



**GONG 2014  
CREATIVE CIRCLE AWARDS  
ENTRY KIT**

## RULES & ELIGIBILITY

1) The awards are open to all 4As member agencies and any other advertising-related, non-4As organizations. To be eligible, all entries must be developed in Singapore and featured in Singapore or regional/international media between 14<sup>th</sup> September 2013 and 2nd October 2014. Creative work developed outside of Singapore is not eligible.

2) Entries submitted for previous CCA competitions are not eligible.

3) Entries which are deemed by the jury to be local adaptations of existing international material will be disqualified. Existing international material is defined as work in any medium whose executional core (concept, layout and subject matter) is known to have been previously published outside Singapore for the same client.

4) Entries must be submitted in the same size and format as they appeared in the medium except for large executions e.g. Out-of-home ads, whole buses, whole trains, etc (which must be resized to fit on A2 boards, unless otherwise specified in the category requirements in the entry kit.). Campaign entries must consist of at least three, but no more than six items.

5) Entrants are not allowed use their Agency logo or branding or refer to their Agency or anyone who has contributed to the entry anywhere in the submission. Failure to abide by this rule will lead to disqualification.

6) Integrated campaigns must include work from at least three different media.

7) All entries must conform to the Singapore Code of Advertising Practice. Any execution barred from publication or broadcast under rulings based on these codes is not eligible

8) Entries are non-returnable. The 4As reserves the right to use or reproduce the work of all accepted entries for the awards presentation, in the publishing of the Awards Annual and in any other industry-related or educational activities. Fees paid are non-refundable for any reason including disqualification.

9) All entries must be accompanied by a crossed cheque covering all fees for the entries and made payable to "The 4As Limited". Entries will only be officially accepted when The 4As receives cheque payment.

10) The Organizers reserve the right to request for verification/further evidences in the form of client letters bearing original signatures and media schedules/tear sheets or photographs. Please note that non-verified entries may be disqualified without any notice or explanation. Submissions that do not meet the entry requirements in full will be disqualified and fees will not be refunded. The decisions of the Jury are final. No comments or enquiries will be entertained.

11) Criteria/rules and submission requirements/guidelines set out elsewhere in the entry forms, entry kit, and website are to be treated as part of the entry rules.

12) All entries must be submitted exactly in the same manner they are published, aired or implemented and must not be modified, in any way, for entry in GONG CCA 2014. All entries must have been made within the context of a normal paying contract with a client, except in the charities and public services categories.

13) Entrants who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering future awards for a period of time as determined by the Organizer

14) The Organizer reserves the right to move entries to more appropriate categories, if necessary.

15) All participants wishing to qualify for Young Designer, Young Copywriter, Young Art Director Awards, must be below 28 years of age as at 1<sup>st</sup> October 2014. Participants must include evidence of date of birth (copies of NRIC/Passport) along with each entry submitted.

16) Definition of "Most Awarded"- The "Olympic" system of calculation will be used: Tier 1- Most Golds determine the winner. Tier 2- In the event of a tie, most Silvers will determine the winner. In any other situation, the Jury will decide.

### **ENTRY FEES (4As members)**

PRINT	SGD \$280.00
OUTDOOR & POSTER	SGD \$280.00
RADIO	SGD \$280.00
DESIGN	SGD \$280.00
CYBER	SGD \$280.00
DIRECT	SGD \$280.00
PROMO & ACTIVATION	SGD \$280.00
MOBILE	SGD \$280.00
TV & FILM	SGD \$280.00
MEDIA	SGD \$280.00
INTEGRATED	SGD \$280.00
ENTERTAINMENT & BRANDED CONTENT	SGD \$280.00
PRODUCT DESIGN	SGD \$280.00
INNOVATION	SGD \$280.00
CAMPAIGNS	Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign.

**LATE FEE - 4As members: SGD \$40.00 applies to submissions after closing date**

**Non-members, add SGD \$40.00 to entry fees above. Late fee: SGD \$60.00**

## CREATIVE AWARDS

- (A) Print
- (B) Outdoor & Poster
- (C) Radio
- (D) Design
- (E) Cyber
- (F) Direct
- (G) Promo & Activation
- (H) Mobile
- (I) TV & Film
- (J) Media **NEW!**
- (K) Integrated
- (L) Entertainment & Branded Content
- (M) Product Design **NEW!**
- (N) Innovation **NEW!**

## SPECIAL ACHIEVEMENT AWARDS

### Individual Awards

- Creative Client of the Year
- Agency Producer of the Year
- Director of the Year
- Photographer of the Year
- Young Designer of the Year
- Young Art Director of the Year
- Young Copywriter of the Year
- Unsung Hero of the Year **NEW!**

## Company Awards

Agency of the Year

Digital agency of the Year

Independent Agency of the Year

Production Company of the Year

Design Agency of the Year

Advertiser of the Year

## HOW TO SUBMIT YOUR ENTRIES MANUALLY

1) Complete STANDARD ENTRY FORM & PAYMENT FORM. When submitting multiple entries, please complete the ENTRY SUMMARY FORM in addition to Standard Entry Forms.

