

WE

SEE

YOU

THE
— SKULLS
MMXIX



There be published...
de Berville's...
Paris about 1640
the Church of St.
published...
(1640);...
serious study pub-
lic tradition, and
... (1655-56)
... (1655-56)

... and the other
decorative style in Rome,
find a style which is more
renaissance, exemplified in works
possible, free from all external
by reason of their propor-
the antique by their granitoid
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Storza (II Moro), having been
abundantly shown, from 1474
to have been engaged principally as
the vigorous manner of Mantegna
form. It is true that only scanty
work at this time have been found,
rately discovered fresco fragments,
the Casa Piarotti in the Brera
various philosophers, poets, and
poorly preserved decorative
Cass. Fontana, and among panel
the Scourging of Christ (Badia
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Suda in Jahrbuch der Kunst-
Mehrbachstein Kaiserhauses (1905),
secret and rather weak imitator
name, but not his teacher as was
... (ed. Milanesi-Sansoni, IV, 175),
rally devoted himself to Gothic,
did in some designs for the
... from the start an ex-
...
Stille Bremgarten, became
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... proportions, internal
... relation of parts, and
... forms.

... content in this line is the
... Santa Maria presso S. Satiro,
... has a flat end and a false
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... plan and surmounted by
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... explain Bramante
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... Cancellaria in its beautiful sym-
... simplicity, and its monum-
... doubtless Bramante is the
... little circular temple in the c
... Montorio (completed in 1502),
... after the manner of an antique
... first structure consciously desig
... the classic spirit, embodying th
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... ple the building. Other wor
... Roman period are the ecc
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... can, the extension of the f
... most majestic creation, t
... of the High Renaissance
... art is the new St. Peter
... was intended originally
... tomb of Julius II, begun
... St. Peter's, its re-
... cessity and, liv
... after the acco-
... nextion with t
... early as 18 A
... of St. Helena
... The ways

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THE PADC
CALL FOR ENTRY BOOK

PADC.COM.AU



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Affiliates



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Key Dates



31/07/18 – 01/08/19

Work must have been first published or aired to be eligible for The Skulls 2019



17/07/19

Call for Entries Open



23/08/19

Call for Entries Close (Late fees apply after 15/08/19)



10/09/19 – 11/09/19

Judging



08/11/19

Awards Night

Entry Fees



Single Categories

Members (PADC)

\$185

Non-Members

\$230



Campaign Categories

Members (PADC)

\$290

Non-Members

\$335

Student Categories

Members

\$0

Non-Members

\$100

For further information regarding pricing, early bird, late fees and merchant fees. Please visit the online award system theskulls.awardsplatform.com

Rules, Terms & Conditions

1. Any work first published or aired **between 31st July 2018 and 1st August 2019** is eligible for the Awards.
2. All entries must be accompanied by a signed award entry declaration in order to be eligible for entry into the awards. The declaration must be uploaded with EACH online entry.
3. The PADC accepts work that has appeared anywhere in the world, with the following requirements:
 - A. In all non-craft categories; the work must have originated, and the execution overseen, by Western Australian-based creatives. In the case of work produced by an agency in partnership with a non-WA-based agency, WA-based creatives must have played a significant role in the work's conception and execution.
 - B. In craft categories; the work must have been completed by a Western Australian supplier, even if originated elsewhere.
4. Check with your Production Company or Agency before entering work to avoid duplicate entries. Please note that PADC does not refund for any duplicate entries. If a piece of work is entered more than once into one category, PADC reserves the right to remove one of those entries from the Awards. In the case of film and video, if both an agency and production company entering the same work, an agency's entry will be granted favour. In the case of Craft in Film, if both a production or post-production company and an agency enter the same work, the post-production company's entry will be favoured over an Agency's.
5. Please choose the category/section you are entering your work in with care. Read thoroughly through these Call for Entry details before submitting work as PADC does not refund ANY entry fees under any circumstances.
6. If you are entering the same work into more than one category, you must provide a separate piece of work for each category. Under no circumstance can entries be transferred from category to category.
7. Have you entered it before? Work entered in previous years is only eligible as part of a campaign entry and only when outnumbered by new advertisements of the same campaign. PADC will remove any ineligible work which has appeared in the PADC Awards in previous years.
8. If work is submitted in a language other than English, it must include an English translation or English subtitles as all entries will be judged in English.
9. Any person or firm professionally engaged in or studying any fields covered by the categories listed may submit work. For example: Advertising Agencies, Design Groups, Film Production Companies, Marketing or Manufacturing Companies, Radio Stations etc.
10. All entries awarded must be able to provide proof of publication or broadcast, plus proof that the work was approved and paid for by the client. If proof is not provided or is deemed insufficient then work will automatically be disqualified. The judges' decision on validity of proof is final. Directors' and Agency cuts that did not air and/or, were not approved by the client are not eligible.
11. PADC judges reserve the right to reject a piece of work they feel doesn't comply with the spirit of the PADC. The purpose of this is to actively discourage people seeking loopholes in order to enter work that has been created solely for the Awards and not for bona fide clients.
12. Anyone found deliberately breaking the rules of entry as laid out in this booklet or entering an item (or a version of an item) that never ran may have their work and any work bearing their name deemed ineligible for the Awards for up to two years.

