

PERTH

ADVERTISING

&

DESIGN

CLUB

# RISE TO THE



PADC  
SKULLS  
2021

# NEW DAWN.

CALL

FOR

ENTRIES

2021 

# CONTENTS

Key Dates	3
Entry Fees (ex GST)	3
Rules, Terms & Conditions	4-5

## CATEGORIES

A	Broadcasting & Online Film Advertising	8
B	Digital Advertising & Design	9
C	Out of Home & Experiential Advertising	10
D	Radio, Streaming & Audio Advertising	11
E	Print Advertising	12
F	Direct Marketing	13
G	Integrated Campaign	14
H	Design	15
I	Promotion	16
J	Communication Crafts	17
K	The Diamond Skulls	18
L	Student Skulls	19

Entry Requirements	20
Entry Checklist Overview	25
File Format Guidelines	26
Award Entry Declaration	27

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## KEY

## DATES

31/07/19

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01/08/21

Work must have been first published or aired to be eligible for The Skulls 2021

NOTE: All work entered in last year's Skulls Showcase will be automatically added to the final 2021 entry submissions. If you entered last year, there's no need to enter again.

Call for Entries Open	3/08/21
Earlybird Call for Entries Close	22/08/21
Call for Entries Final Close (Late fees apply after 22/08/21)	29/08/21
Judging	14/09/21 – 15/09/21
Awards Night	12/11/21

## ENTRY

## FEES

## (EX

## GST)

### SINGLE CATEGORIES

PADC Members	\$185
Non-Members	\$230
Late Fee: PADC Members	\$235
Late Fee: Non-Members	\$280

### CAMPAIGN CATEGORIES

PADC Members	\$290
Non-Members	\$335
Late Fee: PADC Members	\$340
Late Fee: Non-Members	\$385

### DIAMOND SKULLS

PADC Members	\$50
Non-Members	\$100
(No late fees)	

### STUDENT CATEGORIES

PADC Members	\$0
Non-Members	\$100

For further information regarding pricing, early bird, late fees and merchant fees, please visit the online award system at <https://theskulls.awardsplatform.com/>

1. Any work first published or aired between 31st July 2019 and 1st August 2021 is eligible for the Awards. PLEASE NOTE: All work entered in last year's Skulls Showcase will be automatically added to the final 2021 entry submissions. If you entered last year, there's no need to enter again. However, if you'd like to enter 2019 Showcase work into multiple new categories, please get in touch with Club Manager Tia Brazier on admin@padc.com.au and we can sort you out.
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. 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.

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 440 855

E: [admin@padc.com.au](mailto:admin@padc.com.au)

# CATEGORIES.

## A. BROADCASTING & ONLINE FILM ADVERTISING

- 01 Up to 60 sec – Single
- 02 Up to 60 sec – Campaign
- 03 Over 60 sec – Single
- 04 Over 60 sec – Campaign
- 05 Film for Good – Single
- 06 Film for Good – Campaign

## B. DIGITAL ADVERTISING & DESIGN

- 01 Digital Advertising – Single
- 02 Digital Advertising – Campaign
- 03 Use of Social Media
- 04 Use of Experience Design (UX)
- 05 Use of Interface Design (UI)
- 06 Websites (Brand Experience)
- 07 Websites (Retail & E-Commerce)
- 08 Digital Tools & Apps
- 09 Digital for Good
- 10 Innovative Use of Technology

## C. OUT OF HOME & EXPERIENTIAL ADVERTISING

- 01 Outdoor Print – Single
- 02 Outdoor Print – Campaign
- 03 Outdoor Digital – Single
- 04 Outdoor Digital – Campaign

- 05 Outdoor Interactive, Installations or Experiential
- 06 Outdoor Ambient and/or Guerrilla Marketing
- 07 Out of Home for Good – Single
- 08 Out of Home for Good – Campaign

## D. RADIO, STREAMING & AUDIO ADVERTISING

- 01 Up to 30 sec – Single
- 02 Up to 30 sec – Campaign
- 03 Over 30 sec – Single
- 04 Over 30 sec – Campaign
- 05 Audio for Good – Single
- 06 Audio for Good – Campaign

