

SUPPORTING MATERIAL REQUIREMENTS BY CATEGORY

	Type of Material to be uploaded online by 23 January 2018		Hardcopy material to be submitted by 1 February 2018	
	Ways to show your work	Case study/hype video?	A2 Board?	Other

CRAFT CATEGORY

1	Editing (on any screen)	Film/TV	×	×	
2	Cinematography (on any screen)	Film/TV	×	×	
3	Animation (on any screen)	Film/TV	Yes - show process/application of the craft	×	
4	Visual Effects (on any screen)	Film/TV	✓	×	
5	Art Direction (on any screen)	Film/TV	×	×	
6	Direction (on any screen)	Film/TV	×	×	
7	Original Soundtrack – Film & Screen Content	Film/TV	×	×	
8	Original Soundtrack – Radio	Audio/MP3	×	×	
9	Sound Design – Film & Screen Content	Film/TV/Video	×	×	
10	Sound Design – Radio	Audio/MP3	×	×	
11	Copywriting – Magazine & Newspaper	Image	×	✓	Script optional
12	Copywriting – Out of Home	Image	×	✓	Script optional
13	Copywriting – Radio	Audio/MP3	×	×	Script optional
14	Copywriting – Film and Video	URL/Film/TV	×	×	Script optional
15	Copywriting – Other	Images/URL/App	×	✓	Script optional
16	Art Direction & Typography - Magazine & Newspaper	Image	×	✓	
17	Art Direction & Typography - Out of Home	Image	×	✓	
18	Image (inc. photography/illustration/retouching)	Image	×	✓	

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DIGITAL CRAFT

19	Digital Copywriting	JPEG/URL/Entry URL	×	×
20	Digital Art Direction & Typography	JPEG/URL/Entry URL	×	×
21	Interface & Navigation	JPEG/URL/Entry URL/Film	Optional	×
22	User Experience	URL/Entry URL/Image	Optional	×
23	Digital Use of Video	URL/Media	×	×
24	Digital Use of Music or Sound Design	URL/Audio/MP3	×	×

OUT-OF-HOME

25	Billboard Advertising	JPEG Image	×	✓	A2 Boards need to show ads in context
26	Out-of-Home Poster	JPEG Image	×	✓	
27	Transit Advertising	JPEG Image	×	✓	
28	Special Build	JPEG Image	Optional	✓	
29	Digital/Interactive Outdoor	JPEG Image	×	✓	
30	Non Traditional Outdoor or Ambient	JPEG Image	Optional	✓	
31	Out-of-Home Campaign	JPEG Image	×	✓	

MAGAZINE & NEWSPAPER

32	Magazine	JPEG Image	×	✓
33	Magazine Campaign	Image	×	✓
34	Newspaper	Image	×	✓
35	Newspaper Campaign	Image	×	✓

DIRECT MARKETING

36	Direct Physical	JPEG Image	×	✓	Opt. physical piece
37	Direct Digital	URL/Example/Image	×	×	

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38	Direct Broadcast	Video/URL/Entry URL/Images	×	×	
39	Creative Use of Data in Direct	URL/Image/App	Recommended	×	
40	Direct Campaign	Images/URL	Optional	×	Opt. physical piece

PR & PROMO / ACTIVATION

41	Promo & Activation	Example/Images	Optional	Optional	Opt. physical piece
42	Integrated Campaign Lead by Promo & Activation	URL/Examples/Image	✓	Optional	Opt. physical piece
43	PR	Example/Images	Optional	Optional	Opt. physical piece
44	PR Social and Digital	URL/Examples/Image	Optional	Optional	Opt. physical piece
45	PR Campaign	URL/Examples/Image	✓	Optional	Opt. physical piece

DESIGN

46	Design 360	JPEG/URL/Example/App	Optional	✓	Opt. physical piece
47	Product Design – Tech	JPEG/URL/Example/App	Optional	✓	Opt. physical piece
48	Product Design – Non Tech	JPEG Images/Example	Optional	✓	Opt. physical piece
49	Environmental Design	URL/Example/App	Optional	✓	Opt. physical piece
50	Experience Design	Images	Optional	✓	Opt. physical piece

