

ACE AWARDS 43

# CATEGORIES



THE ADVERTISING CLUB OF EDMONTON



ALL SUBMISSIONS FOR THE 43RD ACE AWARDS WILL BE DIGITAL.  
FINAL DEADLINE FOR SUBMISSIONS IS JANUARY 28, 2022 AT 11:59PM.

PLEASE CONTACT [AWARDS@ADCLUBEDM.COM](mailto:AWARDS@ADCLUBEDM.COM) FOR ANY QUESTIONS.

# CREATIVE CATEGORIES

## ADVERTISING CAMPAIGN

### 1a. Advertising Campaign \$50,000 and over

Includes the use of three or more mediums (ie. Broadcast, Print, Digital and Interactive etc.) and a total campaign & production budget of \$50,000 or more.

Digital submission requirements:

- A minimum of three images, up to a maximum of 12 (follow image requirements), and a minimum of two context photos, where appropriate.
- Context descriptions that include strategy rationale, and results which will be taken into account by the judges at their discretion.
- 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 and will also be made available to judges.

### 1b. Advertising Campaign less than \$50,000

Includes the use of three or more mediums (ie. Broadcast, Print, Digital and Interactive etc.) and a total campaign & production budget of less than \$50,000.

Digital submission requirements:

- A minimum of three images, up to a maximum of 12 (follow image requirements), and a minimum of two context photos, where appropriate.
- Context descriptions that include strategy rationale, and results which will be taken into account by the judges at their discretion.
- 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 and will also be made available to judges.

## VIDEO

### 2. Advertising Video Series

Includes paid television, cinema and online pre-roll advertising.

Digital submission requirements:

- 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

Includes paid television, cinema and online pre-roll advertising.

Digital submission requirements:

- Upload the digital file (MPG or MOV).
- A screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

### 4. Other Video over 2 Minutes

Video creative that did not run with paid 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 requirements:

- Upload the digital file (MPG or MOV).
- 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 under 2 Minutes

Video creative that did not run with paid 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 requirements:

- Upload the digital file (MPG or MOV).
- 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

### 6. Audio Series

Series of radio and audio streaming advertising creative.

Digital submission requirements:

- Upload the digital files (MP3). Prepare and submit all ads in the series as an individual MP3 file.
- One document (PDF) with the scripts of all the radio ads in the series.

### 7. Audio Single

Singular radio and audio streaming advertising creative.

Digital submission requirements:

- Upload the digital file (MP3).
- One document (PDF) with the scripts of all the radio ads in the series.

### 8. Podcast

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

Digital submission requirements:

- Upload the digital file(s) (MP3).
- 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

### 9. 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 requirements:

- A link to where the application can be downloaded.
- A minimum of one and a maximum of four screenshot(s) (follow image requirements).
- 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.

## 10. 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 requirements:

- Entries must be live, or accessible by password if the site is no longer public.
- One URL for judging. 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).
- 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.

## 11. Website \$50,000 and over

The website a brand uses to communicate its product or service, exclusive of any single advertising campaign. Total budget to build the website is \$50,000 or more.

Digital submission requirements:

- Entries must be live, or accessible by password if the site is no longer public.
- One URL for judging. 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).
- 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.

## 12. Website less than \$50,000

The website a brand uses to communicate its product or service, exclusive of any single advertising campaign. Total budget to build the website is less than \$50,000.

Digital submission requirements:

- Entries must be live, or accessible by password if the site is no longer public.
- One URL for judging. 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).
- 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.

### **13. Online Display Advertising Series**

Entries can include banner ads that have appeared on website placements or mobile apps not including social media networks.

Digital submission requirements:

- URLs for judging the active online ads if possible (use URL field on online entry form).
- One image for each ad in the series (follow image requirements).
- A screenshot of the ads in context.

### **14. Online Display Advertising Single**

Entries can include banner ads that have appeared on website placements or mobile apps not including social media networks.

Digital submission requirements:

- URLs for judging the active online ad if possible (use URL field on online entry form).
- One image for the ad single (follow image requirements).
- A screenshot of the ads in context.

### **15. Social Media Series**

Entries can include any series of organic and/or paid social content. This includes all formats such as static, video, carousel, story, Instant Experience, reels, and collection.

Digital submission requirement:

- A minimum of one and a maximum of six screenshot(s) (follow image requirements)
- A preview or permalink URL.
- Ensure any indication of the individual or agency that posted the ad is hidden.

### **16. Social Media Single**

Entries can include a single organic and/or paid social content. This includes all formats such as static, video, carousel, story, Instant Experience, reels, and collection.

