

WINNERS

ICAD Awards 2016 | *Call for Entries*



WINNERS

Where effort and excellence are rewarded

Welcome to the 2016 ICAD Awards.

ICAD's mission is to foster, promote and reward creative excellence in Irish advertising and design and the annual awards are the highlight of our year, where we celebrate that creative excellence.

We always seek to improve the ICAD awards by taking members' feedback on board. This year, in addition, we reviewed the structure of our entry categories and made some adjustments.

Because the applications and media we work in are changing, some of the older entry categories had become less relevant, so we adjusted and refined them. There is

still a place for all of the work you would have entered in previous years, but the categories in which you enter them may be a little different.

At ICAD we don't have a 'first, second and third' - any number of bronze, silver and gold awards can be given in any one category, depending on the standard of entries. So your work still has an equally good chance of picking up a coveted ICAD bell this year.

We've included a handy FAQ section at the back of this document to answer any of your queries. Alternatively, you can contact awards@icad.ie for further information.

Wishing you the very best of luck.



Category	Fee	Judging and Online Files	Print Files	Printed Material <small>(ICAD will produce A3 prints for judging purposes for each print advertising entry, the surcharge for which is built in)</small>
----------	-----	--------------------------	-------------	---

Display Outdoor, Print and Digital

What should be entered: Imagery created to promote a brand or cause that has been displayed outdoor, in print or online.

What we are judging: We are judging the image. The idea behind it and the quality of the way in which it was brought to life.

Outdoor Poster (6 sheet)	€110	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Outdoor Poster (48 sheet or larger)	€110	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Outdoor Special Build	€110	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Outdoor Poster Campaign ★	€175	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Press Consumer	€110	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Trade Consumer	€110	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Press Specials (wraps etc)	€110	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Press Campaign ★	€175	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material (ICAD will produce A3 prints for judging purposes for each print advertising entry, the surcharge for which is built in)
----------	-----	--------------------------	-------------	--

Display Outdoor, Print and Digital (continued)

Online Display ★	€110	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	n/a
Outdoor Digital Display ★	€110	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	n/a
Digital Display Campaign ★	€175	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	n/a

Display Craft

Art Direction	Single €110 Campaign €175	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	not required, included in fee
Copywriting	Single €110 Campaign €175	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	not required, included in fee
Typography	Single €110 Campaign €175	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	not required, included in fee
User Experience ★ (Relates to Digital only)	Single €100 Campaign €160	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	n/a	n/a
Illustration for Advertising	Single €110 Campaign €175	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee
Photography for Advertising	Single €110 Campaign €175	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	not required, included in fee

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material
Film TV, Cinema and Web				
What should be entered: Films produced with the original intention that they be run on TV, Cinema and Online.				
What we are judging: We are judging the film. The idea behind it and the quality of the way in which it is brought to life.				
TV Commercial ★ (up to 30 seconds)	€125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
TV Commercial ★ (over 30 seconds)	€125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
Cinema Commercial ★ (any length)	€125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
Live Projection ★ (any length) What is it? Films made for live projection at an event such as a festival, conference or launch.	€125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
Web film (up to 60 seconds) ★	€125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
Web film (over 60 seconds) ★	€125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
Film Campaign ★ What is it? Any film campaign of 2 or more executions (not edits) created with the original intention of running on TV, Cinema or Web.	€180	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S	n/a
Micro Film and Display ★ Film created specifically to be up to 15 seconds in length, regardless of platform, including VOD/s, pre-roll/s, sting/s, promo/s, social video/s	Single €100 Campaign €160	1280 x 720, H264 codec video/s, .mp4 file extension	6 x screen res JPEG/S	n/a

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material
Film Craft				
Animation Who should enter? The animator / animation company	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Art Direction / Production Design	Single €100 Campaign €160	11280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Cinematography	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Copywriting	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Direction Who should enter? The director / production company	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Editing Who should enter? The post-production company	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Music (New Score) Who should enter? The composer	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Use of Music	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Sound Design Who should enter? The sound / post-production company	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
Visual / Special Effects What is it? Special effects for film ads, both in camera and added after filming. Who should enter? The production / post-production company	Single €100 Campaign €160	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a

Category	Fee	Judging and Online Files	Print Files	Printed Material
----------	-----	--------------------------	-------------	------------------

Radio

What should be entered: Radio ads created to promote a brand or cause that have appeared on radio.

What we are judging: The radio ad. The idea behind it, the quality of the writing and the way in which it is brought to life.

Radio Commercial ★ (up to 30 seconds)	€75	MP3	Script	n/a
Radio Commercial ★ (over 30 seconds)	€75	MP3	Script	n/a
Radio Commercial Campaign ★ (any length)	€125	MP3	Scripts	n/a

Radio Craft

Copywriting	Single €75 Campaign €125	MP3/s	Script/s	n/a
Production Who should enter? The production company	Single €75 Campaign €125	MP3/s	Script/s	n/a
Editing Who should enter? The post-production company	Single €75 Campaign €125	MP3/s	Script/s	n/a
Music (New Score) Who should enter? The composer	Single €75 Campaign €125	MP3/s	Script/s	n/a
Use of Music	Single €75 Campaign €125	MP3/s	Script/s	n/a
Sound Design Who should enter? The sound / post-production company	Single €75 Campaign €125	MP3/s	Script/s	n/a

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material
----------	-----	--------------------------	-------------	------------------

Experience and Activation

What should be entered: Films that demonstrate an experience or activation that took place in support of a brand idea or cause.