13. The entrant grants PADC permission to show the entries at any time PADC deems appropriate. The entrant agrees not to hold PADC responsible for any claim made against it by reason of such uses.
14. With respect to film & television, radio and interactive media the entrant grants the right for PADC to use the agency's spots for similar purposes. Under no circumstance shall the entrant or anyone claiming through or acting on behalf of the entrant, require any royalty payment by PADC in respect to the use of such entries or material for any purpose.

Any question regarding category referral contacts, uploads, credits and fees, please contact PADC for assistance.

Contact: **Tia Brazier**
M: 0414 444 0855
E: admin@padc.com.au

Categories

A. Film & Television Advertising

- 01 Retail – Individual
- 02 Retail – Campaign
- 03 Brand – Individual
- 04 Brand – Campaign
- 05 Community/Charity – Individual
- 06 Community/Charity – Campaign
- 07 Branded Content – Individual
- 08 Branded Content – Campaign

B. Print Advertising

- 01 Magazine Retail – Individual
- 02 Magazine Retail – Campaign
- 03 Magazine Brand – Individual
- 04 Magazine Brand – Campaign
- 05 Newspaper Retail – Individual
- 06 Newspaper Retail – Campaign
- 07 Newspaper Brand – Individual
- 08 Newspaper Brand – Campaign
- 09 Community/Charity – Individual
- 10 Community/Charity – Campaign

C. Out of Home Advertising

- 01 Outdoor – Individual
- 02 Outdoor – Campaign
- 03 Transit – Individual
- 04 Transit – Campaign
- 05 Street Furniture
- 06 Targeted Indoor – Individual
- 07 Targeted Indoor – Campaign
- 08 Interactive OOH – Individual
- 09 Interactive OOH – Campaign

D. Radio & Audio Advertising

- 01 Retail – Individual
- 02 Retail – Campaign
- 03 Brand – Individual
- 04 Brand – Campaign
- 05 Community/Charity – Individual
- 06 Community/Charity – Campaign
- 07 Other Audio

E. Direct Marketing

- 01 Direct Mail – Individual
- 02 Direct Mail – Campaign
- 03 Digital Direct Response – Individual
- 04 Digital Direct Response – Campaign

F. Digital Marketing

- 01 Digital Adverts – Individual
- 02 Digital Adverts – Campaign
- 03 Integrated Digital Campaign
- 04 Online Film
- 05 Games
- 06 Use of Social Media
- 07 Website Campaign
- 08 Online Promotional Campaign
- 09 Innovative Use of Technology

G. Integrated Campaign

- 01 Integrated Campaign – Brand
- 02 Integrated Campaign – Community/Charity

H. Brand Design

- 01 Brand Scheme \$20,000+
- 02 Brand Scheme \$20,000-
- 03 Campaign Design
- 04 Publications – Individual
- 05 Publications – Series
- 06 Point-of-sale/Posters – Individual
- 07 Point-of-sale/Posters – Series
- 08 Packaging – Individual
- 09 Packaging – Range
- 10 Brand Expression/Moving Images
- 11 Digital Brand Expression
- 12 Logos
- 13 Other

I. Digital Design

- 01 Digital Installations
- 02 User Experience Design (UX)
- 03 User Interface Design (UI)
- 04 Websites (General)
- 05 Websites (E-commerce Focus)
- 06 Websites (Mobile)
- 07 Digital Tools, Apps & Utilities
- 08 Innovative Use of Technology

