

ACE AWARDS 45

# CATEGORIES





All submissions for the 45th ACE Awards will be digital, with specific categories that will also require a physical submission. The following categories require **physical entries** (along with the digital submissions):

- **Annual Report** (physical submission optional)  
See Category #21
- **Brochure / Print Collateral**  
See Category #22
- **Direct Marketing** (physical submission optional)  
See Category #65
- **Packaging**  
See Category #66
- **Craft – Printing**  
See Category #73

Physical Submissions can be delivered on Thursday, February 15th from 9:00am–5:00pm only. Drop off location for physical submissions is at Kick Media's office (Unit 310, 12420 104 Avenue NW, Edmonton, AB T5N 3Z9).

**Final deadline for digital submission is Thursday, February 15, 2024 at 5:00pm.**

Please contact [awards@adclubedm.com](mailto:awards@adclubedm.com) for any questions.

# Creative Categories

## ADVERTISING CAMPAIGN

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

### **1) Advertising Campaign \$75,000 and over** UPDATED

Includes the use of three or more media (ie. Broadcast, Print, Digital and Interactive etc.) and a total campaign & production budget of \$75,000 or more.

Digital submission requirements:

- A minimum of three images, up to a maximum of 12 (follow image requirements), up to five videos and audio files to show the full context.
- Context descriptions that include strategy rationale, and campaign 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.

### **2) Advertising Campaign less than \$75,000** UPDATED

Includes the use of three or more media (ie. Broadcast, Print, Digital and Interactive etc.) and a total campaign & production budget of less than \$75,000.

Digital submission requirements:

- A minimum of three images, up to a maximum of 12 (follow image requirements), up to five videos and audio files to show the full context.
- 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.

### 3) For Good Campaign **NEW**

In a world where the influence of marketing extends far beyond brand recognition, we celebrate the profound impact that advertising can have on society. The "For Good" category recognizes campaigns that go beyond commercial success to drive positive change. Whether addressing social issues, promoting inclusivity, or championing environmental causes, this category applauds marketing efforts that contribute to the greater good. Submissions should showcase creativity and innovation in leveraging the power of advertising to bring about meaningful, measurable, and sustainable improvements. Entries in this category should demonstrate a commitment to making a positive impact.

Digital submission requirements:

- A minimum of three images, up to a maximum of 12 (follow image requirements), up to five videos and audio files to show the full context.
- 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.
- Entering in this category does not limit the ability to enter this campaign into any other categories.

### 4) B2B Campaign **NEW**

This category awards an advertising campaign that stands out for its excellence, creativity, and proven impact within the dynamic landscape of business-focused marketing.

Digital submission requirements:

- A minimum of three images, up to a maximum of 12 (follow image requirements), up to five videos and audio files to show the full context.
- 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.
- Entering in this category does not limit the ability to enter this campaign into any other categories.

## VIDEO

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

### **5) Broadcast Video Series**

Includes paid television and cinema advertising.

*You should not submit any online or social videos in this category; please refer to categories #14–#17.*

Digital submission requirements:

- Upload the digital file (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.)
- Please include screenshots (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

### **6) Broadcast Video Single**

Includes paid television and cinema advertising.

*You should not submit any online or social videos in this category; please refer to categories #14–#17.*

Digital submission requirements:

- Upload the digital file (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.)
- A screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

### 7) Other Video over 2 Minutes

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

Digital submission requirements:

- Upload the digital file (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.)
- A screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

### 8) Other Video under 2 Minutes

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

Digital submission requirements:

- Upload the digital file (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.)
- A screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

## AUDIO

### 9) Audio Series

Series of radio, podcast ad or audio streaming advertising creative.

Digital submission requirements:

- Upload the audio 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.

**10) Audio Single**

Singular radio, podcast ad or audio streaming advertising creative.

Digital submission requirements:

- Upload the audio file (MP3).
- One document (PDF) with the script of the radio ad.

**DIGITAL/INTERACTIVE****11) Microsite/Campaign Webpage**

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

Digital submission requirements:

- Entries must be live, or accessible by login and 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).
- 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 \$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. Websites must have been built in the 2023 calendar year. Websites that have undergone a visual/design update in the 2023 calendar year are also applicable. Before and after comparisons of the updated website should be submitted.

Digital submission requirements:

- Entries must be live, or accessible by login and 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).
- 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) 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. Website must have been built in the 2023 calendar year. Websites that have undergone a visual/design update in the 2023 calendar year are also applicable. Before and after comparisons of the updated website should be submitted.

Digital submission requirements:

- Entries must be live, or accessible by login and 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).
- 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.



**14) Online Advertising Series**

Entries can include static and/or animated banner ads as well as video ads that have appeared on website placements or mobile apps **not** including social media networks.

Digital submission requirements:

- One image or video for each ad in the series (follow image requirements). JPG, GIFS or MP4s.
- A screenshot of the ads in context.

