

Cresta Awards 2020: A Guide to Entering

20 July
CLOSING DATE

August
JUDGING

Early September
SHORTLIST

Late September
WINNERS ANNOUNCED

THE NEW CATEGORIES

For 2020 we have taken a long hard look at our categories and made them even more 'fit for purpose' in today's creative world. Here are some of the important changes:

1. The categories are now divided into five key sections: Discipline categories, Specialist Sectors, Technology/Design/Craft, Open categories and Creative Business awards.
2. Within most of the Discipline categories you can choose a single or campaign entry, and in many you can also choose a product or service sub-category. i.e Automobiles, Drinks, Household etc.
3. The Specialist Sectors category includes five increasingly important and sometimes under-recognised areas:
Long Term Creativity - for campaigns that have run for 3 or more years.
Brand Purpose - for work that highlights socially responsible brand values.
Healthcare: a massively important sector that gets more dynamic each year.
B2B: A vital sector that deserves greater recognition
Luxury & Fashion: Brand building in this sector is as specialist as it is rarified.
4. The Craft section now includes special sub categories for digital design, print design, creative technology, film & video crafts and print crafts.
5. The Open categories were introduced in 2019 and proved hugely popular, so we have expanded and improved this category.
6. The new Creative Business awards celebrate how you work.
We are looking for businesses of all sizes with a Culture, Workplace or programme of Activism that makes them stand out.

See full list of categories below.

THE JURY PROCESS

Cresta is unlike other awards in that it has a permanent Grand Jury of very carefully selected senior creative leaders from all over the world. Each year we refresh this permanent jury with new judges. By the time judging starts, over 100 of the world's brightest and best will be ready to review your entries.

Because they are in a significant part a permanent jury they are able to track the industry's developing creative standards (from which the name Cresta derives) and maintain the highest standards in their judging.

Also, unlike most other awards, our jury members work separately to assess submissions. There is no group discussion, and no chance of politics or group pressure affecting the results. Every entry is assessed on 'a level playing field'.

We believe this makes for the fairest system.

In the first round of judging, all entries are assessed on two main criteria - concept and execution.

In each of these two criteria, judges award marks out of 10.

Following this round we mathematically work out which entries have achieved an average mark that takes them into the top tier.

This group of finalists is then assessed again and, using the same marking system, we work out what an entry needs to achieve to qualify for each of the award level. We discard clear outlier votes to ensure that the averages truly reflect the consensus of expert opinion.

THE AWARDS

In each category and sub-category there is the potential to win Gold, Silver or Bronze Cresta Awards. There is no artificial limit to the number of these awards. It is all about the quality of work. Awards are given only on the basis of achieving a high average across our Jury that represent the best creative standards of this year's entries.

We only award our ultimate prize, a Cresta Grand Prix, to exceptional work scoring very high averaged marks. These are rare, but are only limited in quantity by the standards of work submitted. The higher the creative standards, the more Grand Prix we award.

In addition there are five Best of the Year awards:

Network of the Year
Agency of the Year
Independent Network of the Year
Independent Agency of the Year
Jury Award

As entry is free this year, we will have to charge for any of our hand-crafted Grand Prix, Gold, Silver or Bronze trophies that winners would like to order.

Single trophy - \$490

2 or more trophies - \$390 each

Prices exclude shipping. Please allow 30 days* from order for delivery.

To order trophies, please contact info@creativestandards.org

If you would like a certificate to commemorate your win or shortlisting, please contact info@creativestandards.org.

*These trophies are hand-made and their manufacture and delivery is dependent on any coronavirus restrictions applied to our workshop at the time.

HOW TO ENTER

We try to make entering Cresta as simple and straightforward as possible. The first step is to register on the site. You will then be able to login at any time and make entries.

Once you are ready to start entering items, our Entry System will effortlessly guide you through the process.

There is also an Entry Kit download that you and your colleagues can use to make choosing the right category or sub-category easier still. This also explains the steps you will need to complete once you decide what to enter.

You can either upload your work and complete the entries in one go, or save your information at any point in the Entry System and return to it later. You can also add more entries at any point before the closing date.

If at any time during the process, you are unsure what to do (which category or sub-category is best for your work, for example) please email us at info@creativestandards.org for prompt assistance.

The industry changes so fast, you may feel there is not yet a category that best covers some of your work. If that's the case we will consider adding subcategories. Just contact us at the email address above.

DOES YOUR WORK QUALIFY?

