ACE AWARDS 41

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CATEGORIES

CREATIVE CATEGORIES

1. Advertising Campaign

Includes the use of three or more mediums. (ie. Broadcast, Print, Digital and Interactive etc.)

Digital submission: Provide a minimum of three and a maximum of 12 images (follow image requirements) and a minimum of two context photos, where appropriate. Provide and upload a brief description (max. 100 words in PDF) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book. This description is in addition to the context description requested by the Iceberg software system. Context descriptions may include campaign results* and media budget, which judges may choose to consider at their discretion. Both the description and context description will be made available for judging.

Physical submission: Provide samples of original pieces, packaged in an envelope, where possible. If the only physical sample of an element has been entered under a different category, please indicate the Iceberg entry number for cross referencing purposes.

* Results are ONLY permitted for the Advertising Campaign category. All other categories are not permitted to have results submitted at this time.

VIDEO

2. Advertising Video Series

Includes television, cinema and online pre-roll advertising.

Digital submission: Upload the digital file (MPG or MOV). Please include screenshots (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

3. Advertising Video Single >$30,000

Includes television, cinema and online pre-roll advertising.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

4. Advertising Video Single <$30,000

Includes television, cinema and online pre-roll advertising.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

5. Other Video < 2 Minutes

Video creative that did not run with broadcast, OOH or pre-roll paid media—can include corporate or promotional videos. Any videos that ran as paid advertising are not eligible in this category.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

6. Other Video > 2 Minutes

Video creative that did not run with broadcast, OOH or pre-roll paid media—can include corporate or promotional videos. Any videos that ran as paid advertising are not eligible in this category.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

* Note Social Media videos should be entered under Digital/Interactive categories. Out of Home videos should be entered under the Out of Home categories.

AUDIO

7. Audio Series

Radio and audio streaming advertising creative.

Prepare and submit all ads in the series as an individual MP3 file.

Digital submission: Upload the digital files (MP3) and one document (PDF) with the scripts of all the radio ads in the series.

8. Audio Single

Radio and audio streaming advertising creative.

Digital submission: Upload the digital file (MP3) and include the script as a document (PDF).

9. Podcast

Original podcast content distributed via any podcast platform/network. Entries should have a marketing or communications purpose.

Digital submission: Upload the digital file(s) (MP3). Please include the show image art (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

DIGITAL/INTERACTIVE

10. Mobile Application

Includes downloadable applications for mobile devices such as smartphones and tablets and can include Progressive Web Apps. Entries in this category must be brand-focused, supporting a product or service,
or can be an actual product itself.

Digital submission: Provide a link to where the application can be downloaded. Provide a minimum of one and a maximum of four screenshot(s) (follow image requirements). Provide an explanation about the project or campaign to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book in the context description requested by the Iceberg software system. This information will be made available for judging.

11. Microsite

Entries should be separate from a brand's website and may be tied to a specific campaign, contest or promotion. Excludes entries submitted in Website category.

Digital submission: Please submit one URL for judging. Provide a minimum of one and a maximum of three screenshot(s) (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book. Entries must be live, or accessible by password if the site is no longer public. Provide exact URL in the URL field of the online entry form (if required, include the username and password in the context description requested by the Iceberg software system).

12. Website >$50,000

The website a brand uses to communicate its product or service, exclusive of any single advertising campaign.

Digital submission: Please submit one URL for judging. Provide a minimum of one and a maximum of three screenshot(s) (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book. Entries must be live, or accessible by password if the site is no longer public. Provide exact URL in the URL field of the online entry form (if required, include the username and password in the context description requested by the Iceberg software system).

13. Website <$50,000

The website a brand uses to communicate its product or service, exclusive of any single advertising campaign.

Digital submission: Please submit one URL for judging. Provide a minimum of one and a maximum of three screenshot(s) (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book. Entries must be live, or accessible by password if the site is no longer public. Provide exact URL in the URL field of the online entry form (if required, include the username and password in the context description requested by the Iceberg software system).

14. Online Advertising Series

Entries can include leaderboard, big box, pre-roll, expandables, static and animated ads, etc.

Digital submission: Please submit URLs for judging the active online ads if possible (use URL field on online entry form). Provide one image for each ad in the series (follow image requirements). Provide a screenshot of the ads in context.

15. Online Advertising Single

Entries can include leaderboard, big box, pre-roll, expandables, static and animated ads, etc.

Digital submission: Please submit URL for judging the active online ad if possible (use URL field on online entry form). Provide one image for the ad single (follow image requirements). Provide a screenshot of the ad in context.

16. Social Media Advertising Series

Entries can include any series of ads or content on a social platform. This includes organic posts and paid ads, including all formats such as static, video, carousel, story, Instant Experience (canvas), etc.

Digital submission: Provide a minimum of one and a maximum of six screenshot(s) (follow image requirements) and a preview or permalink URL.