**15) Online Advertising Single**

Entries can include static and/or animated banner ads as well as video ads that have appeared on website placements or mobile apps **not** including social media networks.

Digital submission requirements:

- One image or video for the ad single (follow image requirements). JPG, GIFS or MP4s.
- A screenshot of the ad in context.

**16) 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, reels, and collection ads.

Digital submission requirements:

- A minimum of one and a maximum of six screenshot(s) (follow image requirements)
- Up to six videos (if applicable). MP4.
- A preview or permalink URL
- Ensure any indication of the individual or agency that posted the ad is hidden.

### 17) Social Media Single

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

Digital submission requirements:

- One screenshot (follow image requirements)
- One video (if applicable). MP4.
- A preview or permalink URL
- Ensure any indication of the individual or agency that posted the ad is hidden

### 18) Call Out for User Generated Content NEW

This category is for social activity designed to encourage an audience to contribute/collaborate with a brand initiative or campaign.

Digital submission requirements:

- A minimum of one and a maximum of six screenshot(s) (follow image requirements)
- Up to six videos (if applicable). MP4.
- A preview or permalink URL
- Ensure any indication of the individual or agency that posted the ad is hidden

## GRAPHIC DESIGN

### 19) Identity System

Demonstrates the practical application of a corporate identity—for example, as part of a stationery package. Work cannot be entered in both the identity system and brand refresh categories. *Identity Systems that were created within an agency or company for the agency or company that created it should be submitted under Self-Promotion.*

Digital submission requirements:

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

**20) Logo / Wordmark**

Logo or wordmark created for a brand or company. *Logos that were created within an agency or company for the agency or company that created it should be submitted under Self-Promotion.*

Digital submission requirements:

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

**21) Annual Report**

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

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

**Physical submission optional but NOT required: if printed please provide a physical copy**

**22) Brochure / Print Collateral**

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

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)

**Physical submission required: provide a sample of the original piece in an envelope.**

**23) Brand Refresh** NEW

The work must be a rebranding of an existing organization, product or service and should express the brand through multiple platforms. Work cannot be entered in both the identity system and brand refresh categories.

Digital submission requirements:

- Context description that includes strategy rationale
- A minimum of one and a maximum of three screenshot(s) (follow image requirements)

**OUT OF HOME****24) Poster Series**

Includes traditional printed or digital 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).

**25) Poster Single**

Includes a traditional printed or digital poster, 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).

## 26) Out of Home Series

Includes purchased media such as outdoor billboards, transit shelters, bus kings, digital restobar, digital screens, and elevator. This includes static and OOH video that primarily runs **without** audio.

Digital submission requirements:

- Upload the digital files (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.)
- For statics: 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).
- For videos: Include screenshots (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

## 27) Out of Home Single

Includes purchased media such as outdoor billboards, transit shelters, bus kings, digital restobar, digital screens, and elevator. This includes static and OOH video that primarily runs **without** audio.

Digital submission requirements:

- Upload the digital file (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.)
- For statics: 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).
- For videos: Include a screenshot (follow image requirements) to be used for ACE on Display, the ACE Awards website and the ACE Awards Winners book.

## PRINT ADVERTISING

### **28) 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).

### **29) 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 ADVERTISING CAMPAIGN

Please see categories #1 – #4 for entry descriptions and requirements.

- **30) Not-for-Profit Advertising Campaigns \$75,000 and over** – see #1
- **31) Not-for-Profit Advertising Campaigns less than \$75,000** – see #2
- **32) Not-for-Profit Advertising Campaign For Good** – see #3
- **33) Not-for-Profit Advertising Campaign B2B** – see #4

## NOT-FOR-PROFIT VIDEO

Please see categories #5 – #8 for entry descriptions and requirements.

- **34) Not-for-Profit Broadcast Video Series** – see #5
- **35) Not-for-Profit Broadcast Video Single** – see #6
- **36) Not-for-Profit Other Video over 2 Minutes** – see #7
- **37) Not-for-Profit Other Video under 2 Minutes** – see #8

## NOT-FOR-PROFIT AUDIO

Please see categories #9 – #10 for entry descriptions and requirements.

- **38) Not-for-Profit Audio Series** – see #9
- **39) Not-for-Profit Audio Single** – see #10

## NOT-FOR-PROFIT DIGITAL/INTERACTIVE

Please see categories #11 – #18 for entry descriptions and requirements.

- **40) Not-for-Profit Microsite/Campaign Webpage** — see #11
- **41) Not-for-Profit Website \$50,000 and over** — see #12  
If time was donated/pro-bono, that should be considered and added into overall cost of project.
- **42) Not-for-Profit Website less than \$50,000** — see #13  
If time was donated/pro-bono, that should be considered and added into overall cost of project.
- **43) Not-for-Profit Online Advertising Series** — see #14
- **44) Not-for-Profit Online Advertising Single** — see #15
- **45) Not-for-Profit Social Media Series** — see #16
- **46) Not-for-Profit Social Media Single** — see #17
- **47) Not-for-Profit Call Out for User Generated Content** — see #18

## NOT-FOR-PROFIT GRAPHIC DESIGN

Please see categories #19 – #23 for entry descriptions and requirements.

