到交付的全过程。这包括利用数字应用程序促进体验的方案，例如店铺助理、聊天机器人、语音助手、面部识别、基于位置的技术等。</p>	
<p>5003 Purchase Experiences</p> <p>以消费者体验为中心的购物方法，其中的购物体验应具有启发性、无缝性或吸引力。这包括真实与虚拟体验，或两者的结合；以及通过数字技术促进的零售、活动或社交体验。</p>	
<p>5004 Promotion</p> <p>通过促销产品、服务或活动来提高参与度或销售额的创造性商业解决方案。</p>	
<p>5005 Brand Partnership</p> <p>使消费者能够获得独特的产品和购买体验的品牌间合作，例如独家服务、特别优惠或对产品的增强访问。</p>	
<p>5006 Entertainment</p> <p>打包为娱乐形式的购物体验，包括零售剧院、活动、产品演示、游戏化等。</p>	
<p>5007 Live</p> <p>创造性地利用实时商业、直播和影响力者来展示产品并与观众实时互动。</p>	
<p>5008 Social</p> <p>依靠社交网络、渠道和互动将创意带入生活并能够促进交易的营销活动，例如利用社交网络、游戏社区和虚拟世界等。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 5003: Experience. **For 5011:** Sustainability.

Refer to our [Helper Guide](#) for additional information.

Commerce 商务



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats
<p>5009 Cultural Experience</p> <p>以特定或独特的文化、趋势、传统或事件为中心，并且以具有共同行为、态度、价值观和实践的消费者为目标的创造性商业解决方案。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p>
<p>5010 Use of Data</p> <p>利用数据来定制和激励商业体验以解锁获取独特利益或商品和服务的营销活动，例如利用个人数据、匿名数据和地理位置数据等。</p>	
<p>5011 Sustainable</p> <p>NEW 以消费者和企业为目标、以环境可持续性为中心的创意商业解决方案，旨在促进可持续做法和行为。例如，负责任的消费和生产、减少消费或弃权、废物管理或供应链实践。</p>	
<p>5012 Inclusive</p> <p>NEW 推动多样性、公平、平等和包容性的创意商务方案。例如，赋予边缘化或服务不足群体以权力。</p>	
<p>5013 End-to-end</p> <p>NEW 在品牌和客户之间的每一个环节实施并能够促进完整客户体验的创造性端到端商务解决方案。</p>	
<p>5014 Use of XR</p> <p>利用沉浸式技术来扩展现实并改变品牌激发真实与虚拟世界、以及人与化身相互交易的方式。这包括在web 3.0和元宇宙中利用VR、AR、MR以及相关的应用程序。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 5003: Experience. **For 5011:** Sustainability.

Refer to our [Helper Guide](#) for additional information.

Creative Transformation 设计转型

致力于转换组织、产品、服务和空间以创造价值和增强客户体验的作品。

此类转换必须是有意而为的，并被设计成创造性的解决方案。作品必须于2021年1月1日至2024年4月18日之间开发，虽不需要完成，但必须处于开发过程中。测试版和原型设计类作品必须是已经商业化发布的产品或服务的转换，且只能被授予木铅笔级别的奖项。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>5101 Brands</p> <p>以增加相关性并增强客户体验为目的的品牌或重要品牌属性的转型。提交的材料必须证明品牌重塑是如何改变品牌认知或业务表现的。</p>	<p>Mandatory</p> <p>Presentation Film</p>
<p>5102 Products</p> <p>为转型和增强客户体验而设计或重新设计的实物和数字产品，例如通过改进功能、改善可访问性或理解。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 Where relevant, submit elements of before and after shots of the transformation within the presentation film. 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>5103 Spaces</p> <p>通过设计或重新设计来改变和增强客户体验的空间。这包括利用AR、VR或MR来融合真实与虚拟世界，以及跨web 3.0和元宇宙的应用程序。</p>	<p>Mandatory</p> <p>Presentation Film</p>
<p>5104 Services</p> <p>以改造和提升员工和客户体验为目的的资源重组，这可能包括改变现有服务或导致生成新的服务。</p>	<p>Mandatory</p> <p>Presentation Film</p>
<p>5105 Culture</p> <p>以提高员工敬业度、增加其相关性和驱动增长为目的的品牌内部文化转型。</p>	<p>Mandatory</p> <p>Presentation Film</p>
<p>5106 Operations</p> <p>以增强产品、服务、员工或客户体验为目的而引入或更改的组织内工作方式，包括对组织供应链、配送中心和培训提供者的更改。</p>	<p>Mandatory</p> <p>Presentation Film</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Rationale, Transformation, Transformation Results, Use of AI, Cultural Context, *Translations if applicable*. **For 5102:** Materials, Manufacture.

Refer to our [Helper Guide](#) for additional information.

Creative Transformation 设计转型



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory		Submission Formats
5107	Engagement 对品牌与客户的互动方式做出的更改，涵盖从认知到善后。例如，实施认知技术以增强客户支持。	Mandatory Presentation Film
5108	Planet 对品牌、其产品 and/或服务的转型，以便优先考虑和实现可持续的发展目标。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Rationale, Transformation, Transformation Results, Use of AI, Cultural Context, *Translations if applicable*. For 5102: Materials, Manufacture.

Refer to our [Helper Guide](#) for additional information.

Direct 直接

直接传递给消费者、旨在引起目标受众的直接反应的营销传播活动。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
5201 Integrated M 跨多个平台执行的、完全整合的直接营销活动，旨在引起最直接的反应，例如在线、印刷、电视及广播。	Mandatory Presentation Film
5202 Digital 引发直接反应的数字通讯。例如横幅、活动网站、电子邮件、应用程序、以及直接消息（如DM、SMS、MMS和WhatsApp）。	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
5203 Film S/M 能够引起直接反应的社交、视频点播、电视或电影广告，包括线下平台作品，如飞机、节庆、展示等。	Mandatory Film/s Judge Recommendation Presentation Film Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
5204 Direct Mail S/M 能够引起直接反应的实体邮件，包括门下传单、信件、明信片 and 邮件包等。	Mandatory Image/s Judge Recommendation Presentation Film Tips ⓘ Images should display front, back and side of your work to help the Jury.
5205 Printed Materials S/M 能够引起直接反应的印刷营销材料，包括文具、传单、小册子、书籍、贺卡、日历等。	Mandatory Image/s Judge Recommendation Presentation Film Tips ⓘ Images should display front, back and side of your work to help the Jury.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Direct, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable*.
 For 5201 - 5203 & 5206 - 5213: Placement, Timeline. For 5204 & 5205: Distribution.

Refer to our [Helper Guide](#) for additional information.

Direct 直接



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird <small>(Payment Deadline 07/02/24)</small> £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline <small>(Payment Deadline 13/03/24)</small> £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
5206 Press & Outdoor / 能够引起直接反应的出版物及海报广告，包括新闻插页和包装、在数字和交互式网站上发布的作品、特殊作品、街头传单等。	Type of Work: Outdoor / Mandatory One or both of the below: Image/s Film/s (for digital sites) Press / Mandatory Image/s Judge Recommendation Presentation Film Image/s in situ Walkthrough Film Tips ⓘ A walkthrough film taken by a camera phone is accepted.
5207 Radio & Audio / 能够引起直接反应的广播广告及音频营销材料，包括无线电广播、粉丝群定位、播客等。	Mandatory One of the below: Audio URL/s Judge Recommendation Presentation Film PDF of Transcript Edit (5 min) for Audio over 10 mins Tips ⓘ URL must be live and accessible for judging until June 2024.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Direct, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 5201 - 5203 & 5206 - 5213: Placement, Timeline. For 5204 & 5205: Distribution.

