The definition of Design for the purpose of Cannes Lions is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.


Design Lions does not include entries for product design or architectural design, except within the confines of the category descriptions.

A. COMMUNICATION DESIGN

You may only enter a maximum of THREE TIMES per entry in the following categories.

A01. Posters
Focus will be placed on the design of the poster for the use of promotion and brand communication. Entries in this section may include but are not limited to film, exhibition, concert posters etc. (Note: Poster campaigns of 2+ should be entered combined into ONE single entry). Please see tips for entering.

A02. Flyers, Tickets, Invitations, Postcards, Christmas and other Greetings Cards

A03. Calendars
Creation of content that develops the identity of, or embodies the relevant brand. Successful brand stories will utilise digital platforms in order to inspire and drive meaningful consumer engagement.

A04. Books
Including editorial and cover design.

A05. Self-Promotion
Any type of media format – designed by agencies to promote themselves.

A06. Promotional Items
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. To include clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.

A07. Publications & Business Communications
Catalogues, brochures, press/media kits etc., business communications/literature/publications), digital publishing, e-zines, computer games, CD, DVD, record sleeves and business cards.

A08. Annual Reports & Information design
The judges will be considering charts, diagrams and infographics and information design.
1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

A09. Broadcast and Animated Communication
1. Channel branding or Programme branding – Including entire channel identity or aspects, such as Idents and break-bumpers.
2. Title sequences.
4. Other video content – including self-promotion and short animated sequences.

(Note: this does not include TV programme promos or trailers)
B. DESIGN CRAFT

B01. Illustration
Illustration as applied to a communication medium.
1. Publications e.g. Entire Books/magazines.
2. Print and poster (Note: Illustration that features as part of a poster campaign of 2+ can be combined and entered as ONE single entry but it will be judged as a whole and not on the individual merits of each ad).
   Please see tips for entering.
3. Packaging and promotional item design.
4. Outdoor spaces e.g. Installations.
5. Calendars, Flyers, tickets, invitations, postcards, Christmas and other greetings cards.

B02. Typography
Focus will be placed on the creation or use of type as an aid to communicate the brand or its intended message
1. Publication - (Magazine/books).
2. Print and poster - (Note: Posters that features as part of a campaign of 2+ can be combined and entered as ONE single entry but it will be judged as a whole and not on the individual merits of each ad).
   Please see tips for entering.
3. Digital – Type designed for online content.

B03. Photography
Best use of photography in a Design context. Entries in this section may include but are not limited to album art work, editorial, packaging, publications, posters.

B04. Sound Design
Focus will be placed on the use of sound to enhance the user or viewers experience. Entries in this section may include but are not limited to website, videogames & apps, titles, channel idents, sound logos, environment and installation.

B05. Large Scale Logo
Logos created for national, international or global scale organisations. Focus will be placed on the simple application of the logo to help create or refresh a brands identity. Entries in this section may include but are not limited to stationary, business cards, letterheads, etc. (Please note that the scale is in relation to the audience being reached, not the scale of the logo).

B06. Small Scale Logo
Logos created for local or regional business in a restricted area. Focus will be placed on the simple application of the logo to help create or refresh a brands identity. Entries in this section may include but are not limited to stationary, business cards, letterheads, etc. (Please note that the scale is in relation to the audience being reached, not the scale of the logo).

C. DIGITAL

Focus will be placed on the execution of design to aid the function and use of the digital application.
You may only enter ONCE per entry in the following categories.

C01. Online Digital
Websites, microsites, apps.

C02. Offline Digital
Touch-screen kiosks, digital installations etc.
D. BRAND ENVIRONMENTS

Please note entries in these categories are focused on the consumer experience of the brand and/or product, and the storytelling role of the space and place, rather than the architectural structure.

D01. Permanent Retail
Demonstrating a new or changed design and construction of the retail space. Consideration will be placed on the functionality to the product being sold, presentation of the clients brand values and ease of sale.

Entries in this section may include but are not limited to department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores.

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

D02. Temporary Retail
Demonstrating a new or changed design and construction of the retail space. Consideration will be placed on the functionality to the product being sold, presentation of the clients brand values and ease of sale.

Entries in this section may include but are not limited to pop up stores, mobile demo units, in-store events, seasonal displays.