J. Promotional & Experiential Marketing

- 01 Best use of experiential marketing in a promotional campaign
- 02 Best use of ambient and/or guerrilla marketing in a promotional campaign
- 03 Best new product launch & relaunch or multi-product promotion at retail
- 04 Best sponsorship or partnership campaign
- 05 Best use of other digital media marketing in a promotional campaign
- 06 Best use of mobile and social media marketing in a promotional campaign

K. Creativity for Good

- 01 Advertising & Marketing Communications – Community/Charity
- 02 Advertising & Marketing Communications – Brands
- 03 Design – Community/Charity
- 04 Design – Brands

L. Communication Crafts

- 01 Best Writing
- 02 Best Art Direction and Design
- 03 Best Typography
- 04 Best Photography
- 05 Best Digital Enhancement
- 06 Best Illustration
- 07 Best Direction
- 08 Best Cinematography
- 09 Best Editing
- 10 Best Digital Visual Effects & Animation
- 11 Best Motion Design
- 12 Best Use of Sound – Radio
- 13 Best Use of Sound – Film & Television
14. Best Original Composition
15. Best Experiential Design
16. Best Digital Development

M. Student Skulls

- 01 Advertising
- 02 Design
- 03 Film
- 04 Photography

A. Film & Television Advertising

Charity ads in this category can only be entered in A.05 and A.06 and no other sub-category.

Director's cuts, agency cuts or versions that did not air and were not approved by the client are not eligible. In this category the judges will mostly evaluate the idea, rather than film craft.

All entries in this category can be of any length.

A.01 Retail, Individual	A retail television or large format screen advert of any length.
A.02 Retail, Campaign	Three or more retail television or large format screen advert of any length that form the campaign.
A.03 Brand, Individual	A brand television or large format screen advert of any length.
A.04 Brand, Campaign	Three or more brand television or large format screen advert of any length that form the campaign.
A.05 Community/Charity, Individual	A community service/charity television or large format screen advert of any length.
A.06 Community/Charity, Campaign	Three or more community service/charity television or large format screen advert of any length that form the campaign.
A.07 Branded Content, Individual	Branded content is likeable and shareable creative. This form of entertainment should support the brand's core values. If the branded content evokes a strong feeling of positivity towards the brand, regardless of the brand's presence in the content, it has been successful.
A.08 Branded Content, Campaign	

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

B. Print Advertising

Charity ads in this category can only be entered in B.09 and B.10 and no other sub-category. All campaign entries must consist of three or more components. Agency cuts or versions that were not published and/or were not approved by the client are not eligible.

B.01 Magazine Retail, Individual	
B.02 Magazine Retail, Campaign	Minimum of 3 executions.
B.03 Magazine Brand, Individual	
B.04 Magazine Brand, Campaign	Minimum of 3 executions.
B.05 Newspaper Retail, Individual	
B.06 Newspaper Retail, Campaign	Minimum of 3 executions.
B.07 Newspaper Brand, Individual	
B.08 Newspaper Brand, Campaign	Minimum of 3 executions.
B.09 Community/Charity, Individual	
B.10 Community/Charity, Campaign	Minimum of 3 executions.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

C. Out of Home Advertising

Out of home advertising must stand alone to communicate the idea. A case study video is optional and at entrant's discretion. All entries must provide an in-situ image to demonstrate where (and how) the work ran.

C.01 Outdoor, Individual	Billboards – static, interactive and digital.
C.02 Outdoor, Campaign	Billboards – static, interactive and digital.
C.03 Transit, Individual	Public transport including bus, train and taxis, inside subways, train and bus stations.
C.04 Transit, Campaign	Public transport including bus, train and taxis, inside subways, train and bus stations.
C.05 Street Furniture	Bus shelters, phone kiosks, information pillars, Superlite, Citylight and Metrolite.
C.06 Targeted Indoor/POS, Individual	Any indoor execution – Bathrooms, bars, clubs, universities, fitness centres, shopping centres, airports, supermarkets, inside & outside windows tradeshows, roadside, freestanding panels etc.
C.07 Targeted Indoor/POS, Campaign	Any indoor execution – Bathrooms, bars, clubs, universities, fitness centres, shopping centres, airports, supermarkets, inside & outside windows tradeshows, roadside, freestanding panels etc.
C.08 Interactive Out of Home, Individual (New)	Open to both indoor and outdoor execution that can clearly showcase how the execution was able to be interacted with. Can include point of sale.
C.09 Interactive Out of Home Campaign (New)	Open to both indoor and outdoor execution that can clearly showcase how the execution was able to be interacted with. Can include point of sale.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

D. Radio & Audio Advertising

Charity ads in this category can only be entered in D.05 and D.06 and no other sub-category.

