

CREATIVE BELGIUM AWARDS 2018

[entry kit](#)

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The definition of Design for the purpose of the Creative Belgium Awards is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages. Entries will be awarded for their creativity, originality, execution and the level of consumer engagement.

Explore the categories and requirements below:

A. Branding	Materials
<p>Entries in this category should demonstrate the brand experience across a variety of the following consumer touch points, such as packaging, print, brand collateral, digital content, environment and/or film content. Including developed corporate identity solutions on multiple media platforms, corporate identity, corporate stationery, letterheads, business cards, company presentations, image brochures, signets etc</p>	<p><u>Mandatory:</u> - Digital presentation image .jpg <u>Optional:</u> - Physical support material, case film</p>
B. Graphic Design	Materials
<p>All forms of non - animated, two - dimensional graphic design.</p>	
<p>B01. Poster Design Focus will be placed on the design of the poster for the use of promotion and brand communication.</p>	
<p>B02. Publications Collection of media used to promote the brand and support the sales and marketing of a product or service. Including but not limited to annual reports, books, calendars, magazines, newspapers, tickets, invitations, greetings cards, press/ media kits, digital publishing, CD, DVD, record sleeves etc, ...</p>	
<p>B03. Catalogues, Brochures & leaflets Including catalogues, brochures, leaflets,</p>	<p><u>Mandatory:</u> - Digital presentation image .jpg <u>Optional:</u> - Physical support material, case film</p>
<p>B04. Point of sale promotional material Including In-store merchandising, product display, signage, structural graphics, shopping bags, consumer touch points within the retail environment, clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise. Focus will be placed on the use of an item to promote and further a brands communication, which should demonstrate a clear understanding of the brands target audience.</p>	
<p>B05. Integrated Entries in this category should be able to demonstrate the user experience and a user journey across online and offline channels. Focus will be placed on the user journey and the holistic brand experience across multiple touch points. Touch points may include (but are not limited to) the web, email, mobile and tablet devices, kiosks, retail touch points, and physical locations (such as storefronts or service centres).</p>	

DESIGN

C. Product & Packaging Design	Materials
<p>Entries in these categories must be for the packaging and merchandising used to promote, sell or display items such as food, drinks, beauty & healthcare, ... For consumer products entries, focus will be placed on its visual impact as well as the use and experience of the brands values through design. The products must be sold within the eligibility dates.</p>	<p>Mandatory: - Digital presentation image .jpg Optional: - Physical support material, case film</p>
D. Spatial Design	Materials
<p>Including signage, spatial and sculptural installations for the purpose of brand communication and brand experience purposes. Spatial installations focus on the spatial design of the space to communicate and share the brand experience. Sculptural installations operate within a space, rather than the space itself, and the object is the medium that is being judged.</p>	<p>Mandatory: - Digital presentation image .jpg Optional: - Physical support material, case film</p>
E. Digital Design & Mobile Graphic Design	Materials
<p>Including websites, e-commerce, apps, microsites, blogs, banners, buttons, rich online media, social media campaigns, touch-screen kiosks, digital installations etc,...</p>	<p>Mandatory: - Digital presentation image .jpg Optional: - Physical support material, case film</p>
F. Use of Design Craft	Materials
<p>Entries will be judged by their use of design craft as an aid in communication and experience to inform brand ethos and product messages. Including Typography, Illustration, Logo Design, Motion Graphics & Moving Images Design. Including channel branding, program branding, graphic overlays, title sequences, projections, animations, other video content, corporate / image film, etc, Focus will be placed on how the use of craft amplifies the brand or message of the campaign, rather than purely judging the craft itself.</p>	<p>Mandatory: - Digital presentation image .jpg Optional: - Physical support material, case film</p>

DIRECT

This category celebrates response-driven and [longterm] relationship-building creativity. Entries will need to demonstrate the pursuit and application of customer relationships, directly targeting a specific audience with a call-to-action which produced measurable and meaningful results in behavior, sales and/or immediate response

If you choose to submit an entry in both Direct and Brand Experience & Activation, you must ensure the entry adheres to the criteria of both sections. You should also adjust your case film accordingly.