**Ensure all Entry Forms are signed and verified by clients.**

2) Include a copy of the STANDARD ENTRY FORM & PAYMENT FORM with submission of creative materials in CD format. When submitting multiple entries in different categories, please create a different folder for each category in the CDs e.g. Print, Integrated, Design etc

3) Send a hard copy of STANDARD ENTRY FORM/PAYMENT FORM, presentation boards, CDs, and cheque payment to:  
Gong CCA 2014 Secretariat  
38A North Canal Road (059294)

## HOW TO SUBMIT CREATIVE MATERIALS

1) Each entry requires a Presentation Board in A2 size in hard copy to be sent with Standard Entry/Payment Form and CD for creatives submission to the Gong CCA 2014 Secretariat. Please indicate category name, entry title on each board and the information must correspond with the Entry or Entry Summary Forms

2) All creatives – video clips, radio clips, images must be submitted in a CD. You may use one CD for multiple entries and categories, in this respect please create different folders by category name, entry title.

3) Videos must be submitted in MOV format, radio clips in MP4 format and images in JPEG. Each video or radio clip must not exceed two minutes unless otherwise stated in the submission of creatives under each category.

4) This submission procedure applies generally to entries for all categories, requirements for DESIGN, DIRECT, PROMO & ACTIVATION categories may differ (Please refer to respective categories)

5) When sending your package to the Gong CCA Secretariat, it must comprise:

- Standard Entry Form
- Payment Form
- Cheque Payment
- Presentation Board
- CD for creative materials

One package should be for one entry or campaign. When submitting multiple entries, please attach Entry Summary Form

## IMPORTANT DATES

**Open for Entries:** Friday 5<sup>th</sup> September 2014

**Closing Date:** Friday 3<sup>rd</sup> October 2014, 3.00pm

**Tuesday 23<sup>rd</sup> September for CYBER only**

**Judging:** **6–12<sup>th</sup> October (Remote judging for Cyber only)**

**Monday 2<sup>0th</sup> & Tuesday 21<sup>st</sup> October 2014 for all other categories**

**Awards Show:** **Wednesday 26<sup>th</sup> November 2014**

# (A) PRINT

## **Newspaper & Magazine Advertising Categories**

- A1. Food Products
  - A2. Beverages – Alcoholic & Non-Alcoholic
  - A3. Consumer Electronics & Furnishings
  - A4. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries
  - A5. Apparel, Footwear & Accessories
  - A6. Cars & Automotive Services
  - A7. Fast Food & Restaurants
  - A8. Sports, Entertainment, Travel & Leisure
  - A9. Financial Products & Services
  - A10. Retail Stores
  - A11. Corporate Image
  - A12. Public Service, Charity & Fund Raising
  - A13. Miscellaneous
- (Entries entered here cannot be entered in the other sub-categories above)

## **Newspaper & Magazine Advertising Campaign Categories**

- A14. Food Products
  - A15. Beverages – Alcoholic & Non-Alcoholic
  - A16. Consumer Electronics & Furnishings
  - A17. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries
  - A18. Apparel, Footwear & Accessories
  - A19. Cars & Automotive Services
  - A20. Fast Food & Restaurants
  - A21. Sports, Entertainment, Travel & Leisure
  - A22. Financial Products & Services
  - A23. Retail Stores
  - A24. Corporate Image
  - A25. Public Service, Charity & Fund Raising
  - A26. Miscellaneous
- (Entries entered here cannot be entered in the other sub-categories above)



**Inserts & Wraps for Newspaper & Magazine Advertising Categories**

– Wraps of an entire newspaper or magazine, or inserts in newspapers and magazine

A27. Food Products

A28. Beverages – Alcoholic & Non-Alcoholic

A29. Consumer Electronics & Furnishings

A30. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

A31. Apparel, Footwear & Accessories

A32. Cars & Automotive Services

A33. Fast Food & Restaurants

A34. Sports, Entertainment, Travel & Leisure

A35. Financial Products & Services

A36. Retail Stores

A37. Corporate Image

A38. Public Service, Charity & Fund Raising

A39. Miscellaneous

(Entries entered here cannot be entered in the other sub-categories above)

**Print Craft Categories**

A40. Art Direction

A41. Copywriting

A42. Illustration

A43. Typography

A44. Photography

**SUBMISSION REQUIREMENTS: PRINT**

**Please refer to Submission Requirements on last page of entry kit**

## **(B) OUTDOOR & POSTER**

Non-traditional out of home advertising includes taxis, buses, trains, billboards, digital screens, posters, special builds, street furniture and pop-up shops.

The creative execution must be able to stand alone to communicate the idea. Should additional elements be needed to push the idea, it must be entered in the Integrated category. Work commissioned for poster sites should be entered in the Poster category.

### **POSTER Categories**

- B1. Interactive posters specially designed for digital sites
- B2. Posters designed for existing sites – billboards and adshells
- B3. Free format posters designed for indoor use, for example, escalators, lift lobbies, Point-of-Sale.