Refer to our [Helper Guide](#) for additional information.

Direct 直接



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
5208 Events 能够引起直接反应的事件及特技表演，包括虚拟和现场赛事、快闪族、游击营销、快闪店等。	Mandatory Presentation Film
5209 Products & Services 针对特定受众并能够引起直接反应的产品和服务，包括产品样品、消耗品等。	
5210 Acquisition & Retention 针对业务、公司或产品发起的有针对性的直接营销活动，旨在与消费者建立关系或提高客户忠诚度。	
5211 Innovation 改变品牌直接面向消费者的营销方式的前沿作品，以及能够引起直接反应的创新产品、服务和通信。	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only. ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Direct, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 5201 - 5203 & 5206 - 5213: Placement, Timeline. For 5204 & 5205: Distribution.

Refer to our [Helper Guide](#) for additional information.

Direct 直接



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird <small>(Payment Deadline 06/12/23)</small> £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird <small>(Payment Deadline 07/02/24)</small> £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline <small>(Payment Deadline 13/03/24)</small> £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
5212 Use of XR 利用沉浸式技术来扩展现实并引发直接响应的作品，例如面向虚拟人销售（direct-to-avatar），包括利用AR、VR或MR来融合真实与虚拟世界，以及跨web 3.0和元宇宙的应用程序。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
5213 Social NEW 专门为社交媒体平台设计的直接活动和通讯，包括移动广告。	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Direct, Brief, Solution, Use of AI, Cultural Context, *Translations if applicable.*

For 5201 - 5203 & 5206 - 5213: Placement, Timeline. **For 5204 & 5205:** Distribution.

Refer to our [Helper Guide](#) for additional information.

Experiential 体验

以企业和消费者为目标的体验型品牌活动。此类活动可能发生在真实世界、虚拟世界或两者兼有。

Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats
<p>5301 B2B Activations</p> <p>针对企业的以体验为导向的品牌营销活动。此类作品必须在真实环境中交付，例如在活动、展览、交易会及大型会议上。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p>
<p>5302 B2C Activations</p> <p>针对消费者的以体验为导向的品牌营销活动。此类作品必须在真实环境中交付，例如在运动场、活动、节日、音乐会、博物馆、图书馆、公园及城市特定区域中。</p>	
<p>5303 Retail Activations</p> <p>针对零售环境中的消费者的以体验为导向的品牌营销活动。此类作品可以通过店内活动、弹出窗口、完全集成的虚拟商店或真实与数字世界相结合的界限购物体验来交付。</p>	
<p>5304 Community Activations</p> <p>针对社区内的消费者的以体验为导向的品牌营销活动。这主要包括以凝聚社区并优化共享体验为目的而设计的作品。</p>	
<p>5305 Responsible Activations</p> <p>以体验为导向，在规划、制造和执行过程中优先考虑可持续性，或鼓励企业和消费者采取负责任的行为的品牌营销活动。</p> <p>> 第四个评选标准适用于该子类别：该创意是否表现出责任感？</p>	
<p>5306 Virtual Activations</p> <p>在虚拟世界中实施的以体验为导向的品牌营销活动。例如虚拟音乐会、舞台表演、节日、时装秀、汽车展、主题公园、密室逃脱、赛道、电影放映、教程及城市游览等。</p>	
<p>5307 Use of Micro-Talent & Influencers</p> <p>利用微人才或微影响力者（具有利基受众或超过1,000名追随者的族群）来提高参与度并瞄准特定市场的以体验为导向的品牌营销活动。</p>	
<p>5308 Use of Talent & Influencers</p> <p>利用社交媒体当红影响力者或名人（通常拥有 100,000+名追随者）来提高参与度并瞄准特定市场的以体验为导向的品牌营销活动。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Experience, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable*. For 5305: Responsibility. For 5310: Budget.

Refer to our [Helper Guide](#) for additional information.

Experiential 体验



Entry Fees

Super Early Bird
 (Payment Deadline 06/12/23)
 £367, €495, \$635

Early Bird
 (Payment Deadline 07/02/24)
 £420, €567, \$727

Final Deadline
 (Payment Deadline 13/03/24)
 £525, €709, \$908

VAT not included

Subcategory	Submission Formats
<p>5309 Use of XR & Emerging Technologies</p> <p>利用扩展现实 (XR, 如VR、AR和MR) 和/或新兴技术及媒介 (如人工智能) 创建的品牌营销活动, 旨在通过游戏、表达或实用性来突破创造力界限并增强体验。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>5310 Creative Use of Budget</p> <p>将创意带入生活的以体验为导向的品牌营销活动, 其产出应超出较低预算设定的预期目标, 包括无偿工作。</p> <p>> 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的, 您还需要说明总费用支出。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Experience, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.* **For 5305:** Responsibility. **For 5310:** Budget.

Refer to our [Helper Guide](#) for additional information.

Media 媒体

使用特定媒体或媒体资产作为创意工具的策略和创意。

评委们将关注创新性和创造性“媒体优先”理念，这些理念优先考虑了有效运用渠道传播品牌信息。参赛者需要展示作品如何达到了预期结果。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£402, €543, \$695

Early Bird

(Payment Deadline 07/02/24)

£460, €621, \$796

Final Deadline

(Payment Deadline 13/03/24)

£575, €776, \$995

VAT not included

Subcategory	Submission Formats
<p>5401 Integrated 跨多个媒体平台统一执行的媒体优先创意，例如在线、电视、广播、户外等。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>Presentation Film</p>
<p>5402 Social 专为社交平台设计的媒体优先创意，包括用于开发数字网络 and 用户生成内容的社会和社区层面的付费、自有以及所赢得的媒体创意。</p>	
<p>5403 Mobile Devices 为移动设备设计的媒体优先理念。包括增强现实、特定位置技术和应用程序的使用。</p>	
<p>5404 Direct 通过使用邮件、电子邮件、电话营销或其他能够与客户直接沟通的方法所生成的媒体优先创意。</p>	
<p>5405 Press & Outdoor 在出版物上发布的媒体优先创意，例如软文、广告或插页，以及在现有的免费形式或交互式海报网站上投放的户外广告等。</p>	
<p>5406 Radio & Audio 为在广播、播客频道和流媒体等音频平台上使用而创建的媒体优先创意，包括直播、在线或点播内容等。</p>	
<p>5407 Film 专为电影设计的媒体优先创意。广告投放包括社交媒体和视频点播等在线平台，以及电视、影院和其他屏幕。</p>	
<p>5408 Entertainment 为娱乐而创建的媒体优先创意，包括游戏平台、应用程序、视频共享频道、音乐视频等。</p>	
<p>5409 Events & Stunts 以虚拟及现实事件或表演形式呈现的媒体优先创意，包括展览、装置、节庆、产品发布、体育比赛、艺术表演和音乐会等，无论作品是预先存在的还是特别创建的。</p>	
<p>5410 Retail 以电子商务、店内营销（如数字标牌和销售点）、快闪店、在线零售网站和完全整合的虚拟商店为中心而设计的营销活动。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Background, Solution and Execution, Placement, Timeline, Results, Objectives, Use of AI, Cultural Context, *Translations if applicable.* **For 5404:** Direct.

Refer to our [Helper Guide](#) for additional information.

