

CRESTA™

the creative standards organisation

Cresta Awards 2019: A Guide to Entering

KEY DATES

1 February

Open for Entries

28 February

Early Bird Offer Closes

31 May

Entry System Closes

July/August

Judging

September

CRESTA WINNERS ANNOUNCED

THE JURY PROCESS

Cresta is unlike other awards in that it has a permanent Grand Jury of very carefully selected senior creative leaders from all over the world.

By the time judging starts, we expect around 100 of the world's brightest and best to be ready to review your entries.

Because they are a permanent jury they are able to track the industry's developing creative standards (from which the name Cresta derives) and maintain the highest standards in their judging.

Also, unlike other awards, our jury members each work separately to assess submissions. There is no group discussion, and no chance of politics or group pressure affecting the results. Every entry is assessed on 'a level playing field'. It is therefore, arguably, the fairest system.

In the first round of judging, all entries are assessed on two main criteria - concept and execution.

In each of these two criteria, judges award marks out of 10.

Following this round we mathematically work out which entries have achieved an average mark that takes them into the top quartile.

This group of finalists is then assessed again by the entire global jury and, using the same marking system, we are able to work out what an entry needs to achieve to qualify for one of our awards.

THE AWARDS

In each competition and sub-category there is the potential to win Gold, Silver or Bronze Cresta Awards. There is no artificial limit to the number of these awards. It is all about the quality of work. Awards are given only on the basis of achieving a high average across our Jury that represent the best creative standards of this year's entries.

For exceptional work scoring very high averaged marks, we award our ultimate prize, a Cresta Grand Prix. These are rare, but again are only limited in quantity by the standards of work submitted. The higher the creative standards, the more Grand Prix we award.

Winners of Grand Prix, Gold, Silver and Bronze awards will each receive a Cresta trophy and team members a certificate. Additional trophies and certificates may be purchased, if required.

HOW TO ENTER

We have made entering Cresta as simple and straightforward as possible.

There are 16 competitions covering the areas of creative work that Cresta accepts. Within each competition there are sub-categories to ensure your entry competes against comparable work.

For details of these, please see Categories below.

Once you are ready to start entering items, our new Entry System will effortlessly guide you through the process.

Once you are registered to enter, you can either upload your work and complete the entries in one go, or save your information at any point and return to it later. You can also add more entries at any point before the closing date.

If at any time during the process, you are unsure what to do (which competition or sub-category is best for your work, for example) please email us at info@creativestandards.org and we will get back to you as soon as possible.

To enter please visit www.cresta-awards.com.

Here are a few important guidelines to entering the 2019 Cresta Awards.

DOES YOUR WORK QUALIFY?

1. Work submitted must have been published, broadcast or released between 1 January 2018 and 31 May 2019.
2. It must have been commissioned by, created for and approved by a client.
3. It must have appeared in a commercial or public environment.
4. We cannot accept any work specifically made for this or any other competition.
5. Work must be submitted as it appeared, and not altered in any way for the purposes of competition.
6. If a judge raises questions about the validity of any work, you will be required to provide evidence to support the entry.

WHO CAN ENTER?

1. Any client, agency, digital agency, design company, production company, post-production company, or individual professional may enter.
2. Where the work is a collaborative effort by more than one agency in a network, this can be acknowledged in the credits. Or, if more than one agency wishes to enter the item and have their name as the entrant, they must enter separately and each pay the appropriate fee.
3. If more than one company enters a piece of work and that work goes on to be shortlisted or win an award, all entrants will be equally credited and featured in any publicity.

WHO SHOULD YOU CREDIT?

1. Cresta is dedicated to recognising great creative talent. So we have added a new Credit called CORE CREATIVES. This should be used to identify the main originators of the idea or the execution. If this isn't possible, please leave this credit blank.
2. Our entry system will guide you through all other credits. And we are delighted to recognise everyone who has contributed to the work.
3. You should enter all creative credits at the time of finalising your entry. A charge of \$50 per additional credit may be charged if you need to add names after entry.