1. Work submitted must have been published, broadcast or released between 1 January 2019 and 20 July 2020.
2. It must have been commissioned by, created for and approved by a client.
3. It must have appeared in a commercial or public environment.
4. We cannot accept any work specifically made for this or any other competition.
5. Work must be submitted as it appeared, and not altered in any way for the purposes of competition.
6. If a judge raises questions about the validity of any work, you will be required to provide evidence to support the entry.

WHO CAN ENTER?

1. Any client, creative agency, digital agency, design company, production company, post-production company, or individual professional may enter.
2. Where the work is a collaborative effort by more than one agency in a network, this can be acknowledged in the credits. Or, if more than one agency wishes to enter the item and have their name as the entrant, they must enter separately and each pay the appropriate fee.
3. If more than one company enters a piece of work and that work goes on to be shortlisted or win an award, all entrants will be equally credited and featured in any publicity.

WHO SHOULD YOU CREDIT?

1. Cresta is dedicated to recognising great creative talent. You should credit the main originators of the idea together with any other members of the team you feel played an important role.
2. Our entry system will guide you through all other credits. And we are delighted to recognise everyone who has contributed to the work.
3. You should enter all creative credits at the time of finalising your entry. A charge of \$50 per additional credit may be charged if you need to add names after entry.

WHAT ABOUT 'RIGHTS'?

1. By entering these awards you have assigned us Rights to use your entry for publicity and to hold the entered assets in our archive
2. This publicity may include social media, editorial - print, online and broadcast, on and offline advertising and use on our websites, and the websites of our brand partners.
3. If any entry includes licensed music, you should make sure that you or your client is able to assign us the Right to use that music for both the awards and any publicity purposes.
4. Unless specifically otherwise requested, Cresta archives all shortlisted and winning entries and may make them available to view via our website. Cresta reserves the right to retain all and any submitted entry and potentially use it to publicise the awards and Cresta work.

ALL ENTRIES NOW FREE

In response to the pandemic and its effects on the financial position of so many creative companies, all entries in Cresta 2020 are now free.

We believe this is the best way to achieve our objective of truly recognising and promoting the best work this year, and doing this with a level playing field for all.

All those entrants from around the world who had paid for entries before we decided to become free have been offered a full refund.

CATEGORIES

The Cresta Awards are divided into 23 categories. The categories cover media disciplines; areas of craft and technologies; new categories where specialist skills deserve additional focus; open categories; and our new business categories celebrating working environments and cultures. Within most there are subcategories. These aim to ensure you can find the best way to represent your work when entering. There are even categories for innovative projects that break outside of conventional media or are otherwise markers of The Future.

In most categories, you can enter a single item or a campaign. A single piece of work can be entered into several categories. This can enable it to be judged multiple times and so increase the chances of success.

For any advice on choosing the best categories for your work, or other inquiries on how and what to enter, please contact us at info@creativestandards.org

Disciplines

1. MOVING IMAGE

TV, Cinema, Social and Viral film or video ads (Single or Campaign).
For short form video, see Social category. For branded video, see Brand Entertainment.
TV or Cinema Commercial up to 30 seconds
TV or Cinema Commercial 31- 60 seconds
TV or Cinema Commercial over 60 seconds
04 Viral Video (any length)
Moving Image Campaign any length (3-6 executions)

2. DIGITAL

Websites, Micro-sites, Apps, Ads, Banners, Games etc for any device (Single or Campaign)
Campaign websites and micro-sites
Integrated digital campaigns (min. of 3 platforms/technologies)
Online display advertising (banners, pop-ups, takeovers)
Online video ads
Branded apps and games

3. PRINT and Out Of Home (OOH)

Newspaper, Magazine or other Publication Ads, Billboards, Posters, Ambient, Experiential (Single or Campaign)
Print ad
Large format billboard poster
Small format poster
Interactive poster
Print campaign (3-6 executions)
Poster/Billboard campaign (3-6 executions)

4. AMBIENT AND EXPERIENTIAL

Ambient
Experiential
Ambient campaign
Experiential campaign

5. SOCIAL

Social media campaigns, videos, ephemeral content etc.
Best use of Instagram
Best use of Pinterest
Best use of Twitter
Best use of Facebook
Best use of TikTok
Social Campaign (integrated use of 2 or more of above)
Influencer Campaigns
Global Issue Campaign
Innovative use of Social Media
Real Time Advertising
Short-Form Ephemeral Content (Snapchat, Instagram Stories etc)
Short-form social video up to 5 secs
Short-form social video 6-10 secs
Short-form social video 10 secs+