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

D03. Point of Sale
Demonstrating impactful, engaging and playful POS brand collateral that enriches or furthers the client’s brand values. Consideration will be placed on the functionality to the product being sold, presentation of the clients brand values and ease of sale.

To include in store merchandising, product display, structural graphics, POS Graphic materials, Brand Collateral, window displays.

1. Posters.
2. Product displays, POS graphic materials, brand Collateral.
3. Window displays.

D04. Brand Installation and Experience
Spatial and sculptural installations for the purpose of brand communication and brand experience. The submitted work should have a commercial agenda with the space used as a brand marketing tool. Please note non-commercial work should be entered into D05. Public Spaces.

Entries in this section may include but are not limited to hotels, restaurants and fast food, bars & night clubs, airport interiors, offices.

1. Installation
   Focus placed on the spatial design to communicate and share the brand experience.
2. Sculptural
   Installations that operate within a space, rather than space itself, the object is the medium that is being judged to communicate and share a brand experience.

D05. Public Space
The enhancement of environmental space within the public domain which has a non-commercial focus (Community & public social spaces) including public squares, parks, beaches. Please note that installation and spatial experience entries with a commercial agenda should be entered into C04.
D06. Wayfinding & Signage
The design of signage for the enhancement of environmental and brand experience. Focus will be placed on the integration of the signage to create seamless brand experience crowd direction and navigation. Including public signs, residential, office, exhibition, event and festival signs.

D07. Non-commercial Exhibitions
For the creation of temporary and permanent exhibitions, with a focus on how the exhibition is curated to enhance the experience to the attendee. (Please note that entries with a commercial agenda should be entered into D08).

D08. Trade Stands
The design of trade stands to create a brand experience that drives sales. Focus will be placed on the stands use of space and interaction as a marketing tool and vehicle for its commercial agenda. (Please note that non-commercial entries should be entered into D07. Non-commercial exhibitions).

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations
3. Large Business – international or global scale

D09. Live Events
Focusing on the narrative and storytelling elements throughout an event rather than the space itself. Event types such as popup bars & night clubs, athletic events, festivals. The elements of focus include the programme, film content, sound, light, guests, script, performance, hosts and use of product, all of which play a part of the holistic journey throughout the event.

E. PACKAGING
Please note, entries in these categories must be for the packaging used to promote, sell or display the following items

Definitions:
• **Own Label and Private Label brands**: To include packaging specific to retail stores and generic brands.
• **Core FMCG**: To include the packaging of fast selling consumer products.
• **Premium**: To include designer and luxury product packaging.

E01. Foods
All types of food packaging for food and pet food.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

E02. Alcoholic drinks
All types of food packaging for Alcoholic drinks.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

E03. Non-alcoholic drinks
All types of food packaging for Non-Alcoholic drinks.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.
**E04. Health, Beauty & OTC Pharmacy**
All types of packaging for health, beauty and OTC pharmacy. Entries in this section may include but are not limited to Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair dyes, soap, shower & bath products, OTC medicines & tablets, vitamins & herbal remedies, condoms, skin remedies.

**E05. Consumer Electronics & Multimedia**
All types of packaging for consumer electronics and multimedia. Entries in this section may include but are not limited to televisions, video players, SLRs, video cameras, film, hi-fi, personal stereos, CD players, Record players, MP3 players, home computers, freezers, cookers, microwaves, heaters, washing machines, dryers, dishwashers, fridges, air conditioners, home security products.

**E06. Other Packaging**
All types of packaging for all other types of packaging. Entries in this section may include but are not limited to clothing, footwear, sportswear, jewellery, watches, sports and outdoor equipment, toys, board games, gifts & greetings cards, pens and personal stationery, tobacco & associated products, tools, garden tools, House & garden furniture, lamps, clocks, tyres, petrol, appliances & crockery, glassware, bed & table linen, home decorating & building products, detergents, fabric softeners, dishwasher, household cleaning products, air fresheners, kitchen roll, light bulbs, paint, varnish & wood protectors, adhesives, shoe polish, fertilisers, Kitchen utensils.

**E07. Sustainable Packaging**
To include all types of packaging which optimize resources and energy, responsibly sourced, and clean production methods.