Explore the categories and requirements below:

A. Use of Direct Marketing	Materials
In this category, your entry will be judged specifically on how the medium was used to generate consumer response. Including Flat Mailing, Dimensional Mailings, Use of Ambient Media (small and large scale), Use of Print or Outdoor, Use of digital platforms, use of Mobile, Use of Social Platforms, ...	<u>Mandatory:</u> - Digital presentation image .jpg <u>Optional:</u> - Physical support material, case film
B. Integrated Campaigns	Materials
Programmes that use multiple media types in one campaign which is initiated, led or driven by direct marketing. Note, entries in this category must contain different media, and a clearly identifiable targeted/direct communication component or core idea (submit appropriate photographs, video and/or samples as support).	<u>Mandatory:</u> - Digital presentation image .jpg <u>Optional:</u> - Physical support material, case film
C. Direct Craft	Materials
Entries in this category must show that the craft of the work adds something to the idea and pushes the execution.	
C01. Copywriting Direct A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.	Mandatory: copysheet .doc, digital proof .jpg
C02. Art Direction / Design A campaign or individual communication showcasing outstanding art direction that has led to a successful and measured response.	Mandatory: digital presentation image .jpg Optional: Physical support material, case film, .doc
C03. Experience Design A campaign or individual communication showcasing outstanding design in the customer experience that has led to a successful and measured response.	

FILM

The definition of Film for the purpose of the Creative Belgium Awards means traditional TV/cinema advertising or film content produced for public airing online or elsewhere. The jury will be looking for ideas which display a strong synergy with the brand, a dynamic and creative approach to the brief and exceptional execution.

Explore the categories and requirements below:

A. Film & Cinema	Materials
Including traditional format film ads which aired on television or in cinema. The maximum length of a film entry in these categories is 180 seconds.	Mandatory: film
B. Internet Film	Materials
Including, but not exclusively, traditional format advertising film which aired online and pre-roll adverts.	Mandatory: film, Video url
C. Branded TV Content & TV Creativity - sponsored by SBS	Materials
Content created for a brand, independently or in collaboration with a content platform, to amplify a brand's message and engage with consumers. In this category we look for excellence in Brand Integration into existing content, in partnerships for branded content. All submissions must use television as a creative medium. For example by linking a brand with a channel ident, a commercial linked to a TV program, integration in a TV-format, etc or even creating a TV-format for a brand.	Mandatory: film
D. Branded Film content	Materials
The definition of Branded Film Content for the purpose of the Creative Belgium Awards is the creation of, or natural integration into, original film content by a brand. Entrants will show how a brand has successfully worked independently or in association with a TV content producer to develop and create or co-create engaging content for their audience. This could be either by creating original content or programming for a brand or by naturally integrating a brand into existing formats by partnering with a media partner.	Mandatory: film Optional: video url
E. Other Screens	Materials
Including format advertising film which aired on other screens than TV, online, cinema, ...	Mandatory: film

FILM

F. Film Craft	Materials
<p>Demonstration of exceptional filmmaking, that is work in which technical skill and production courage elevates an idea or enhances its execution.</p>	
<p>E01. Copywriting Film Analysis of the script will include dialogue, voice-overs, scene-setting-movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution. You're required to provide a written script in Dutch and French as part of yours submission.</p>	<p>Mandatory: film, copsheet .doc, translation script in .doc in French or Dutch.</p>
<p>E02. Film Direction This means the vision and achievement of the direction. The jury will think about the translation of the creative brief through a director's vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.</p>	<p>Mandatory: film</p>
<p>E03. Editing This means the technical and creative success of the edit. All aspects of the film's edit will be considered, including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall story-telling.</p>	
<p>E04. Animation This means the use and aesthetic of animation in film advertising. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D, ... will be accepted.</p>	
<p>E05. Special Effects The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration in to real footage.</p>	
<p>E06. Cinematography This means the quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects,... will be considered.</p>	
<p>E07. Product Design This means the aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece.</p>	
<p>E08. Sound Design Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.</p>	
<p>E09. Use of Music The way a track supports the script idea, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.</p>	
<p>E10. Casting & performance The vision and achievement of the casting. This subcategory includes the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. The entry form requires you to provide a description of the casting process and significant information about the cast.</p>	<p>Mandatory: film, casting demo</p>

INNOVATIVE

	Materials
Brand-aligned, breakthrough, innovative ideas that are rooted into finding new solutions to brand and/or business problems. Entries will be judged on either the technological innovation or the non- technological idea. Therefore entries must be able to clearly demonstrate how innovative either technology or thinking has allowed brands/businesses to communicate with their customers in a new and improved way. There are no categories in this category as the innovative idea is everything.	Mandatory: case film must be subtitled in English as this medium will be judged by an international Jury President. Prototypes are not allowed and won't be refunded.