6. SOUND

Radio advertising, branded Podcasts (single item or campaign/series)
Radio advertising (any length)
Radio campaign (3-6 commercials)
Branded podcast
Branded podcast series (3+ episodes)

7. BRAND ENTERTAINMENT

Film/video, AR, VR, games or other entertainment made with intent to support a brand's marketing strategy.
Branded film/video (fiction)
Branded film/video (factual)
Virtual Reality
Augmented Reality
Video game

8. DIRECT

Any marketing item created with intent to produce a 'direct response' from consumers. Can be any media.
Consumer product or service (single item)
Charity appeals
Email marketing

9. INTEGRATED

Any campaign incorporating work from at least two of the above disciplines.

Sector Sub-Categories

In Categories 1-9 entrants should also choose a sector sub-category from the list below:

1. APPAREL including accessories, footwear, handbags etc.
2. AUTOMOTIVE including all associated products
3. ALCOHOLIC DRINKS
4. NON-ALCOHOLIC DRINKS
5. CONFECTIONERY & SNACKS
6. CORPORATE IMAGE non-product based promotion, event sponsorship
7. COSMETICS & TOILETRIES
8. E-COMMERCE including search engines and online retail
9. ELECTRONIC EQUIPMENT including computers, music systems, TVs, cell/ mobile phones, gaming consoles, cameras, printers, scanners, home automation (e.g. Alexa), home cinema. etc.
10. ENTERTAINMENT including TV shows, ,movies, theatres, books, sports, festivals.
11. FINANCIAL banking, insurance, pensions, investments, credit cards, advisors
12. FOOD excluding food retail
13. HOME indoor and outdoor furnishings, beds & linens, flooring, appliances, kitchens and kitchen equipment, bath & shower, etc.
14. HOUSEHOLD including paints, detergents, cleaning products, batteries, light bulbs, etc.
15. MEDIA TV channels/platforms, radio stations, newspapers, magazines, online media channels
16. PET foods & accessories
17. PUBLIC & SOCIAL charities, NGOs, political, public health & safety, issuebased campaigns
18. RECREATIONAL hobbies, crafts, clubs, CDs, DVDs, toys, games
19. RETAIL including restaurants, gyms, travel agents and all retail outlets
20. SOCIAL MEDIA promotion of brands such as Facebook, Twitter, etc.
21. TRAVEL including airlines, hotels, tourist offices, cruises, travel agents, car rental, etc.
22. UTILITIES gas, electric and water companies, cell/mobile phone networks, fixed-line phone companies, cable services, satellite services

SPECIALIST

10. LONG TERM CREATIVITY

Campaigns in any medium (or mix of) that have run consistently for 4 years or more. Work in this category may have been entered into awards individually in previous years. At least 4 examples must be entered including executions across the full period of the campaign. Supporting material showing the effectiveness of the long-term approach will be used to judge entries.

- Consumer product or service
- Business product or service

11. BRAND PURPOSE

As consumers increasingly consider their purchases to be an extension of their views, beliefs and lifestyle, this category rewards those brands with strategies and creative executions that provide powerful connections with today's evolving and more ethically demanding marketplace.

Brand Purpose - work in any medium that supports a brand's purpose beyond the financial demands of shareholders.

Brand Activism - work in any medium that demonstrates a brand's involvement in changing the world for the better.

12. HEALTHCARE

Health and wellness marketing is highly regulated and often requires specialist creative knowledge and skills. These categories recognise the growing importance of healthcare marketing. Entries may include work in any medium.

- OTC medicines
 - Prescription medicines
 - Devices
 - Healthcare services (hospitals, care homes, insurance etc)
 - Wellness (work supporting healthy life-style choices)
 - Public Awareness (public health information campaigns)
- SPECIAL CATEGORY: CORONAVIRUS/COVID-19**

13. B2B

Communication and marketing between businesses drives the global economy. These awards recognise the vital contribution creativity can play in this sector.

- Advertising (offline and online B2B ads)
- Digital (B2B websites and associated disciplines)
- Technology (use of AR, VR, AI, Data etc)
- Direct (any medium, work designed to elicit an immediate response)

14. LUXURY & FASHION

The creation of very high value brands is an area in which the marketing very often defines the brand as much as the product itself. These new awards reflect the specialist understanding and boundary-pushing creativity needed to build and maintain brands in these globalised and unique markets.