**E08. 3D Structural Design**
The jury will reward innovative design and creation of containers to promote and display the contents and will consider how the brand identity is enhanced by the shape, feel and functionality of the container. This category is likely to include containers of liquids, gels, creams etc.

**E09. Special Editions & Promotional Packaging**
To include special and promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products.

**F. 360° BRAND & IDENTITY EXPERIENCE**
These categories will include developed corporate identity solutions on multiple media platforms and 360° branding solutions that involve multiple consumer touch points. Entries in this category should demonstrate the brand experience across a variety of the following consumer touch points; packaging, print, brand collateral, digital content, Environment and film content.

**F01. Consumer Products**
Fast moving consumer goods (incl. Foods, drinks), automotive, sportswear, fashion & clothing, electronics and audio, cosmetics & beauty, toiletries & pharmacy.

**F02. Consumer Services**
Financial services, travel, entertainment & leisure, computing & telecommunications, retail including e-commerce, restaurants, publications & media, business equipment and services & commercial public services.

**F03. Charities and not for Profit**
Public sector, charities and non-profit organisations, trade associations.
CATEGORY DEFINITION

The definition of Design for the purpose of Cannes Lions is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.


Design Lions does not include entries for product design or architectural design, except within the confines of the category descriptions.

JUDGING

The award-winning entries will be selected by an international Jury. The Design jury’s voting will be based on 3 criteria: Creativity, Execution and Engagement. Each entry will receive 3 marks which will make up the total vote and these marks will be weighted as follows:

Creativity                      40%
Execution                      30%
Engagement           30%

The shortlist is decided by a first round of voting. A computerised voting system selects the highest marks given in each category. Further voting establishes the ranking in each category, which is the basis for the Juries’ discussions and awarding of Gold, Silver and Bronze Lions.

The Grand Prix is selected from the entries that have won a Gold Lion.

At all voting stages, a judge’s vote will not be counted for any entry submitted by his or her own company(ies) in his or her own country. We will also remove votes from Judges with a regional or global role accordingly.

The decision of the Juries in all matters relating to the awarding of prizes will be final and binding.

Awards credit and the associated trophies and certificates will be given to the entrant company. Duplicate trophies can be purchased by other participating parties after the Festival. Shortlisted entries will receive a certificate.
The 2014 Awards process, including the appointment of the Presidents and Jurors, will be independently audited by PWC.

1. Each campaign constitutes one entry.
2. All entries must relate to one campaign. Entries relating to more than one campaign (even if promoting the same client/product) must be entered individually and paid for as separate entries.
3. Entries cannot be entered more than once in the Environmental Design section or more than three times in the Graphic Design & Design Crafts section.
4. It is essential that duplicate entries are appropriate to all categories entered and that they meet the respective criteria. If a single entry is entered more than once it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
5. Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them. They will be used in calculations both in Cannes and also after Cannes in league tables featured in “The Cannes Report”. Credits cannot be altered before and/or during judging. A specific period of time after the festival will be allocated to entrants to allow for amendments or additions to credits. Any amendments after this period may incur admin costs.
6. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
7. Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video).

Within the entry form, you will be required to submit the following information:

1. Describe the brief from the client (100 words)
2. Describe the challenges and key objectives (100 words)
3. Describe how you arrived at the final design (100 words)
4. Give some indication of how successful the outcome was in the market (100 words)

Please note in the absence of any indication of results, the Jury cannot give a mark for this and the entry could suffer as a result.
You will be offered the opportunity, when entering online, to submit information separately that will be kept confidential (i.e. submitted only to the jury).

For Tips on Entering Design Lions, click here.

- WE WILL NOT ACCEPT REPLACEMENT MEDIA, so please make sure that the version you have uploaded is final and it is can be used for judging AND shown publicly. This could include use in, but is not restricted to, festival delegate screenings, post-event promotion, festival website and other public domains.
- Do not upload ‘holding media’ (i.e. incorrect/fake JPG, MP3, MOV, MP4, etc.)

1. COMPULSORY MATERIALS

PRESENTATION BOARD in digital form AND hard copy:

For all entries, you must supply a Presentation Board in both digital and hard copy formats.

