



**CATEGORIES AND ENTRY GUIDELINES**

**2018**

## ABOUT THE D AWARDS

Now in its 12<sup>th</sup> year, the D Show recognizes the breadth and depth of the creative talent in Detroit. Advertising, design, production, digital and all forms of emerging media are represented and honored. Shortlisted entries will be notified by email mid-October. Winner will be announced at the D Show on Thursday, November 29, 2018 at The Fillmore Detroit.

## CALL FOR ENTRIES

Open: Monday, July 9, 2018, 5:00 pm EST

Close: Friday, August 17, 2018, 5:00 pm EST

Extended Close: Friday, September 7, 2018, 5:00 pm EST (late fees apply after August 17 deadline)

## WHO MAY ENTER

The D Show call for entries is open to any Detroit-based agency, client, design studio, broadcaster, publisher, production house, freelancer, student artist or individual responsible for the development and/or execution of creative work. All work must fall within the outlined categories. **All entries must have been first published, posted or aired in their original form between June 1, 2017 and May 31, 2018 in a form of media and/or exposed to a substantial audience.** The creative concept must have roots in Detroit, whether it be work from a Detroit-based agency or for a Detroit-based client. The D Council reserves the right to request proof of initial publication, posting or airdate, as well as proof of creation or production dates. Submissions that have been previously entered in the D Show and are materially unchanged will not be eligible.

## ENTRY PRICING

Single: \$120 (\$155 after August 17 regular deadline)

Campaign: \$165 (\$210 after August 17 regular deadline)

Integrated Campaign: \$300 (\$335 after August 17 regular deadline)

Student Entries: FREE

## QUESTIONS?

Please direct any questions regarding entries to Michelle Rossow ([mrossow@adcraft.org](mailto:mrossow@adcraft.org)).

## TECHNICAL SPECS – ALL CATEGORIES

Video	Upload standard definition or HD video files. Iceberg, our online entry system provider, is powered by Vimeo. Use this URL for video compression recommendations directly from Vimeo to ensure your videos are presented as clearly as possible: <a href="https://vimeo.com/help/compression">https://vimeo.com/help/compression</a> . There is a maximum video file size of 1GB.
Audio	Upload an uncompressed audio file like .WAV files or compressed audio like .MP3 files. There is a maximum audio file size of 25MB.
Image	Attach image files including .GIF, .JPG or .PNG files. There is a maximum image file size of 25MB.
Document	Use the document fields to upload any .PDF files. There is a maximum document file size of 25MB.
URL	Attach a URL/website address to your entry. It does not matter if you include http or https before it.

## PRINT

Category	Description
Newspaper Single	Individual newspaper ad, any size
Newspaper Campaign	2-3 newspaper ads, any size
Magazine Single	Individual magazine ad, any size including spreads, appearing in general consumer magazines
Magazine Campaign	2-3 magazine ads, any size including spreads, appearing in general consumer magazines
Out-Of-Home Single	Individual outdoor including billboards, transit and place-based creative executions
Out-Of-Home Campaign	2-3 outdoor including billboards, transit and place-based executions

*\* You are no longer required to submit physical print samples, such as tear sheets or proofs. Your entry will be judged based on materials uploaded to the online entry system.*

## RADIO

Category	Description
Radio Single	Individual commercial, either broadcast or streaming, promoting consumer or business products or services
Radio Campaign	2-3 commercials, either broadcast or streaming, promoting consumer or business products or services

## TELEVISION AND NON-BROADCAST

Category	Description
TV Over \$75K :30 and Over Single	Individual commercial promoting a product or service, :30 or longer, where client budget was over \$75,000
TV Over \$75K :30 and Over Campaign	2-3 commercials promoting a product or service, :30 or longer, where client budget was over \$75,000
TV Over \$75K :30 and Under Single	Individual commercial promoting a product or service, :30 or less, where client budget was over \$75,000
TV Over \$75K :30 and Under Campaign	2-3 commercials promoting a product or service, :30 or less, where client budget was over \$75,000
TV Under \$75K Single	Individual commercial promoting a product or service, any length, where client budget was under \$75,000
TV Under \$75K Campaign	2-3 commercials promoting a product or service, any length, where client budget was under \$75,000
TV Under \$20K Single	Individual commercial promoting a product or service, any length, where client budget was under \$20,000
TV Under \$20K Campaign	2-3 commercials promoting a product or service, any length, where client budget was under \$20,000
Cinema or Non-Broadcast Video Single	Video, any length, that did not air on network or cable television
Cinema or Non-Broadcast Video Campaign	2-3 videos, any length, that did not air on network or cable television

\* Two :15 commercials will not be considered as one :30 commercial.

