

## Video File Specifications

Region/ Format	Aspect Ratio	Resolution	Frame Rate	Bitrate	File Format	Codec
HD 1080p	16:9	1920x1080	25 - 30 fps	15 - 25 Mbps	MPEG4/ MOV	H264
HD 720p	16:9	1280x720	25 - 30 fps	15 - 25 Mbps	MPEG4/ MOV	H264
PAL	4:3	720 x 576	25 fps	8 - 15 Mbps	MPEG4/ MOV	H264
PAL	16:9	1024 x 576	25 fps	8 - 15 Mbps	MPEG4/ MOV	H264

### How to submit a video/moving image file

- Your media must come from an uncompressed format (e.g. Beta, MiniDV or DVCam).
- The video bitrate must be a minimum of 8.5 mbps (or 15 mbps if HD).
- Your file must be multiplexed with audio and video in one single file.
- Apply subtitles or dubbing to the work if necessary.
- Use the entry title or part titles as the file name.
- Do NOT add a clock or slate at the start.
- Do NOT use your company logo or branding anywhere in the film.

### Where can I enter a video/moving image file?

- Film Advertising
- Film Advertising Craft
- Direct Marketing & Activation
- Online Marketing
- Branding and Identity
- Writing for Design

### How to create an effective Presentation Film

- Describe the idea or solution first, then go on to explain objectives, context and results in more detail later.
- Show all elements of the project as they were originally released.
- Emphasise the creative idea and its relevance to the audience.
- Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
- Ensure the film is shorter than the maximum time allowed for the category.
- Judges will stop films that are longer than the time allowed.
- Use entry or part titles as file names where possible.
- Ensure the Presentation Film narration is in English.
- Do NOT wait until the end of the film to reveal the solution.
- Do NOT use your company logo or branding anywhere in the film.

### Where can I enter a Presentation Film?

- Outdoor Advertising
- Direct Marketing & Activation
- Integrated
- Craft for Advertising
- Advertising for Good
- Online Marketing
- Integrated Digital Campaign
- Innovation
- Branding and Identity
- Product Design
- Design for Space
- Writing for Design
- Design for Good

### How to create an effective Demonstration Film

- Judges will watch the Demonstration Film first, and then view the digital execution if they wish.
- Clearly show how the digital work functions and how users interact with it.
- Ensure the Demonstration Film narration is in English.
- Only show a demonstration of the digital execution, do NOT show other elements of the campaign i.e. objectives, context, results...
- Do NOT include your Demonstration Film in the URL submission.

### Where can I enter a Demonstration Film?

- Digital Design & Craft
- Online Marketing
- Mobile Marketing
- Innovation

### How to submit a URL of the original execution

- The web page must be viewable on a Mac, using Chrome.
- Provide a direct URL link to the original execution.
- If the URL is no longer live supply a holding page which hosts only the original execution.
- The URL must be live from submission date until June 2015.
- Do NOT submit a case study page if the site is still live.
- Do NOT use your company logo or branding on the web page.
- Do NOT use your company name or branding in the URL address.

### Where can I enter a URL?

- Digital Design & Craft
- Online Marketing
- Mobile Marketing
- Integrated Digital Campaign
- Innovation
- Design for Communication
- Design Craft
- Writing for Design

### How to submit an app

- Judges will watch the Demonstration Film first, and then view the app if they wish.
- Input a direct URL link to download the full version of the app.
- If it is a PAID FOR app, supply a gift card/code that is valid for at least three months after entering.
- If the app is not available in India, provide a unique link to allow us to download it or supply a device with the app already installed.
- Kyoorius will support apps designed for use on iOS, Android, Blackberry, Windows, & Symbian.
- Provide navigational instructions for the app if necessary.