- One digital image of the presentation board strictly in the following format: JPG, 300 dpi, RGB. Size: the longest side must be approximately 420mm. Digital images must be uploaded online (max 10MB) when making your entries. Please name all images with the title of the entry.
- You must also send an A2 sized (approximately 40 x 60cms) hard copy of your Presentation Board, which should be mounted on cardboard (not foamboard). This Presentation Board will be a summary of your entry and MUST be contained on one page. This presentation should contain some key visuals and a simple, clear summary in English of the written part of your entry. There must be no more than 100 words in total on this presentation board (excluding words contained in visuals).
- Please ensure that the Presentation board focuses on the key visuals of your entry and only on the key points of your explanation.
- Do not add the category code and title to your board. This may be subject to change during the entry process.
- For the purpose of judging impartiality, there must be no agency branding anywhere on your entry materials, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.
- Entrants are responsible for ensuring that they have the right to use the images contained in their entry material. This should include use in, but is not restricted to, delegate screenings, post-event promotions, festival websites, partner company websites, official DVD and other public domains.

You will be provided with a board label for each necessary entry board when you check out. Please cut out and attach these labels to the back of the primary board, using sticky tape/glue. Please ensure that the label appears at the top right hand corner of the boards, when viewed at a landscape orientation.
2. SUPPORTING MATERIALS

We strongly recommend you to send in an actual sample of your design entry.

Any material submitted in the course of entering the awards becomes the property of the Organisers and cannot be returned. In addition, you should supply relevant support material, depending on the type of entry you are submitting.

- For A. Graphic Design Categories, please supply a copy of the actual piece. If this is not possible or practical, please supply images in JPG format.
- For Sound Design please supply either a case film showcasing the user experience and interaction of the work, or an MP3 file. Please note that an MP3 is not required if a case film has been provided.
- For Broadcast Design and graphics, please supply the video in MOV/MP4 format.
- For B. Digital Design, please supply a URL link, which must be active by 2 May 2014.
- For Offline digital executions for advertising and/or promotion of brands or products, it is strongly recommended that you supply a Case Film to explain your entry.
- For Environmental Design please supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical. You may also supply a short Case Film including a walk-through of the space if preferred. All video content must be supplied as MOV/MP4 and should be no longer than 2 minutes.
- For Packaging Design, please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in JPG format. Please note, your entry may be disadvantaged if you cannot supply at least one sample.
- For 360° Brand Experience, wherever possible please supply at least 3 actual examples of the logo or trademark in place e.g. stationery, business cards and other literature, vehicles, packaging etc. If this is not possible or practical, please supply images in JPG format.

3. CASE FILM OF YOUR ENTRY

You are advised to supply a Case Film to support your entry (when relevant). Along with the written submission and the design samples, this case film will be used for Jury deliberations.

You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 250-350MB.

No agency branding or any contributing creative companies/people must be visible on the case film (e.g. Logos, credits etc.)

Please supply 2 versions of your case film, as follows:

1. Long version: 2 minutes long
   This case film will be viewed by the Jury during voting and deliberations and could be used if your entry is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the entries. This case film should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English. We recommend that you keep your presentation concise and to the point.

2. Short version: 30-45 seconds
   Additionally, you may supply a shortened/edited version of 30-45 seconds which would be shown at the awards ceremony in the event that the entry is a winner (any short version over 60 seconds will be refused). This should also contain some key visuals and a simple clear commentary in English summarising the entry.
ENCODING STANDARDS

For submission to Cannes Lions 2014 please encode a high quality video as MOV/MP4.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

It is strongly recommended that you submit your case film in 16:9 format.

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DO NOT send your Case Film on a URL.

For further assistance and guidance on preparing your entry, please contact designlions@canneslions.com.
TIPS FOR CREATING A SUCCESSFUL DESIGN LIONS ENTRY:

Presentation board (Compulsory) - It MUST be provided in BOTH Digital Form and Hard Copy.

- This presentation board together with the supporting material (i.e. sample of your entry) will be used by the Jury for their deliberations. If shortlisted, it will be used in the Design Lions Exhibition at the festival.
- The presentation board should create a good impression and captures the jury’s interest. It will be a summary of your entry and MUST be contained on one page.
- DO NOT use your Agency logo or branding or refer to your Agency or anyone who has contributed to the entry anywhere on your board or in your written submission.
- The copy should not be more than 100 words. Limit the use of technical jargon and statistics. It is better to use simple language that will be easily understood by an international Jury.