WHAT ABOUT 'RIGHTS'?

1. By entering these awards you have assigned us Rights to use your entry for publicity and to hold the entered assets in our archive
2. This publicity may include social media, editorial - print, online and broadcast, on and offline advertising and use on our websites, and the websites of our brand partners.
3. If any entry includes licensed music, you should make sure that you or your client is able to assign us the Right to use that music for both the awards and any publicity purposes.
4. Unless specifically otherwise requested, Cresta archives all shortlisted and winning entries and may make them available to view via our website. Cresta reserves the right to retain all and any submitted entry and potentially use it to publicise the awards and Cresta work.

ENTRY FEES

Cresta is global, so this year we have enabled entry using credit cards or a global range of currencies via bank transfer.

We have quoted standard entry costs in \$US, and at checkout your bill will appear in \$. But if you prefer to pay in €, £ or any other currency please contact us on info@creativestandards.org for details of the numerous currencies we can now accept.

With exchange rates around the world currently more volatile than usual, we will at all times endeavour to make sure you receive the best available rate should your entry require currency conversion within our systems. We use industry leading companies to make sure you pay as little as possible in transfer fees and currency exchange.

Later this year we will have automated this system so that billing will appear in the currency of your choice. Until then we will endeavour to enable you to pay in whatever currency and by whatever method that suits you best.

The entry fees are as follows:

SINGLE ENTRY - \$490

CAMPAIGN ENTRY - \$1000

The only exceptions are as follows:

INTEGRATED CAMPAIGN - \$750

CRAFT & DESIGN ENTRIES (single item) - \$300

As a global awards scheme we are committed to welcoming entries from as many countries as possible. What is a very reasonable fee in a developed economy may not be to all others - especially if that country is experiencing severe economic problems. We don't want this to prevent you entering great work. So if you feel you have a special case for a reduced fee, please contact us on info@creativestandards.com

Please note: All UK entries will be subject to VAT @ 20%.

CATEGORIES

The Cresta Awards are divided into 16 Competitions. These cover a wide range of media. In 2019 there is also a new Competition for innovative work that breaks outside previous media or is otherwise a marker of The Future.

Each Competition has a choice of individual categories representing different product, industry or service sectors.

In most Competitions you can enter a single item or a campaign.

Work can be entered into more than one Competition or category.

If you need any advice on choosing the best categories for your work, we are happy to help. Just contact us at info@creativestandards.org

1: MOVING IMAGE

TV, Cinema, Online Ads (Single or Campaign)

2: DIGITAL

Websites, Apps, Ads, Banners, VR, AR, AI, SMS, Games etc for any device (Single or Campaign)

3: PRINT ADVERTISING

Newspaper, Magazine or other Publication Ads (Single or Campaign)

4: BILLBOARDS

Large format (single item or campaign)

5: POSTERS

Small format, indoor or outdoor, inc. digital/interactive posters (single item or campaign)

6: AMBIENT & EXPERIENTIAL

Non-traditional media such as street furniture, waste bins, stair ads, shopping trolleys, taxi sides, truck sides, events, stunt marketing, etc (Single item or campaign)

7: INTEGRATED

Any campaign that combines work from at least 3 competitions. (i.e. TV/Billboard/Digital)

8: RADIO

Radio advertising (single item or campaign/series)

EACH OF THE COMPETITIONS OPPOSITE (1-8) HAS THE FOLLOWING INDIVIDUAL SECTOR CATEGORIES:

01 APPAREL inc. Accessories, Sportswear, Footwear, Handbags etc.

02 AUTOMOTIVE inc. all associated products

03 ALCOHOLIC DRINKS

04 NON-ALCOHOLIC DRINKS

05 B2B all business services and related products

06 CONFECTIONERY & SNACKS

07 CORPORATE IMAGE non-product based promotion, event sponsorship

08 COSMETICS & TOILETRIES

09 ECOMMERCE inc search engines and online retail

10 ELECTRONIC EQUIPMENT inc personal computers, music systems, TVs, cell/mobile phones, gaming consoles, cameras, printers, scanners, home automation (Alexa), home cinema etc