Media 媒体



Entry Fees

Super Early Bird
 (Payment Deadline 06/12/23)
 £402, €543, \$695

Early Bird
 (Payment Deadline 07/02/24)
 £460, €621, \$796

Final Deadline
 (Payment Deadline 13/03/24)
 £575, €776, \$995

VAT not included

Subcategory	Submission Formats
<p>5411 Interaction 鼓励并允许用户与品牌的其他活动互动或做出反应的媒体优先创意，包括双屏应用程序、音频或视觉识别、交互式信息亭以及AR、VR或MR等扩展现实技术的使用。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory Presentation Film</p>
<p>5412 Collaboration 通过创造性使用赞助商安置而创建的媒体优先创意，在此类作品中，赞助商与项目之间的合作关系应成为活动成功的关键。</p>	
<p>5413 Use of Micro-Talent & Influencers 利用微人才或微影响力者（具有利基受众或超过1,000名追随者的族群）来提高参与度并瞄准特定市场的媒体活动。</p>	
<p>5414 Use of Talent & Influencers 利用社交媒体当红影响力者或名人（通常拥有 100,000+名追随者）来提高参与度并瞄准特定市场的媒体活动。</p>	
<p>5415 Use of XR 为沉浸式平台或利用AR、VR和MR创建的媒体优先创意。这包括专为游戏环境、阈限空间、以及跨web 3.0和元宇宙的应用程序设计的作品。</p>	<p>Mandatory Presentation Film</p> <p>Judge Recommendation URL/s Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Background, Solution and Execution, Placement, Timeline, Results, Objectives, Use of AI, Cultural Context, *Translations if applicable.* For 5404: Direct.

Refer to our [Helper Guide](#) for additional information.

PR 公关

将公关用作创意工具的策略和创意。

评委们将关注创新性和创造性“公关优先”理念，这些理念优先考虑了有效运用公关策略传播品牌信息。

Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£402, €543, \$695

Early Bird
(Payment Deadline 07/02/24)
£460, €621, \$796

Final Deadline
(Payment Deadline 13/03/24)
£575, €776, \$995

VAT not included

Subcategory	Submission Formats
<p>5501 Integrated 在各种媒体上执行的综合性公关优先营销活动，例如电视、印刷、在线、移动、环境表演等。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory Presentation Film</p>
<p>5502 B2B 专注于将服务和产品从一个企业推广到另一个企业的公关优先创意。</p>	
<p>5503 B2C 专注于在消费者中推广服务和产品的公关优先创意。</p>	
<p>5504 Single Market 针对特定地区或市场的公关优先创意。此类作品可能会利用特定于该受众的见解，例如文化或行为见解等。</p>	
<p>5505 Multi Market 针对多个地区或市场的公关优先创意。</p>	
<p>5506 Digital & Social 利用社交和数字媒体平台来传达品牌信息的公关优先创意。</p>	
<p>5507 Events & Stunts 利用事件或特技表演来制造影响并建立品牌的公关优先创意，包括虚拟和现场活动、快闪族、游击营销、快闪店等。</p>	
<p>5508 Entertainment 利用娱乐来引起轰动并建立品牌的公关优先创意，包括针对游戏平台、应用程序、视频共享频道和音乐视频而创建的影响活动。</p>	
<p>5509 Use of Micro-Talent & Influencers 利用微人才或微影响力者（具有利基受众或超过1,000名追随者的族群）来提高参与度并瞄准特定市场的公关活动。</p>	
<p>5510 Use of Talent & Influencers 利用社交媒体当红影响力者或名人（通常拥有 100,000+名追随者）来提高参与度并瞄准特定市场的公关活动。</p>	
<p>5511 Use of Media Relations 利用与记者和媒体的关系来传播信息，而不是直接与公众沟通的公关活动。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Background, Solution and Execution, Results, Use of AI, Cultural Context, *Translations if applicable.*
For 5501 - 5514 & 5516: Placement, Timeline. **For 5515:** History. **For 5516:** Budget.

Refer to our [Helper Guide](#) for additional information.

PR 公关



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£402, €543, \$695

Early Bird
(Payment Deadline 07/02/24)
£460, €621, \$796

Final Deadline
(Payment Deadline 13/03/24)
£575, €776, \$995

VAT not included

Subcategory	Submission Formats
<p>5512 Reactive Response 利用特定新闻报道、病毒视频或事件的流行度来为品牌产生最大的正面报道效应的公关活动，这可能包括为应对品牌问题或危机公关而创建的活动。</p>	<p>Mandatory</p> <p>Presentation Film</p>
<p>5513 Product Launch 为成功推出或重新推出产品而创建的公关优先创意。</p>	
<p>5514 Public Affairs 改变或告知公共政策、议程和立法的公关优先创意。</p>	
<p>5515 Established Campaigns 同一概念已运行超过16个月或更长时间的公关营销活动，其核心创意应当在多种媒体上执行。 > 此类营销活动必须在2023年1月之前启动并在当前资格窗口期内保持有效。</p>	
<p>5516 Creative Use of Budget 将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。 > 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Background, Solution and Execution, Results, Use of AI, Cultural Context, *Translations if applicable.*

For 5501 - 5514 & 5516: Placement, Timeline. **For 5515:** History. **For 5516:** Budget.

Refer to our [Helper Guide](#) for additional information.

Entertainment 娱乐

会让人们觉得有必要观看、搜索和分享的品牌及品牌资助的娱乐节目，包括电影、音频、应用程序、体验、以及融合真实与虚拟世界的沉浸式技术的应用。

商业广告应报名“电影”、“工艺”和/或“音频”类别。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
6001 Integrated Ⓜ 由品牌化和品牌赞助的娱乐节目所组成的完全整合的营销活动，且相关活动应在多个平台上成功执行，例如在线、出版物、电视和广播等。	Mandatory Presentation Film
6002 Scripted Short Form Ⓔ/Ⓜ 时长不超过3分钟的脚本化品牌和品牌赞助的娱乐节目，包括病毒电影、游戏启发的电影、互动电影等。	Mandatory Film/s Judge Recommendation Presentation Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
6003 Scripted Long Form Ⓔ/Ⓜ 时长超过3分钟的脚本化品牌和品牌赞助的娱乐节目，包括病毒电影、游戏启发的电影、互动电影等。	Mandatory Film/s Judge Recommendation Presentation film Edit (5 min) for Film/s over 10 mins Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.
6004 Non-Scripted Short Form Ⓔ/Ⓜ 时长不超过3分钟的无脚本品牌和品牌赞助的娱乐节目，包括真人秀/纪录真人秀、综艺比赛、游戏节目、奖项、纪录片等。	Mandatory Film/s Judge Recommendation Presentation Film Tips ⓘ Remove/blur any credits before submitting work; for judging purposes only.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 6008 - 6009: Experience. **For 6015:** Budget

Refer to our [Helper Guide](#) for additional information.