## E. PRINT ADVERTISING

- 01 Magazine & Newspaper – Single
- 02 Magazine & Newspaper – Campaign
- 03 Magazine & Newspaper for Good – Single
- 04 Magazine & Newspaper for Good – Campaign

## F. DIRECT MARKETING

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

## G. INTEGRATED CAMPAIGN

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

# CATEGORIES.

## H. DESIGN

- 01 Brand Scheme Above \$20,000
- 02 Brand Scheme Below \$20,000
- 03 Publications
- 04 Logo
- 05 Point-of-Sale/Posters – Single
- 06 Point-of-Sale/Posters – Campaign
- 07 Packaging – Single
- 08 Packaging – Range
- 09 Brand Expression/Moving Images/  
Digital Branding
- 10 Design for Good

## I. PROMOTION

- 01 Best Product of Service Launch/Relaunch
- 02 Best Sponsorship or Partnership Campaign

## J. COMMUNICATIONS CRAFTS

- 01 Best Writing
- 02 Best Art Direction & 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

## K. THE DIAMOND SKULLS

- 01 Art Director of the Year
- 02 Copywriter of the Year
- 03 Composer of the Year
- 04 Digital Talent of the Year
- 05 Designer of the Year
- 06 Director of the Year
- 07 Young Talent of the Year
- 08 Editor of the Year
- 09 Photographer of the Year
- 10 Sound Designer of the Year

## L. STUDENT SKULLS

- 01 Advertising
- 02 Graphic Design
- 03 Digital Design
- 04 Film
- 05 Photography

# A. BROADCASTING & ONLINE FILM ADVERTISING

This category includes any and all filmed content, regardless of media placement. Broadcast-only and online-only are interchangeable, as the categories are based on length and client type.

Charity/not-for-profit ads in this category can only be entered in A.05 and A.06 (Film for Good) and no other sub-category. They can be any length.

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 be evaluating the idea, rather than film craft.

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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A.01	Up to 60 sec - Single	Single
A.02	Up to 60 sec - Campaign	Campaign
A.03	Over 60 sec - Single	Single
A.04	Over 60 sec - Campaign	Single
A.05	Film for Good - Single	Single
A.06	Film for Good - Campaign	Campaign

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## B. DIGITAL ADVERTISING & DESIGN

In this category the judges will consider both the idea and technique. If you are submitting work as a live URL, please ensure all URLs are live up to and including the judging period in September 2021.

If this is not possible, then you should create a self-contained site on your own server or provide a case study/board of your concept (the URL could also link to an online video case study or PDF etc). Please note that the PADC won't be responsible for live URLs submitted that do not function on judging days!

Digital for Good is specifically for charity/not-for-profit/work that benefits the broader community or world. However, you are welcome to enter work for these kinds of clients across any category in Digital Advertising & Design.

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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B.01 Digital Advertising – Single	Single
B.02 Digital Advertising – Campaign	Campaign
B.03 Use of Social Media	Single
B.04 Use of Experiential Design (UX)	Single
B.05 Use of Interface Design (UI)	Single
B.06 Websites (Brand Experience)	Single
B.07 Websites (Retail & E-Commerce)	Single
B.08 Digital Tools & Apps	Single
B.09 Digital for Good	Single
B.10 Innovative Use of Technology	Single

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# C. OUT OF HOME EXPERIENTIAL ADVERTISING

Out of home or experiential 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.

This category encompasses everything from Bus Shelters, Shopalives, Experiential pop-up activations, In-Store activity, Guerilla marketing campaigns and large-format Billboards.

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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C.01 Outdoor Print – Single	Single
C.02 Outdoor Print – Campaign	Campaign
C.03 Outdoor Digital – Single	Single
C.04 Outdoor Digital – Campaign	Campaign
C.05 Outdoor Interactive, Installations or Experiential	Single
C.06 Outdoor Ambient and/or Guerrilla Marketing	Single
C.07 Out of Home for Good – Single	Single
C.08 Out of Home for Good – Campaign	Campaign

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## D. RADIO & AUDIO ADVERTISING

This category includes any and all audio content, regardless of media placement.

Broadcast-only and digital radio (including Spotify and other streaming services) are interchangeable, as the categories are based on length and client type.

Charity or NFP ads in this category can only be entered in D.05 and D.06.