## PUBLIC SERVICE & POLITICAL

Category	Description
Print Newspaper/Magazine Single	Individual newspaper or magazine ad, any size, produced for a non-profit organization for the purpose of the public good
Print Newspaper/Magazine Campaign	2-3 newspaper or magazine ads, any size, produced for a non-profit organization for the purpose of the public good
Print OOH/Poster/Collateral Single	Individual outdoor, poster or collateral, any size, produced for a non-profit organization for the purpose of the public good
Print OOH/Poster/Collateral Campaign	2-3 outdoor, poster or collateral, any size, produced for a non-profit organization for the purpose of the public good
Radio Single	Individual radio ad, :60 or less, produced for a non-profit organization for the purpose of the public good
Radio Campaign	2-3 radio ads, :60 or less, produced for a non-profit organization for the purpose of the public good
TV Single	Individual commercial, :60 or less, produced for a non-profit organization for the purpose of the public good
TV Campaign	2-3 commercials, :60 or less, designed for web for a non-profit organization for the purpose of the public good
Digital Single	Individual digital ad, any size, produced for a non-profit organization for the purpose of the public good
Digital Campaign	2-3 digital ads, any size, produced for a non-profit organization for the purpose of the public good
Integrated Campaign	6-10 pieces in a minimum of three separate formats (i.e., television, digital, radio) to demonstrate a cohesive integrated idea

## INTEGRATED CAMPAIGN

Category	Description
Integrated Branding Over \$250K Campaign	6-10 pieces in a minimum of three separate formats (i.e., television, digital, radio) to demonstrate a cohesive integrated idea executed with a client budget over \$250,000
Integrated Branding Under \$250K Campaign	6-10 pieces in a minimum of three separate formats (i.e., television, digital, radio) to demonstrate a cohesive integrated idea executed with a client budget under \$250,000

## INNOVATIVE MARKETING COMMUNICATIONS

Category	Description
Branded Content Single	Individual example of branded content seamlessly integrated into television, film, online or other
Branded Content Campaign	Series of branded content seamlessly integrated into television, film, online or other
Guerrilla Marketing Single	Individual creative example of non-traditional placement/posting
Guerrilla Marketing Campaign	Series of non-traditional placements/postings
Experiential Marketing/Events/Stunts Single	Unexpected event or stunt that creates engagement between a brand and its target audience
Experiential Marketing/Events/Stunts Campaign	Unexpected events or stunts that creates engagement between a brand and its target audience
Innovative Media Use Single	Individual example that uses a media vehicle in a new or exciting way to execute the message
Innovative Media Use Campaign	Series that uses a media vehicle in a new or exciting way to execute a message

## EXPERIENTIAL

Category	Description
Augmented Reality/Virtual Reality Single	Creative execution that merges the real world with CGI
Trade Show Exhibit Single	Physical environment, space or experience that connects a brand with a consumer

## DIGITAL – INTERACTIVE ADVERTISING

Category	Description
Banner Fixed Space Single	Banner, any size, with fixed border
Banner Fixed Space Campaign	2-3 banners, any size, with fixed borders
Banner Dynamic Single	Rich media banner, any size, including rollovers, expandable units, interstitials, audio/video skyscrapers, etc.

Banner Dynamic Campaign	2-3 rich media banners, any size, including rollovers, expandable units, interstitials, audio/video skyscrapers, etc.
Online Campaign	2-3 banners, any size, fixed or dynamic, that demonstrate an integrated creative idea
Branded Game Single	Game created with the purpose of promoting a brand

## DIGITAL – WEBSITES & MICROSITES

Category	Description
Branded Site Single	Site created to serve as the digital home of a company or brand
Branded Experience Single	Site created to engage with a brand's content including promotional efforts
E-Commerce Site Single	Site created to explain and sell a product or service (must include ability to purchase product or service)
Self Promotion Site Single	Site create by an agency, individual or group to promote themselves

## DIGITAL – ONLINE FILMS & VIDEO

Category	Description
Short Film Single	Narrative or informational video 4 minutes or less produced exclusively for digital media
Long Film Single	Narrative or informational video 4 minutes or longer produced exclusively for digital media
Video Series Campaign	Series of narrative or informational videos, any length, produced exclusively for digital media

