



Entry Requirement Guide

⚡ Required ⚡ Optional

Category	Subcategory	Requirements											
		Concept Board	Actual / Case Video	Jpeg Of The Piece / Demo Film	Audio File Of The Piece	Client Certification	Media Certification	ASC Clearance	Written Certification	English Translation	Online Links If Available	Working URL	
A. Classic Creativity	A01. Outdoor/Ambient	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	A02. Print & Publication	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	A03. Film	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	A04. Audio & Radio	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	A05. Design	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	A06. Integrated	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
B. Craft	B01. Audio: Best Copywriting	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B02. Design/Outdoor/Print: Best Art Direction	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B03. Design/Outdoor/Print: Best Character Design	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B04. Design/Outdoor/Print: Best Copywriting	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B05. Design/Outdoor/Print: Best Digital Imaging	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B06. Design/Outdoor/Print: Best Illustration	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B07. Design/Outdoor/Print: Best Photography	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B08. Design/Outdoor/Print: Best Typography	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B09. Design/Outdoor/Print: Best Use Of A.I. (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B10. Digital: Best Art Direction (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B11. Digital: Best Copywriting (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B12. Digital: Best Character Design (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B13. Digital: Best Digital Imaging (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B14. Digital: Best Illustration (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B15. Digital: Best Photography (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B16. Digital: Best Typography (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B17. Digital: Best Motion Graphics Design & Animation (Excluding Film)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B18. Digital: Best UX/UI	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B19. Digital: Best Data Visualization	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B20. Digital: Best A.I. Storytelling	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B21. Digital: Best Innovative Use Of Technology	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B22. Digital: Best Metaverse, New Realities & Emerging Tech	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B23. Audio: Best Direction	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B24. Audio: Best Sound Design & Editing	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B25. Audio: Best Voice Performance	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B26. Audio: Best Original Score	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B27. Audio: Best Song Adaptation	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B28. Audio: Best Original Song Soundtrack	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B29. Audio: Best Sonic Branding	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B30. Audio: Best Use Of Technology	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B31. Film: Best Animation	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B32. Film: Best Cinematography	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B33. Film: Best Direction	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B34. Film: Best Editing	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B35. Film: Best Production Design	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B36. Film: Best Visual Effects And Digital Imaging	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B37. Film: Best Color Correction/Grading	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B38. Film: Best Makeup & Hairstyling	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B39. Film: Best Casting	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B40. Film: Best Use Of Technology	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B41. Film: Best Low-Budget Film	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
C. Creativity In Engagement	C01. Creative B2B	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C02. Creative Data	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C03. Media	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C04. PR	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C05. Influencer (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
D. Creativity In Entertainment	D01. Audio-Visual Branded Content	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D02. Talent	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D03. Gaming	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D04. Sports & Esports	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D05. Innovation	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
E. Creativity In Experience	E01. Touchpoints & Technology	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E02. Brand Experience	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E03. Guerrilla Marketing & Stunts	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E04. Sponsorship & Brand Partnership	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E05. Creative Commerce	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E06. Innovation	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
F. Creativity In Social (New)	F01. Social Post (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	F02. Social Videos (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	F03. Use Of Influencer In Social (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	F04. Social Activation (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
G. Creativity In Strategy & Effectiveness	G01. Creative Effectiveness	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	G02. Creative Strategy	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
H. Creativity For Good	H01. Corporate Social Responsibility	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	H02. Non-Profit, Charity, & Government	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	H03. Public Service & Cause Appeals	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡