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

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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D.01	Up to 30 sec - Single	Single
D.02	Up to 30 sec - Campaign	Campaign
D.03	Over 30 sec - Single	Single
D.04	Over 30 sec - Campaign	Campaign
D.05	Audio for Good - Single	Single
D.06	Audio for Good - Campaign	Campaign
D.07	Other Audio	Single

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# E. PRINT ADVERTISING

Charity or NFP ads in this category can only be entered in E.03 and E.04.

All campaign entries must consist of three or more components.

Agency edits or versions that were not published and/or were not approved by the client are not eligible.

All entries must be accompanied with an award entry declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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E.01 Magazine & Newspaper – Single	Single
E.02 Magazine & Newspaper – Campaign	Campaign
E.03 Magazine & Newspaper for Good – Single	Single
E.04 Magazine & Newspaper for Good – Campaign	Campaign

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# F. 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. It includes work that speaks to an individual with a direct response, in both online and offline formats.

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

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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F.01 Direct Mail – Individual	Single
F.02 Direct Mail – Campaign	Campaign
F.03 Digital Direct Response – Single	Single
F.04 Digital Direct Response – Campaign	Campaign

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# G. INTEGRATED CAMPAIGN

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.

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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G.01 Integrated Campaign – Brand	Campaign
G.02 Integrated Campaign – Community/Charity	Campaign

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## H. DESIGN

In this category the judges will consider both the idea and technique, and how the two work together.

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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H.01	Branding Scheme Above \$20,000	Single
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H.02	Branding Scheme Below \$20,000	Single
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H.03	Publications	Single
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H.04	Logo	Single
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H.05	Point-of-Sale/Posters – Single	Single
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H.06	Point-of-sale/Posters – Campaign	Campaign
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H.07	Packaging – Single	Single
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H.08	Packaging – Campaign	Campaign
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H.09	Brand Expression/Moving Images/Digital Branding	Single
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H.10	Design for Good	Single
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## I. PROMOTION

In this category the judges will consider specifically how the medium was used to evoke consumer reaction. A video case study or case study board demonstrating how the idea was brought to life is mandatory.

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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I.01 Best Product of Service Launch/Relaunch	Single
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I.02 Best Sponsorship or Product Campaign	Single
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## J. COMMUNICATION 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.

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

All entries must be accompanied with an Award Entry Declaration (pg. 28) authorising entry and confirming publication date.

For technical specifications and entry requirements, please refer to page 20.

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

## K. THE DIAMOND SKULLS

This year, the Diamond Skulls will be held on the same night as the Skulls Awards. The Diamond Skulls aim to honour the individuals who create the most inspiring creative communications in Western Australia in a given year. Unlike traditional craft categories in award shows, The Diamond Skulls will be judged on a portfolio of work, rather than a one-off piece.

To enter, you must submit three pieces of work (an integrated campaign counts as one piece of work) from your area of speciality. Work can be submitted in any format, either as a campaign or single entry (e.g. a film ad, a radio campaign and a website; or three editing examples; or three mp3s etc).

For technical specifications and entry requirements, please refer to page 20.

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K.01	Art Director of the Year	\$50 members / \$100 non-members
K.02	Writer of the Year	\$50 members / \$100 non-members
K.03	Composer of the Year	\$50 members / \$100 non-members
K.04	Digital Talent of the Year	\$50 members / \$100 non-members
K.05	Designer of the Year	\$50 members / \$100 non-members
K.06	Director of the Year	\$50 members / \$100 non-members
K.07	Young Talent of the Year	\$50 members / \$100 non-members
K.08	Editor of the Year	\$50 members / \$100 non-members
K.09	Photographer of the Year	\$50 members / \$100 non-members
K.10	Sound Designer of the Year	\$50 members / \$100 non-members

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## L. 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 - it's only \$25 and available at [padc.com.au](http://padc.com.au)

Student Skull Briefs and all specifications, deadlines and requirements are available at <https://www.padc.com.au/2021/07/14/student-skulls-2021-briefs-are-live/>

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L.01 Advertising	Free for PADC Student members
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L.02 Graphic Design	Free for PADC Student members
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L.03 Digital Design	Free for PADC Student members
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L.04 Film	Free for PADC Student members
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L.05 Photography	Free for PADC Student members
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# ENTRY REQUIREMENTS.