## DIGITAL – MOBILE APPLICATIONS & SITES

Category	Description
Mobile Advertising Single	Creative execution developed exclusively to run on mobile media
Mobile Advertising Campaign	2-3 creative executions developed exclusively to run on mobile media

## DIGITAL – SOCIAL MEDIA

Category	Description
Social Media Single	Creative execution developed exclusively to run on social media
Social Media Campaign	2-3 creative executions developed exclusively to run on social media

## MULTICULTURAL

Category	Description
TV Single	Individual commercial promoting a product or service, :60 or less (must be subtitled or dubbed in English)
TV Campaign	2-3 commercials promoting a product or service, :60 or less (must be subtitled or dubbed in English)
Print Single	Individual newspaper or magazine ad, any size (must provide English translation)
Print Campaign	2-3 newspaper or magazine ads, any size (must provide English translation)
Digital Media Single	Individual digital ad, any size, designed for web (must include English translation or explanation of creative idea)
Digital Media Campaign	2-3 digitals ads, any size, design for web (must include English translation or explanation of creative idea)
Radio Single	Individual radio ad, :60 or less (must include English translation)
Radio Campaign	2-3 radio ads, :60 or less (must include English translation)
Integrated Campaign	6-10 pieces in a minimum of three separate formats (i.e., television, digital, radio) to demonstrate a cohesive integrated idea (must provide English translation)



## SELF PROMOTION

Category	Description
Individual Print Single	Print ad, any format and size, developed by an individual for the purpose of promoting themselves
Individual Print Campaign	2-3 print ads, any format and size, developed by an individual for the purpose of promoting themselves
Individual Video/ Social/Digital Single	Video, social or digital content developed by an individual for the purpose of promoting themselves
Individual Video/ Social/Digital Campaign	2-3 examples of video, social or digital content developed by an individual for the purpose of promoting themselves
Agency Promotion Single	1 example of content, any format/size, developed by an advertising agency for the purpose of promoting themselves
Agency Promotion Campaign	2-3 examples of content, any format/size, developed by an advertising agency for the purpose of promoting themselves

## DIRECT MARKETING

Category	Description
B2B Single	1 creative execution designed and placed to reach a business
B2B Campaign	2-3 creative executions designed and placed to reach a business
B2C Single	1 creative execution designed and placed to reach a consumer
B2C Campaign	2-3 creative executions designed and placed to reach a consumer

## GRAPHIC DESIGN

Category	Description
Publications Single	Individual custom publication designed to promote a specific brand, product or service
Publications Campaign	Series of 2-3 custom publications designed to promote a specific brand, product or service
Packaging Single	Individual packaging designed to stimulate purchase of a specific brand, product or service
Packaging Campaign	2-3 examples of packaging designed to stimulate purchase of a specific brand, product or service
Logo Design Single	Individual logo designed for a company or brand

Logo Campaign	2-3 logos designed for a company or brand
Poster Single	Individual poster designed to promote a product or service
Poster Campaign	2-3 posters designed to promote a product or service with a creatively related concept
Special Event Material Single	Individual poster designed to promote an event
Special Event Material Campaign	2-3 posters designed to promote an event with a creatively related concept

## COLLATERAL & SALES PROMOTION

Category	Description
Catalog Single	Individual catalog for any audience or company
Catalog Campaign	Series of 2-3 catalogs for any audience or company
Point-Of-Purchase Single	Individual creative execution (e.g. signage, counter card, aisle display) designed to stimulate on-site purchase of a specific brand, product or service
Point-Of-Purchase Campaign	2-3 examples of creative executions (e.g. signage, counter cards, aisle displays) designed to stimulate on-site purchase of a specific brand, product or service
Sales Kits/Folders Single	Sales kit designed for any audience or company to launch a new product or service
Sales Kits/Folders Campaign	Series of 2-3 sales kits designed for any audience or company to launch a new product or service

## THE CRAFT

Category	Description
Illustration Commercial Single	Individual entry featuring outstanding Commercial Illustration as a key component of creative
Illustration Commercial Campaign	Series featuring outstanding Commercial Illustration as a key component of creative
Illustration Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Illustration as a key component of creative
Illustration Non-Commercial Campaign	Series featuring outstanding Non-Commercial Illustration as a key component of creative
Photography Commercial Single	Individual entry featuring outstanding Commercial Photography as a key component of creative
Photography Commercial Campaign	Series featuring outstanding Commercial Photography as a key component of creative
Photography Non-Commercial	Individual entry featuring outstanding Non-Commercial Photography as a key component of creative