INTEGRATED

	Materials
The definition of Integrated for the purpose of the Creative Belgium Awards is a fully integrated campaign executed across multiple platforms. An Integrated Campaign is a campaign (for the same product / brand / service) whose elements complement and enhance each other through the various media. It is a campaign with a process that uses different channels in interaction to transmit its message. There are no categories. All submissions will be judged together, regardless of their product, service or budget. Entries in this section must show that at least 3 different types of media were used in the campaign (e.g. TV, Cinema, Radio, Outdoor, Interactive).	Mandatory: case film must be subtitled in English as this medium will be judged by an international Jury President.

INTERACTIVE

The definition of Interactive for the purpose of the Creative Belgium Awards encompasses branded online, digital, and technological communication. Successful entrants will be able to present their ideas, technology, and creativity behind the work seamlessly, and prove how their target audience engaged and enhanced brand value, resulting increased business sales and recognition.

A. Websites & Microsites	Materials
Including campaign website, brand & product website, e-commerce websites, portfolio websites, experimental websites, varia,...	Mandatory: digital presentation jpg, url Optional: case or demo film
B. Integrated Cross Platform Campaigns	Materials
Multiple online & offline executions. One of the elements can be offline providing that it either drives or is inherently necessary to the overall execution of the campaign.	Mandatory: digital presentation jpg, url Optional: case or demo film
C. Interactive Applications	Materials
Applications provided to a target audience to improve their experience and engagement with a brand.	
C01. Mobile Applications Any application on a mobile device that can be accessed via the web or downloaded from app stores and other mobile software distribution platforms. In your demo film, please show the application in use.	Mandatory: digital presentation jpg, url, case or demo film
C02. Social Networking Entries will reward focused executions with social thinking at the core of the work. The jury will consider levels of engagement, social reach and the creative use of social networks and activity to successful commercial effect.	
C03. Branded Games Games specifically created for a brand online or digitally offline, including console games [games that have not been specifically made for a brand will not be accepted].	
C04. Online Ads Including banners, pop ups and pop under, skyscrapers, flash animated etc. All entries must show the ad in the context of a webpage as it was originally displayed.	
C05. Web Applications Any application that can be accessed on the web. In your demo film, please show the application in use.	

INTEGRATED

D. Viral Advertising	Materials
Films created with the primary intention of being shared and/or user-distributed online. Entries will be judged primarily on the creative idea, though number of views will be taken into account by the jury.	Mandatory: video
E. Best Practises (interface, storytelling & technical excellence)	Materials
Focus on interface & user experience, storytelling and technical excellence.	Mandatory: digital presentation jpg, url Optional: case or demo film
F. Data	Materials
Creative campaigns that are enabled or elevated by the use data or data driven methods, including, but not limited to, personalisation, interactivity, real-time experience & relevance, in order to drive a more meaningful consumer engagement and/or a more powerful brand narrative. Entrants must clearly demonstrate how the use of data improved a creative idea/campaign and/or the customer experience.	Mandatory: digital presentation jpg, url Optional: case or demo film
G. Interactive Craft	Materials
Celebrating technological artistry. Entries will need to demonstrate exceptional form and function in a digital context. That is work with flawless design, masterful executions and outstanding user experience created for all digital environments.	
G01. Copywriting Digital A digital communication showcasing outstanding copywriting skill that has led to a successful and measured response.	Mandatory: copsheet .doc, digital presentation jpg
G02. User Experience Design (UX) Design practice focused on the emotional and behavioural response to a digital product or service created through relevant, seamless and consistent user experience at every point of interaction.	Mandatory: digital presentation jpg, demo film, url
G03. Image Design Creative use of still images, including photography, artwork, image manipulation, VR, etc...	
G04. Overall Aesthetic Design The overall achievement in aesthetic composition and fluidity of graphic design for a digital product or service.	
G05. Digital Illustrations Creative application of illustration within a digital context.	