What we are judging: The activation or experience, not the film about it. What it was like to be involved in the experience, rather than to watch the film about it.

A note on 'case study' films: We understand and encourage you to explain your entry as well as possible but we will be judging the concept and execution of your entry and not the production of your case study. If you feel one is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery and on awards night.

Activation/Experiential ★ Branded experiential or promotional activity that involves consumer interaction in the real world.	€160	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S	n/a
---	------	---	-----------------------	-----

Category	Fee	Judging and Online Files	Print Files	Printed Material
----------	-----	--------------------------	-------------	------------------

Change

What should be entered: Campaigns created in support of a cause, charity, institution or political event.

What we are judging: The campaign. The idea behind it, how it changed a behaviour and/or affected political change, and the quality of the way in which it was brought to life.

A note on 'case study' films: We understand and encourage you to explain your entry as well as possible but we will be judging the concept and execution of your entry and not the production of your case study. If you feel one is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery and on awards night.

Creative for Change ★★ Brand-aligned campaign created to affect cultural, political or social change.	€125	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S	n/a
--	------	---	-----------------------	-----

★ = Updated Category

★★ = New for 2016

Category	Fee	Judging and Online Files	Print Files	Printed Material
----------	-----	--------------------------	-------------	------------------

Innovation

What should be entered: Things created to promote a brand that demonstrate an innovative use of materials, technology or media.

What we are judging: The innovation. The quality of the idea, the way in which it displays creative innovation.

A note on 'case study' films: We understand and encourage you to explain your entry as well as possible but we will be judging the concept and execution of your entry and not the production of your case study. If you feel one is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery and on awards night.

Creative use of Technology ★★ Digital marketing that pushes the boundaries of what can be done using technology in a novel way to promote a brand.	€160	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S	n/a
Creative use of Media ★★ Marketing that uses the medium in a groundbreaking way to promote a brand.	€160	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S	n/a
Creative use of Social ★★ Innovative utilisation of existing or emerging social media platform(s) and/or social behaviour.	€160	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S	n/a
Creative Innovation ★★ Brand-aligned breakthrough ideas or innovative solutions of solving business or user problems. This may or may not involve technology, but must be original.	€160	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S	n/a

★★ = New for 2016

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
----------	-----	--------------------------	-------------	---

Integrated Media

Integrated Campaign What is it? Campaigns where a central idea connects across a variety of media.	€175	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work
---	------	---	--	---

Earned Media

Earned Media Campaign What is it? A campaign idea so engaging that consumers and press take it up and spread the word - through social media, editorial, PR, etc. The campaign effectively uses these unpaid channels to create buzz.	€175	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work
--	------	---	--	---

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
Design Identity and Branding				
Logo Single logos or families of logos. Could be static or in-motion.	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	n/a
Stationery Suite	€75	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
New Branding Schemes	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s, where applicable
Rebranding Schemes	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s, where applicable
Design Print				
Books	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Catalogues / Brochures	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Reports	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Newspapers / Magazines / Periodicals	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Posters	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Stamp/s	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Cover / Sleeve Design	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
----------	-----	--------------------------	-------------	---

Design Print {continued}

Leaflets / Invitations	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
Applied Print Graphics What can I enter? Anything that doesn't fit into the other Print Design categories. E.g. calendars, greeting cards, tickets, shopping bags.	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s where applicable
Integrated Graphics What can I enter? Graphic design work with one concept applied across a range of formats. E.g. poster, programme, and email invitation for an event.	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s where applicable

Design Packaging

Consumer Goods	Single €75 Range €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Original printed item/s
----------------	--------------------------	---	-----	-------------------------

Design Motion

Moving Image ★ What is it? Graphic design for moving image work. What can I enter? Animations, films, concert graphics, presentations, animated signage, idents... What else do I need to know? This category is not for TV and cinema ads, enter these into the Film TV, Cinema and Web jury.	Single €75 Series €125	1280 x 720, H264 codec video, .mp4 file extension	6 x screen res JPEG/S per entry	n/a
--	---------------------------	---	---------------------------------	-----

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
Design Environmental				
Permanent Branded Environment ★ What is it? Branded environments. Should be real world, not virtual. What can I enter? Retail stores, restaurants, offices, interiors, public spaces.	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	n/a
Temporary Branded Environment ★ What is it? Branded environments. Should be real world, not virtual. What can I enter? Pop up shops or restaurants, festivals - the branding of temporary spaces both indoor and outdoor.	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	n/a
Signage and Information Graphics	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	n/a
Exhibition and Display Design	€125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	n/a