### **AMBIENT Categories**

- B4. Bars & Restaurants, incl. washrooms, glasses, beer mats & ashtrays
- B5. Small Scale Special Solutions, incl. petrol pumps, flyers, stickers, signage
- B6. 3D and free format structures, ticket barriers, floor media, adaptations of exterior locations, signage, buildings or street furniture
- B7. Live stunts and promotional events, experiential marketing, PR stunts
- B8. Non-standard or free format advertising, using vehicles, or on transit sites including taxi, train, bus, train stations, airports.
- B9. Digital Outdoor including digital escalator panels, LCD screens, digital roadside billboards, blue tooth enabled screens and interactive posters

### **OUTDOOR Categories**

- B10. Food
- B11. Drinks (Alcoholic & Non-Alcoholic)
- B12. Household
- B13. Home Appliances and Furnishings, Electronics & Audio Visual
- B14. Cosmetics, Beauty, Toiletries and Pharmacy
- B15. Clothing, Footwear & Accessories

B16. Miscellaneous

B17. Cars and Automotive Services

B18. Retails Stores, Restaurants and Fast Food Outlets

B19. Travel, Transport and Tourism

B20. Entertainment and Leisure

B21. Publications and Media

B22. Banking, Investment and Insurance

B23. Business Equipment and Services

B24. Commercial Public Services

B25. Corporate Image

B26. Fundraising, Charities, Appeals, Non-profit Organizations, Public Health & Safety, and Public Awareness Messages

**SUBMISSION REQUIREMENTS: OUTDOOR& POSTER**

**Please refer to Submission Requirements Table on last page of entry kit**

## **(C) RADIO**

### **Entry Brief**

Each Entry Form must be supported by an entry brief, addressing the following:

1. Describe the objective and strategy behind the radio ad, or the overall campaign of which the radio commercial is a part of. (100 words max)
2. Describe the creative idea and its execution
3. Explain why radio is the relevant medium for the execution of your idea
4. Describe the results of the radio commercial, or the role the commercial played in the success of the overall campaign

### **RADIO Categories**

C1. Radio Advertising 0-30 seconds

C2. Radio Advertising over 30 seconds

C3. Most Innovative Use of Radio

C4. Best Use of Radio in an Integrated Campaign

C5. Consumer Products

Including automotive, fast moving consumer goods (incl. foods, drinks), sportswear, fashion and clothing, electronics and audio, cosmetics and beauty, toiletries and pharmaceutical products

C6. Consumer Services

Including: Financial services, travel, entertainment & leisure, computing and telecommunications. Retail, including e-commerce, restaurants, publications & media, business equipment and services, commercial public services

C7. Business Products & Services

Including: Business phone & computer equipment, office furniture, accountancy, employment agencies, agricultural and manufacturing equipment, business telecommunications, advertising agencies and production companies

C8. Fundraising, Charities, Appeals, Public Health & Safety, Public Awareness

Including: Anti-smoking, anti-drink driving, road safety, health, hygiene, Aids awareness. Political & religious messages, environmental awareness, government & forces recruitment, ethnic & disability awareness, blood & organ donation etc

## **RADIO CRAFT**

C9. Use of Music and/or Sound Design

C10. Scriptwriting

C11. Acting Performance

C12. Use of Radio as a Medium

## **SUBMISSION REQUIREMENTS: RADIO**

1. All radio clips MUST be submitted in the original language of the ad. If the original language is not English, please submit an English version, to assist the Jury in understanding your advertisement.
2. If you are submitting two versions of the ad (one in the original language and one in English), you MUST submit each version as a separate file.
3. It is important that the radio scripts are presented in a neat, consistent fashion. The format and the text within the script must be consistent, and any abbreviations must be accurate (e.g. Sound Effects can be abbreviated to SFX and Voice Over to VO).
4. Radio scripts WILL be read by the Jury, and MUST be written accurately and in full. These must be submitted in hard copies and included in a CD with images in JPEG, labeled according to category name, entry title.

Additionally for C3, C4 and C12:

1X Presentation Board and/or 1 X Case Film

**For additional submission requirements please refer to the last page of this entry kit.**

## **(D) DESIGN**

### **COMMUNICATION DESIGN**

- D1. Annual reports
  - D2. Catalogues, brochures
  - D3. Magazines & newspaper (whole publication)
  - D4. Magazine covers
  - D5. Book design (whole book)
  - D6. Book cover design
  - D7. Posters
  - D8. Point of sale & in-store
  - D9. Promotional items
  - D10. Broadcast and Animated Communication  
(e.g. title sequence, mobile animation, video content)
  - D11. Logo design
  - D12. Branding, corporate ID, stationery
  - D13. Packaging (single or series)
  - D14. Flyers / direct mail
  - D15. Self promotion
  - D16. Calendars
  - D17. Others
- (Not mentioned above, eg. CD, DVD, greeting cards, games, etc. Entries entered here cannot be entered in the other categories above.)

### **SPATIAL DESIGN**

- D18. Exhibition design
- D19. Installations
- D20. Environmental graphics

### **CRAFT FOR DESIGN**

- D21. Illustration
- D22. Typography
- D23. Photography
- D24. Writing for design
- D25. Animation & illustration for digital, moving image
- D26. Sound Design

## **SUBMISSION REQUIREMENTS: DESIGN**

1. PRESENTATION BOARD in hard copy. For all entries, you must supply a Presentation Board in hard copy format - A2 size (approximately 40 x 60cms) which should be mounted on cardboard (not foam board) and no more than 2mm thick. Do not use glue to affix your entry form on the back of the board.

2. This Presentation Board will be a summary of your entry and MUST be contained on one face. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry (see Entry Form). There must be no more than 100 words in total on this presentation board. To guide you, we have provided some tips for preparing this presentation, and some examples of typical presentations. Please ensure that the Presentation board focuses on the key visuals of your entry and only on the key points of your explanation.

## **SUPPORTING MATERIALS: DESIGN**

In addition, you should supply relevant support material, depending on the type of entry you are submitting.