### Where can I enter an app?

- Digital Design & Craft
- Mobile Marketing

### How to submit a digital publication

- If submitting a publication App, see information above.
- If submitting a digital publication as a URL, supply a direct URL link showing the original execution.
- If you are submitting a PAID or subscription site, also supply a gift card/code so Kyoorius can obtain the full working version.
- If the site is no longer live, supply a URL link to the entry hosted on a web page. Include a demonstration film showing how the original execution worked.
- Kyoorius can support other types of digital publications i.e. EPUBs etc. Contact us if submitting a format other than a URL or app.

### Where can I enter a digital publication?

- Digital Design & Craft
- Design Craft

### How to submit JPEG images

- Image resolution: 300 dpi, colour mode: RGB
- Image length: Min. 15cm along the longest axis.
- The image must be in centimetres, not pixels or millimeters.
- Do NOT submit different images in one file. Each JPEG should only contain one image.

### Where can I enter a JPEG image?

- Product Design
- Design for Space

**Please Note:** All entries need one cover image to be supplied. This is not shown to the judges.

### How to submit an audio file

- Sample size: 16-bit, Sample rate: 44100kHz
- Use entry or part titles as file names.
- Submit 1 file per execution.
- Do NOT include an audio introduction of the entry.
- Do NOT include any agency branding.

### Where can I enter an audio file?

- Radio Advertising
- Direct Marketing & Activation

### How to submit a 3 minute edit of the work

- Submit a 3-minute edit of the work if it is longer than 4 minutes.
- Judges will watch the 3-minute edit first, then the original execution(s) if they wish.

### Where can I enter a 3 minute edit?

- Online Marketing
- Branding and Identity
- Writing for Design

### How to submit an A2 board

- Mount work on 1 rigid A2 board (42 x 59 cm or 16.5 x 23.4 inches).
- If the original work is larger than A2, supply a reproduction.
- Show work as it was original launched, including all text.
- Show only one execution on each board.
- Attach entry labels to the back of each board.
- Do NOT use your company logo or branding anywhere on the board.
- Do NOT send rolled prints or taped boards.
- Do NOT put the entry number or category titles on the front of the board.
- Do NOT use foam board, as it cannot be recycled, mount work on mount board instead.

### Where can I enter an A2 board?

- Press Advertising
- Outdoor Advertising
- Direct Marketing & Activation
- Art Direction
- Craft for Advertising
- Design for Communication
- Design Craft

### How to submit Presentation Boards

- Mount work on 1 rigid A2 board (42 x 59 cm or 16.5 x 23.4 inches).
- Show the key elements of the work.
- Keep explanatory text short and clear.
- Attach entry labels to the back of each board.
- Ensure that explanatory text on the Presentation Boards is in English.
- Do NOT use your company logo or branding anywhere on the board.
- Do NOT send rolled prints and taped boards.
- Do NOT put the entry number or category title on the front of the board.
- Do NOT use foam board as it cannot be recycled, use mount board instead.

### Where can I enter Presentation Boards?

- Outdoor Advertising
- Direct Marketing & Activation
- Craft for Advertising
- Advertising for Good
- Branding and Identity
- Design for Space
- Design Craft
- Writing for Design
- Design for Good

### How to submit original work

- Contact us prior to sending highly perishable goods.
- Contact us if you need the item returned, items will not be returned unless specifically requested by entrants.
- Attach entry labels to the item in a discreet place (base or underside of the object).
- Do NOT submit presentation boards rather than the original work unless the work is large in scale (over 1 m<sup>3</sup>).
- Do NOT mount original work on boards.

### Where can I enter original work?

- Press Advertising
- Direct Marketing & Activation
- Craft for Advertising
- Branding and Identity
- Design for Packaging
- Design for Communication
- Design for Books
- Design for Editorial
- Design Craft
- Writing for Design

### **How to submit large scale or double sided posters**

- Only for double sided posters may work be submitted unmounted.
- Show work as it was originally launched, including all text.
- Mount single sided posters on rigid board.
- Show only one execution on each board.
- Attach entry labels to the back boards.
- If submitting a double sided poster, attach entry labels with scotch tape so as not to damage the work.