11 ENTERTAINMENT inc TV shows, Movies, Theatres, Books, Sports, Festivals.

12 FINANCIAL banking, insurance, pensions, investments, credit cards, advisors

13 FOOD excluding food retail

14 HEALTHCARE non-prescription medical products, hospitals, clinics, nursing homes etc

15 HOME indoor and outdoor furnishings, beds & linens, flooring, appliances, kitchens and kitchen equipment, bath & shower etc

16 HOUSEHOLD inc paints, detergents, cleaning products, batteries, light bulbs etc

17 LUXURY high value fashion, watches, jewellery, sunglasses, leather goods etc

18 MEDIA TV channels/platforms, radio stations, newspapers, magazines, online media channels

19 PET foods & accessories

20 PUBLIC & SOCIAL charities, NGOs, political, public health & safety, issue-based campaigns

21 RECREATIONAL hobbies, crafts, clubs, CDs, DVDs, toys, games

22 RETAIL inc. restaurants, gyms, travel agents and all retail outlets

23 SOCIAL MEDIA

24 TRAVEL inc. airlines, hotels, national tourist offices, cruises, travel agents, car rental etc

25 UTILITIES gas, electric and water companies, cell/mobile phone networks, fixed-line phone companies, cable services, satellite services

26 CAMPAIGN campaigns consist of 2-6 items

9: PODCASTS

- 01 Single factual
- 02 Series factual
- 03 Single fiction
- 04 Series fiction
- 05 Performance by a presenter
- 06 Sound design

10: BRANDED ENTERTAINMENT

Film/video, TV, radio, AR, VR, Podcasts or Other entertainment made with intent to support a brand's marketing strategy.

- 01 Branded film/video/tv (fiction)
- 02 Branded film/video/tv (factual)
- 03 Single Podcast (branded content)
- 04 Series Podcast (branded content)
- 05 Virtual Reality
- 06 Augmented Reality

11: DIRECT

Any marketing item created with intent to produce a 'direct response' from consumers. Can be any media. Video cases studies explaining results will be accepted.

- 01 Consumer product
- 02 Consumer service
- 03 Business product
- 04 Business service
- 05 Public service (NGOs, Charities, Government etc)

12: DESIGN

Identity, packaging, publications, brochures, websites, micro-sites, digital installations.

- 01 Corporate/Brand Identity
- 02 Packaging
- 03 Annual Report
- 04 Stationery
- 05 Brochure/Publication
- 06 Website
- 07 Micro-site
- 08 Digital Installation

13: SOCIAL

Social media campaigns, initiatives, influencers etc.

- 01 Best use of Instagram
- 02 Best use of Pinterest
- 03 Best use of Twitter
- 04 Best use of Facebook
- 05 Best use of YouTube
- 06 Social Campaign (integrated use of 2 or more of above)
- 07 Influencer Campaigns
- 08 Best Global Issue Campaign
- 09 Most innovative use of Social Media

14: CRAFT

- 01 Outstanding Art Direction (print)
- 02 Outstanding Copywriting (print)
- 03 Outstanding Typography (print)
- 04 Outstanding Art Direction (billboards/poster)
- 05 Outstanding Copywriting (billboards/poster)
- 06 Outstanding Typography (billboards/poster)
- 07 Outstanding Art Direction (design)
- 08 Outstanding Typography (design)
- 09 Outstanding Photography (any media)
- 10 Outstanding Cinematography
- 11 Outstanding Scriptwriting (film/video)
- 12 Outstanding Direction (film/video)
- 13 Outstanding Direction (radio/podcasts)
- 14 Outstanding Scriptwriting (radio/podcasts)
- 15 Music (original & licensed)
- 16 Humour (any media)

15: CREATIVE TECHNOLOGY

These awards look for creativity and innovation applied to established technology. From a ride-booking app to a one-click shopping experience, from a disruptive real estate website to the refined UX of a boutique brand, and more.