Director's cuts, agency cuts or versions that did not air and were not approved by the client are not eligible.

All entries in this category can be of any length.

D.01 Retail, Individual	
D.02 Retail, Campaign	Minimum of 3 executions.
D.03 Brand, Individual	
D.04 Brand, Campaign	Minimum of 3 executions.
D.05 Community/Charity, Individual	
D.06 Community/Charity, Campaign	Minimum of 3 executions.
D.07 Other Audio	Includes but not limited to online only streaming, or on demand services, websites, podcasts, IVR outdoor, in-store, stadiums, airports etc. Also includes audio logos, brand songs and live reads.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

E. Direct Marketing

To be eligible to enter work in Direct Marketing category, each piece of work must have a specific and measurable call to action.

Direct Marketing is advertising that communicates straight to a single customer.

Community and charity direct marketing can be entered into all categories.

E.01 Direct Mail, Individual	All entries can either be commercial or non-commercial in nature and be submitted exactly as they were mailed, including any other envelope, letter, brochure and response mechanism. Print samples can be provided.
E.02 Direct Mail, Campaign	
E.03 Digital Direct Response, Individual	All entries can either be commercial or non-commercial in digital nature.
E.04 Electronic Direct Mail, Campaign	All entries can either be commercial or non-commercial in digital nature.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

Hard copies are optional for this category and must be delivered to the PADC office by 5pm, 22nd August 2019.

F. Digital Marketing

In this category the judges will consider both the idea and technique. Please ensure all URLs for submitted work are live to 31 January 2020, if this is not possible then a self-contained site on your server must be created. PADC will not be held responsible for URLs submitted live that do not function on judging days.

F.01 Digital Adverts, Individual	Including expanders, sequential, synchronised, social (ads built to social specs), in-app promotions etc. This excludes sponsored social content posts.
F.02 Digital Adverts, Campaign	Must include 3 or more executions as listed above.
F.03 Integrated Digital Campaign	Solely online media. Minimum of 3 platforms, e.g. sites, banners, social media.
F.04 Online Film	Video content specially developed for online social platforms or websites. The film must be shareable, likeable content.
F.05 Games	Any games developed for web that are not apps. This may include console, handheld, interactive installations, and physical real-world games e.g. social hunts.
F.06 Use of Social Media	Social media-based advertising solutions. Social media apps and ads, sponsored tweets, competitions, takeovers.
F.07 Website Campaign	Websites used for advertising campaign solutions.
F.08 Online Promotional Campaign	Response-based digital promotion which includes multiple entry mechanics, e.g. mobile app, websites, social, digital pos, kiosk etc.
F.09 Innovative Use of Technology (Concept)	Innovative use of an existing or new digital technology or group of technologies in order to enhance the user experience and/or brand communications. This can include (but is not limited to) smart automation, commercial and public APIs, apps, on-demand services, content crowdsourcing/ distribution, VR/AR applications and cloud services.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

G. Integrated Campaigns

An integrated campaign is a communications idea that uses a minimum of three components across at least two of the following mediums:

1. Film
2. Print
3. Radio
4. Posters
5. Interactive
6. Direct Marketing

All entries in this category can be of any length.

All charity work must be entered into G.02

A video case study is mandatory.

G.01 Integrated Campaign, Brand	Campaigns for brands where a central idea connects across a variety of media.
G.02 Integrated Campaign, Community/Charity	Campaigns for charity and community services where a central idea connects across a variety of media.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

H. Brand Design

In this category the judges will consider both the idea and technique.

H.01 Branding Scheme \$20,000+	Should express the brand through a number of platforms.
H.02 Branding Scheme \$20,000-	Should express the brand through a number of platforms.
H.03 Campaign Design	Cross-medium solution. Must cover at least 3 media.
H.04 Publications, Individual	Books, annual reports, brochures, categories etc.
H.05 Publications, Series	Three or more of same as above.
H.06 Point-of-sale/Posters, Individual	
H.07 Point-of-sale/Posters, Series	Three or more elements.
H.08 Packaging, Individual	
H.09 Packaging, Range	Three or more elements.
H.10 Brand Expression in Moving Image	Including websites, apps, games, film and digital.
H.11 Digital Brand Expression	Work which communicates a brand through a digital platform. Excluding websites.
H.12 Logos	Single logos or family of logos. Could be static or in-motion.
H.13 Other	Doesn't belong in any other category.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

Hard copies are optional for this category and must be delivered to the PADC office by 5pm, 22nd August 2019.