CHARITY

51	Charity – Magazine & Newspaper OR Out of Home	Image	×	✓	
52	Charity – Direct	URL/Image	Optional	×	Opt. physical piece
53	Charity – PR/Promo & Activation	URL/Image	Optional	×	
54	Charity – Digital or Screen	Film/URL	Optional	×	
55	Charity – Radio	Audio/MP3	×	×	

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56	Charity – Design	Image	Optional	Optional	
57	Charity – Campaign	Audio/MP3/URL/Images	✓	Optional	
58	Charity – Creative Use of Media	Audio/MP3/URL/Images	✓	Optional	

DIGITAL & INTERACTIVE

59	Website	URL/Entry URL	Optional	×	
60	Microsite	URL/Entry URL	Optional	×	
61	Online Advertising	Images/URL/Entry URL	Optional	×	
62	Use of Social Media	Images/URL/Entry URL	Optional	×	
63	Mobile	URL/Entry URL	Optional	×	
64	Digital & Interactive Campaign	URL/Entry URL	Optional	×	
65	Tech Driven Creative	URL/Image/App	Recommended	×	

FILM & VIDEO CONTENT

66	TV or Cinema 30' or below (Single)	Video/TVC	×	×	
67	TV or Cinema 30' or below (Campaign)	Video/TVC	×	×	
68	TV or Cinema above 30' (Single)	Video/TVC	×	×	
69	TV or Cinema above 30' (Campaign)	Video/TVC	×	×	
70	Online 30' or below (Single)	Video/TVC	×	×	
71	Online 30' or below (Campaign)	Video/TVC	×	×	
72	Online above 30' (Single)	Video/TVC	×	×	
73	Online above 30' (Campaign)	Video/TVC	×	×	
74	Viral (Single)	Video/TVC	×	×	
75	Long Form (Single)	Video	×	×	
76	Long Form (Campaign)	Videos	Optional	×	
77	Large Scale Content	Video/URL	Optional	✓	

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BRANDED CONTENT

78	Cinema & Theatrical	URL/Film	Optional	×
79	TV & Broadcast – 5 minutes & Over	URL/Film	Optional	×
80	TV & Broadcast – 5 minutes & Under	URL/Film	Optional	×
81	Online – 5 minutes & Over	URL/images	Optional	×
82	Online – 5 minutes & Under	URL/images	Optional	×
83	Branded Content Campaign	URL/images/film	Recommended	×
84	Music Content	MP3/Audio/URL/Film	Recommended	×

MEDIA

85	Creative Use of Media (Single)	TVC/Audio/URL	Optional	✓
86	Creative Use of Media (Campaign)	Apps/JPEG/TVC/URL/Audio + Script	Optional	✓

RADIO

87	Radio 30' or below (Single)	MP3/Audio/VRC	×	×	Script
88	Radio 30' or below (Campaign)	MP3/Audio/VRC	×	×	Script
89	Radio above 30' (Single)	mp3/Audio/URL	×	×	Script
90	Radio above 30' (Campaign)	mp3/Audio/URL	×	×	Script
91	Non-Standard Radio	mp3/Audio/URL	Optional	Optional	Script

EXECUTIVE JUDGES CHOICE

92	Integrated Axis	URL/JPEG	✓	✓
93	For Good (awarding businesses/brands for 'doing good')	JPEG Images	✓	✓
94	Emerging Talent	3 separate pieces	×	✓
95	Innovation Axis	URL/Image/App	✓	✓

SUPPORTING MATERIAL REQUIREMENTS

Please adhere to the supporting material requirements for each category you are entering. Try to remember the judges are judging your actual work. They are not judging your ability to talk an Academy Award-winning director into shooting a two-minute hype tape. If your idea requires choreography to explain it, the judges have the right to ignore it. So please stick to the guidelines.

Case studies/hype videos can be supplied (**max 2 mins**), along with any hard copy material that supports your entry. This year **finalists will also be asked for a 30' version** of the hype reel that will be played at Axis 2018 should you win serious metal. We will not play the 2-minute version.

The onus is on the entrant to ensure any case studies/hype videos are specific to the entered category and not relating to another category the same work is also being entered into. If the judges believe the material is not relevant to the category they are judging, they have the right to ignore it.

Please refer to the separate table (on page 11) showing what material requirements are required for each category.