Separate your text into 3 clear sections, such as:

- Brief
- Solution
- Results

Technical Details:

- Digital Copy: JPEG, RGB, 300 dpi and approximately 420mm for the longest side.
- Digital images must be uploaded via the website (max 10MB) at the time of entry submission.
- Please name your image with the title of the entry.
- Hard Copy: A2 mounted on cardboard, not foamboard - (approximately 60cm x 40cm) and not more than 2mm thick.
EXAMPLE BOARD FOR THE BROADCAST, DESIGN AND IDENTITY CATEGORY

Uncluttered and easy to read

Clear and concise text – 100 words maximum

Key points from the written submission

Clear, relevant images

No Agency logo or branding

EXAMPLES OF THREE SINGLE POSTER AND PRINT AD EXECUTIONS

Please note that when entering campaigns into Posters, Typography or Illustration it will mean that the jury judged the single ads as a group, and if they consider one of the ads to be stronger that entry could be awarded a lower mark due to the execution of the whole campaign.

Further to that should a series of entries be entered individually should the Jury feel that as a campaign they’re stronger they can group the entries as a campaign, but only if it is to be awarded a medal, such as Bronze, Silver, Gold.

AN EXAMPLE OF MULTIPLE POSTER EXECUTIONS ENTERED AS A CAMPAIGN
EXAMPLE DESIGN PRESENTATION BOARD FOR THE DIGITAL DESIGN

EXAMPLE DESIGN PRESENTATION BOARD FOR THE POSTER CATEGORY
EXAMPLE DESIGN PRESENTATION BOARD FOR THE ENVIRONMENTAL DESIGN CATEGORIES

EXAMPLE DESIGN PRESENTATION BOARD FOR THE PACKAGING CATEGORY
Case film (highly recommended):

- Please click here to watch a good example of a Case Film for a Design entry.
- 2 minutes, no longer.
- Please supply your case film using our online upload facility. URL links are not permitted.
- Try to grab the attention of the jury as quickly as possible and go into more detail later.
- Together with clear self-explanatory visuals, a coherent voiceover is often effective.
- However, avoid showing creatives explaining the campaign to camera.
- You MUST NOT refer to any agency or individual who has contributed to the campaign, either visually or verbally.

Case Film Technical Requirements & Encoding Standards:

- Please encode a high quality video as .MOV or .MP4
- Please ensure the case film and any other supporting content is only uploaded to our website. Please note the file size should be 250MB - 350MB.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

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DO NOT send your Case Film on a URL.
CHECKLIST FOR YOUR DESIGN LIONS ENTRY

• Visit the Design Lions category page and read the entry rules and sub-categories sections

• Download the Sample Entry Form to help you collect the required information i.e. Title, Client, Credits, and Synopsis

• Prepare media for submission. No agency branding anywhere on your entry materials (or synopsis)

• Ensure the case film is no longer than 2 minutes

• Enter online and upload media ensuring your presentation board matches the uploaded image

• Send the hard-copy of your presentation board to us and any relevant supporting materials

• And above all remember to speak to the Cannes Lions team if you’re unsure, we’re always here to help!

FAQ

• What is the difference between Design and Product Design? Where should I enter my new printer?
  • **Design** is the creation of brand identity and it’s touch points eg: the promotional materials created for your new printer (website, posters etc.).
  • **Product Design** relates to brand communication through the product itself eg: the printer.

• I’m not sure if I should enter into Large/ Small Scale Logo or 360° Brand & Identity Experience.
  • **Large/ Small Scale Logo** refers to the single use or application of the logo for example: on stationary.
  • **360° Brand & Identity Experience** is for entries where the corporate identity has multiple user touch points which can include packaging, print, brand collateral, digital content, Environment and film content.

• Can client work be entered into A07 Self-Promotion?
  No, only self-promotional agency work is eligible for A07.

• How big should my presentation board be?
  • For **physical presentation board**: 60 cm x 40 cm (A2) mounted on black, lightweight card.
  • For your **digital image of the press entry**: Jpg, 300dpi, RGB, longest side 420mm.