I. Digital Design

In this category the judges will consider both the idea and technique. Please ensure all URLs for submitted work are live to 31 January 2020, if this is not possible then a self-contained site on your server must be created. PADC will not be held responsible for URLs submitted live that do not function on judging days.

I.01 Digital Installations (Kiosks, Projections, AR etc.)	Video installations or projections that create immersive environments, including AR and VR experiences.
I.02 User Experience Design (UX)	Design of which focuses on user satisfaction by usability and ease of use, providing a pleasurable interaction in a digital environment (website, app, mobile etc.).
I.03 User Interface Design (UI)	Digital graphic design which focuses on transference of a brand's strengths to a product's interface to best enhance the user's brand experience in a digital environment (website, app, mobile etc.).
I.04 Websites (General)	Standalone websites & microsites without e-commerce functionality. URL required.
I.05 Websites (E-commerce Focus)	Standalone websites & microsites with e-commerce functionality. URL required.
I.06 Websites (Mobile)	Standalone websites & microsites that are primarily designed for mobile or have an innovative approach to mobile design and functionality. URL required.
I.07 Digital Tools, Apps & Utilities	Branded digital tools or services that engage consumers and improve their experience e.g. apps, screensavers, widgets.
I.08 Innovative Use of Technology (Design)	Innovative use of an existing or new digital technology or group of technologies in order to enhance the user experience and/or brand communications. This can include (but is not limited to) smart automation, commercial and public APIs, apps, on-demand services, content crowdsourcing/ distribution, VR/AR applications and cloud services.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

J. Promotional & Experiential

In this category the judges will consider specifically how the medium was used to evoke consumer activation.

J.01 Best use of experiential marketing in a promotional campaign	Includes exhibitions, pop-up retail solutions, sport events, music festivals, concerts, trade shows, publicity stunts, interactive events and instalments.
J.02 Best use of ambient and/or guerrilla marketing in a promotional campaign	Includes small scale ambient media such as out-of-store sampling, glasses, beer mats, ashtrays, flyers, stickers, signage, street teams, street art, street furniture and transit advertising. Supersize sites, 3D and non-traditional sites, ticket barriers, floor media, signage, wallscape, digital billboards, window clings, helicopter banners etc.
J.03 Best new product launch & relaunch or multi-product promotion at retail	All new products launched on the market for the first time, products placed again on the market after adapting them to changing market conditions and promotion activities that encompass multiple brand and categories at the same time.
J.04 Best sponsorship or partnership campaign	For a campaign that utilised a sponsorship or tie-in partner e.g. sports, live shows, festivals, concerts and entertainment. Please submit appropriate samples and/or photography as support.
J.05 Best use of mobile and other digital media marketing in a promotional campaign	Including social media, Bluetooth, MMS, SMS, WAP, PDA, GPS, tablet, MP3 players, mobile games, mobile apps, QR codes, widgets, mobile marketing, other mobile communication and digital installations.
J.06 Best use of social media marketing in a promotional campaign	Social marketing in a promotional campaign includes blogs, wikis, video sharing sites, hosted services, web apps and viral content.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

K. Creativity for Good

In this category the judges will be looking primarily at how a creative idea has been used to drive good and how it could evoke positive social impact and the capacity to change behaviour.

K.01 Advertising & Marketing Communications – Community/Charity	Work that provides a benefit to the greater good for charities, community services and NGOs. Both advertising or marcomms campaigns and individual executions or public service announcements can be entered.
K.02 Advertising & Marketing Communications – Brand	Work that seeks to build brands and businesses by doing good. Both advertising and marcomms campaigns or individual executions can be entered.
K.03 Design – Community/Charity	Design work that provides a benefit to the greater good for charities, community services and NGOs.
K.04 Design – Brand	Design work that seeks to build brands and businesses by doing good.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

Hard copies are optional for this category and must be delivered to the PADC office by 5pm, 22nd August 2019.