Entertainment 娱乐



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>6005 Non-Scripted Long Form S/M</p> <p>时长超过3分钟的无脚本品牌和品牌赞助的娱乐节目，包括真人秀/纪录真人秀、综艺比赛、游戏节目、奖项、纪录片等。</p>	<p>Mandatory</p> <p>Film/s</p> <p>Judge Recommendation</p> <p>Presentation film Edit (5 min) for Film/s over 10 mins</p> <p>Tips</p> <p>i Remove/blur any credits before submitting work; for judging purposes only.</p>
<p>6006 Audio S/M</p> <p>将品牌整合到剧本或作品中的音频和音乐内容，包括直播和播客。 > 音乐视频应报名参加音乐视频类别的评选。</p>	<p>Mandatory</p> <p>One of the below:</p> <p>Audio URL/s</p> <p>Judge Recommendation</p> <p>Presentation Film PDF of Transcript Edit (5 min) for Audio over 10 mins</p> <p>Tips</p> <p>i URL must be live and accessible for judging until June 2024.</p>
<p>6007 Apps S</p> <p>专为移动应用程序设计的品牌化和品牌赞助的娱乐节目，包括应用程序、新应用程序功能的集成、以及旨在与应用程序的算法或功能配合使用的内容。</p>	<p>Mandatory</p> <p>One of the below:</p> <p>Demo Film App + Demo Film</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Tips</p> <p>i Submitting a Demo Film with your app shows the jury how to navigate your work.</p>



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 6008 - 6009: Experience. **For 6015:** Budget

Refer to our [Helper Guide](#) for additional information.

Entertainment 娱乐



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
6008 Experiential 品牌化和品牌赞助的以体验为主导的活动，包括基于位置的娱乐节目、4D电影、多感官体验、赛事、音乐会、节庆、人工智能和深度学习技术的使用等。 > 使用AR、VR或MR 技术的作品应报名参加以下专门子类别的评选。	Mandatory Presentation Film
6009 User Participation 邀请客户或用户提交或以次要方式与用户进行互动的品牌化和品牌赞助的娱乐节目，例如使用第二屏幕的娱乐节目。	
6010 Use of Micro-Talent & Influencers 利用微人才或微影响力者（具有利基受众或超过1,000名追随者的族群）来提高参与度并瞄准特定市场的娱乐活动。	Mandatory Presentation Film Judge Recommendation Film/s URL/s Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ If entering a film that was released online, please submit the video file.
6011 Use of Talent & Influencers 利用社交媒体当红影响力者或名人（通常拥有 100,000+名追随者）来提高参与度并瞄准特定市场的娱乐活动。	
6012 Use of AR 使用增强现实技术来增强或创造现实世界中的娱乐体验，在此类作品中，个人应当可以通过增强现实技术进行观看或参与其中，例如音乐表演、戏剧、文学或叙事体验等。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ If entering a film that was released online, please submit the video file.
6013 Use of VR 利用虚拟现实（VR）技术在完全虚拟的世界中提供身临其境的用户体验的品牌活动，例如，使用VR眼镜或耳机。	
6014 Use of MR 利用混合现实（MR）技术提供真实与数字世界彼此结合、交互的用户体验，以便在无需使用额外硬件的前提下创造新的空间和体验的品牌活动，例如，响应用户在现实世界中的行为的数字对象等。	



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 6008 - 6009: Experience. **For 6015:** Budget

Refer to our [Helper Guide](#) for additional information.

Entertainment 娱乐



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution Ⓔ	Multiple Executions* Ⓜ
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>6015 Creative Use of Budget</p> <p>将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。</p> <p>> 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。</p>	<p>Type of Work:</p> <p><u>Integrated (Ⓜ)</u></p> <p>Mandatory Presentation Film</p> <p><u>Film (Ⓔ/Ⓜ)</u></p> <p>Mandatory Film/s</p> <p><u>Audio (Ⓔ/Ⓜ)</u></p> <p>Mandatory One of the below: Audio URL/s</p> <p><u>Experiential / Immersive</u></p> <p>Mandatory Presentation Film</p> <p><u>Apps (Ⓔ)</u></p> <p>Mandatory One of the below: App + Demo Film Demo Film</p> <p>Judge Recommendation Presentation Film URL Demo Film App + Demo Film Edit (5 min) for Film/s / Audio over 10 mins</p> <p>Tips</p> <ul style="list-style-type: none"> ❗ Please be aware that certain Judge Recommendations are only relevant to specific types of work. ❗ Remove/blur any credits before submitting work; for judging purposes only. ❗ URL must be live and accessible for judging until June 2024. ❗ Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 6008 - 6009: Experience. **For 6015:** Budget

Refer to our [Helper Guide](#) for additional information.

Gaming & Virtual Worlds 游戏和虚拟世界

通过游戏平台和虚拟世界传递的品牌信息，包括为桌面、网络和移动设备创建的游戏；游戏转换；以及虚拟空间、web3.0和元宇宙的沉浸式交互等。

实物游戏，如拼图和棋盘游戏等，应参加“平面设计”类别的评选。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>6101 Brand Integration</p> <p>品牌在虚拟环境或叙事中的创造性整合。例如，定制游戏故事线和奖励视频、数字化的户外装置、皮肤、可穿戴设备及游戏化组件等。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>6102 Brand Partnership</p> <p>与虚拟世界中的个人或组织建立合作关系以促进品牌与其目标受众之间的联系。这包括赞助、共同创建虚拟商品（如不可替代代币）以及与运动员、专业人士、行业专家、影响力者、玩家和流媒体的合作等。非官方伙伴关系也符合评选资格。</p>	
<p>6103 Brand Experience</p> <p>为网络、移动平台、游戏平台和虚拟世界创建的以体验为主导的品牌营销活动。这包括创建数字化目的地、虚拟音乐会、舞台表演、节庆、时装秀、汽车秀、主题公园、密室逃脱、赛道、电影放映、教程及城市旅游等。与真实世界中的实体营销活动相关联的虚拟体验也符合评选资格。</p>	
<p>6104 Educational Experience</p> <p>在虚拟世界中发生的品牌化或品牌资助的体验，此类作品应当被明确设计为具有教育目的，或者具有附带的或次要的教育价值。这包括基于网络的游戏、研讨会、教程及模拟器等。</p>	
<p>6105 User Participation</p> <p>创意的成功与否取决于协调用户参与或用户生成的内容的虚拟营销活动。例如，组建团队、与其他用户互动游戏、参加比赛、设计并共享虚拟产品、或动员用户实现共同目标等。</p>	
<p>6106 Use of Avatars</p> <p>在游戏和元宇宙中使用化身来推动本土商业机会或为真实世界的产品创造品牌知名度。这包括可在游戏中购买或直接购买的品牌数字产品，如可穿戴设备、皮肤及数字收藏品等。</p>	
<p>6107 Use of Blockchain</p> <p>利用区块链在游戏或虚拟世界中为品牌创造兴奋感的品牌营销活动。包括NFT（不可替代代币，指艺术品、音乐文件、模因或房地产等可收藏的数字资产）的可用性及拍卖，以及使用区块链平台与消费者建立联系或为产品增值。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 6103 - 6105: Experience.

Refer to our [Helper Guide](#) for additional information.

Gaming & Virtual Worlds 游戏和虚拟世界



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory		Submission Formats
		Refer to our Helper Guide for specifications
6108	Esports NEW 为观众表演的竞争性多人视频游戏，通常由专业玩家操作。包括电子竞技风格的活动。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
6109	Use of Live Stream NEW 通过游戏或虚拟世界同时录制和播放的直播媒体的使用，其目的旨在让用户能够实时与其他用户以及与品牌主导的活动互动。	
6110	Use of AR 使用增强现实技术创建单人或多人游戏化体验（主要侧重于游戏和乐趣元素），以便将品牌或产品带入现实世界，例如通过游戏或游戏的文字演示来阐明品牌的价值。	Mandatory One or more of the below: URL Demo Film App + Demo Film Judge Recommendation Presentation Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
6111	Use of VR 利用虚拟现实（VR）技术在完全虚拟的世界中提供身临其境的用户体验的品牌活动，例如，使用VR眼镜或耳机。	
6112	Use of MR 利用混合现实（MR）技术提供真实与数字世界彼此结合、交互的用户体验，以便在无需使用额外硬件的前提下创造新的空间和体验的品牌活动，例如，响应用户在现实世界中的行为的数字对象等。	
6113	Use of Data 通过使用数据赋予日常生活以游戏体验，以便为用户提供个性化体验或为品牌提供洞察力。这包括利用地理位置和个人数据。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Timeline, Use of AI, Cultural Context, *Translations if applicable.*

For 6103 - 6105: Experience.