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
Design Digital				
Website Design Design of websites or microsites	Single €75 Campaign €125	URL	6 x screen res JPEG/S per entry	n/a
Mobile & App Design ★ Design work specifically intended for consumption via mobile or tablet device	Single €75 Campaign €125	URL	6 x screen res JPEG/S per entry	n/a
User Experience Design ★ Design that improves the usability, accessibility or pleasure of interaction by the user.	Single €75 Campaign €125	URL	6 x screen res JPEG/S per entry	n/a
Game Design Design of branded games and gaming experiences.	Single €75 Campaign €125	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S per entry	n/a
Digital Installations ★ Digital installations or projections that create immersive environments. May or may not be interactive.	Single €75 Campaign €125	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	6 x screen res JPEG/S per entry	n/a

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
Design Craft				
Photography ★ Who should enter? The photographer.	Single €50 Series €90	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Use of Photography ★ Who should enter? The agency that commissioned the photography.	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Illustration ★ Who should enter? The illustrator.	Single €50 Series €90	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Use of Illustration ★ Who should enter? The agency that commissioned the illustration.	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Art Direction ★	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Typography ★	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Copywriting ★	Single €75 Series €125	300 dpi JPEG at original proportions. Max file size 12mb.	n/a	Unmounted A3 print/s or original printed item/s, as applicable
Animation ★	Single €75 Series €125	1280 x 720, H264 codec video, .mp4 file extension	n/a	n/a

★ = Updated Category

Category	Fee	Judging and Online Files	Print Files	Printed Material (to reach ICAD office no later than one week after online deadline)
Greenhorn Art Direction What is it? A body of work by an art director working in the industry for less than 3 years	€70	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work
Copywriting What is it? A body of work by a copywriter working in the industry for less than 3 years	€70	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work
Design What is it? A body of work by a designer working in the industry for less than 3 years	€70	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work
Craft What is it? A body of work by a craftsperson (illustrator, photographer, director etc) working in the industry for less than 3 years	€70	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work
Digital What is it? A body of work by a digital creative (digital designer, creative technologist, UX designer, creative coder, etc) working in the industry for less than 3 years.	€70	Any one or more of the following file formats: .mp4 (as per TV spec), URL, SWF, MP3, JPEG	JPEG/S @ 300dpi no larger than 15mb for elements that were originally printed AND/OR screen res JPEG/S for elements that were originally presented on screen	Original printed item/s, where applicable plus unmounted A3 print/s for any print advertising, photography or illustration work

FAQs

Has the Client award been removed?

There is no longer a requirement for entrants to nominate a client. Each jury will recommend a client, based on the entirety of the work they have seen, for this award. The decision will be made collectively by the jury chair people.

I have been asked to submit entries on behalf of my agency or studio, who should I add as a member?

All of the key creatives responsible for an entry should be ICAD members or in the case of craft categories, the key craftsperson ie. the photographer for a photography entry. The loose rule of thumb is that anyone you'd expect to go on stage to accept the award should be a member.

How do I know what type of membership I should take out?

In most cases people should be full members to enter the awards, although there are other membership types - check them out on our website.

What is the difference between a single and a campaign entry?

The difference between a single and campaign entry is down to the number of executions. When we apply that criteria to some categories, particularly in design, the term 'campaign' is replaced with 'series' or 'range'.

How many files should I provide?

This is totally dependant on the entry - for example, a press campaign containing four ads would require four jpegs. In the case of entries where you are already supplying hard copies ie. books, we would recommend that you do not upload more than six images. The judges will have the physical book in the room to refer to so there's no need to add to your workload by adding lots of files.

Can I enter Case Study videos?

We understand and encourage you to explain your entry as well as possible but we will be judging the concept and execution of your entry and not the production of your case study. If you feel one is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery and on awards night.

How do I make my entry look good?

In all instances we are trying to simulate the original experience of the viewer and present it to the jury. In the case of a book or a press ad, this is relatively straightforward. In other categories, it can be more complicated. Please try to provide enough details to the jury that they have a full grasp of what you are entering whilst not overloading them with unnecessary information.

I am currently preparing files, what information should I include in them?

Ideally, the only information should be contained in the work itself. Files should not be captioned and should not contain the name of the entrant (unless the work is self-promotional).

I am entering the greenhorn section, do I need to be a member?

Yes

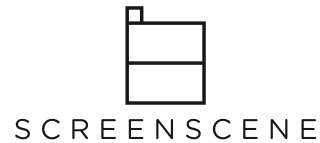
I want to enter an ad into the greenhorn section, what is the next step?

Greenhorn works differently to the other categories - you're not entering a single piece of work but rather a body of work by a creative who fits the criteria for greenhorn (working in the industry for 3 years or less).

Good Luck

With thanks to the generosity and support of our patron, sponsor, partners and friends.

Patron



Sponsor



Digital Partner



Print Partner



Friends of ICAD

Atelier David Smith



ddf^hb



CAWLEY NEA | TBWA



shutterstock



2016 ICAD AWARDS
www.icad.ie