L. Communications Crafts

In this category the judges will be looking primarily at the contribution the specific craft has made within the overall context of the work. The craft must add to the idea and further develop the execution.

Note: There are no campaign options in this sub-category. Elements must be entered individually. Director's cuts, agency versions and alike are not permitted.

L.01 Best Writing	English only.
L.02 Best Art Direction & Design	Includes design and visual style execution.
L.03 Best Typography	Work where typography brings the creative idea to life.
L.04 Best Photography	Work where photography brings the creative idea to life.
L.05 Best Digital Enhancement & Manipulation	Stills only.
L.06 Best Illustration	Work where illustration brings the creative idea to life.
L.07 Best Direction	Work that brings the idea to life through the director's innovation and vision. Web, television or film.
L.08 Best Cinematography	Outstanding in-camera photography.
L.09 Best Editing	All aspects of the film's edit will be considered, including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.
L.10 Best Digital Visual Effects & Animation	Animation for film ads. Including computer generated 3D, 3D modelling, stop-frame and cel.
L.11 Best Use Motion Design	Effects added after filming, e.g. digital effects, CGI and compositing.
L.12 Best Use of Sound – Radio	Sound design that is integral to the work and brings the idea to life.
L.13 Best use of Sound – Television	Sound design that is integral to the work and brings the idea to life.
L.14 Best Original Composition	A track that is specifically scored for a particular project.
L.15 Best Experiential Direction	Direction of experiential environments with a focus on the positive brand perception created by the quality of the consumer experience.
L.16 Best Digital Development	Innovative digital development that creates a positive brand perception or user experience.

Entry Requirements

All entries must be accompanied with an award entry declaration authorising entry and confirming publication date (please see page 22).

For technical specifications, please refer to page 21.

M. The Student Skulls

The Student Skulls are open to any currently enrolled or recently graduated student (within 24 months) studying at a Western Australian based tertiary institution, who is not currently employed as a 'creative' in the advertising/design/marketing industry.

You **MUST** be a current Student Member of the PADC to qualify for free entry.

Visit padc.com.au and click **BECOME A MEMBER** – it's only \$25 to join.

You can find the Advertising and Design Briefs at the URLs listed below.

M.01 Advertising	Download the Advertising Brief at https://bit.ly/2Ltd9Sq
M.02 Design	Download the Design Brief at https://bit.ly/2xQ40KP
M.03 Film	Max length 6 mins, produced between 31 July 2018 and 1 August 2019. More information at https://bit.ly/2JAUL7Q
M.04 Photography	Three pieces of your best work produced between 31 July 2018 and 1 August 2019. More information at https://bit.ly/2GgRw3r

Entry Requirements

M.01 & M.02 Advertising & Design - PDF

300 dpi (max A4) – PDF, one image per page

M.03 Film Video – MOV or MP4

1920x1080, 10,000-12,000 kbit/s, AAC 192 kbit/s or greater

M.04 Photography Image – JPEG

300 dpi (max A2, approx. 7,000 x 5,000 px) – JPEG compression 10

How to Enter

This section provides technical specifications for uploads which is also provided on the award call for entry website.

A. Film & Television

L. Communication Craft (L.07 – L.11, L.13)

Uploads

- Spot MOV or MP4 (min 3 spots to be eligible as a campaign)
- 1,920 x 1,080, 10,000-12,000kbit/s, AAC 192kbit/s or greater.
- Campaigns, no clappers, 5 secs black top and tail, no countdown
- 4 x stills, JPEG
- Creative Overview, max 100 words
- Signed award entry declaration, PDF

Submit Online

- Entry credits
Please ensure they are correct as this is how they will appear if awarded

Note

- L.10 must include before and after MOV
- Case study videos are recommended for A.07-A.10
- Submitting a script is optional for any entry
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING.

How to Enter, continued

B. Print

C. Out of Home

E. Direct Marketing

H. Brand Design

L. Communication Craft (L.01 – L.06)

Uploads

- 1 x PDF (campaign must have minimum 3 components/executions)
- 4 x stills, JPEG
- In situ photo JPEG/PDF (optional – although highly recommended for outdoor)
- Creative Overview, max 100 words
- Signed award entry declaration, PDF

Submit Online

- Entry credits
Please ensure they are correct as this is how they will appear if awarded)

Submit Hard Copy Sample To PADC

(Optional for E. Direct Marketing, H. Brand Design & L. Communications Crafts Only)

- Download & print entry forms
- Optional objects/samples e.g. packaging
- Write entry number on sample

Delivery Address: Brookfield Place, level 14 – Dentsu Aegis Network Tower 2, 123 St Georges Terrace, Perth WA 6000

Deadline: 5pm, Thursday 22nd August 2019

Note

- L.06 must include before and after JPEGs
- Case study videos are optional
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING.

