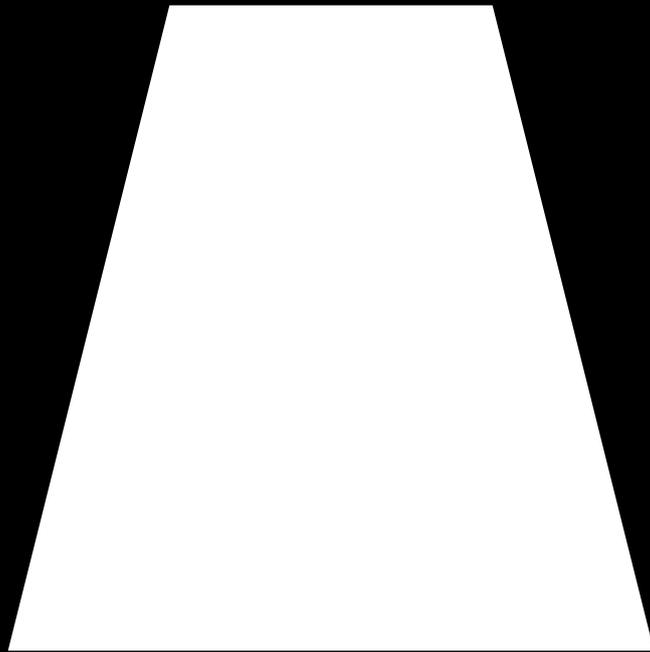


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# 2021 Entry Guidelines



# Awards Overview

## Introduction

The ICAD Awards are the annual awards for the achievement of Creative Excellence in Irish Advertising and Design.

Each year the Institute assembles a series of juries comprising the finest creatives practising in Ireland, supported by carefully selected international jurors operating at the highest standards. We do this with the sole purpose of rewarding those who pursue, craft and execute creative excellence. Our awards categories span all of our members' disciplines, and our juries are selected to reflect the economic and creative diversity they represent.

For over 62 years the ICAD Bell has been recognised as a benchmark for creative excellence nationally and internationally, and as an institute we strive constantly to protect and maintain its value and meaning.

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## Structure

<b>16.02.21</b>	ICAD Launches call for Entries
<b>31.03.21</b>	Deadline for entries
<b>09.04.21</b>	ICAD will contact any entrants who have issues with their entry, files or eligibility.
<b>April 2021</b>	Judging begins.

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## Criteria

Work submitted to the awards is judged based on three criteria:

- Is it a good and original idea?
- Is it well executed?
- Is it relevant in its context?

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## Standards

<b>Commended</b>	An excellent piece of creative work.
<b>Bronze</b>	One of the finest works of the year in its discipline; an example of the best Irish advertising and design.
<b>Silver</b>	Outstanding work that raises the Irish standard nationally and internationally.
<b>Gold</b>	Exceptional in idea, execution, and quality; memorable work that defines or redefines its field and will help gain renown for Irish creativity internationally.

# Entry Process

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## Membership

The principal creatives involved in all work entered into the awards must be ICAD members.

You can join at any time during the year, but all memberships end December 31st, regardless of the date of joining. Your membership must be up to date at the time of entry. Work submitted without valid membership will be disqualified.

Full membership is open to any creative in Ireland working in an industry ICAD represents, and to any Irish creative working abroad within those industries. We also offer student memberships, as well as membership options for those working within the industry, but not working in a creative capacity. Membership is available for purchase individually or as a package, however, we are careful to remind businesses that dues are paid on behalf of the individual.

To join, go to [icad.ie/membership](https://icad.ie/membership).

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## Entry Fees

In recent years, entry fees for the awards ranged from €50 to €200, depending on category. In 2020, the entry fee for all categories was lowered to €25 in light of the circumstances. This fee will remain at €25 in 2021 until March 15th. There will be a higher late fee of €50 charged after March 15th, until March 31st.

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## Entry Process

- Request a link to the awards platform at [icad.ie/awards](https://icad.ie/awards).
- Sign in to your account, or set up a new one. (Your account on this platform is separate from your ICAD website and free to set up. You will not login directly on the ICAD website but on the link provided.)
- Click 'Start Entry' at the bottom of the page. Review the guide to entering your work.
- Throughout the entry process, you can use the buttons 'Save+Next,' and 'Save+Close,' to navigate between sections. You can return to each section as often as you like before submitting.
- Entries won't be judged unless they've been submitted and paid for.

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**Section 1**

Provide the following information about your entry.

**Section** Advertising, Design, and Production.

**Parent** (e.g.) Film

**Category**

**Category** (e.g.) Commercial up to 30 seconds

**Entry name** The project's name

**Agency/  
Company** Enter your company or agency name. This is exactly as it will be used in any mention of winning work.

**Client** The entity for whom the work was done

**Product  
(optional)** The product, service, or entity the work is promoting.

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**Section 2**

Enter a brief description.

- This is optional, but a succinct description can make judging an entry *much* easier for the jury.
  - Please don't include any identifying information about yourself or your company in your description.
  - After reading the terms and conditions, tick 'I agree to the terms and conditions.' (These can be found at the end of this document).
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**Section 3**

Upload attachments or include links to your work.

- Make sure uploads don't include your company logo or any other identifying branding or text, except where it's an integral part of the entry.
  - You may link to online videos, websites, landing pages relating to the entry. Please don't link to your own website.
  - When linking to a video, please do so on a platform where it can be downloaded by ICAD ie. Vimeo. Please don't link to social media posts.
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**Section 4**

Add team members if appropriate. You can add a maximum of 10 team members.