## A. BROADCASTING & ONLINE FILM ADVERTISING

## J. COMMUNICATION CRAFTS (J.07 – J.11, J.13)

### UPLOADS

- Spot MOV or MP4 (min 3 spots to be eligible as a campaign)
- 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

- J.10 must include before and after MOV
- Submitting a script is optional for any entry
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING.

# ENTRY REQUIREMENTS.

## B. DIGITAL ADVERTISING & DESIGN

### UPLOADS

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

### SUBMIT ONLINE

- URL or PDF of the work
- URL (overview video/case study)
- Entry credits (Please ensure they are correct as this is how they will appear if awarded.)

### NOTE

- All URLs must be live up to and including the judging period in September 2021.
- If the campaign is no longer live, a self-contained site on your server should be created.
- The 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.

# ENTRY REQUIREMENTS.

C. OUT OF HOME & EXPERIENTIAL ADVERTISING

E. PRINT ADVERTISING

F. DIRECT MARKETING

H. DESIGN

J. COMMUNICATION CRAFTS (J.01 – J.06)

## UPLOADS

- 1 x PDF (campaign must have minimum 3 components/executions)
- 4 x stills where appropriate, 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.)

## NOTE

- Case study videos are optional
- ALL ENTRIES MUST REMOVE ALL AGENCY BRANDING

# ENTRY REQUIREMENTS.

## D. RADIO, STREAMING & AUDIO ADVERTISING

### J.12. BEST USE OF SOUND – RADIO

### J.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.

# ENTRY REQUIREMENTS.

## G. INTEGRATED CAMPAIGN

## I. PROMOTIONAL

## J.15. BEST EXPERIENTIAL DESIGN

### 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 MP4, 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.



# ENTRY REQUIREMENTS.

## K. THE DIAMOND SKULLS

### UPLOADS

The Diamond Skulls entry requirements are different depending on your particular discipline. The Diamond Skulls are judged on a folio of three pieces of work, which can be in any combination of file formats. For example, if you're entering the Editor category, you can enter three pieces of film. A Sound Composer might enter a combination of film and mp3s, however.

### FORMATS

- Case study video MOV or MP4 (maximum 2 minutes)
- One of each individual component that makes up a campaign  
e.g. television as MP4, print as PDF etc
- MP3
- MP4 / MOV
- Signed award entry declaration, PDF
- JPEG / PDF where appropriate
- URLs for live digital components

### SUBMIT ONLINE

- Entry credits are not required for Diamond Skulls entries other than your own credit.  
(Please ensure they are correct as this is how they will appear if awarded.)

### NOTE

- A campaign does not count as 3 separate entries. One campaign = one entry.

# ENTRY REQUIREMENTS.

## 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.

Definitions and further details are provided on the award entry site.

## AWARD ENTRY DECLARATION

In order to keep the entry requirements as simple as possible, 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. Please remember to keep all PADC Skulls entries in the spirit of the awards and celebrating the great work that ran.

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 can be uploaded multiple times as long as the entry is listed within the declaration.

## 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

# AWARD ENTRY DECLARATION

I, \_\_\_\_\_, of  
(name of Creative Director / or Creative making declaration)

\_\_\_\_\_  
(Company trading name)

AWARD	ENTRIES	ASSOCIATED	TO	THIS	DECLARATION
Entry ID	Entry Name			Entry Client	

sincerely declare in relation to the above award entries the following:

1. The client has provided authorisation for the work to be entered into The Skulls 2021. The work was approved and paid for by the client and has not been altered from the original published material.
2. The work being entered complies with the The Skulls Rules, Terms & Conditions on pg. 3 and 4 of this Call for Entry booklet.
3. The work was first published or aired between 31st July 2020 and 1st August 2021.

This declaration is true and I know that it is an offence to make a declaration knowing that it is false in a material particular.

On \_\_\_\_\_ of \_\_\_\_\_  
(date of day)(month & year)

By \_\_\_\_\_  
(signature of Creative Director or Creative making the declaration)

In the presence of \_\_\_\_\_  
(Signature of CEO, CFO, MD or other Director)

\_\_\_\_\_                                  \_\_\_\_\_  
(Full Name)    (Title)



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2021