Digital submission requirement:

- A minimum of one and a maximum of six screenshot(s) (follow image requirements)
- A preview or permalink URL.
- Ensure any indication of the individual or agency that posted the ad is hidden.

## 17. Innovative Use of Technology - Website/Microsite

Work that uses technology on a website or microsite in a creative or innovative way. Could include interactive surfaces, digital games, hashtags, etc. You should not submit Mobile Applications in this category, please refer to category #9.

Digital submission requirements:

- Entries must be live, or accessible by password if the site is no longer public.
- 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).
- A minimum of one and a maximum of three screenshot(s) (follow image requirements)
- 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 is in addition to the context description. This information will be made available for judging.

## 18. Innovative Use of Technology - Digital Media

A category for work that uses paid digital media in a creative or innovative way. Could include VR, augmented reality, social media, and digital billboards. etc. You should not submit Mobile Applications in this category, please refer to category #9.

Digital submission requirements:

- Entries must be live, or accessible by password if the site is no longer public.
- 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).
- A minimum of one and a maximum of three screenshot(s) (follow image requirements)
- 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 is in addition to the context description. This information will be made available for judging.

## GRAPHIC DESIGN

### 19. 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. In-house marketing teams are eligible to submit in this category.

Digital submission requirements:

- A minimum of one and a maximum of three image(s) (follow image requirements).



## 20. Logo / Wordmark

Logos that were created within an agency for the agency should be submitted under Self-Promotion. In-house marketing teams are eligible to submit in this category.

Digital submission requirements:

- A minimum of one and a maximum of three image(s) (follow image requirements).

## COLLATERAL

### 21. 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. In-house marketing teams are eligible to submit in this category.

Digital submission requirements:

- Provide a PDF of the annual report, and 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.

### 22. Brochure / Print Collateral

A 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. In-house marketing teams are eligible to submit in this category.

Digital submission requirements:

- Provide a PDF of the brochure, booklet or other collateral
- A minimum of one and a maximum of three image(s) (follow image requirements).

### 23. Poster Series

Includes traditional print posters, not purchased in media such as outdoor billboards, transit shelters, bus kings etc. or print medium such as magazine, newspaper, event program etc.

Digital submission requirements:

- 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).

## 24. Poster Single

Includes traditional print posters, not purchased in media such as outdoor billboards, transit shelters, bus kings etc. or print medium such as magazine, newspaper, event program etc.

Digital submission requirements:

- 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).

## OUT OF HOME

### 25. 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, 2021 and December 31, 2021 and the branded environment must have been active for a minimum of 3 months.

Digital submission requirements:

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

### 26. 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 requirements:

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

### 27. 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 requirements:

- Upload the digital files (MPG or MOV).
- Include screenshots (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

## 28. 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 requirements:

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

## 29. Out of Home Static Series

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

Digital submission requirements:

- 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).

## 30. Out of Home Static Single

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

Digital submission requirements:

- 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

### 31. 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 requirements:

- One image for each ad in the series (follow image requirements).

### 32. Print Single

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

Digital submission requirements:

- One image (follow image requirements).

## NOT-FOR-PROFIT CATEGORIES

These categories include advertising paid or done 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. Not-for-profit work must be entered in these categories and cannot be entered in any other categories.

### **33. Not-for-Profit Advertising Campaigns \$50,000 and over**

please see category #1a

### **34. Not-for-Profit Advertising Campaigns less than \$50,000**

please see category #1b

### NOT-FOR-PROFIT VIDEO

Please see categories #2 – #5 for entry descriptions and requirements.

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

#### **36. Not-for-Profit Advertising Video Single** – see #3

#### **37. Not-for-Profit Other Video over 2 Minutes** – see #4

#### **38. Not-for-Profit Other Video under 2 Minutes** – see #5

### NOT-FOR-PROFIT AUDIO

Please see categories #6 – #8 for entry descriptions and requirements.

#### **39. Not-for-Profit Audio Series** – see #6

#### **40. Not-for-Profit Audio Single** – see #7

#### **41. Not-for-Profit Podcast** – see #8

### NOT-FOR-PROFIT DIGITAL / INTERACTIVE

Please see categories #9 – #18 for entry descriptions and requirements.

#### **42. Not-for-Profit Mobile Application** – see #9

#### **43. Not-for-Profit Microsite** – see #10

**44. Not-for-Profit Website \$50,000 and over** – see #11

If time was donated, that should be considered and added into overall cost of project.

