



WORLD
OF
20
20

**PADC SKULLS
SHOWCASE 2020**

Dates and Entry Requirements



KEY DATES

31/08/19 — 01/11/20

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

20/10/20

Call for Showcase Entries Open

30/11/20

Call for Showcase Entries Close

11/12/20

Awards Night

ENTRY FEES:

Large Design, Advertising and Digital agencies (Up to 10 pieces of work, 20+ people employed on staff) \$2,500+GST total

Medium Design, Advertising and Digital agencies (Up to 5 pieces of work, up to 20 people employed on staff) \$1,250+GST total

Large Production agencies (Up to 4 pieces of work) \$1,000+GST total

Small Production agencies + Individual Contributors \$250+GST single entry or single campaign entry

Please note: The entry fees are based on contributions towards the Showcase night, the PADC and the local WA industry. If you don't want to contribute the full amount of allocated work from your agency, there is an 'Agency Donation' entry that you can use to still make up the full financial contribution for your tier. Your support is greatly appreciated to help us run the night!

PHYSICAL PRINTOUTS AND BOARDS

All work submitted and featured will be shown on screens within the Museum environment as a rotating gallery. If you would like your work to be considered for mounting on the gallery boards in the Museum as well as the rotating screens, you may supply mounted print outs to A3 size ONLY on A3 foam core boards (no border, trimmed to size). Thin double-sided tape is preferred over spray glued boards if possible.

There is no extra charge for mounted work submissions, but every submission MUST contain a digital version uploaded through the portal as well.

Physical boards can be dropped off at **Brookfield Place Tower 2, Dentsu Attn: Tia Brazier (Isobar), 123 St Georges Terrace, Perth, no later than 5pm on Monday 30/11/20.**



RULES, TERMS & CONDITIONS

1. Any work first published or aired between 31st August 2019 and 1st November 2020 is eligible for the Showcase.
2. PADC accepts work that has appeared anywhere in the world, with the following requirement: 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.
3. 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 from separate companies or agencies, PADC reserves the right to remove one of those entries from the Showcase.

4. Have you entered it before? PADC will remove any ineligible work which has appeared in the PADC Skulls in previous years.
5. If work is submitted in a language other than English, it must include an English translation or English subtitles as all entries will be seen in English.
6. 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.

7. All Showcase work 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 PADC's decision on validity of proof is final.
8. PADC reserve the right to reject a piece of work they feel doesn't comply with the spirit of the PADC Showcase. The purpose of this is to actively discourage people seeking loopholes in order to enter work that has been created solely for Award shows etc and not for bona fide clients doing real work in WA.
9. 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.
10. 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.

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.



SHOWCASE CATEGORIES

Any of the below categories are suitable for work entered in the Showcase. Please note that 1x Single piece of work and 1x Campaign equally count as 1x entry for the purposes of the Showcase.

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



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

IJ. Promotional & Experiential Marketing

- 01 Use of experiential marketing in a promotional campaign
- 02 Use of ambient and/or guerrilla marketing in a promotional campaign
- 03 New product launch & relaunch or multi-product promotion at retail
- 04 Sponsorship or partnership campaign
- 05 Use of other digital media marketing in a promotional campaign
- 06 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 Writing
- 02 Art Direction and Design
- 03 Typography
- 04 Photography
- 05 Digital Enhancement
- 06 Illustration
- 07 Direction
- 08 Cinematography
- 09 Editing
- 10 Digital Visual Effects & Animation
- 11 Motion Design
- 12 Use of Sound – Radio
- 13 Use of Sound – Film & Television
- 14. Original Composition
- 15. Experiential Design
- 16. Digital Development

Student Skulls

There will be a special presentation for the top PADC Student Skulls Awards given on the night.



HOW TO ENTER

This section provides technical specifications for uploads for the Showcase.

A. Film & Television

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

Uploads

- 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

Submit Online

- Entry credits

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
- Full agency branding is allowed on boards etc

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

Submit Online

- Entry credits
- L.06 must include before and after JPEGs
- Case study videos are optional
- Full agency branding is allowed on boards etc



HOW TO ENTER CONTINUED

G. Integrated Campaign

J. Promotional & Experiential

K. Creativity for Good

L15. 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

Submit Online

- URLs for digital components
- Entry credits

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
- Full agency branding is allowed on boards etc

D. Radio

L11. Best use of sound, radio

L14. Best original composition

Uploads

- MP3 320kbps (campaigns must have a minimum of 3 components)
- Script PDF
- Creative Overview, max 100 words

Submit Online

- Entry credits

Note

- Entries must have 3 or more components to be eligible as a campaign
- Full agency branding is allowed on boards etc



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. Make sure your submission meets the technical entry requirements.
Once entered and paid for, 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 entries as they are entered.

Definitions and further details are provided on the entry site.

100-word description of the entry



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

Please contact PADC for assistance or any questions regarding uploads, credits and fees.

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