**YOU MUST SEND IN AN ACTUAL SAMPLE OF YOUR DESIGN ENTRY IF REASONABLY SIZED**

For Corporate Identity Schemes, wherever possible please supply at least 3 actual examples of the logo or trademark in place e.g. stationery, business cards and other literature, vehicles, packaging etc. If this is not possible or practical, please supply images in Jpeg format.

For Posters, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For flyers, tickets, invitations, postcards, Christmas and other greetings cards please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For Calendars, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For Stationery item or range, please supply a set of actual examples e.g. letterhead, business card, compliment slip

For books, please supply a copy of the actual piece.

For annual reports, catalogues, brochures and calendars, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For Self-promotion, please supply a copy of the actual piece. If this is not possible or practical, please supply images in Jpeg format.

For point of sale, product display, signage, structural graphics, please supply the actual piece as long as it is collapsible or can be folded.

◦For Broadcast design and graphics, please supply an audio-visual presentation in MPEG2 format.

◦For digital design, please supply a url link or an audio-visual presentation

For environmental and retail design please supply 3-5 images in Jpeg format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical. You may also supply a short audio-visual presentation including a walk-through of the space if preferred. All video content must be supplied as MPEG2 and should be no longer than 2 minutes.

For Packaging Design entries, please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in Jpeg format. Please note, your entry may be disadvantaged if you cannot supply at least one sample.

You may also supply limited additional supporting material if appropriate.

**For additional submission requirements, please refer to the last page of this entry kit.**



## **(E) CYBER**

### **E1. Websites/Microsites**

You may enter both a website and a microsite that is part of the same website as long as that microsite has a separate URL and is accessible independently of the main website URL.

### **E2. Banners & Other Rich Media**

All entries must show the ad in the context of a webpage as it was originally displayed. Please note: A series of banners that form a campaign must be entered and paid for separately.

### **E3. Email Marketing, including e-cards**

Entries in this category must be executed within an email be presented as the original email including the "subject" and "from" fields. You can submit this by supplying a URL leading to a display page with the original email to view.

### **E4. Viral Advertising (including Viral Videos)**

All entries in the viral categories must include as much information about the results and effectiveness as possible, ideally with numbers of views/hits/spread/users etc. For video spots, entries must be presented so judges can see how an individual was led to the video, for example – posted within a website, seeded on forums. Please note: A series of viral videos that form a campaign must be entered and paid for separately.

### **E5. Online Videos**

Including interactive videos, webisodes/series. Viral videos should be entered in E4.

### **E6. Community Apps/Creative solutions for social networking and community site applications**

e.g. Facebook, MySpace, Bebo, Blogs

### **E7. Online Games**

Desktop gaming that is developed as part of a campaign, promotion, launch activity with high entertainment value, addictive game play and overall excellence in design.

### **E8. Digitally Led Integrated Campaigns**

THREE OR MORE DIFFERENT AND SEPARATE ELEMENTS FOR THE SAME CONCEPT (E.G. 1 BANNER, 1 E-MAIL, 1 WEBSITE) Offline elements are accepted only if they interact with the digital elements of the campaign.

### **E9. Innovative Online Ad Solution**

New/Innovative technology or solutions for online ads.

E10. Other Cyber Solutions

Other advertising that doesn't fit in any of the categories above. Please note: Entries in this category cannot be entered in any of the other sub-categories above.

**CRAFT - CYBER**

The jury will reward the quality of Craft as demonstrated in the design or technical execution of websites or online content. This might take into account the quality of the graphic design, photography, illustration, copywriting or animation, the skillful use of music or sound design. The idea behind the execution in relation to the client or brand may be of little or no consideration to the jury, accepting, of course, that it is often integral to the work and cannot be ignored completely. If the content gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories. The jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

E11. Interface & Navigation

E12. Copywriting

E13. Art Direction

E14. Use of Music/Sound Design

E15. Animation

E16. Illustration & Graphic Design

E17. Use of Photography

E18. Use of Video

E19. Best Editing (for online videos)

E20. Best Direction (for online videos)

E21. Best Cinematography (for online videos)

**SUBMISSION REQUIREMENTS: CYBER**

1. DO NOT use your Agency Logo or branding or refer to your Agency or anyone who has contributed to the entry anywhere on your landing entry/landing page/banner page etc.
2. Your entry must be accessible without login or password
3. Submit one URL per entry that leads the viewer straight into your entry landing page: a landing page is a webpage created by you with a link to the entry you want to be judged. It can also show a (short) explanatory video.

**Please refer to Submission Requirements Table on back page of entry kit**

## **(F) DIRECT**

### F1. Direct Response/Digital

Digital direct communications, (e.g. banners, social media, emails) that target specific markets or elicit a direct response from the consumer.

### F2. Direct Response/Radio Advertising

Direct radio advertisements that target specific markets or elicit a direct response.

### F3. Direct Response/TV & Cinema Advertising

Direct TV and cinema commercials that target specific markets or elicit a direct response.

### F4. Direct Response/Ambient

Out of home advertising activity in free formats (such as promotions, stunts, street furniture) that stands alone and targets specific markets or elicits a direct response.

### F5. Direct Response/Press & Poster

Direct press or poster advertising, including enhanced posters and press inserts or wraps. The work must be designed to target specific markets or elicit a direct response.

### F6. Direct Mail

Door drops and direct mail of very low volume (1-500 pieces), low volume (501- 10,000 pieces), medium volume (10,001-100,000pieces) and high volume (over 100,000 pieces). The work must be designed to target specific markets or elicit a direct response.

