
Awards Categories 2020

Institute of Creative Advertising and Design

ICAD

Foster. Promote. Reward

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Advertising — Display

What should be entered?

Imagery created to promote a brand or cause that has been displayed outdoor, in print or online.

What are we judging?

The jury are judging the image, the idea behind it and the quality of the way in which it was brought to life.

Category	Description	Judging & Online Files	Print Files	Fee(s)
Outdoor display	Outdoor posters of any size. This category also covers special builds, outdoor digital display, etc.	300 dpi JPGs at 1920px wide(landscape)/1920px high (portrait) RGB.*	n/a	Single/ Campaign 25 euro
Consumer display	Press and trade advertisements of any size. Wraps, etc.	300 dpi JPGs at 1920px wide(landscape)/1920px high (portrait) RGB.*	n/a	Single/ Campaign 25 euro
Online display		Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per printspec).*	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro

Advertising — Radio

What should be entered?

Radio ads created to promote a brand or cause that has appeared on radio.

What are we judging?

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

Category	Judging & Online Files	Print Files	Fee(s)
Radio commercial up to 30 seconds	MP3	Script	25 euro
Radio commercial over 30 seconds	MP3	Script	25 euro
Radio commercial campaign, any length	MP3s	Scripts	25 euro

Advertising — Film

What should be entered?

Commercial films produced with the original intention that they be run on TV, cinema, live and online.

What are we judging?

The jury are judging the film. The idea behind it and the quality of the way in which it is brought to life.

Category	Description	Judging & Online Files	Print Files	Fee(s)
TV commercial up to 30 seconds		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
TV commercial over 30 seconds		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
Cinema commercial, any length	A commercial made with the initial intention of running in cinema.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
Web film up to 60 seconds		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
Web film over 60 seconds		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
Film campaign	Any film campaign of 2 or more executions (not edits) created with the original intention of running on TV, cinema, live or online.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
Branded film content any length	Branded film that has not run as a commercial. Commercial VOD/s, social video/s or films made for live screening at an event such as a festival, conference or launch.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	25 euro
→ Stings	Stings refer to the intro and outro sponsorship bookmarks of a tv programme. They vary in terms of length from 10 second to 7 second to 5 second.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro

Advertising — Innovation

What should be entered?

Things created to promote a brand that demonstrate an innovative use of materials, technology or media.

What are we judging?

The innovation. The quality of the idea, the way in which it displays creative innovation.

Category	Description	Judging & Online Files	Print Files	Fee(s)
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.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	Up to 6x 300 dpi JPGs	25 euro
Creative use of Media	Innovative utilisation of existing or emerging media platform/s. Marketing that uses the medium in a groundbreaking way to promote a brand.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Up to 6x 300 dpi JPGs	25 euro
Creative Innovation	Brand-aligned breakthrough ideas or innovative solutions to solve business or user problems. This may or may not involve technology, but must be original.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Up to 6x 300 dpi JPGs	25 euro

A note on case study films

Films that demonstrate your idea are accepted however, the jury will be judging the concept and execution of your entry and not the production of your case study. If you feel a case study film 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.

Advertising — Experience

Category	Description	Judging & Online Files	Print Files	Fee(s)
Experiential advertising	Work that creates an outstanding brand experience for consumers through experience-led activations such as stunts, events, pop-up shops, technology-led experiences and public environments for brands.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Branded social post	A single branded post on a social network, creatively utilising that particular network's individual qualities or strengths to engage consumers.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	Up to 6x 300 dpi JPGs	25 euro
Branded social campaign	A campaign of 3 or more branded posts around a central connected theme. Campaigns may span multiple social networks and must be specifically created for social.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	Up to 6x 300 dpi JPGs	25 euro
→ Digital experience	An outstanding interaction between a user and an organisation that is enabled by digital technologies.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	Up to 6x 300 dpi JPGs	25 euro

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Advertising – Craft

Category	Description	Judging & Online Files	Print Files	Fee(s)
Art direction		Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, JPG (per print spec).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Copywriting		Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (per print spec).	Script/s for radio, up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Direction for radio	An award for the creative direction of radio. Including the selection and direction of voice over, the choice and implementation of SFX and/or music to create a memorable ad. The agency should enter.	MP3(s)	Script(s)	Single/ Campaign 25 euro
Illustration & graphics		300 dpi JPGs at 1920px wide(landscape)/1920px high (portrait) RGB.*	n/a	Single/ Campaign 25 euro
Photography		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single/ Campaign 25 euro
Typography & Lettering	Use of type and/or lettering; design of typefaces and/or lettering for advertising campaigns.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single/ Campaign 25 euro
Use of music		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download) for film, MP3(s) for radio.	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
User experience for advertising		URL (only original links, not hosted work)	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro

Advertising — Creative for Change

What should be entered?

Campaigns created in support of a cause, charity, institution or political event.

What are we 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.

