Tips for Entering TV/Cinema:

TV/Cinema entries are mainly judged upon creative and/or production values.

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.

All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.

Entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version. Translations are strongly advised so that the TVC can be more easily understood by the jury and participants.

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.

Director's reels and cuts, spec ads and conceptual advertising are not eligible.

All entries must be no more than 3 minutes long. Should your advert be over the 180 second mark, we will require a media schedule to prove the legitimacy of the advert.