### F7. Direct Integrated Campaigns

A campaign led by direct marketing, developed across various media, and targeting specific markets or eliciting a direct response from the consumer.

## **CRAFT –DIRECT**

### F8. Art Direction for Direct

Art direction for direct mail, press, poster, TV, cinema, and digital advertising.

### F9. Writing for Direct

Copywriting for direct mail, press, poster, TV, cinema, radio and digital advertising.

## **SUBMISSION REQUIREMENTS: DIRECT**

### **To support the Entry, you will be required to address the following:**

1. Describe the brief/objective of the direct campaign. (100 words max)
2. Was the target audience drawn from existing customers, or new customers?
3. What was the strategy of the campaign?
4. Describe the creative solution to the brief/objective with reference to the projected response rates and desired outcome. (100 words max)
5. Explain why the creative execution was relevant to the product or service. (100 words max)
6. Explain the strength of the creativity and originality
7. Describe why it is most appropriate to the brand
8. Describe the results in as much detail as possible with particular reference to the RESPONSE of the target audience including deliverability statistics, response rates, click through, sales cost per response, relationships built and overall return on investment. (100 words maximum)
9. Please note, in the absence of any indication of results, the Jury cannot give a mark for this and the entry could suffer as a result.

### **Submission of Creatives**

1. Please supply your audio visual material as MPG2 files on a PC Compatible Data CD/DVD.
2. Please ensure your presentation is no longer than necessary. The time limit for case history/films is 3 minutes (Max)
3. Together with clear self-explanatory visuals, a coherent voiceover is often effective.
4. You MUST NOT refer to any agency or individual who has contributed to the campaign, either visually or verbally.
5. Send a hard copy of Entry Form, and Entry Summary for more than one entry, plus CD of the creative to Gong 2014 Secretariat

**For additional submission requirements, please refer to the back page of this entry kit.**

## **(G) PROMO & ACTIVATION**

Promo & Activation is defined as an encompassing activity which is designed to create immediate activation and/or offer for the sales of a product or service. This may be effected using sampling, tie-ins, competitions, events, in-store advertising, exhibitions and other promotional vehicles, such as digital media.

- G1. Use of Event & Field Marketing  
Including promotional stunts, live advertising and live shows.
- G2. Use of Merchandising & In-Store Marketing
- G3. Product Launch or Re-launch
- G4. Use of TV or Radio in a promotional campaign
- G5. Use of Digital or Social Platforms in a promotional campaign
- G6. Use of Print or Outdoor in a promotional campaign
- G7. Integrated Campaign led by Promo & Activation

### **SUBMISSION REQUIREMENTS: PROMO & ACTIVATION**

Send a hard copy of Entry Form, and Entry Summary for more than one entry, plus CD of the creative to Gong 2014 Secretariat.

**Please refer to submission requirements on last page of entry kit**

## **(H) MOBILE**

### H1. Creative Use of Technology

The same entry can only be submitted into one "Websites & Microsites" category.

### H2. Activation by Location or Proximity

Campaigns that use location technology e.g. GPS, Geo Tagging, online maps, RFID, NFC etc. to activate the campaign

### H3. Augmented Mobile Experience

Campaigns that employ AR, visual search, image recognition, etc.

### H4. Use of Multiple Screens or Networked Mobile Technology

Campaigns that use networked screens, complementary screens, networked games, etc.

### H5. Use of Innovative Technology for Mobile

Other use of innovative technology that doesn't fit in any of the categories above

### H6. Mobile Websites and Web Apps

Using the web specifically on the mobile device i.e. mobile sites, web app and mobile optimized websites, etc. Please supply a presentation video on the submitted link to show how the mobile website or web app incorporates the unique attributes of mobile devices (e.g. click to call or location)

### H7. Mobile Applications

Apps designed for iPhone, Android, Blackberry and other smartphones. Any application that is pre-installed on a mobile phone or that can be downloaded by customers from app stores and other mobile software distribution platforms. Please supply a presentation video on the submitted link to show the application in use, and also the app itself.

### H8. Tablets & Other Devices

Apps, games, ads designed specifically for tablets (iPad, Android) or devices other than mobile phones.

### H9. Games

Brand related games designed for and played on a mobile phone, smartphones, tablets or any other mobile device, whether pre-installed, downloaded or hosted on a mobile website.

### H10. Messaging Campaigns, including SMS, MMS and Mobile Email

Please supply a presentation video and text description to show how the SMS, MMS or mobile mail was implemented.

H11. Rich Media Advertising

Including i-ads, banners and other rich media designed for and played on a mobile phone, smartphones, tablets or any other mobile devices.

H12. Social for Mobile

Creative mobile solutions for social networking and community site apps that utilise mobile devices.

H13. Integrated Campaign Led By Mobile

Show how the mobile element of the campaign interacted with other media platforms (such as TV, Press, Outdoor, Internet, etc). Please supply a presentation video on the submitted link to show how the mobile phone is used to interact with other media.

**CRAFT - MOBILE**

The jury will reward the quality of Craft as demonstrated in the design or technical execution of mobile entries. This might take into account the quality of the mobile design or interface, how easy and/or logical the mobile site/app is to navigate through and the user experience. The idea behind the execution in relation to the client or brand may be of little or no consideration to the jury, accepting, of course, that it is often integral to the work and cannot be ignored completely. If the content gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories, even if it is not awarded in the product and services categories. The jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

H14. Interface & Navigation

H15. Visual Design / Aesthetic

H16. User Experience

**SUBMISSION REQUIREMENTS: MOBILE**

For all Mobile entries, you MUST:

1) Submit one URL per entry that leads the viewer straight into your entry landing page: a landing page is a webpage created by you with a link to the entry you want to be judged. It can also show a (short) explanatory video.