Refer to our [Helper Guide](#) for additional information.

Music Videos 音乐视频

为宣传歌曲、EP或专辑而制作的影片，以及制作相关影片的工艺。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£70, €95, \$121

Early Bird

(Payment Deadline 07/02/24)

£80, €108, \$138

Final Deadline

(Payment Deadline 13/03/24)

£100, €135, \$173

VAT not included

Subcategory		Submission Formats
		Refer to our Helper Guide for specifications
6201	Narrative 以结构化故事或情节为中心的音乐视频。	Mandatory Film Judge Recommendation Edit (5 min) for Film over 10 mins Tips 🔔 Remove/blur any credits before submitting work; for judging purposes only.
6202	Performance 以艺术家或乐队表演为中心的音乐视频，包括现场表演和观众反应。	
6203	Concept 围绕某个独特概念、而不是以结构化故事或情节为中心的音乐视频。	
6204	Animated 以cel、定格或电脑动画的使用为中心的音乐视频。	
6205	Interactive 促使观众互动的音乐视频。	
6206	Direction 音乐视频编导。	Mandatory One of the below: Film URL Judge Recommendation Demo Film Tips 🔔 Remove/blur any credits before submitting work; for judging purposes only. 🔔 URL must be live and accessible for judging until June 2024.
6207	Cinematography 音乐视频摄影。	
6208	Editing 音乐视频编辑。	
6209	Art Direction 音乐视频的艺术指导，包括创作和策划有助于视频整体美学和故事性的视觉元素。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Use of AI, Cultural Context, *Translations if applicable.*

For 6204: Making Of. **For 6205:** Experience. **For 6206 - 6207 & 6209 - 6210:** Approach. **For 6207 & 6209:** Craft. **For 6208:** Editing.

For 6211: Innovation. **For 6212:** Emerging Talent.

Refer to our [Helper Guide](#) for additional information.

Music Videos 音乐视频



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£70, €95, \$121

Early Bird
(Payment Deadline 07/02/24)
£80, €108, \$138

Final Deadline
(Payment Deadline 13/03/24)
£100, €135, \$173

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>6210 Visual Effects 用于生成、修改或增强音乐视频中的视觉效果 CGI 或其他数字技术。</p>	<p>Mandatory</p> <p>Film</p> <p>Judge Recommendation Edit (5 min) for Film over 10 mins</p> <p>Tips</p> <ul style="list-style-type: none"> Remove/blur any credits before submitting work; for judging purposes only.
<p>6211 Innovation NEW 利用技术和/或媒体创造性和创新性地突破媒体界限的音乐视频。</p>	<p>Mandatory</p> <p>One of the below:</p> <p>Film URL* Demo Film App + Demo</p> <p>Judge Recommendation *Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> Remove/blur any credits before submitting work; for judging purposes only. URL must be live and accessible for judging until June 2024. Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>6212 Emerging Talent NEW 由导演在职业生涯早期创作的音乐视频，作品中应表现出非凡的技能和创造力。 > 您需要证明您在该行业的工作经历不超过2年。</p>	<p>Mandatory</p> <p>Film</p> <p>Judge Recommendation Edit (5 min) for Film over 10 mins</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Use of AI, Cultural Context, *Translations if applicable.*

For 6204: Making Of. **For 6205:** Experience. **For 6206 - 6207 & 6209 - 6210:** Approach. **For 6207 & 6209:** Craft. **For 6208:** Editing.

For 6211: Innovation. **For 6212:** Emerging Talent.

Refer to our [Helper Guide](#) for additional information.

Health & Wellbeing

健康与福祉

适用于以医疗保健和健康为主题的活动通讯、设计和倡议类作品，或专门为医疗保健与福祉品牌创建的作品，包括针对非营利组织、基金会或教育组织的公共服务公告及宣传。

作品不得同时报名“健康与福祉”及“制药”类别。

Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats
<p>7001 Branding</p> <p>NEW 为与医疗保健与福祉相关的组织、产品、服务和活动，或为医疗保健与福祉品牌创建的品牌活动。包括新的品牌方案、品牌更新、以及重新定义健康视觉语言的系统元素。</p>	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film Presentation Image/s</p> <p>Judge Recommendation</p> <p>Image/s Film/s Audio/s URL Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>7002 Digital</p> <p>NEW 为医疗保健与福祉品牌或组织创建的、或关于医疗保健与福祉主题的数字通讯。例如通过移动平台、社交媒体和促销网站开展的宣传活动、公共服务公告或促销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>7003 Digital Design</p> <p>NEW 旨在改善用户健康与福祉的数字产品、服务和体验。例如，辅助生活技术、支持健康生活方式的应用程序、以及增强心理健康和恢复力的数字平台。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement*, Timeline*, Regulations, Use of AI, Cultural Context, *Translations if applicable*. **For 7004:** Direct. **For 7005:** Experience. **For 7008:** Innovation. **For 7011:** Manufacture & Materials. ***For 7010:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Health & Wellbeing

健康与福祉



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory		Submission Formats
		Refer to our Helper Guide for specifications
7004	Direct NEW 针对特定用户的健康与福祉通讯。包括旨在引起直接反应的宣传活动、公共服务公告和促销活动。	Mandatory Presentation Film Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film Tips ① URL must be live and accessible for judging until June 2024. ① Submitting a Demo Film with your app shows the jury how to navigate your work.
7005	Experiential NEW 以企业和消费者为目标、以体验为导向的健康与福祉品牌营销活动。此类活动可以发生在现实世界、虚拟世界或两者兼有。	Mandatory Presentation Film
7006	Film NEW 医疗保健与福祉相关的电影广告。例如，关于医疗保健与福祉主题的宣传活动、公共服务公告或促销活动。	Mandatory One or both of the below: Presentation Film Film/s Judge Recommendation Edit (5 min) for Film over 10 mins
7007	Gaming & Virtual Worlds NEW 利用游戏和虚拟世界的力量来刺激健康与福祉，并提高公众对健康与福祉相关产品、服务和信息的认识的品牌或品牌资助的体验。可以包含附带的或次要的健康益处。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ① URL must be live and accessible for judging until June 2024. ① Submitting a Demo Film with your app shows the jury how to navigate your work.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement*, Timeline*, Regulations, Use of AI, Cultural Context, *Translations if applicable*. For 7004: Direct. For 7005: Experience. For 7008: Innovation. For 7011: Manufacture & Materials. *For 7010: Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Health & Wellbeing