17. Social Media Advertising Single

Entries can include any ad or content on a social platform. This includes organic posts and paid ads, including all formats such as static, video, carousel, story, Instant Experience (canvas), etc.

Digital submission: Provide a screenshot (follow image requirements) and a preview or permalink URL.

18. Innovative Use of Technology

A category for work that uses technology and/or digital media. Could include interactive surfaces, digital games, hashtags, etc. Entries in this category must be advertising/communications to change behaviour or create action. You should not submit Mobile Applications in this category, please refer to category #10.

Digital submission: Please submit one URL for judging if applicable. Provide exact URL in the URL field of the online entry form (if required, include the username and password in the context description requested by the Iceberg software system). Entries must be live, or accessible by password if the site is no longer public. Provide a minimum of one and a maximum of three screenshot(s) (follow image requirements); provide and upload an explanation (max. 100 words in PDF) about the project to be used for ACE on Display, the ACE Awards website, and the ACE Awards Winners book. This description is in addition to the context description requested by the Iceberg software system. This information will be made available for judging.

There is no physical submission required for this category. However, you may wish to submit a physical piece if it's a key component to the entry.

GRAPHIC DESIGN

19. Annual Report

Includes printed and/or digital Annual Reports. Annual Reports that were created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements). If the Annual Report is digital, please submit one URL for judging if applicable. Provide exact URL in the URL field of the online entry form (if required, include the username and password in
 the context description requested by the Iceberg software system). Entries must be live, or accessible by password if the site is no longer public.

Physical submission: Provide a sample of the original piece in an envelope, where possible.

20. Brochure / Print Collateral

A printed brochure, booklet, or other printed collateral to promote products or services. Print collateral that was created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

Physical submission: Provide a sample of the original piece in an envelope.

21. Identity System

Demonstrates the practical application of a corporate identity—for example, as part of a stationery package. Identity Systems that were created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

Physical submission required: Mount original corporate identity pieces on art card.

22. Logo / Wordmark

Logos that were created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

Physical submission required: Mount original logo(s) on art card.

OUT OF HOME

23. Permanent Branded Environment

A branded environment is an extension of a brand into a physical space. It primarily includes interior design and branded elements in a physical space such as a restaurant, a retail experience, a mobile store etc. The unveiling must have occurred between January 1, 2019 and December 31, 2019 and the branded environment must have been active for a minimum of 3 months.

Digital submission: Provide a minimum of one and a maximum of six photograph(s) of the physical space; both interior and/or exterior (follow image requirements).

24. Experiential / Non-Permanent Installation

Includes advertising that involves a temporary branded environment such as a trade show booth, a paid media domination at a single location, and/or a direct, in-person experience with a brand through live events, guerrilla marketing, stunts, merchandising or samplings.

Digital submission: Provide a minimum of one and a maximum of six photograph(s) of the piece in context (follow image requirements).

Physical submission: Provide a sample of the original piece(s), if applicable.

25. Out of Home Video Series

Includes digital restobar, Tims TV, Captivate, elevator and any other digital OOH video that primarily runs without audio.

Digital submission: Upload the digital files (MPG or MOV). Please include screenshots (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

26. Out of Home Video Single

Includes digital restobar, Tims TV, Captivate, elevator and any other digital OOH video that primarily runs without audio.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

27. Poster / Out of Home Series

Includes traditional posters, as well as purchased media such as outdoor billboards, transit shelters, bus kings, etc.

Digital submission: Provide a photograph of each piece of media in context. Must include a colour proof or image(s) of the poster(s) (follow image requirements).

28. Poster / Out of Home Single

Includes traditional posters, as well as purchased media such as outdoor billboards, transit shelters, bus kings, etc.

Digital submission: Provide a minimum of one and a maximum of three photograph(s) of the piece in context. Must include a colour proof or image of the poster (follow image requirements).

PRINT ADVERTISING

29. Print Series

A series of paid or sponsored ads inserted in one or more print mediums, such as magazines, newspapers, event programs, etc.

Digital submission: Provide one image for each ad in the series (follow image requirements).

Physical submission: Provide colour proofs and tearsheets in an envelope.

30. Print Single

A paid or sponsored ad inserted in a print medium, such as a magazine, newspaper, event program, etc.

Digital submission: Provide one image (follow image requirements).

Physical submission: Provide a colour proof and tearsheet in an envelope.

NOT-FOR-PROFIT CATEGORIES

These categories include advertising paid for by a registered not-for-profit organization or charity. This does not include work for any government organization and you may be asked to produce a charitable or PSA number as proof. Aside from entries into the graphic design categories (categories #19 – #22), not-for-profit work must be entered in these categories and cannot be entered in any other categories.