2) The landing page (with no agency branding on it) will have to include:

- A short explanatory video of the entry - the video presentation is compulsory element for all mobile entries
- A link to the downloadable application/mobile game/mobile website, etc.

- A brief synopsis of the entry.
- Please make sure no login or password is required to access the URL/landing page.
- Video presentation: The video presentation should be in English or with English subtitles and it should contain an overview of your mobile entry for the judges to understand the context, purpose and functionality as intended by the creators and client.

3) Please make sure to supply a realistic demonstration of how the mobile site, application, campaign worked on a mobile, as well as providing enough background to clearly represent the purpose, context and role of the mobile idea/creative. This video should be in MP4 or MOV format no longer than 2 minutes.

4) Send a hard copy of Entry Form, and Entry Summary for more than one entry plus CD of the creative to Gong 2014 Secretariat

**For additional submission requirements, please refer to the last page of this entry kit.**



## **(I) TV & FILM**

### **TV and CINEMA ADVERTISING**

- I1. TV & Cinema Commercial 45 seconds and under (Single and Campaign)
- I2. TV & Cinema Commercial 60 seconds and or over (Single and Campaign)
- I3. Low Budget TV & Cinema Commercial \$50,000 and under (Single and Campaign)
- I4. Branded Entertainment for TV or Cinema  
Entertainment content with highly branded qualities. Includes television programmes, commercial films, documentaries and games that successfully blend an advertising message into developed story line.
  - a. Television - Television entertainment where the brand may become an integral character or contribute to the plot line of the story.
  - b. Cinema - Advertising message that integrates a brand in the story line of a documentary or feature film either for theatrical release or on a DVD.

### **FILM ADVERTISING CRAFT**

- I5. Editing
- I6. Direction
- I7. Art Direction
- I8. Cinematography
- I9. Use of Sound Design
- I10. Use of Original Score
- I11. Best use of Special Visual effects
- I12. Use of Animation

### **SUBMISSION REQUIREMENTS: TV & FILM**

1. Film entries are mainly judged upon creative and/or production values.
2. No agency branding or any contributing creative companies/people must be visible on the entry (e.g. logos, credits etc.) except for self-promotional entries. This is to ensure the jury remains neutral when judging.
3. All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.

4. Send a hard copy of Entry Form, and Entry Summary for more than one entry, plus CD of the creative to Gong 2014 Secretariat
5. When submitting a campaign, the entries will be shown in the order you have indicated on the entry form (e.g. 1 of 2, 2 of 2). This means the jury members will view these entries back to back.

**For additional submission requirements, please refer to the last page of this entry kit.**

## **(J) MEDIA**

The creative use of media, and demonstration of how the core ideas understand the target market, the innovative implementation of media strategies across different platforms leading to a successful outcome. The jury will be looking for ideas that work and Gongs will be awarded to entries that demonstrate a clear understanding of the target audience, their relationship with the brand and how media solutions maximized business.

### **Use of Media Categories**

#### J1. Use of Screens

Including cinema, TV, in-flight, showroom, exhibition and outdoor screens.

#### J2. Use of Audio

#### J3. Use of Print

#### J4. Use of Outdoor and Ambient

#### J5. Use of Special Events and Stunt/Live Advertising

#### J6. Use of Branded Content and Sponsorship

#### J7. Use of Digital and Social Platforms

#### J8. Use of Mobile Devices

### **SUBMISSION REQUIREMENTS: MEDIA**

**Please refer to Submission Requirements Table on last page of entry kit**

## **(K) INTEGRATED**

Integrated campaigns must have used at least **three different types of media**.

1. Integrated Multi-channel communications campaigns led by a central idea that effectively uses at least three (3) different media platforms to develop the story of a brand.
2. Earned Media Campaign Communication campaigns that have been particularly successful in creating word of mouth and effective buzz by harnessing unpaid media channels such as social media, editorial and PR, effectively.

For Integrated, there are no categories. All entries will be judged together, regardless of product, service or budget.

### **SUBMISSION REQUIREMENTS: INTEGRATED**

1. Please supply two versions of your presentation: a long version which should be an explanatory clip lasting about 2 minutes (Videos longer than 2 minutes will not be accepted) and a short summary version of about 60 seconds
2. Send a hard copy of Entry Form, and Entry Summary for more than one entry, plus CD of the creative – videos in MOV format, JPEG for images, WAV for radio clips and campaign board in A2 size, to Gong 2014 Secretariat.

**For additional submission requirements, please refer to last page of this entry kit.**

## (L) ENTERTAINMENT & BRANDED CONTENT

This award has been designed to reward creativity in branded content and entertainment, defined as: the creation of, or natural integration into, original content by a brand.

The purpose of branded entertainment is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods.

Successful work might leverage a single media channel, such as web video or broadcast, but may also use multiple platforms to deliver content to audiences across various channels, including: radio, magazine, books, gaming, music, video, mobile, social, community, blogs, experiential events, and more.