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**Digital Copies**

The Categories & Fees document (available in the awards section of the ICAD website) outlines the required file types, backup material, and fees for entries. Remember, these are the files that could go on to be published in the archive and shown at the awards ceremony.

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# FAQ

## **Does everyone who worked on the project need to be a member?**

All key creatives for a given entry must be ICAD members, or in the case of craft categories, the key craftsman (i.e., the photographer for a Photography entry).

The person actually entering projects into the awards platform does not necessarily require ICAD membership. The creative on whose behalf the work is being entered does. Anyone you'd expect to go on stage to accept the award should be a member.

## **What if I have trouble logging in?**

If you can't remember your award platform password, you can easily reset it through the award platform. If you continue to have difficulty logging in, please contact [awards@icad.ie](mailto:awards@icad.ie)

## **Can other people in my agency/studio submit entries too?**

Yes. Different people from the same company can submit entries. Each should set up their own user profile and assign the entries to the relevant company.

## **Do I need to be a member to enter for a Greenhorn or Student award?**

Yes.

## **How do I enter for a Greenhorn or Student award?**

Greenhorn and Student categories work differently from 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 three years or less). Please see the Categories & Fees document on the awards section of the ICAD website for further details.

## **How do I know what categories to enter?**

See the Categories & Fees document. If you're still not sure, contact [awards@icad.ie](mailto:awards@icad.ie). Please note that judges may move work between categories if they feel another category would better suit the work.

## **What's the difference between a single and a campaign entry?**

A single entry is where one execution is entered. A campaign entry includes more than one execution. In some categories, particularly in Design, 'campaign' is replaced with 'series' or 'range'.

## **What files do I need to submit?**

Please see the Categories & Fees document.

## **How many files should I provide?**

Please see the Categories & Fees document.

## **How many screenshots can I provide for TV and digital entries?**

Please see the Categories & Fees document.

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**Can I enter case study videos?**

Yes, if you feel it would help explain your entry, but remember, we'll be judging the concept and execution of your entry and not the production of your case study. If you feel a case study video is required, please consider the judges' time and keep it short.

**How do I best represent my work?**

In all instances, we are trying to simulate the original experience of the viewer for 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 while not overloading them with unnecessary information.

**What information should I include in my files?**

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

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# Terms and Conditions

By entering the ICAD Awards, entrants agree to be bound, and abide, by the following rules. ICAD (“we”) may vary the rules from time to time, in which case the variation will take effect from the date of publication of the new rules on our website: [icad.ie](http://icad.ie).

We have absolute discretion to determine the application of the rules or to resolve any ambiguity in them as we see fit.

- (i)** We may, in our absolute discretion, at any time, refuse or withdraw entries which, in our reasonable opinion:
  - breach applicable laws, regulations or industry-recognised codes of practice;
  - offend national sentiments, religious sentiments, or public taste;
  - do not meet the eligibility requirements; or
  - in any other way conflict with the rules.
- (ii)** Entries must have been aired or published between February 1st 2020 and March 31st 2021. No conceptual work will be accepted except in the case of student entries.
- (iii)** Entries must have been created by members of ICAD, but can contain elements supplied by non-members.
- (iv)** Only members of ICAD are eligible to receive awards.
- (v)** Entries must have been created for use in commercial advertising or design.
- (vi)** Work submitted for previous ICAD awards is not eligible except in the case of Greenhorn entries.
- (vii)** Individual pieces submitted to previous ICAD awards do not qualify for entry as part of campaigns even if they are included with newly created work. Altered work does not qualify for entry if submitted for previous ICAD awards.
- (viii)** We reserve the right to seek written proof from the commissioner that work submitted for judging in the ICAD awards was aired specifically as an advertising or design communication between the dates shown above.
- (ix)** The final closing date will be strict for all members.
- (x)** We will not enter into correspondence about entries.
- (xi)** The jurors’ decision is final. The jury reserves the right not to make an award in any category if they feel no entries deserve one.
- (xii)** Lobbying will disqualify the entrant.

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- (xiii)** Whilst every care will be taken in the storage of entries, ICAD will not accept responsibility for loss or damage of entries and our storage facilities are limited. Return of entries must be arranged by the entrant. Please indicate if you wish to receive your entries back at the time of entry.
- (xiv)** The board of ICAD is not permitted to interfere with the judging procedure, and all entered work that receives an ICAD Award is at the absolute discretion of the judging panel.
- (xv)** If the same piece of work is entered by two different companies into the same category, the entry from the company whose work is most relevant to that category will be accepted. The second party may forfeit their entry fees.
- (xvi)** Entrants for a Greenhorn Award must have been working in the industry for three years or less at the time of entry. Work entered must be valid commercial work.
- (xvii)** Entrants for a Student Award must be currently studying, or have graduated within the preceding 12 months. Work entered must have been created as part of their course.
- (xviii)** No entries can be withdrawn from the awards after the deadline.
- (xix)** Entry fees are non-refundable.
- (xx)** We cannot be held responsible for the miscalculation of entry fees on the part of an entrant. In all instances, the entrant is liable for the full amount.
- (xxi)** We reserve the right to determine, at our absolute discretion, whether the rules have been complied with. If we find the entrant may have breached the rules, we will invite the entrant to explain any mitigating facts or circumstances. If we find the rules have been breached, we have the right to disqualify the relevant entry.
- (xxii)** Entrants should not: (a) bring the awards into disrepute; or (b) do anything which could be prejudicial to the image and/or reputation of the ICAD Awards. Where we, in our absolute discretion, consider that the entrant has not complied with this clause, we may withdraw their entry or revoke their ICAD Award.