31. Not-for-Profit Advertising Campaign
Please see category #1 for entry description and requirements.

NOT-FOR-PROFIT VIDEO
Please see categories #2 - #6 for entry descriptions and requirements.

32. Not-for-Profit Advertising Video Series – see #2

33. Not-for-Profit Advertising Video Single >$30,000 – see #3
If time was donated, that should be considered and added into overall cost of project.

34. Not-for Profit Advertising Video Single <$30,000 – see #4
If time was donated, that should be considered and added into overall cost of project.

35. Not-for-Profit Other Video < 2 Minutes – see #5

36. Not-for-Profit Other Video > 2 Minutes – see #6

NOT-FOR-PROFIT AUDIO
Please see categories #7 - #9 for entry descriptions and requirements.

37. Not-for-Profit Audio Series – see #7

38. Not-for-Profit Audio Single – see #8

39. Not-for-Profit Podcast – see #9

NOT-FOR-PROFIT DIGITAL / INTERACTIVE
Please see categories #10 - #18 for entry descriptions and requirements.

40. Not-for-Profit Mobile Application – see #10

41. Not-for-Profit Microsite – see #11

42. Not-for-Profit Website >$50,000 – see #12
If time was donated, that should be considered and added into overall cost of project.

43. Not-for-Profit Website <$50,000 – see #13
If time was donated, that should be considered and added into overall cost of project.

44. Not-for-Profit Online Advertising Series – see #14

45. Not-for-Profit Online Advertising Single – see #15

46. Not-for-Profit Social Media Advertising Series – see#16

47. Not-for-Profit Social Media Advertising Single – see #17

48. Not-for-Profit Innovative Use of Technology – see #18

NOT-FOR-PROFIT OUT OF HOME
Please see categories #23 - #28 for entry description and requirements.

49. Not-for-Profit Permanent Branded Environment – see #23

50. Not-for-Profit Experiential / Non-Permanent Installation – see #24

51. Not-for-Profit Out of Home Video Series – see #25

52. Not-for-Profit Out of Home Video Single – see #26

53. Not-for-Profit Poster / Out of Home Series – see #27

54. Not-for-Profit Poster / Out of Home Single – see #28

NOT-FOR-PROFIT PRINT / DIRECT MARKETING
Please see categories #29 - #30 for entry description and requirements.

55. Not-for-Profit Print Series – see #29

56. Not-for-Profit Print Single – see #30

57. Not-for-Profit Direct Marketing – see #59

58. NFP Logo

These categories include advertising paid for by a registered not-for-profit organization or charity. This does not include work for any government organization and you may be asked to produce a charitable or PSA number as proof. Aside from entries into the graphic design categories (categories #19 – #22), not-for-profit work must be entered in these categories and cannot be entered in any other categories.
Logos that were created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

Physical submission required: Mount original logo(s) on art card.

59. NFP Identity

These categories include advertising paid for by a registered not-for-profit organization or charity. This does not include work for any government organization and you may be asked to produce a charitable or PSA number as proof. Aside from entries into the graphic design categories (categories #19 – #22), not-for-profit work must be entered in these categories and cannot be entered in any other categories.
Demonstrates the practical application of a corporate identity—for example, as part of a stationery package. Identity Systems that were created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

Physical submission required: Mount original corporate identity pieces on art card.

60. NFP Annual Report

These categories include advertising paid for by a registered not-for-profit organization or charity. This does not include work for any government organization and you may be asked to produce a charitable or PSA number as proof. Aside from entries into the graphic design categories (categories #19 – #22), not-for-profit work must be entered in these categories and cannot be entered in any other categories.
Includes printed and / or digital Annual Reports. Annual Reports that were created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements). If the Annual Report is digital, please submit one URL for judging if applicable. Provide exact URL in the URL field of the online entry form (if required, include the username and password in the context description requested by the

Iceberg software system). Entries must be live, or accessible by password if the site is no longer public.

Physical submission: Provide a sample of the original piece in an envelope, where possible.

61. NFP Brochure

These categories include advertising paid for by a registered not-for-profit organization or charity. This does not include work for any government organization and you may be asked to produce a charitable or PSA number as proof. Aside from entries into the graphic design categories (categories #19 – #22), not-for-profit work must be entered in these categories and cannot be entered in any other categories.
A printed brochure, booklet, or other printed collateral to promote products or services. Print collateral that was created within an agency for the agency should be submitted under Self-Promotion.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

Physical submission: Provide a sample of the original piece in an envelope.

OTHER CATEGORIES

62. Guerilla/Non-Traditional

Includes work that does not fit clearly into any other category. Examples include unique giveaways, guerilla tactics, pop-up events, apparel, etc. Please email awards@adclubedm.com with details of your entry before entering this category to confirm it qualifies.

63. Direct Marketing

Includes work provided directly to a targeted audience for "one-on-one" communication about a product, service or cause. It could include invitations, promotional materials, letters, postcards, emails, text messages etc.