- **48) Not-for-Profit Identity System** — see #19
- **49) Not-for-Profit Logo/Wordmark** — see #20
- **50) Not-for-Profit Annual Report** — see #21
- **51) Not-for-Profit Brochure/ Print Collateral** — see #22
- **52) Not-for-Profit Brand Refresh** — see #23



## NOT-FOR-PROFIT OUT OF HOME

Please see categories #24 – #27 for entry descriptions and requirements.

- **53) Not-for-Profit Poster Series** — see #24
- **54) Not-for-Profit Poster Single** — see #25
- **55) Not-for-Profit Out of Home Series** — see #26
- **56) Not-for-Profit Out of Home Single** — see #27

## NOT-FOR-PROFIT PRINT

Please see categories #28 – #29 for entry descriptions and requirements.

- **57) Not-for-Profit Print Series** — see #28
- **58) Not-for-Profit Print Single** — see #29

# Other Categories

*These categories include work done for both for-profit and not-for-profit clients/organizations.*

## **59) Podcast**

Original podcast content distributed via any podcast platform / network. Entries should have a marketing, communications or teaching/training purpose. *You should not submit any podcast spots (ads that ran during a podcast) in this category, please refer to category #9 or #10.*

Digital submission requirements:

- Upload a minimum of one and maximum of 5 audio files(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.

## **60) Mobile Application**

Includes downloadable applications for mobile devices such as smartphones and tablets; 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. This information will be made available for judging.

**61) Innovative Use of Technology** **UPDATED**

Work that uses paid digital media or traditional means in a creative or innovative way. Could include social media, digital games, hashtags, VR, traditional media executions, augmented reality, digital billboards, interactive surfaces, digital games, etc. *You should not submit Mobile Applications in this category, please refer to category #60.*

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 PDF).
- 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.

**62) 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, 2023 and December 31, 2023 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).

### **63) 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, 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).

### **64) 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:

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

### **65) 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, flyers, letters, postcards, emails, text messages etc. Does not have to be a printed piece, can be digital direct mail.

Digital submission requirements:

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

Physical submission optional but NOT required. If printed please provide a physical copy.

## 66) Packaging

Physical packaging or labeling 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).

**Physical submission required: 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](mailto:awards@adclubedm.com) to coordinate delivery.**

## 67) 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' or companies' 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/company under entrant and client field.

## 68) 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.*

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

## 69) Illustration Single **UPDATED**

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

Digital submission requirements:

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

## 70) Illustration Series **UPDATED**

A series of illustrations created in support of a marketing effort or advertising campaign.

Digital submission requirements:

- One image for each ad in the series (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).
- If submitting on behalf of a freelance or 3rd party illustrator, their name goes in the entrant field.

**71) Photography Single** **UPDATED**

A photograph in support of a marketing effort or an advertising campaign.

Digital submission requirements:

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

**72) Photography Series** **UPDATED**

A series of photographs created in support of a marketing effort or advertising campaign.

Digital submission requirements:

- One image for each ad in the series (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).
- If submitting on behalf of a freelance or 3rd party photographer, their name goes in the entrant field.

**73) Printing**

Any use of printing in support of a marketing effort or 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 entrant field.

**Physical submission required: provide a sample of the original piece.**

#### **74) 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).
- If submitting on behalf of a freelance or 3rd party typographer, their name goes in the agency field.

#### **75) 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 (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.).
- 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 entrant field.

#### **76) 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 (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.).
- 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 entrant field.



**77) Animation** NEW

Any use of music or sound design created in support of a marketing effort or advertising campaign.

Digital submission requirements:

- Upload the digital file (MP4) and/or provide a link to an external video hosting (like YouTube, Vimeo, etc.).
- 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 animator, their name goes in the entrant field.

**78) Music/Sound Design** NEW

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

Digital submission requirements:

- Upload the audio file (MP3).
- If submitting on behalf of a freelance or 3rd party music/sound designer, their name goes in the agency field.

# Nominated Categories

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

## **79) 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.

## **80) 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.

## **81) 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.

## **82) 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.

## **83) 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.

## **84) Best in Show**

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

## **85) 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 [awards.adclubedm.com/fellowship-award/nominate/](https://awards.adclubedm.com/fellowship-award/nominate/).

For more information, contact Past President Pablo Herrera Cruz at [pastpresident@adclubedm.com](mailto:pastpresident@adclubedm.com).

# Submission Pricing

	EARLY BIRD	REGULAR
<b>Advertising Campaign Categories 1- 4</b>	\$130	\$195
<b>Creative and Craft Categories</b>	\$100	\$155
<b>Not-For-Profit Campaign Category</b>	\$100	\$155
<b>Not-For-Profit Categories</b>	\$75	\$105

*Note: a small team discount of 25% off applies for teams of less than 10 employees.*

\*ACE