MEDIA

A Creative Belgium Award in Media will reward focused creativity in media. The jury will be looking not just for brilliant ideas, but moreover, ideas that use relevant types of media or media combinations creatively. Successful entries will demonstrate thorough understanding of the target audience and their relationship with the brand, innovative implementation of the strategy and how the media solution maximized business results.

A. Television	Materials
Including TVC, 5" or 7" TV Billboards, ...	Mandatory: film or case movie
B. Cinema	Materials
Including TVC of max 180 seconds, ...	Mandatory: film or case movie
C. Magazines	Materials
Including magazines, trade journals, inserts, etc.	Mandatory: digital presentation image .jpg Optional: case film, physical support material
D. Newspapers	Materials
Recognises the innovative or creative use of a newspaper as a medium.	Mandatory: digital presentation image .jpg Optional: case film, physical support material
E. Radio	Materials
Recognises the innovative or creative use of radio as a medium. Including radio, podcasts and other audio technology.	Mandatory: sound demo, radio file
F. Outdoor	Materials
Including traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.	Mandatory: digital presentation image .jpg Optional: case film

MEDIA

<p>G. Ambient Media - small scale</p>	<p>Materials</p>
<p>Including items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers, etc. Note: this category will be judged on the physical size of the ambient item, not the scale of the distribution.</p>	<p>Mandatory: digital presentation image .jpg Optional: case film, physical support material</p>
<p>H. Ambient Media - large scale</p>	<p>Materials</p>
<p>Including supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations of exterior locations, signage, buildings or street furniture. Note: this category will be judged on the physical size of the ambient item, not the scale of the distribution.</p>	<p>Mandatory: digital presentation image jpg Optional: case film</p>
<p>I. Special Events, stunts & Live Advertising</p>	<p>Materials</p>
<p>Including guerrilla marketing, live events, shows, concerts & festivals, experiential events, large and small scale stunts,....</p>	<p>Mandatory: digital presentation image jpg, demo film</p>
<p>J. Online Advertising</p>	<p>Materials</p>
<p>In these category, your entry will be judged specifically on how well the digital medium was used.</p>	<p>Mandatory: digital presentation image jpg, demo film</p>
<p>K. Social Media Marketing</p>	<p>Materials</p>
<p>In these category, your entry will be judged specifically on how well the digital social platform was used.</p>	<p>Mandatory: digital presentation image jpg, demo film</p>
<p>L. Other Digital Media</p>	<p>Materials</p>
<p>In these category, your entry will be judged specifically on how well the the Other Digital platform was used.</p>	<p>Mandatory: digital presentation image jpg, demo film</p>
<p>M. Sponsorship</p>	<p>Materials</p>
<p>In these category, your entry will be judged on how well the act of supporting a person, organization, or activity by giving money, encouragement, or other help was used</p>	<p>Mandatory: digital presentation image jpg, case film</p>

MEDIA

N. Integrated Campaigns	Materials
Entries in this category must show that multiple different types of media were used in the campaign [e.g. Screens, Social, Outdoor]. Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message.	Mandatory: digital presentation image jpg, case film
O. Branded content	Materials
In these category, the entry will be judged on how well the branded content was used to engage the consumer and deliver measurable results. The entry will not be judged on the content itself, but the role of media in creating, leveraging and amplifying the content.	Mandatory: case movie
P. Self Promotion	Materials
The action of promoting or publicizing oneself or one's activities, especially in a forceful way.	Mandatory: digital presentation image jpg, case or demo film

OUTDOOR

The definition of Outdoor for the purpose of the Creative Belgium Awards is billboard and poster advertising as well as out of home ambient executions. The Outdoor Jury will be primarily looking at the strength of the creative idea and its execution.