### **ENTERTAINMENT & BRANDED CONTENT Categories**

- L1. Fictional Programme, Series or Film  
A drama, comedy or miniseries around a product or brand including TV, mini-series, webisode(s), cinema, DVD releases and online.
- L2. Non-Fiction Programme, Series or Film  
Reality, documentary or light entertainment show around a product(s) or brand(s) including TV, mini-series, webisode(s), cinema, DVD releases and online.
- L3. Brand or Product Integration into a Feature Film, existing TV Show and/or Series  
Including cinema, DVD releases and online.
- L4. Use of Brand Sponsorship Integration  
(Where there is no product overtly displayed in the film, show, event etc. but it is aligned to a brand message)
- L5. Use or Integration of User-Generated Content
- L6. Live Experience  
Creative positioning of a brand using events or installations, the focus should be on the experience for the people present (rather than the experience of watching a filmed version)
- L7. Use or Integration of Printed Content
- L8. Use or Integration of Digital or Social Media

**SUBMISSION REQUIREMENTS: ENTERTAINMENT & BRANDED CONTENT**

1. For all entries, you may prepare a Case Film of your campaign. Along with an optional written submission, this presentation will be used for Jury deliberations
2. Send a hard copy of Entry Form, and Entry Summary for more than one entry, plus CD of videos in MOV format and images in JPEG to Gong 2014 Secretariat.

**For additional submission requirements, please refer to the last page of this entry kit.**

## (M) PRODUCT DESIGN

This category rewards the creation of physical products that help support communication for consumer brands and/or have a positive impact on people's lives both through the innovation of its intended use and as a carrier of a meaningful message.

The following elements will be considered: form, function, problem solving, innovation, product and research.

### **Advertising Category**

Products that help support communication for consumer brands. There are no sub-categories; all entries will be judged together.

### **Open Category**

Products that are not specific to any brands. These should not be available in the market yet.

- M1. Electronics
- M2. Lighting and Furniture
- M3. Domestic Homeware and Home Accessories
- M4. Fashion and Lifestyle
- M5. Workplace
- M6. Leisure, sports and fun
- M7. Outdoor and travel
- M8. Industrial product design
- M9. Others

### **SUBMISSION REQUIREMENTS: PRODUCT DESIGN**

1. For all entries, you must also supply a **working product or prototype**.
2. Each entry must be accompanied by a Presentation Board of maximum 2xA3 size. The Board should detail the product through images and a concept summary of not more than 300 words.
3. Send a hard copy of Entry Form, plus CD of videos in MOV format and images in JPEG to Gong 2014 Secretariat.

**For additional submission requirements please refer to the back page of this entry kit.**

## (N) INNOVATION

This category is for breakthrough technology and innovation that allows brands to communicate with their consumers in a way that has never been done before. It may stand alone as a significant innovation in its own right.

There are no sub-categories – all entries will be judged together.

### **SUBMISSION REQUIREMENTS: INNOVATION**

To support the entry, you will be required to address the following:

1. Insight/Background (200 words max)

Please provide relevant background information, technological influences, insight, context. Set the technological scene, including any limitations, restrictions or regulations, explain any cultural background etc. What stage is the technology at? (alpha/beta/public release)

2. The Technology (200 words max)

What is the intention or purpose of the innovation? Explain the role of story-telling, art-direction, and other ways in which related craft may have been utilized. Is this a completely new innovation or an adaptation of an existing platform? Explain the complexity of the technology, how it works and scale of the operation.

3. Expectation/Outcome (200 words max)

What is the expected long-term goal/outcome? Is there scope for further development? How might your technology or innovation inform or influence the relevant/appropriate industry? Please outline any results/successes/positive developments to date.

4. Send a hard copy of Entry Form, plus CD of videos in MOV format and images in JPEG to Gong 2014 Secretariat.

**For additional submission requirements please refer to the back page of this entry kit.**



# **CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Winning entries from all categories will automatically be shortlisted for this category.

# SPECIAL ACHIEVEMENT AWARDS

## **INDIVIDUAL AWARDS**

The Individual Awards honor individuals, whose leadership have demonstrated tremendous courage in being bold, are prepared to push new ideas to differentiate their brands and stake their claim in the global creative community.

### **01. Creative Client of the Year**

This award honors individuals who are brave enough to support creativity that pushes the boundaries of the familiar. They push agencies in pursuit of creative excellence and challenge them to think out of the box.

They distinguish themselves by the boldness and differentiation in their campaigns and inspire creative marketing of their brands. This category is open to agencies to enter their clients. Min of 5 pieces of work the client was responsible in approving, is required as part of the nomination, describing the brave work that he pushed for and risks that he took to challenge the status quo of their marketing communications.

### **02. Director of the Year**

This award will be presented to the most awarded director in the TV & Filmic Content category

### **03. Photographer of the Year**

This award goes to the most awarded photographer for print, poster, on screen advertising, and design of publications, packaging, printed collaterals and on screen communications

### **04. Young Designer of the Year**

All entrants must be below 28 years of age. This award will be presented to the most awarded designer in the Digital, Graphic, Magazine & Newspaper, Product and Spatial design categories

### **05. Young Art Director of the Year**

All entrants must be below 28 years of age. This award will be presented to the most awarded Art Director from all categories. Winner will represent Singapore at Adfest 2015.

### **06. Young Copywriter of the Year**

All entrants must be below 28 years of age. This award will be presented to the most awarded Copywriter from all categories. **Winner will represent Singapore at Adfest 2015.**

### **O7. Unsung Hero of the Year (Special 2014 Category)**

The nominee with the highest number of votes received on the CCAs campaign website. Known for his/her commitment and dedication to making sure great ideas are produced to the best of their abilities.