Single	
Photography Non-Commercial Campaign	Series featuring outstanding Non-Commercial Photography as a key component of creative
Music Commercial Single	Individual entry featuring outstanding Commercial Music as a key component of creative
Music Commercial Campaign	Series featuring outstanding Commercial Music as a key component of creative
Music Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Music as a key component of creative
Music Non-Commercial Campaign	Series featuring outstanding Non-Commercial Music as a key component of creative
Sound Design Commercial Single	Individual entry featuring outstanding Commercial Sound Design as a key component of creative
Sound Design Commercial Campaign	Series featuring outstanding Commercial Sound Design as a key component of creative
Sound Design Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Sound Design as a key component of creative
Sound Design Non-Commercial Campaign	Series featuring outstanding Non-Commercial Sound Design as a key component of creative
Music Re-Arrangement Commercial Single	Individual entry featuring outstanding Commercial Music Re-Arrangement as a key component of creative
Music Re-Arrangement Commercial Campaign	Series featuring outstanding Commercial Music Re-Arrangement as a key component of creative
Music Re-Arrangement Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Music Re-Arrangement as a key component of creative
Music Re-Arrangement Non-Commercial Campaign	Series featuring outstanding Non-Commercial Music Re-Arrangement as a key component of creative
Video/Film/Special Effects Commercial Single	Individual entry featuring outstanding Commercial Video/Film/Special Effects as a key component of creative
Video/Film/Special Effects Commercial Campaign	Series featuring outstanding Commercial Video/Film/Special Effects as a key component of creative
Video/Film/Special Effects Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Video/Film/Special Effects as a key component of creative
Video/Film/Special Effects Non-Commercial Campaign	Series featuring outstanding Non-Commercial Video/Film/Special Effects as a key component of creative
Design Commercial Single	Individual entry featuring outstanding Commercial Design as a key component of creative
Design Commercial Campaign	Series featuring outstanding Commercial Design as a key component of creative
Design Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Design as a key component of creative
Design Non-Commercial Campaign	Series featuring outstanding Non-Commercial Design as a key component of creative

Editing Commercial Single	Individual entry featuring outstanding Commercial Editing as a key component of creative
Editing Commercial Campaign	Series featuring outstanding Commercial Editing as a key component of creative
Editing Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Editing as a key component of creative
Editing Non-Commercial Campaign	Series featuring outstanding Non-Commercial Editing as a key component of creative
Cinematography Commercial Single	Individual entry featuring outstanding Commercial Cinematography as a key component of creative
Cinematography Commercial Campaign	Series featuring outstanding Commercial Cinematography as a key component of creative
Cinematography Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Cinematography as a key component of creative
Cinematography Non-Commercial Campaign	Series featuring outstanding Non-Commercial Cinematography as a key component of creative
CGI/Animation Commercial Single	Individual entry featuring outstanding Commercial CGI/Animation as a key component of creative
CGI/Animation Commercial Campaign	Series featuring outstanding Commercial CGI/Animation as a key component of creative
CGI/Animation Non-Commercial Single	Individual entry featuring outstanding Non-Commercial CGI/Animation as a key component of creative
CGI/Animation Non-Commercial Campaign	Series featuring outstanding Non-Commercial CGI/Animation as a key component of creative
Color Commercial Single	Individual entry featuring outstanding Commercial Color as a key component of creative
Color Commercial Campaign	Series featuring outstanding Commercial Color as a key component of creative
Color Non-Commercial Single	Individual entry featuring outstanding Non-Commercial Color as a key component of creative
Color Non-Commercial Campaign	Series featuring outstanding Non-Commercial Color as a key component of creative

## COLLEGE STUDENT

Category	Description
Print Single/Campaign	Print ad(s), any format and size, developed as spec work by a college student
Digital Media Single/Campaign	Digital ad(s), any size, developed as spec work by a college student
Integrated Branding Campaign	6-10 pieces in a minimum of three separate formats (i.e., television, digital, radio) to demonstrate a cohesive creative idea, developed as spec work by a college student
Craft Single/Campaign	Creative execution(s) demonstrating outstanding skill specific crafts such as illustration, photography, videography, design, and animation