健康与福祉



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory		Submission Formats
		Refer to our Helper Guide for specifications
7008	<p>Innovation</p> <p>NEW 能够突破媒体界限的创新性宣传活动、设计和倡议。例如，利用新材料、沉浸式技术或虚拟设置来改变消费者体验活动的方式。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Image/s Film/s Audio/s URL Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
7009	<p>Integrated</p> <p>NEW 在多个平台上统一执行的、为医疗保健与福祉品牌或组织创建的完全集成的活动。例如宣传活动、公共服务公告或促销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p>
7010	<p>Print & Publications</p> <p>NEW 所有关于健康与福祉的印刷品和出版物。例如小册子、传单、海报和户外广告。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film Image/s</p> <p>Judge Recommendation</p> <p>Walkthrough Film</p>
7011	<p>Product Design</p> <p>NEW 旨在改善健康与福祉的消费及商业产品。包括个人护理用品、辅助生活产品、医疗设备和促进健康生活方式的技术。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film Image/s</p> <p>Judge Recommendation</p> <p>Concept Drawing Image/s Walkthrough Film</p>



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement*, Timeline*, Regulations, Use of AI, Cultural Context, *Translations if applicable*. **For 7004:** Direct. **For 7005:** Experience. **For 7008:** Innovation. **For 7011:** Manufacture & Materials. ***For 7010:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Health & Wellbeing

健康与福祉



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory

Submission Formats

Refer to our [Helper Guide](#) for specifications

7012 **Radio & Audio**

NEW

关于医疗保健与福祉主题的音频通讯，或为医疗保健与福祉品牌创建的针对广播、播客、流媒体平台、游戏平台和元宇宙的音频通讯。

Mandatory

Presentation Film

Judge Recommendation

Audio

Edit (5 min) for Audio over 10 mins

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement*, Timeline*, Regulations, Use of AI, Cultural Context, *Translations if applicable*. **For 7004:** Direct. **For 7005:** Experience. **For 7008:** Innovation. **For 7011:** Manufacture & Materials. ***For 7010:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Pharma 制药

适用于为制药及医疗行业创建的活动通讯、设计和倡议类作品，此类作品应重点关注需要处方或医生建议的健康状况和疾病。

作品不得同时报名“健康与福祉”及“制药”类别。

Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>7101 Branding NEW 为制药组织、产品、服务和活动创建的品牌活动。包括新的品牌方案、品牌更新以及重新定义健康视觉语言的系统元素。</p>	<p>Mandatory One or both of the below: Presentation Film Presentation Image/s</p> <p>Judge Recommendation Image/s Film/s Audio/s URL Demo Film App + Demo Film</p> <p>Tips 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
<p>7102 Digital NEW 关于需要处方或医生推荐的病症和疾病的数字通讯。例如通过移动平台、社交媒体和促销网站开展的宣传活动、公共服务公告或促销活动。</p>	<p>Mandatory Presentation Film</p> <p>Judge Recommendation URL/s Demo Film App + Demo Film</p> <p>Tips 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
<p>7103 Digital Design NEW 旨在改善、缓解或治疗特定医疗状况和/或其症状的数字产品、服务和体验。</p>	<p>Mandatory Presentation Film</p> <p>Judge Recommendation URL/s Demo Film App + Demo Film</p> <p>Tips 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Approval Code, Placement*, Timeline*, Use of AI, Cultural Context, *Translations if applicable*. **For 7104:** Direct. **For 7105:** Experience. **For 7108:** Innovation. **For 7111:** Manufacture & Materials. ***For 7110:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Pharma 制药



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory		Submission Formats
		Refer to our Helper Guide for specifications
7104	<p>Direct</p> <p>NEW 针对特定用户的医疗和制药通讯。包括旨在引起直接反应的宣传活动、公共服务公告和促销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Image/s Film/s Audio/s URL Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
7105	<p>Experiential</p> <p>NEW 以经验为导向、针对企业和/或消费者的医药品牌活动。可以发生在现实世界、虚拟世界或两者兼有。</p>	<p>Mandatory</p> <p>Presentation Film</p>
7106	<p>Film</p> <p>NEW 制药组织、产品、服务和活动的电影广告。例如宣传活动、公共服务公告或促销活动。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film Film/s</p> <p>Judge Recommendation</p> <p>Edit (5 min) for Film over 10 mins</p>
7107	<p>Gaming & Virtual Worlds</p> <p>NEW 利用游戏和虚拟世界的力量来提高人们对医药产品、服务和信息的认识的品牌或品牌资助的体验。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>URL/s Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Approval Code, Placement*, Timeline*, Use of AI, Cultural Context, *Translations if applicable*. **For 7104:** Direct. **For 7105:** Experience. **For 7108:** Innovation. **For 7111:** Manufacture & Materials. ***For 7110:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Pharma 制药



Entry Fees

Super Early Bird
(Payment Deadline 06/12/23)
£367, €495, \$635

Early Bird
(Payment Deadline 07/02/24)
£420, €567, \$727

Final Deadline
(Payment Deadline 13/03/24)
£525, €709, \$908

VAT not included

Subcategory		Submission Formats
		Refer to our Helper Guide for specifications
7108	<p>Innovation</p> <p>NEW 能够突破媒体界限的创新性宣传活动、设计和倡议。例如利用新材料、沉浸式技术或虚拟设置来改变用户体验。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Image/s Film/s Audio/s URL Demo Film App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
7109	<p>Integrated</p> <p>NEW 在多个平台上协同执行的围绕处方药或药品的全面整合活动。例如宣传活动、公共服务公告或促销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p>
7110	<p>Print & Publications</p> <p>NEW 关于处方药、产品或药品的所有印刷品及出版物。例如小册子、传单、海报和户外广告。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film Image/s</p> <p>Judge Recommendation</p> <p>Walkthrough Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 A walkthrough film taken by a camera phone is accepted.



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Approval Code, Placement*, Timeline*, Use of AI, Cultural Context, *Translations if applicable*. **For 7104:** Direct. **For 7105:** Experience. **For 7108:** Innovation. **For 7111:** Manufacture & Materials. ***For 7110:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Pharma 制药



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>7111 Product Design</p> <p>NEW 旨在改善、缓解或治疗特定疾病和/或其症状的处方产品。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film Image/s</p> <p>Judge Recommendation</p> <p>Concept Drawing Image/s Walkthrough Film</p> <p>Tips</p> <p>i A walkthrough film taken by a camera phone is accepted.</p>
<p>7112 Radio & Audio</p> <p>NEW 针对广播、播客、流媒体平台、游戏平台和元宇宙创建的关于制药品牌的音频通讯。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Audio Edit (5 min) for Audio over 10 mins</p>

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Approval Code, Placement*, Timeline*, Use of AI, Cultural Context, *Translations if applicable*. **For 7104:** Direct. **For 7105:** Experience. **For 7108:** Innovation. **For 7111:** Manufacture & Materials. ***For 7110:** Distribution will replace Placement & Timeline.

Refer to our [Helper Guide](#) for additional information.

