2023 Awards Categories

ICAD

Contents

Entry Information	File Type	Requirements
Entry Files	Images	300 dpi JPGs at 1920px wide (landscape)/1920px high (portrait). These may be used online and in print. Please do not provide pngs. Please upload a maximum of 12 images, except in the case of student or greenhorn entries. Greenhorn and student entries are not limited but we still ask that you be conscious of the judges time.
	Video	Please only use vimeo links which are set to allow download. For awarded projects, please note these links will also be used in the awards gallery on the ICAD website. Please only submit videos which are 1920 x1080px or larger.
	Audio	Audio can be uploaded as an mp3 or a wav file.
	PDF	Pdfs can be uploaded to support entries, however if awarded, these files will not be dipsplayed in the awards gallery on the ICAD website.
	URL	Urls to product websites can be included however links to social media platforms, company or personal websites will be removed, except in the case of student or greenhorn entries, or where the company website itself is part of the entry.
	Case Study	Films that demonstrate your idea are accepted however, the jury will be judging the concept and/or execution of your entry and not the production of the 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.
	Project Image	All entries must be accompanied by at least one high resolution (300dpi) jpg which is suitable for use both in print and on screen.
Entry Pricing	Standard Entry Fee	All entries submmitted before 3rd of March will cost a flat rate of €50 per entry.
	Late Entry Price	All entries made after March 3rd will be charged at a rate of €100 per entry.

Advertising Categories	Category	Description
Display Enter imagery created to promote a brand or cause that has been displayed outdoor, in print or online. In this category, the jury are judging the image, the idea behind it and the quality of the way in which it was brought to life.	Outdoor display	Outdoor posters of any size. This category also covers special builds, outdoor digital display, etc.
	Online display	—
	Consumer display	Press and trade advertisements of any size. wraps, etc.
Radio Enter radio ads created to promote a brand or cause that has appeared on radio. The jury 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 30s	—
	Radio commercial over 30s	—
	Radio commercial campaign	—
Film Enter commercial films produced with the original intention that they be run on TV, cinema, live and online. The jury 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	—
	TV commercial over 30 seconds	—
	Cinema commercial	A commercial made with the initial intention of running in cinema.
	Web film up to 60 seconds	—
	Web film over 60 seconds	—
	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.
	Branded film content	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.
	Stings	Stings refer to the intro and outro sponsorship bookmarks of a tv programme. They vary in terms of length from 5 to 10 seconds.
	VOD/VOL	Commercial films designed for video-on-demand / video on line platforms.

Advertising Categories	Category	Description
Innovation Enter work created to promote a brand that demonstrate an innovative use of materials, technology or media. The jury are juding the innovation. The quality of the idea, the way in which it displays creative innovation.	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.
	Creative use of Media	Innovative utilisationof existing or emerging media platform/s. Marketing that uses the medium in a groundbreaking way to promote a brand.
	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.
Experience	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.
	Branded Social Post	A single branded post on a social network, creatively utilising that particular network's individual qualities or strengths to engage consumers.
	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.
	Digital experience	An outstanding interaction between a user and an organisation that is enabled by digital technologies.

Advertising Categories	Category	Description
Integrated and Earned	Integrated campaign	Campaigns where a central idea connects across a variety of media.
	Earned media campaign	A campaign so engaging that consumers and press take it and spread the word through social media, editorial, PR etc. The campaign effectively uses these unpaid channels to create buzz.
	Tactical advertising	Branded content or entertainment that uses the popularity of a specific news story, individual or event to generate 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, documentaries, films, radio, audio and TV programmes.
Advertising Craft	Art direction	—
	Copywriting	—
	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.
	Illustration & graphics	—
	Photography	—
	Typography	—
	Use of music	—
	User experience for advertising	—

Production Categories	Category	Description
Production Craft Enter work created on behalf of a brand or cause that demonstrates creative excellence in the execution of the craft being awarded. The jury are judging the quality of the craft referenced in a given category.	Animation	The animator / animation company / postproduction / production company should enter.
	Cinematography	The cinematographer / production company should enter.
	Editing	The editor / post-production /production company should enter.
	Music (new score)	The composer / postproduction/production company should enter.
	Production design for film	The set designer / production company should enter.
	Sound design	The audio company / postproduction / production company should enter.
	Visual/special effects	Special effects for film ads, both in camera and added after filming. The postproduction / production company should enter.
	Direction Single	The director/production company should enter.
	Direction Campaign	The director/production company should enter.

Design Categories	Category	Description
Identity and Branding	Logo	Design or redesign of logos or families of logos.
	New branding schemes	—
	Rebranding schemes	—
Print	Book(s)	—
	Book cover(s)	—
	Catalogue(s) / brochure(s) / report(s)	—
	Newspaper(s) / Magazine(s) / Periodical(s)	—
	Poster(s)	—
	Stamp(s)	—
	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.
	Integrated graphics	Graphic design work with one concept applied across a range of formats, e.g. poster, programme, and email invitation for an event.
	Print for direct mail marketing	—
Digital	Phone/tablet app UI design	Design work specifically intended for consumption via mobile / tablet.
	Website design	—
	User experience design	Design improving accessibility, usability, or pleasure of interaction by the user.
	Immersive digital design	Interactive/augmented reality installations or projections that create immersive experiences. May or may not be interactive.
	Motion Design	Graphic design for moving image work. This can include animations, concert graphics, animated signage, idents, etc.
	Applied digital graphics	Anything that doesn't fit into the other digital design categories, e.g. evites, social posts, tickets etc.

Design Categories	Category	Description
Environmental	Permanent branded environment	Branded environments (real world, not virtual). Retail stores, restaurants, offices, interiors, public spaces, etc.
	Temporary branded environment	Branded environments (real world, not virtual). Pop up shops, restaurants, festivals, etc. — the branding of temporary spaces both indoor and outdoor.
	Wayfinding	Design and implementation of a visual system that seeks to guide or organise people in a space.
	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.
Packaging	Consumer goods	—
	Cover/sleeve design(s) for music or film	—
Design Craft	Art direction	—
	Illustration	The illustrator should enter.
	Use of illustration	Illustration used as an integral and fundamental part of the design concept. The design studio should enter.
	Photography	The photographer should enter.
	Use of photography	Photography used as an integral and fundamental part of thedesign concept. The design studio should enter.
	Typeface & Lettering Design	Design of published or proprietary typefaces & lettering. The type designer or lettering artist should enter.
	Use of Type & Lettering	Type & lettering used as a fundamental part of the design concept. The design studio should enter.
	Printing	The printer should enter. This category awards excellence in printing.

	Category	Description
Student Award 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 3rd level education.	Advertising	A body of work in the field of advertising, created as part of a 3rd level educational programme.
	Design	A body of work in the field of design, created as part of a 3rd level educational programme.
	Craft	A body of work created by a craftsperson (illustrator, photographer, director etc) as part of a 3rd level educational programme.
Greenhorn Award Entrants to Greenhorn categories must be be working in their industry for 3 years or less. Speculative work is not accepted.	Advertising	A body of work by an art director or copywriter working as a creative in the industry for less than 3 years.
	Design	A body of work by designer working as a designer in the industry for less than 3 years.
	Craft	A body of work by a craftsperson (director, illustrator, photographer etc) working in the industry for less than 3 years.
Creative for Change Work created in support of a cause, charity, institution or political event. The creative, the concept 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.	Advertising	Agency or creative should enter.
	Design	Design studio or creative should enter.