- 01 Breakthrough new app.
- 02 Outstanding online Shopping experience
- 03 Disruptor of the Year (website)
- 04 UX journey of the Year
- 05 Brand Transformation of the Year
- 06 Creative use of Data
- 07 'Wish we'd thought of that' Award

16: THE FUTURE

This is an open category for outstanding and innovative work demonstrating the potential direction of tech as a creative tool in marketing. We expect entries featuring Virtual Reality, Augmented Reality, Automated Intelligence and other technologies we haven't even dreamed of.

Show us what the creative world's going to look like....

WHAT ASSETS WILL YOU NEED TO SEND US?

We want every entry to look as good as it possibly can when it arrives on the judging screen.

So please follow the guidelines below, wherever possible.

If you are unsure about anything or wish to discuss other formats etc, please contact us

All entries must be made online. We do not accept any 'physical' entries.

1: FILM or VIDEO ENTRIES / Any category

- a: Should be entered as an MOV or MP4
- b: Any entry over 5 mins in length should be accompanied by a video case study (max 3 mins)
- c: Non-English language entries should be dubbed or sub-titled in English
- d: Campaign entries should be uploaded as separate files
- e: Entries must have been aired in a commercial or public environment in the form submitted
- f: The names of entrants, production companies or agencies must not appear at any point on the uploaded file.
- g: Specifications for entries as follows:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97, 50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

2: PRINT ITEMS / Any category

- a: Single item entries should be uploaded as a JPEG.
- b: Campaign entries should be uploaded as separate JPEGs
- c: Video/slide case studies, where appropriate, should be uploaded as MOV or MP4. (3 mins max)
- d: Entries must have been appeared in a commercial or public environment in the form submitted
- e: Non-English language entries should be accompanied by an English translation, uploaded with the entry.
- f: The names of entrants, production companies or agencies must not appear at any point on the uploaded file.
- g: Specifications for entries as follows:

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: RGB

File size: 25 MB maximum

3: DIGITAL

- a: Single entries or digital components of integrated campaigns etc must be entered as a URL
- b: If the entered item is no longer live, you should submit a URL directed to a landing page containing links to the work
- c: The work must be submitted in the form originally available to consumers/target
- d: You should supply all relevant User Names & Password
- e: If necessary, your landing page should contain an English language translation and any other material to assist judging
- f: Entries should not show the names of entrants unless it is an integral part of the submission
- g: You are advised to submit up to 3 JPEG files summarising the entry in addition to the URL. These will be used for publicity and other purposes should the entry reach the Finalist stage. They will not be used for judging

4: SOUND

- a: All radio commercials (max 2 mins), audio or podcast entries should be uploaded as MP3. MOV or MP4 files (MP4 preferred)
- b: Campaign entries should be uploaded as separate files
- c: Entries should be submitted in form originally aired
- d: Long-form podcasts should be accompanied by either edited version (max 5 mins) or an audio case study (max 5 mins)
- e: Non-English language entries should be supplied with a translated audio or print version
- f: The names of entrants or production companies should not appear on the submitted audio files

If you have any questions about the requirements for your entry, or aren't sure how best to enter your work, please don't hesitate to contact us at entryinfo@creativestandards.org

A FEW GENERAL RULES

- 1: No entry will be accepted into the competition until full payment of fees has been received.
- 2: Any music used in case studies should be Royalty-Free.
- 3: Any music used in original work should be licensed for use in awards, and any subsequent publicity (this could include use on TV or Radio).
- 4: The quality of files submitted and accuracy of URLs supplied is the responsibility of entrants. If files are unreadable or poor quality, or URLs are incorrect or inactive, your entry will not be judged, and fees will not be refunded.
- 5: Any entry found to have been altered in any way from the original publicly aired or shown work will not be judged. Any fees in this case will not be refunded.
- 6: Any alterations to music or other elements of a submission following entry will incur a charge equal to 50% of the entry cost.
- 7: Any changes to Credits following submission of an entry will incur a charge per alteration.