A2 PRESENTATION BOARDS

- Show only one entry per board.
- For the Out-of-Home category, the boards should show the work in context.
- A campaign entry should show all elements of the campaign on **one** A2 board only, but only those elements which are related to the campaign. Do not include elements of the entry that are included in another category.
- Mount work on 1 rigid A2 board (420 x 594 mm).
- Please do not stick declaration forms to the back of the boards as this makes them sticky and difficult to “store” next to another board.
- Do NOT use foam board, use mount board instead.
- Portrait style is preferred.
- Please label the **back** of each board with the entry number, entry title, type of entry (single or campaign) and the category entered.
- For the purpose of judging impartiality, do NOT put your agency/company logo or branding anywhere on the board.
- Do NOT put the entry number or category titles on the front of the board.
- Do NOT send un-mounted work, rolled prints or taped boards. They will be returned at your cost.

UPLOAD FILE FORMATS

Entries must be submitted online via the upload button. Files are to be uploaded in the following formats where requested.

CREDITS

- Requested from finalists only.

DESCRIPTIONS

- Requested in Craft categories only.
- These should be entered in 'notes' field of online form if necessary and are limited to 100 words.

IMAGES

- JPEG, RGB, 300 dpi.
- Size: the longest side must no longer than 420mm.

SUPPORTING/HYPE VIDEO

- 2 minutes max. If your video exceeds 2 minutes, then the jury reserve the right to end the judging after the 2-minute mark. **This year we will also be requesting a 30' Edit of any hype tapes or work that may appear on the night of the Axis Awards should the work win serious metal. Full hype tapes will not be played at Axis so if an edit is not provided the hype tape will stop after 30 seconds. Edits should be supplied at same time as credits and couriered on a labelled memory stick to The Conference Company.**

FILM/TV/SCREEN CONTENT ENTRIES/HYPE VIDEO

- QuickTime, MP4 or MOV.
- Files should not exceed 50MB.
- Please ensure your entry begins at the first frame only and does NOT include the clapper board or title information.
- Please ensure one file contains one commercial only. When uploading campaigns, each spot must be uploaded separately.
- The preferred aspect ratio is 16:9.
- Spots will be viewed on a 16:9 screen for judging.
- Always do a preliminary quality check before submitting your work.

Widescreen Entries

Widescreen (16:9) entries should be submitted with a frame size of 1920 x 1080 (minimum 1280 x 720) using H.264 (mov) compression at up to 59.94 frames per second. The data rate for the file should be limited to 8 MBps (8196 kbps). All entries that have been produced in HD have to be submitted in HD, SD down conversions will NOT be accepted.

Standard Entries

Standard (4:3) entries should be submitted with a frame size of 1280 x 720 (with black pillars on the sides to expand to the 16:9 frame size) using H.264 (mov) compression at 29.97 frames per second. The data rate for the file should be limited to 8 MBps (8196 kbps).

RADIO/SOUND ENTRIES

- .WAV, MP3
- Ensure entry is submitted in Stereo, in a high-quality WAV, 48 kHz at 16 bits or more.
- Please ensure one file contains one commercial only - please do not send multiple commercials in one file.

RADIO SCRIPTS

- An electronic plain text version of the script must also be submitted online. PDF or Word.

URL SUBMISSIONS

- All entries that have appeared online must be submitted as a URL linking to an online version of your entry.
- Banner ads must be presented on a mocked-up example of the website they appeared on, or as they appeared online.
- Viral movies on either the original YouTube, Vimeo or campaign URL they were uploaded to.
- Websites & campaign sites if no longer live to be hosted on a URL if possible and definitely recommended. If this is not possible a video walk through of the site is suggested. If there is a particular walk through or journey you would like the jury to follow, a video of this journey is recommended.
- Award entry URLs showing all elements of an online campaign are also suggested for Interactive Campaign and Innovation in Digital entries.
- Please provide a username and password if the entry is on a secure site.
- The domain name must not identify the agency.

APPS OR MOBILE TECHNOLOGY

- If your work is an app or is displayed on a mobile device and you would like the judges to see the work in this way, please provide details for downloading the app.

IMPORTANT NOTE RE HARD COPY MATERIAL BEING SUBMITTED

If your work becomes a finalist, it will be judged online by the international judges. If you are submitting hard copy material, international judges will not be able to see it, so it is in your best interests to upload online examples or a case study outlining this material by the entry closing dates.

Remember it is about showing THE WORK, not the hype video. Well-presented work will be viewed more easily and instantly by the International Judges.