### **Where can I enter large scale or double sided posters?**

- Design for Communication
- Design Craft
- Writing for Design

### **How to submit work on a Data Disk**

- Supply Data Disks as writable CDs/DVDs, not authored DVDs or CD-ROMs.
- You can supply more than one entry on the same Data Disk if necessary.
- MPEG2, MPEG4 and MOV files are accepted.
- Use entry or part titles as file names.
- Attach entry labels to the CD/DVD case before sending.
- Apply subtitles or dubbing to the work if necessary.

### **Where can I enter work on a Data Disk**

- Film Advertising
- Online Marketing
- Branding and Identity
- Writing for Design

**Supporting Information (supply online)**

Audience	Indicate the target audience. Was the advert broadcast regionally, nationally or internationally? (100 characters max.)
Audience & Distribution	Indicate the target audience, issue frequency (e.g. daily, weekly, monthly), distribution area, distribution method (e.g. newsstand, subscription) and number of readers. (250 characters max.)
Availability	Indicate the countries/territories where the book was available for purchase. (100 characters max.)
Benefits	How does the product benefit the user? (400 characters max.)
Brand History	Give background information about the brand. Was it a new brand, or a rebranded product? (400 characters max.)
Brief	Specify the project's objectives, target audience and any relevant background information. (400 characters max.)
Cost per Unit to Produce	What is the cost per unit to produce? (40 characters max.)
Cultural Context	If relevant, describe any references that are specific to the culture/region/nation where the work was released and that may not be understood without explanation. (400 characters max.)
Exhibition Type & Location	Give details of the location. Is the exhibition design permanent or temporary? Are you presenting the entire exhibition or an element of it? (400 characters max.)
Impact	Describe the project's positive impact and how it meets the Advertising or Design for Good criteria. (400 characters max.)
Location & Distribution	Where did the work run and how was it distributed? (400 characters max.)
Location & Scale	Explain where the project ran, its location and scale. (400 characters max.)
Mobile Operating System	What operating systems is the work optimised for? (40 characters max.)
Navigational Instructions	If you intend to submit a URL for this entry, highlight specific sections or features judges should view. (400 characters max.)
Platform	What digital platform is the work optimised for? (40 characters max.)
Point of Sale Location	Describe the location of the work and how it was displayed at the point of sale. (400 characters max.)
Print Run	What was the size of the print run? (40 characters max.)
Product Description	Describe the product. (100 characters max.)
Product Interaction	Describe the product. How does it function, and how does the interaction design optimise this? (400 characters max.)
Production Run	What is the size of the production run? (40 characters max.)
Results	Provide evidence of how successfully your objectives were achieved; what was the response rate and how was it measured? (400 characters max.)
Retail Price	What is the recommended retail price? (40 characters max.)
Scale & Location	Where did the advert run? Explain the positioning, location and scale. (400 characters max.)
Site	On what site was the film originally released? (40 characters max.)