Digital submission: Provide a minimum of one and a maximum of three image(s) or photograph(s) of the piece in context (follow image requirements).

Physical submission: Provide a sample of the original piece. Please ensure proper packaging to maintain integrity of the item(s). If item(s) are delicate or perishable, please contact awards@adclubedm.com to coordinate delivery.

64. Packaging

Digital submission: Provide a minimum of one and a maximum of three photograph(s) of the piece in context (follow image requirements).

Physical submission: Provide a sample of the original piece. Please ensure proper packaging to maintain integrity of the item(s). If item(s) are delicate or perishable, please contact awards@adclubedm.com to coordinate delivery.

65. Advertising Industry Self-Promotion

Advertising industry self-promotion pieces and advertising industry related messages can only be entered into this category, and cannot be entered into any other categories. This category is intended for non-client work (where there isn't an external client who needs to approve the creative work). This includes agencies own websites, logos, holiday cards etc.

Digital submission: Provide a minimum of one and a maximum of four image(s), or if applicable, photograph the piece in context (follow image requirements).

Physical submission: Dependent on type of entry, follow the guidelines within that category.

66. Fearless Client

This award is given to a private, public service or not-for-profit client that displays the courage and wisdom to support a project or campaign considered beyond its so-called "comfort zone." In doing so, they demonstrated the commitment to solving a problem in a truly unique and breakthrough way.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements). May provide and upload an explanation (max. 100 words in PDF) about why the client is deserving of this award (to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book). This description is in addition to the context description requested by the Iceberg software system. This information will be made available for judging.

Physical submission: Provide samples of original piece(s), packaged in an envelope, where possible. If the only physical sample of an element has been entered under a different category, please indicate the Iceberg entry number for cross referencing purposes.

CRAFT CATEGORIES

Entries in these categories should be judged on the skilled use of the specific craft to enhance the creative execution of the overall piece. Craft categories transcend medium, for example, the craft of Illustration may find life in a unique digital piece or a logo, and the craft of Typography could be found in the design of products as diverse as an annual report or a website.

NOTE: In the case where agencies engage external suppliers for these services, the agency can enter on behalf of the supplier, but the award goes to the supplier.

67. Illustration

Any use of illustration created in support of a marketing effort or advertising campaign.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements). Provide exact URL in the URL field of the online entry form if applicable (if required, include the username and password in the context description requested by the Iceberg software system).

68. Photography

Any use of photography in support of a marketing effort of advertising campaign.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow

image requirements). Provide exact URL in the URL field of the online entry form if applicable (if required, include the username and password in the context description requested by the Iceberg software system).

69. Printing

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements).

70. Typography

Any use of typography in support of a marketing effort of an advertising campaign.

Digital submission: Provide a minimum of one and a maximum of three image(s) (follow image requirements). Provide exact URL in the URL field of the online entry form if applicable (if required, include the username and password in the context description requested by the Iceberg software system).

71. Video Production >$30,000

The craft of video production in support of a marketing effort of an advertising campaign.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

Physical submission: A USB is only required for entries over 10 minutes (MP4 file format, prepare and submit each entry as a full-frame, 1280 × 720 with 16 × 9 ratio file).

72. Video Production <$30,000

The craft of video production in support of a marketing effort of an advertising campaign.

Digital submission: Upload the digital file (MPG or MOV). Please include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

Physical submission: A USB is only required for entries over 10 minutes (MP4 file format, prepare and submit each entry as a full-frame, 1280 × 720 with 16 × 9 ratio file).

NOMINATED CATEGORIES

These categories are not nominated by the ACE Awards Co-Chairs or any other ACE Board Member, but by the judges after seeing the whole body of work submitted.

73. Art Direction

All entries submitted will be eligible to win for Art Direction at the discretion of the judges. This is considered to be a craft category.

74. Copywriting

All entries submitted will be eligible to win for Copywriting at the discretion of the judges. This is considered to be a craft category.

75. Design

All entries submitted will be eligible to win for Design at the discretion of the judges. This is considered to be a craft category.

76. User Experience

All entries submitted will be eligible to win for User Experience at the discretion of the judges. This is considered to be a craft category.

77. Innovation

All entries submitted will be eligible to win for Innovation at the discretion of the judges. This is considered to be a craft category.

78. Best in Show

All entries submitted in the Creative Categories will be eligible to win Best in Show at the discretion of the judges. Only categories 1-58 are eligible for this award.

79. Fellowship Award

Nominate a deserving peer or mentor who demonstrates dedication to our industry and leads by example. A committee of past Advertising Club of Edmonton Presidents selects the recipient. The online nomination form is available at http://adclubedm.com/awards/fellowship-award/.

For more information, contact Past President Puneeta McBryan at pastpresident@adclubedm.com.