Future Impact

未来影响力

能够推动联合国可持续发展目标取得成功的、仍处于研发阶段的早期设计和倡议类作品。

作品必须能够提供概念证明，并且在商业上可行。所有入围者都能够申请D&AD提供的价值25,000英镑的影响力基金奖励，并参加D&AD影响力计划。已经商业发布的作品只能在特殊情况下报名参赛，且被限制参加其他类别的评选。“未来影响力”类别采用不同的准则；请参阅“奖项规则”与“资格标准”

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£22, €30, \$38

Early Bird

(Payment Deadline 07/02/24)

£25, €34, \$43

Final Deadline

(Payment Deadline 13/03/24)

£32, €43, \$55

VAT not included

Subcategory	Submission Formats
8001 Design	<p>Refer to our Helper Guide for specifications</p> <p>Mandatory</p> <p>One or more of the below:</p> <p>Image/s Film Audio URL App + Demo Film</p> <p>Judge Recommendation</p> <p>Presentation Film</p> <p>Tips</p> <p>📌 URL must be live and accessible for judging until June 2024.</p> <p>📌 Submitting a Demo Film with your app shows the jury how to navigate your work.</p>
8001 Design 能够证明其在商业发布后具有造成行为、环境、社会或政策变化的潜力的设计。这包括旨在改善环境、通路或生活质量的产品设计、新材料、包装创新、数字设计、服务或系统设计等。	
8002 Design / Emerging Talent 由仍在接受教育的学生或新近毕业生创作的，能够证明其在商业发布后具有造成行为、环境、社会或政策变化的潜力的设计。这包括旨在改善环境、通路或生活质量的产品设计、新材料、包装创新、数字设计、服务或系统设计等。	
8003 Upstream Innovation 为循环系统设计的解决方案，其中应采用上游创新方法来防止浪费。例如尚未商业化发布的可重复使用、可回收、可转化或可堆肥的解决方案，或已消除对材料的需求的解决方案。 > 第五个评判标准适用于该子类别：设计是否具备循环性？	
8004 Upstream Innovation / Emerging Talent 由仍在接受教育的学生或新近毕业生创作的，为循环系统设计的解决方案，其中应采用上游创新方法来防止浪费。例如尚未商业化发布的可重复使用、可回收、可转化或可堆肥的解决方案，或已消除对材料的需求的解决方案。 > 第五个评判标准适用于该子类别：设计是否具备循环性？	
8005 Initiative 能够证明其在商业发布后具有造成行为、环境、社会或政策变化的潜力的战略行动。这包括筹资倡议、商业倡议、立法行动、组建联盟以及社区和再生项目等。	
8006 Initiative / Emerging Talent 由仍在接受教育的或刚毕业的人创建的、能够证明其具备在商业发布后创造行为、环境、社会或政策变化的潜力的战略行动。包括筹资倡议、商业倡议、立法行动、创建联盟、以及社区和再生项目。	

You will be asked to provide the following information online:

For all subcategories: Cover Image, UN SDGs, Description, Challenge, Proof of Concept, Ambition, Qualification, Impact Programme, Use of AI, Cultural Context, *Translations if applicable*. **For 8001 & 8003 & 8005:** Client. **For 8002 & 8004 & 8006:** Talent.

Refer to our [Helper Guide](#) for additional information.

Impact 影响力

能够推动联合国可持续发展目标取得成功的活动宣传、设计及倡议类作品。

作品必须已经商业发布，且必须能证明其所产生的影响力。同一作品不得同时报名“未来影响力”类别。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>8101 Campaign Communications</p> <p>已经导致行为、环境、社会或政策变化并可造福于社会的活动传播。这包括为真实和虚拟世界制作的活动影片、新闻广告、海报、音频插播及品牌营销活动。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Image/s</p> <p>Film</p> <p>Audio</p> <p>URL</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>8102 Design</p> <p>已经导致行为、环境、社会或政策变化并可造福于社会的设计。这包括能够改善环境、访问或生活质量的产品设计、新材料、包装创新、数字设计、服务或系统设计等。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film</p> <p>Image/s</p>
<p>8103 Initiative</p> <p>已经导致行为、环境、社会或政策变化并可造福于社会的战略行动。这包括筹资倡议、商业倡议、立法行动、组建联盟以及社区和再生项目。</p>	<p>Judge Recommendation</p> <p>Film</p> <p>Audio</p> <p>URL</p> <p>Demo Film</p> <p>App + Demo Film</p>
<p>8104 Local Solution</p> <p>有益于特定区域或当地（例如邻里、村庄、城镇或城市）的活动、产品、服务设计和计划。</p>	<p>Mandatory</p> <p>Demo Film</p> <p>App + Demo Film</p>
<p>8105 Climate Solution</p> <p>专门采取行动应对气候变化及其影响的活动、设计和倡议。</p> <p>> 符合此子类别评选资格的作品必须能够有效推动可持续发展目标13：气候行动。</p>	<p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, UN SDGs, Description, Client, Longevity, Response, Impact, Use of AI, Cultural Context, *Translations if applicable.*

For 8101 - 8105 & 8107 - 8108: Challenge. **For 8101 & 8103:** Placement, Timeline. **For 8102:** Materials. **For 8106:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 8107:** Collaboration. **For 8108:** Budget.

Refer to our [Helper Guide](#) for additional information.

Impact 影响力



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>8106 Upstream Innovation</p> <p>为循环系统设计的解决方案，其中应采用上游创新方法来防止浪费。例如重复使用、可回收、可转化或可堆肥的解决方案，或已消除对材料的需求的解决方案。</p> <p>> 第五个评判标准适用于该子类别：设计是否具备循环性？</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film</p> <p>Image/s</p> <p>Judge Recommendation</p> <p>Film</p> <p>Audio</p> <p>URL</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>8107 Collaboration</p> <p>导致行为、环境、社会或政策的变化由两方或多方合作创作的作品。这包括品牌之间以及品牌与消费者之间能够产生影响力的合作。</p>	
<p>8108 Creative Use of Budget</p> <p>将创意变为现实的作品，其产出应超出较低预算情况下设定的预期，包括无偿工作等。</p> <p>> 您需要说明制作预算以及报名理由。如果您的作品是无偿完成的，您还需要说明总费用支出。</p>	

You will be asked to provide the following information online:

For all subcategories: Cover Image, UN SDGs, Description, Client, Longevity, Response, Impact, Use of AI, Cultural Context, *Translations if applicable.*

For 8101 - 8105 & 8107 - 8108: Challenge. **For 8101 & 8103:** Placement, Timeline. **For 8102:** Materials. **For 8106:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 8107:** Collaboration. **For 8108:** Budget.

Refer to our [Helper Guide](#) for additional information.

Sustained Impact 影响力

适用于能够推动原创理念的营销活动、设计和倡议类作品，且随着时间的推移，作品应在行为、环境、社会或政策方面产生了不断增加的改变。

Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
<p>8201 Campaign Communications</p> <p>NEW 导致正在进行的有利于社会的行为、环境、社会或政策变化的宣传活动。包括为真实世界和虚拟世界创建的活动影片、新闻广告、海报、音频点和品牌活动。</p>	<p>Mandatory</p> <p>Presentation Film</p> <p>Judge Recommendation</p> <p>Image/s</p> <p>Film</p> <p>Audio</p> <p>URL</p> <p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>8202 Climate Solution</p> <p>NEW 专门为应对气候变化及其影响而设计的、且已经产生持续和积极变化的宣传活动、设计和倡议。 符合此子类别评选资格的作品必须能够有效推动可持续发展目标13：气候行动。</p>	<p>Mandatory</p> <p>One or both of the below:</p> <p>Presentation Film</p> <p>Image/s</p>
<p>8203 Collaboration</p> <p>NEW 双方或多方合作创建的、且已经导致行为、环境、社会或政策变化的作品。包括品牌之间以及品牌与消费者之间以产生影响力为目的的合作。</p>	<p>Judge Recommendation</p> <p>Film</p> <p>Audio</p> <p>URL</p>
<p>8204 Design</p> <p>NEW 已经导致行为、环境、社会或政策方面持续或不断增加的变化并使社会受益的设计。包括能够改善环境、访问或生活质量的产品设计、新材料、包装创新、数字设计、服务或系统设计计。</p>	<p>Demo Film</p> <p>App + Demo Film</p> <p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.
<p>8205 Initiative</p> <p>NEW 已经导致行为、环境、社会或政策方面持续或不断增加的变化并使社会受益的战略行动。包括筹资倡议、商业倡议、立法行动、创建联盟、以及社区和再生项目。</p>	<p>Tips</p> <ul style="list-style-type: none"> 📌 URL must be live and accessible for judging until June 2024. 📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, UN SDGs, Description, Client, Sustained Impact, Response, Use of AI, Cultural Context, *Translations if applicable*.