Explore the categories and requirements below:

A. Outdoor Billboards & Street Posters	Materials
Standard posters made for display at outdoor and transit public locations.	Mandatory: digital proof jpg
B. Indoor Posters	Materials
Standard posters made for indoor public locations, such as supermarkets, washrooms, stores, auto showrooms, hospitals, schools, banks, offices, agencies residential buildings/foyers, exhibitions, museums and galleries etc.	Mandatory: digital proof jpg
C. Digital Posters	Materials
All digital 'out of home' work including all digital screens, digital billboards and posters, interactive billboards and posters, etc...	Mandatory: digital proof jpg
D. Ambient	Materials
Non standard and free-format outdoor advertising.	
D01. Bar, Restaurant, Stores Items which are displayed in bars, restaurant and stores environment.	Mandatory: digital presentation image jpg Optional: case film, physical support material
D02. Small Scale Specials Solutions Small items which are either on display or distributed in the out of home environment. Advertising may include stickers, flyers, ambient signage, key-rings, balloons, balls, stationary and other branded items, petrol pumps, miniature models and builds, small attachments to existing items or areas and promotional give-aways.	
D03. Special Builds Physical constructions, adaptations of exterior locations incl. buildings, street furniture or the environment, large scale signage, exhibitions, installations and displays.	
D04. Stunts, Live Advertising Outdoor activations which involve something live on the part of the advertiser. Advertising may include live performance, demonstrations, branded concerts, promotional events.	

OUTDOOR

<p>D05. Transit Non-standard or free format advertising using vehicles or transit sites/locations. Advertising may include the non-standard or free-format advertising use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit sites such as car parks, airports, stations (bus & train), ferry ports, roads and driving tracks.</p>	<p>Mandatory: digital presentation image jpg Optional: case film, physical support material</p>
<p>E. Outdoor Craft</p>	<p>Materials</p>
<p>If the entry gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft subcategory, even if it is not awarded in the other subcategories. The jury will reward the quality of Craft as demonstrated in the technical execution of an outdoor entry. The idea behind the execution in relation to the client or brand should be of little or no consideration to the Craft jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely.</p>	
<p>E01. Copywriting Outdoor A campaign or individual Outdoor communication showcasing outstanding copywriting skills.</p>	<p>Mandatory: copysheet .doc, digital presentation jpg</p>
<p>E02. Art Direction A campaign showcasing an exceptional form or function driven by the usage of art direction in an Outdoor context.</p>	<p>Mandatory: digital proof jpg Optional: Physical support material</p>
<p>E03. Illustration A campaign or individual Outdoor communication showcasing outstanding illustration skills.</p>	
<p>E04. Photography A campaign or individual Outdoor communication showcasing outstanding photography skills.</p>	
<p>E05. Typography A campaign or individual Outdoor communication where typography brings the creative idea to life.</p>	

PRESS

The definition of Press for the purpose of the Creative Belgium Awards is content intended for published printed media including newspaper, magazine and journals. Entries should need no third party application or digital interactive element to be understood. However, entries that include these elements and can still be understood without them will be accepted.

Explore the categories and requirements below:

A. Use of Press	Materials
In these category, the jury will specifically looking at the strength of the creative idea and its execution.	Mandatory: digital proof jpg, physical support material

B. Branded Press Content	Materials
The definition of Branded Press Content for the purpose of the Creative Belgium Awards is the creation of, or natural integration into, original printed content by a brand. Entrants will show how a brand has successfully worked independently or in association with a publisher to develop and create or co-create engaging content for their audience. This could be either by creating original content for a brand or by naturally integrating a brand into existing formats by partnering with a publisher.	Mandatory: digital proof jpg, physical support material

C. Press Craft	Materials
If the entry gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in this Craft subcategory, even if it is not awarded in the other subcategories. The jury will reward the quality of Craft as demonstrated in the technical execution of a print entry. The idea behind the execution in relation to the client or brand should be of little or no consideration to the Craft jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely.	
C01. Copywriting Press A campaign or individual communication showcasing outstanding copywriting skill.	Mandatory: cypsheets .doc, physical support material
C02. Art Direction A campaign showcasing an exceptional form or function driven by the usage of art direction in a print publication context.	Mandatory: digital proof jpg, physical support material
C03. Illustration A campaign or individual print ad showcasing outstanding illustration skills.	
C04. Photography A campaign or individual print ad showcasing outstanding photography skills.	
C05. Typography A campaign or individual print ad where typography brings the creative idea to life.	

PR

PR campaigns for the purpose of the Creative Belgium Awards are created specifically to maximize earned-media channels to influence public dialogue and ultimately change perceptions and behaviors. Successful PR tangibly builds trust or creates increased understanding between brands/organisations and their publics.