Category	Judging & Online Files	Print Files	Fee(s)
Creative for Change	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per printspec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro

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Advertising – Integrated and Earned

Category	Description	Judging & Online Files	Print Files	Fee(s)
Integrated campaign	Campaigns where a central idea connects across a variety of media.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).* Original printed item/s should be submitted where applicable.	Script/s for radio, up to 6x 300 dpi JPGs	25 euro
Earned media campaign	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.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).* Original printed item/s should be submitted where applicable.	Script/s for radio, up to 6x 300 dpi JPGs	25 euro
Tactical advertising	Branded content or entertainment that uses the popularity of a specific news story, individual or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news where the brand is integrated into the story. May include branded online films, branded documentaries, branded films, branded radio, audio and TV programmes.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).* Original printed item/s should be submitted where applicable.	Script/s for radio, up to 6x 300 dpi JPGs	25 euro

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Production — Craft

Category	Description	Judging & Online Files	Print Files	Fee(s)
Animation	The animator/ animation company/ postproduction or production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Cinematography	The cinematographer/ production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Editing	The editor/post-production/ production company should enter.	Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3.	Script/s for radio, up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Music (new score)	The composer/ postproduction/production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download) for film, MP3(s) for radio.	Script/s for radio, up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Production design for film	The set designer/ production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Sound design	The audio company/ postproduction/production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download) for film, MP3(s) for radio.	Script/s for radio, up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Visual/special effects	Special effects for film ads, both in camera and added after filming. The postproduction/production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	Up to 6x 300 dpi JPGs	Single/ Campaign 25 euro
Direction Single	The director / production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	Up to 6x 300 dpi JPGs	25 euro
Direction Campaign	The director / production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	Up to 6x 300 dpi JPGs	25 euro

Design — Identity and Branding

Category	Description	Judging & Online Files	Print Files	Fee(s)
Logo	Single logos or families of logos.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
New branding schemes		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	25 euro
Rebranding schemes		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	25 euro

Design — Print

Category	Description	Judging & Online Files	Print Files	Fee(s)
Book(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Book cover(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Catalogue(s)/ brochure(s)/ report(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Newspaper(s)/ Magazine(s)/ Periodical(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Poster(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Stamp(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Applied print graphic(s)	Anything that doesn't fit into the other print design categories, e.g. calendars, greeting cards, tickets, shopping bags, leaflets, invitations.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Integrated graphics	Graphic design work with one concept applied across a range of formats, e.g. poster, programme, and email invitation for an event.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
→ Print for direct mail marketing		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro

Design — Packaging

Category	Judging & Online Files	Print Files	Fee(s)
Consumer goods	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro
Cover/sleeve design(s) for music or film	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single/ Campaign 25 euro

Design – Environmental

Category	Description	Judging & Online Files	Print Files	Fee(s)
Permanent branded environment	Branded environments. Should be real world, not virtual. Retail stores, restaurants, offices, interiors, public spaces, etc. can be entered.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	25 euro
Temporary branded environment	Branded environments. Should be real world, not virtual. Pop up shops or restaurants, festivals, etc. — the branding of temporary spaces both indoor and outdoor can be entered.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	25 euro
Wayfinding	Design and implementation of a visual system that seeks to guide or organise people in a space.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	25 euro
Exhibition design	Design and implementation of a visual system that seeks to guide and inform people/visitors around a thematic/conceptual subject within a designed space.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	25 euro

Design — Digital

Category	Description	Judging & Online Files	Print Files	Fee(s)
Phone/tablet app UI design	Design work specifically intended for consumption via mobile or tablet device.	Case study max 30 slides.	Up to 6x 300 dpi JPGs	Single/Campaign 25 euro
Website design		Case study max 30 slides.	Up to 6x 300 dpi JPGs	Single/Campaign 25 euro
User experience design	Design that improves the usability, accessibility or pleasure of interaction by the user.	Case study max 30 slides.	Up to 6x 300 dpi JPGs	Single/Campaign 25 euro
Immersive digital design	Interactive/augmented reality installations or projections that create immersive experiences. May or may not be interactive.	Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (per print spec).*	Up to 6x 300 dpi JPGs	Single/Campaign 25 euro

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Design — Craft

Category	Description	Judging & Online Files	Print Files	Fee(s)
Art direction		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
Illustration	The illustrator should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
Use of illustration	Illustration integrally used as a fundamental part of the design concept. The design studio should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
Photography	The photographer should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
Use of photography	Photography integrally used as a fundamental part of the design concept. The design studio should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
Type/typeface design	Design of published typefaces or lettering.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
Lettering/typography/use of type		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro
→ Printing	The printer should enter. This category awards excellence in printing.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).	n/a	Single/ Campaign 25 euro

should enter.

Other — Student Award

Eligibility

Entrants to student categories must be current students or recent graduates (one year or less since graduating). All work entered must have been created as part of their 3rd level education.

Category	Description	Judging & Online Files	Print Files	Fee(s)
→ Advertising	A body of speculative work in the field of advertising, created as part of a 3rd level educational programme.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro
→ Design	A body of speculative work in the field of design, created as part of a 3rd level educational programme.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro
→ Craft	A body of speculative work created by a craftsperson (illustrator, photographer, director etc) as part of a 3rd level educational programme.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro

Other — Greenhorn Award

Eligibility

Entrants to Greenhorn categories must be working in their industry for 3 years or less. Speculative work is not accepted.

Category	Description	Judging & Online Files	Print Files	Fee(s)
Advertising	A body of work by an art director or copywriter working in the industry for less than 3 years.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro
Design	A body of work by designer working in the industry for less than 3 years.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro
Craft	A body of work by a craftsperson (illustrator, photographer, director etc) working in the industry for less than 3 years.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, up to 6x 300 dpi JPGs	25 euro

Collaborators

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