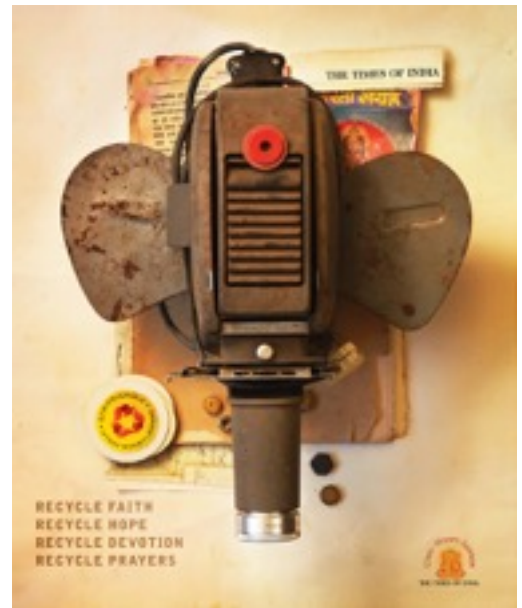
Solution	What is the reasoning behind the project solution? If relevant, describe any cultural references that may not be understood without explanation. (400 characters max.)
Solution & Unique Features	Explain the reasoning behind the project solution highlighting unique features of the design and in what way it was innovative. Describe any cultural references that may not be understood without explanation. (400 characters max.)
Unique Features	What are the product's unique features? (400 characters max.)
Viewing Instructions	If relevant, highlight the features or specific sections that the judges should view. (400 characters max.)
Voucher Code	If submitting a paid for app or publication, please provide a voucher code reference number so the full version of the work can be downloaded. (40 characters max.)
Translation	If the work was not originally released in English, provide a translation. This is essential for the judges to understand the work.
Script Translation	If the work was not originally released in English, provide a translation of the script.
Book Translation	If the work was not originally released in English, summarise the contents of the book.
Campaign translation	If the work was not originally released in English, provide a translation and navigational instructions if you intend to submit a URL. This is essential for the judges to understand the work.
Navigation Translation	If the work was not originally released in English, summarise the content of it and provide navigational instructions.

**Note:** We do not accept video, pdf or other documents as a translation of the work. Translations must be submitted as text on the entry site.

## A2 Board Example [Click here to see more examples of work submitted in this format](#)

### Top Tips:

- Mount the original artwork on rigid A2 mount board.
- Show the work as it was commercially released and in its original language.
- If the work was originally larger than A2, provide a reproduction.
- Show only one execution on each board.
- Your board should be a maximum size of 42 x 59 cm or 16.5 x 23.4 inches.
- Attach your entry labels to the back of each board.
- Do NOT use any entrant company branding anywhere on the board (unless the work is self-promotional).
- Do NOT send unmounted work or taped boards.
- Avoid the use of foam board as it cannot be recycled.
- Do NOT show the entry number or category on the front of the boards.



*Recycled Mechanics - entered into Design Craft in 2013*

## Presentation Board Example [Click here to see more examples of work submitted in this format](#)

### Top Tips:

- Show the key elements of the work.
- Keep the layout clean, simple and uncluttered.
- Keep explanatory text short, clear, relevant and in English.
- Explain the work clearly and make sure text is big enough to be read easily.
- Your board should be a maximum size of 42 x 59 cm or 16.5 x 23.4 inches.
- Mount work on rigid A2 mount boards and attach an entry label to the back of each.
- Do NOT use any entrant company branding anywhere on the board (unless the work is self-promotional).
- Do NOT send unmounted work or taped boards.
- Avoid the use of foam board as it cannot be recycled.
- Do NOT write the entry number or category on the front of the boards.



*Branding a Birthing Center - entered into Design for Identity in 2013*

## Original Work [Click here to see more examples of work submitted in this format](#)

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### Top Tips:

- Ensure you send in original items. Judges prefer to see the original item rather than images on boards.
- Attach the entry label to the item in a discreet place (base or back of the object).
- For books or publications, attach entry labels to the inside back cover.
- Contact us prior to sending highly perishable goods.
- Contact us if you need the item returned, items will not be returned unless specifically requested by entrants.
- Ensure items are packaged appropriately to avoid getting damaged in transit.
- Do NOT submit presentation boards rather than the original item. Only use boards for large-scale items (over 1 m.).
- Do NOT mount original work on boards.



*Good Paper Project - entered into Design for Packaging in 2013*

## Double-sided & Large Posters [Click here to see more examples of work submitted in this format](#)

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### Top Tips:

- Only for double sided posters may work be submitted unmounted.
- Show the work as it was commercially released and in its original language.
- Mount single sided posters on a rigid mount board, including large scale posters.
- For double sided posters, attach entry labels lightly to the corner of each poster.
- For single-sided large posters, attach entry labels to the back of each board.
- Ensure items are packaged appropriately to avoid getting damaged in transit.



*Sufi Rock - entered into Design Craft - Graphic Design in 2013*