

Film Categories 2011

NOTE: You may not enter the same film in both A. *Product & Service* and B. *Other Film Content*.

A01. Food Products

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk

A02. Beverages - Alcoholic & Non-Alcoholic

Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs, coffee, tea, chocolate & malt drinks, still & carbonated drinks, fruit & vegetable juices, mineral waters

A03. Home Furnishing, Appliances, Maintenance & Household Products

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products. Detergents, cleaning products, shoe polish, air fresheners, insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives

A04. Consumer Electronics

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, radios, home computers, DVD players, personal phone equipment incl. mobile phones & pagers, binoculars

A05. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, toilet paper, tampons & sanitary towels, tissues, diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses

A06. Clothing, Footwear & Accessories

Day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewellery, watches, luggage, handbags, fashion & designer sunglasses & spectacle frames

A07. Miscellaneous

Pet food & pet care products, gifts & greetings cards, pens and personal stationery, tobacco & associated products

A08. Cars & Automotive Services

Including jeeps & 4-wheel drives, Pick-up trucks, vans, lorries, motorbikes, tyres, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, gasoline, oil, batteries, paint, breakdown & servicing companies, car dealers and car finance & leasing

A09. Retail Outlets, Fast Food Outlets & Restaurants

Department & specialist stores, shopping centres/malls, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, grocery shop, speciality stores, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores and auctions

A10. Sports, Entertainment, Travel & Leisure

Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, arts festivals, concerts, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports equipment, bicycles, boats & caravans, toys, board games, computer games, PlayStation, X-Box, Game Boy etc., golf & country clubs

A11. Publications & Media

Newspapers, magazines, books, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

A12. Financial Products & Services

Banks, building societies, credit unions, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, buildings development & road construction, real estate investment, property development

A13. Business Equipment & Services

Business computers & software, printers, photocopiers, fax machines, business phone equipment, office furniture & stationery, courier services, employment agencies, advertising agencies & production companies, use of advertising, website design, awards competitions

A14. Commercial Public Services

Telecommunications services, internet service providers, yellow pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, ISP's, search engines, portals, etc.

(Please note, where possible, ads for websites should be placed in the relevant product or service category)

A15. Corporate Image

Non-product-based company image, competition & event sponsorship, company mergers, flotations & relocation, TV Programme sponsorship, seasonal greetings

A16. Public Service, Charity & Fundraising

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, Political & religious messages, unions, associations, special interest groups, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

B. OTHER FILM CONTENT

These categories are intended to highlight how film content is no longer limited to TV and cinema screens with traditional boundaries no longer what they were. Indeed, screens are becoming a cross channel platform in their own right.

Therefore, the categories below are intended for film content which is created for transmission on screens **other than** TV or cinema (an exception to this is branded content featured in B02). It is understood that there will be occasions when films intended for the internet, mobile or other screens are eventually shown on TV.

For *B01.-B02.* entries, there is no time limit. However, any submissions longer than 3 minutes must be submitted in their entirety *as well as* an excerpt/edit that is under 3 minutes.

For *B03. Interactive Film* entries *must* be submitted as a demo presentation lasting no more than 3 minutes. It should be clearly demonstrated how the viewer was able to interact with the medium.

Please note, if your files are over 300mb, it is best to submit them on a DVD/CD.

B01. Internet Film

Original films created for the internet.

(Note, the first transmission of these entries must have been on the internet, as this category excludes films that were originally created for TV or cinema transmission and which have subsequently been posted on the internet. Such films should be entered in the Product & Service categories above)

B02. Other Screens

Original film content created for any other screens. Eg. Digital outdoor solutions, mobile phones, branded content on TV and cinema showcasing its brands (programming which gives the client the majority of content ownership).

B03. Interactive Film

Advertisements which use interactive screens for any product or service. Entries in this category must be submitted as a demo presentation lasting no more than 3 minutes. It should be clearly demonstrated how the viewer was able to interact with the medium. Additionally, you should supply a written description of the interactive steps contained in the film in no more than 500 words in the synopsis field when submitting your entry online.