For 8201-8206: Challenge. **For 8201 & 8202:** Placement, Timeline. **For 8204:** Materials. **For 8207:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 8203:** Collaboration.

Refer to our [Helper Guide](#) for additional information.

Sustained Impact 影响力



Entry Fees

Super Early Bird

(Payment Deadline 06/12/23)

£367, €495, \$635

Early Bird

(Payment Deadline 07/02/24)

£420, €567, \$727

Final Deadline

(Payment Deadline 13/03/24)

£525, €709, \$908

VAT not included

Subcategory

Submission Formats

Refer to our [Helper Guide](#) for specifications

- 8206 **Local Solution**
NEW 针对特定地区或地点（如社区、村庄、城镇或城市）的福利而创建的、且已经导致持续或不断增加的行为、环境、社会或政策变化的宣传活动、产品、服务设计和倡议。
- 8207 **Upstream Innovation**
NEW 应用上游创新方法来防止浪费、旨在适应循环系统的解决方案。针对可重复使用、可回收、可循环或可堆肥的持续解决方案，或者已经消除对材料的需求的解决方案。
 > 第五个评选标准适用于该子类别：设计是否具备循环性？

Mandatory

One or both of the below:

Presentation Film

Image/s

Judge Recommendation

Film

Audio

URL

Demo Film

App + Demo Film

Tips

📌 URL must be live and accessible for judging until June 2024.

📌 Submitting a Demo Film with your app shows the jury how to navigate your work.

You will be asked to provide the following information online:

For all subcategories: Cover Image, UN SDGs, Description, Client, Sustained Impact, Response, Use of AI, Cultural Context, *Translations if applicable*.

For 8201-8206: Challenge. **For 8201 & 8202:** Placement, Timeline. **For 8204:** Materials. **For 8207:** Benchmark, Circular Solution, Life Cycle, Innovation. **For 8203:** Collaboration.

Refer to our [Helper Guide](#) for additional information.

Luxury 奢侈品

适用于针对奢侈品牌的设计和创意宣传活动，包括品牌的电影、动画、摄影、音频、CSR、零售、编辑、广告、包装及可持续足迹等。

奢侈品行业包括时尚、美妆、珠宝、手表及配件、酒类、汽车、旅游、体验及食品。

Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
9001 Experiential NEW 针对企业和消费者、以体验为导向的奢侈品牌活动。可以发生在现实世界、虚拟世界或两者兼有。	Mandatory Presentation Film
9002 Film & Motion S/M NEW 针对所有平台为奢侈品牌创建的电影作品。包括B2B和B2C的社交、电视/视频点播及电影广告、以及基于产品的电影。	Mandatory Film/s Judge Recommendation Edit (5 min) for Film/s over 10 mins
9003 Photography S/M NEW 用于奢侈品牌项目的商业摄影。 > 图片必须是出于销售产品和服务的目的而委托或许可的。	Mandatory Image/s Judge Recommendation URL (for digital elements) Image/s in situ Walkthrough Film Tips ⓘ A walkthrough film taken by a camera phone is accepted.
9004 Digital NEW 主要利用技术、数据和数字平台为奢侈品牌创建的数字营销活动及通讯。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
9005 Commerce NEW 能够激励、促进奢侈品和服务交流的创意性商业理念。包括消费者和B2B交易，涵盖电子商务及零售商务。	Mandatory Presentation Film

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Use of AI, Cultural Context, *Translations if applicable.*

For 9001: Experience. **For 9010:** Corporate Social Responsibility. **For 9011:** Display, Manufacture & Materials .

Refer to our [Helper Guide](#) for additional information.

Luxury 奢侈品



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution S	Multiple Executions* M
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
9006 Use of Technology NEW 针对奢侈品牌、利用沉浸式技术来扩展现实、改变品牌与消费者互动的方式。包括利用AR、VR或MR来融合真实世界与虚拟世界，以及web 3.0和元宇宙中的应用程序。	Mandatory Presentation Film Judge Recommendation URL/s Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
9007 Social NEW 针对社交平台的奢侈品牌传播。包括影响力和创作者的使用。	Mandatory Presentation Film Judge Recommendation Film/s URL/s Tips ⓘ URL must be live and accessible for judging until June 2024.
9008 Retail NEW 针对奢侈品牌的实体零售空间的室内设计，包括弹出窗口和数字驱动商店。涵盖视觉营销，橱窗展示和设计，以及采用AR、VR或MR技术将真实世界与虚拟世界融合在一起。	Mandatory One of the below: Presentation Film Image/s Judge Recommendation Concept Drawings Image/s



You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Use of AI, Cultural Context, *Translations if applicable.*

For 9001: Experience. **For 9010:** Corporate Social Responsibility. **For 9011:** Display, Manufacture & Materials .

Refer to our [Helper Guide](#) for additional information.

Luxury 奢侈品



Pricing applicable for Single & Multi subcategories

Entry Fees	Single Execution	Multiple Executions*
Super Early Bird (Payment Deadline 06/12/23) £367, €495, \$635	£367, €495, \$635	£644, €869, \$1114
Early Bird (Payment Deadline 07/02/24) £420, €567, \$727	£420, €567, \$727	£736, €994, \$1273
Final Deadline (Payment Deadline 13/03/24) £525, €709, \$908	£525, €709, \$908	£920, €1242, \$1592

VAT not included * Either campaigns, series or range of work

Subcategory	Submission Formats <small>Refer to our Helper Guide for specifications</small>
9009 Editorial / NEW 针对奢侈品牌的数字及印刷编辑出版物或其中的元素	Mandatory One of the below: Image/s Image/s + URL/s (for digital elements) Judge Recommendation Printed Publication/s Walkthrough Film Tips ⓘ A walkthrough film taken by a camera phone is accepted.
9010 Corporate Social Responsibility (CSR) NEW 展示奢侈品牌对社会和环境问题的承诺的产品及活动宣传。	Mandatory One or both of the below: Presentation Film Image/s Judge Recommendation Film Audio URL Demo Film App + Demo Film Tips ⓘ URL must be live and accessible for judging until June 2024. ⓘ Submitting a Demo Film with your app shows the jury how to navigate your work.
9011 Packaging / NEW 针对奢侈品牌包装的创新设计。 > 所有的报名作品都必须处在商业销售状态，并附带条形码或销售标识。 > 包装上的任何非英语内容都需要附带英语翻译。	Mandatory Image/s Judge Recommendation Physical Material/s Image of Packaging in situ Walkthrough Film Tips ⓘ A walkthrough film taken by a camera phone is accepted.

You will be asked to provide the following information online:

For all subcategories: Cover Image, Description, Brief, Solution, Placement, Use of AI, Cultural Context, *Translations if applicable.*

For 9001: Experience. **For 9010:** Corporate Social Responsibility. **For 9011:** Display, Manufacture & Materials .

Refer to our [Helper Guide](#) for additional information.

联系我们

对参加奖项有疑问吗？我们的团队随时为您提供帮助。
无论您身在世界何处，请随时与我们联系。欲了解更多信息，
[请在此处查看我们的常见问题解答和帮助指南。](#)

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