### **COMPANY AWARDS**

#### **O9. Agency of the Year**

An agency is eligible if it has entries in two of the following sections: Film, Film Craft, Press, Outdoor, Radio, Digital, and Integrated. All entries from an agency are eligible, regardless of the entrant company. This honour will go to the most awarded agency in all award categories: Print, Outdoor & Poster, Digital, Integrated, Direct, Promo & Activation, TV & Filmic Content, Radio, Entertainment & Branded Content categories.

#### **O10. Digital Agency of the Year**

This award honors the most awarded digital agency across Digital, Integrated and Mobile categories

#### **O11. Independent Agency of the Year**

The calculation for highest-ranked independent agencies is based on all the shortlisted entries and awards won by agencies that are not majority owned by a major holding company. The major holding companies are defined as Aegis, Dentsu, Havas, Interpublic, Omnicom, Publicis Groupe, WPP, Cheil Worldwide, Hakuhodo, and MDC Partners.

This award honors the most awarded independent agency across Film, Film Craft, Print, Outdoor, Radio, Digital, Mobile, Direct, Promo, Design, Integrated, and Branded Content and Entertainment. The spirit of Independent Agency of the Year is to reward an individual office of an independent agency, and in doing so, encourage the spirit of creative entrepreneurship that has helped forged so many outstanding agencies in the past.

To be eligible for the award, an independent agency will be defined as an agency that is owned by its management or independent shareholders and is not associated with any holding company or listed entity.

The calculation does not consider how many offices an agency has or the number of countries in which an agency is located.

**O12. Production Company of the Year**

This award will be presented to the most awarded production company in the TV & Film Content and/or Film Craft, Digital and/or Digital Craft, & Radio and Radio Craft categories

**O13. Design Agency of the Year**

This award will be presented to the most awarded design agency in the design categories

**O14. Advertiser of the Year**

This award will be presented to the most awarded advertiser in the creative award categories.

## SUBMISSION REQUIREMENTS

CATEGORY	MATERIALS REQUIRED
PRINT	<ul style="list-style-type: none"> <li>• 1 X JPEG per entry</li> <li>• 1 X mounted proof per entry</li> <li>• Please use a CD for submission of creatives and label according to category name, entry title</li> </ul>
OUTDOOR & POSTER	<ul style="list-style-type: none"> <li>• 1 X JPEG per entry</li> <li>• 1 X mounted proof per entry</li> <li>• Please use a CD for submitting creatives, and label according to category name, entry title</li> </ul> <p>For digital and interactive posters, stunts and other ideas which require additional explanation:</p> <ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or</li> <li>• 1 X Case Film</li> </ul>
RADIO	<ul style="list-style-type: none"> <li>• 1 X Entry Brief per entry</li> <li>• 1 X Audio Clip per entry</li> <li>• Each Radio clip must be submitted in WAV format.</li> </ul>
DESIGN	<ul style="list-style-type: none"> <li>• 1 X Presentation Board per entry</li> <li>• 1 X actual design piece per entry (For large-size designs, supply actual piece as long as it is collapsible or can be folded.)</li> <li>• Relevant supporting materials</li> </ul> <p>For digital design:</p> <ul style="list-style-type: none"> <li>• URL link and/or 1 X Case Film</li> </ul> <p>For environmental and retail design:</p> <ul style="list-style-type: none"> <li>• 3–5 images showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical.</li> <li>• Audio-visual presentation featuring a walk-through of the space (2 mins max).</li> </ul> <p>For D13:</p> <ul style="list-style-type: none"> <li>• At least 3 actual samples of the logo or trademark in place (e.g. stationery, business cards, packaging etc.). If this is not possible or practical, please supply images in JPG format.</li> </ul>
CYBER	<ul style="list-style-type: none"> <li>• URL link (to website/demo) where applicable</li> <li>• 1 X Presentation Board and/or 1 X Case Film</li> </ul>

DIRECT	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> <li>• For F1, URL link to digital work</li> <li>• For F2, 1 X Audio Clip</li> <li>• For F3, 1 X Video Clip (original ad that aired)</li> <li>• For F5, 1 X JPG and mounted proof per entry</li> <li>• For F6, 1 x actual direct mail piece</li> </ul>
PROMO & ACTIVATION	<ul style="list-style-type: none"> <li>• 1 X Presentation Board (it should contain some key visuals and a simple clear summary in English of the written part of your entry. No more than 100 words total on the presentation board) <b>and/or</b> 1 X Case Film (the time limit for case films is 3 mins (MAX))</li> </ul>
MOBILE	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> </ul>
TV & FILM	<ul style="list-style-type: none"> <li>• 1 X Video Clip (original ad that aired)</li> </ul>
MEDIA	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> </ul>
INTEGRATED	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> </ul>
ENTERTAINMENT & BRANDED CONTENT	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> </ul>
PRODUCT DESIGN	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> <li>• 1 X Scale Drawing of product</li> </ul>
INNOVATION	<ul style="list-style-type: none"> <li>• 1 X Presentation Board and/or 1 X Case Film</li> </ul>

### Relevant Supporting Materials

All entries should be accompanied by other relevant supporting materials if necessary.

### Submission of Soft Copy Files

All soft copy files are to be sent on CD/DVD labelled with the categories and entry titles.

### CONTACT

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