**45. Not-for-Profit Website less than \$50,000** – see #12

If time was donated, that should be considered and added into overall cost of project.

**46. Not-for-Profit Online Display Advertising Series** – see #13**47. Not-for-Profit Online Display Advertising Single** – see #14**48. Not-for-Profit Social Media Series** – see #15**49. Not-for-Profit Social Media Single** – see #16**50. Not-for-Profit Innovative Use of Technology - Website/Microsite** – see #17**51. Not-for-Profit Innovative Use of Technology Digital Media** – see #18**NOT-FOR-PROFIT GRAPHIC DESIGN**

Please see categories #19 – #20 for entry description and requirements.

**52. Not-for-Profit Identity System** – see #19**53. Not-for-Profit Logo/Wordmark** – see #20**NOT-FOR-PROFIT COLLATERAL**

Please see categories #21 – #24 for entry description and requirements.

**54. Not-for-Profit Annual Report** – see #21**55. Not-for-Profit Brochure/ Print Collateral** – see #22**56. Not-for-Profit Poster Series** – see #23**57. Not-for-Profit Poster Single** – see #24

## NOT-FOR-PROFIT OUT OF HOME

Please see categories #25 - #30 for entry description and requirements.

**58. Not-for-Profit Permanent Branded Environment** – see #25

**59. Not-for-Profit Experiential / Non-Permanent Installation** – see #26

**60. Not-for-Profit Out of Home Video Series** – see #27

**61. Not-for-Profit Out of Home Video Single** – see #28

**62. Not-for-Profit Out of Home Static Series** – see #29

**63. Not-for-Profit Out of Home Static Single** – see #30

## NOT-FOR-PROFIT PRINT / DIRECT MARKETING

Please see categories #31 - #32 and #68 for entry description and requirements.

**64. Not-for-Profit Print Series** – see #31

**65. Not-for-Profit Print Single** – see #32

**66. Not-for-Profit Direct Marketing** – see #68

## OTHER CATEGORIES

### 67. 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.

Digital submission requirements:

- Email [awards@adclubedm.com](mailto:awards@adclubedm.com) with details of your entry before entering this category to confirm it qualifies.

### 68. 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 requirements:

- Minimum of one and a maximum of three image(s) or photograph(s) of the piece in context (follow image requirements).

## 69. Packaging

Physical packaging of a product/ products.

Digital submission requirements:

- Minimum of one and a maximum of three photograph(s) of the piece in context (follow image requirements).

## 70. 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 requirements:

- Minimum of one and a maximum of four image(s), or if applicable, photograph the piece in context (follow image requirements).
- Submit agency under agency and client field.

## 71. 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 requirements:

- Minimum of one and a maximum of three image(s) (follow image requirements).
- 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 is in addition to the context description. This information will be made available for judging.

## 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. If submitting on behalf of a freelancer or 3rd party vendor, they must be Edmonton based.

*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.*

### 72. Illustration

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

Digital submission requirements:

- 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).
- If submitting on behalf of a freelance or 3rd party illustrator, their name goes in the agency field.

### 73. Photography

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

Digital submission requirements:

- 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).
- If submitting on behalf of a freelance or 3rd party photographer, their name goes in the agency field.



## 74. Printing

Any use of printing in support of a marketing effort of an advertising campaign. This award goes to the printer of the piece(s) and is awarded based on print quality.

Digital submission requirements:

- Minimum of one and a maximum of three image(s) (follow image requirements).
- Print specs such as paper type and print finishes such as die-cuts, emboss/deboss, foils.
- If submitting on behalf of a printer, their name goes in the agency field.

## 75. Typography

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

Digital submission requirements:

- 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).
- If submitting on behalf of a freelance or 3rd party typographer, their name goes in the agency field.

## 76. Video Production \$30,000 and over

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

Digital submission requirements:

- Upload the digital file (MPG or MOV).
- Include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.
- If submitting on behalf of a freelance or 3rd party video producer, their name goes in the agency field.

## 77. Video Production less than \$30,000

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

Digital submission requirements:

- Upload the digital file (MPG or MOV).
- Include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.
- If submitting on behalf of a freelance or 3rd party video producer, their name goes in the agency field.

## NOMINATED CATEGORIES

These categories are nominated by the judges after seeing the whole body of work submitted.

### **78. 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.

### **79. 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.

### **80. 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.

### **81. 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.

### **82. 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.

### **83. 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 1-68 are eligible for this award.

### **84. 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 Jill Scheyk at [pastpresident@adclubedm.com](mailto:pastpresident@adclubedm.com).