Explore the categories and requirements below:

A. Corporate Communication	Materials
Campaigns to build the image/raise the profile/shape the perception of a corporate brand, organisation or corporation, trade association, institutes and councils. Including crisiscommunication, lobbying, social responsibility and strategic storytelling.	Mandatory: digital presentation image jpg, case film (recommended)
B. Consumer Communication	Materials
Campaigns to build the image/shape the perception of a consumer brand or product. Including (re)launch campaigns, celebrity endorsement, sponsorship programs, content les engagement campaigns, crisiscommunication and social responsibility.	Mandatory: digital presentation image jpg, case film (recommended)
C. Internal Communication & Employee Engagement	Materials
Business to employee communications and engagement, including change management.	Mandatory: digital presentation image jpg, case film (recommended)
D. Media Relations	Materials
PR that puts media relations at the heart of the campaign to engage, educate or influence online/offline editorial media (newspapers, magazines, radio, television etc,...) and change attitudes among targeted media audiences.	Mandatory: digital presentation image jpg, case film
E. Events, Live Shows, Festivals	Materials
PR campaigns that use stunts, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, concerts, festivals, sport events, exhibitions, live online streamed events etc.. To build the value and reputation of a brand or communication project as part of a wider public relation strategy.	Mandatory: digital presentation image jpg, case film (recommended)

BRAND EXPERIENCE & ACTIVATION

The definition of Brand Experience & Activation for the purpose of the Creative Belgium Awards celebrates creative brand building and brand experiences through use of immersive and immediate activations, experience design and/or retail engagement for the sales of a product, a service or a business. Entries should demonstrate how the optimization of the chosen touchpoints enriched the customer experience of the brand or promotion and led to increased brand awareness and measurable results.

Explore the categories and requirements below:

<p>A. Use of promo & activation campaigns</p>	<p>Materials</p>
<p>In this category your entry will be judged specifically on how the medium was used to evoke consumer activation. Including Guerrilla Marketing & Stunts, Live Shows, Concerts, Festivals, Use of Exhibitions/installations, Use of Ambient Media, use of Customer in-store Experience, Use of competitions & Promotional Games, Use of Broadcast, use of print or Outdoor, use of Mobile, Digital & Social platforms</p>	<p>Mandatory: digital presentation image jpg, case film (recommended) Optional: physical supporting material</p>
<p>B. Integrated campaign</p>	<p>Materials</p>
<p>Programs that use multiple media types in one campaign which is initiated, led or driven by Promo & Activation driver. Note, entries in this category must contain different media, and a clearly identifiable targeted/promo & activation communication component or core idea (submit appropriate photographs, video and/or samples as support).</p>	<p>Mandatory: digital presentation image jpg, case film (recommended) Optional: physical supporting material</p>
<p>C. Copywriting Promo & Activation</p>	<p>Materials</p>
<p>A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.</p>	<p>Mandatory: copsheet .doc, digital presentation image jpg, case film (recommended) Optional: physical supporting material</p>

RADIO

The definition of Radio for the purpose of Creative Belgium Awards is traditional advertising on radio stations and paid for online radio channels.

Explore the categories and requirements below:

A. Use of Radio	Materials
The Radio Jury will be primarily looking at the strength of the creative idea and its execution.	Mandatory: mp3 original version, copsheet .doc, translation in Dutch or French
B. Branded Radio Content	Materials
The definition of Branded Radio Content for the purpose of the Creative Belgium Awards is the creation of, or natural integration into, original audio content by a brand. Entrants will show how a brand has successfully worked independently or in association with a Radio station to develop and create or co-create engaging content for their audience. This could be either by creating original content for a brand or by naturally integrating a brand into existing formats by partnering with a media partner.	Mandatory: mp3 original version, digital presentation image jpg
C. Radio Craft	Materials
In this subcategory the quality of craft will be rewarded in either the production process, or the technical execution of Radio ads. Entries must show that the craft of the work adds something to the idea and pushes the execution.	
C01. Copywriting Radio Recognises the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script)	Mandatory: mp3 original version, copsheet .doc, translation in Dutch or French
C02. Sound Design Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.	
C03. Use of Music The way a track supports the script idea, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	Mandatory: mp3 original version
C04. Casting & Performance Recognises the overall execution of the script through performance, where voice performance is integral to the success of the spot.	