How to Enter, continued

G. Integrated Campaign

J. Promotional & Experiential

K. Creativity for Good

L.15. Best Experiential Direction

Uploads

- 1 x case study video MOV or MP4 (maximum 2 minutes)
- One of each individual component that makes up the campaign e.g. television as MOV, print as PDF etc.
- In situ photo JPEG (not applicable for G. Integrated Campaign)
- Creative Overview, max 100 words
- Signed award entry declaration, PDF

Submit Online

- URLs for digital components
- Entry credits
Please ensure they are correct as this is how they will appear if awarded)

Note

- Entries must have 3 or more components to be eligible as a campaign.
- PR clippings are optional and left to the entrant's discretion.
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING.

How to Enter, continued

D. Radio

L.11. Best use of sound, radio

L.14. Best original composition

Uploads

- MP3 (campaigns must have a minimum of 3 components)
- Script PDF
- Creative Overview, max 100 words
- Signed award entry declaration, PDF

Submit Online

- Entry credits
Please ensure they are correct as this is how they will appear if awarded

Note

- Entries must have 3 or more components to be eligible as a campaign.
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING.

How to Enter, continued

F. Digital

I. Digital Design

Uploads

- 1 x case study video MOV or MP4 (maximum 2 minutes)
- 4 x JPEGs
- In situ photo (I.01 optional)
- PDF document of all URLs
- Creative Overview, max 100 words
- Signed award entry declaration, PDF

Submit Online

- URL (the work)
 - URL (overview video/case study – NO AGENCY BRANDING)
 - Entry credits
- Please ensure they are correct as this is how they will appear if awarded

Note

- ALL URLS MUST BE LIVE UNTIL 31 JANUARY 2020
- If the campaign is no longer live, a self-contained site on your server must be created.
- PADC will not be held responsible for URLs submitted live that do not function on judging days.
- Entries must have 3 or more components to be eligible as a campaign.
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING.

How to Enter, continued

Entry Checklist Overview

Each category provides a simple checklist for you to follow. Here is a simple three step process to ensure your entry is ready.

1. Check the category you have entered your work into. Make sure your submission meets the criteria of this category. Once entered, the submission cannot be cancelled.

2. Please reference the checklist provided in each category as they do vary.

Fields not labelled *optional* are mandatory. You won't be able to process your entry until you have provided all the mandatory fields.

3. Double check and triple check your credits. Make sure that names are spelt correctly as they will appear on awards as they are entered.

AWARD ENTRY DECLARATION

The Award Entry Declaration replaces the client letter as an entry requirement. The declaration is also provided on the last page of this Call for Entries booklet.

All entries must be accompanied by a completed Award Entry Declaration in order to be eligible for entry into the awards. This declaration must be uploaded online with each entry. As the declaration can list various entries it may be uploaded multiple times as long as the entry is listed within the declaration.

How to Enter, continued

File Format Guidelines

Naming Conventions

Please use the following naming convention for all your uploaded supporting documentation:

- {entry-id}_{title}.extension
- *Example: 1-A.01_mytitle.pdf*

Where do you find your entry ID?

Your Entry ID is generated on the online award system. To find your entry ID, please select **MY ENTRIES** from the left-hand navigation panel. Your entry IDs will be listed on this page.

Document – PDF

300 dpi (max A4) – PDF

Image – JPEG

300 dpi (max A2, approx. 7,000 x 5,000 px) – JPEG compression 10

Video – MOV or MP4

1,920 x 1,080, 10,000-12,000 kbit/s, AAC 192 kbit/s or greater

Video Still – JPEG

300dpi (minimum 1,920px x 1,080 px)

Overview Video – MOV or MP4

Maximum duration – 2 minutes

1,920 x 1,080, 10,000-12,000 kbit/s, AAC 192 kbit/s or greater

Radio – MP3

44.1kHz, 16bits at 320kbit/s or greater

Creative Overview

100-word description of the entry