- Luxury goods (Accessories, Watches, Leather goods, Jewellery, etc)
- High Fashion Apparel
- Beauty (Perfume, Skincare, Make-up etc)
- Luxury Retail
- Other (Travel & Vacations, Hotels, Property, Financial, Experiences)

TECHNOLOGY, DESIGN & CRAFT

15. CREATIVE TECHNOLOGY

These awards look for creativity and innovation applied to established technology. From a ride-booking app to a one-click shopping experience, from a disruptive real estate website to the refined UX of a boutique brand, and more.

- New App
- Online journey (UX)
- Digital Brand Transformation of the Year 04 Creative use of Data
- Use of AI
- Use of AR
- Use of VR
- Integrated use of new technology

16. DIGITAL DESIGN

Online and digital installation design.

- Website
- Micro-site
- App
- Typography
- Use of animation
- Use of photography
- User journey
- Innovative coding
- Integration of multiple technologies
- Online identity
- OOH digital installations

17. PRINT DESIGN

Identity, packaging, publications, brochures.

- Corporate/Brand Identity 02 Packaging
- Annual Report
- Stationery
- Brochure/Publication
- Art Direction (any category)
- Typography (any category)

18. CRAFT

- Outstanding Art Direction (print)
- Outstanding Copywriting (print)
- Outstanding Typography (print)
- Outstanding Art Direction (billboards/poster)
- Outstanding Copywriting (billboards/poster)
- Outstanding Typography (billboards/poster)
- Outstanding Photography (any media)
- Outstanding Cinematography
- Outstanding Scriptwriting (film/video)
- Outstanding Direction (film/video)
- Outstanding Sound Design (film/video)
- Outstanding Special Effects (film/video)
- Outstanding Animation (film/video)
- Outstanding Direction (radio/podcasts)
- Outstanding Scriptwriting (radio/podcasts)
- 17 Music (original & licensed)
- Humour (any media)
- Craft Campaign (any media)

OPEN CATEGORIES

19. THE 'WISH WE'D THOUGHT OF THAT' AWARD

Innovative thinking in any medium or discipline that will impress your peers and have them wishing they'd thought of it first. Surprise us.

20. THE MAGIC MEDIA AWARD

The most creative or innovative use of any media.

21. THE FUTURE AWARD

This is an open category for outstanding and innovative work demonstrating the potential direction of tech as a creative tool in marketing. We expect entries featuring Virtual Reality, Augmented Reality, Automated Intelligence and other technologies we haven't even dreamed of. Show us what the creative world is going to look like in the 2020s.

In Open Categories you may enter multiple pieces of work as part of your case study.

CREATIVE BUSINESS AWARDS

Cresta has three new awards for which you don't have to enter any work. Instead, we want to celebrate *how you* work.

We want to identify and honour the best Culture, Workplaces, and community Actions that creative businesses are demonstrating around the world.

That is because there is more to producing great work than innate talent, hard work, or even sheer luck. Vital as those can be.

To be highly creative, truly innovative, and reliably successful, time after time, requires values, method, organisation. And then... a little extra magic. What's your secret sauce?

Please enter with a submission text of between 150 and 750 words.

You can attach up to six items (video or stills or sound file) and include a web link or two if appropriate.

We will have a special jury focused on assessing who should be the first winners of these honours, which will be rewarded with a special variant of the new Cresta trophy.

22. THE CULTURE AWARD

Tell us what makes your agency stand out. Explain how you work to have a unique 'culture' in your company that enables you to consistently produce great work.

Up to 50 employees

Over 50 employees

Network of more than three offices

23. THE WORKPLACE AWARD

We are in search of the offices you can't wait to go to work in. Is yours one of them? Our winner(s) are likely to be work environments that have a special (but not necessarily expensive) organic mix that makes them great places to be. We are looking for the outstanding places that work for the individual, the team, and the wider community of the workplace (clients, visitors, neighbours, etc.)

Offices of up to 50 employees

Offices of over 50 employees

24. THE ACTIVISM AWARD

Great creative businesses contribute to the world, not just their own bottom line.

How has your agency made sacrifices to support important issues? Tell us how your company makes a difference.

Businesses with up to 50 employees

Businesses with over 50 employees

WHAT ASSETS WILL YOU NEED TO SEND US?

We want every entry to look as good as it possibly can when it arrives on the judging screen.

So please follow the guidelines below, wherever possible.

If you are unsure about anything or wish to discuss other formats etc, please contact us

All entries must be made online. We do not accept any 'physical' entries.

1. FILM or VIDEO ENTRIES / Any category

a: Should be entered as an MOV or MP4

b: Any entry over 5 mins in length should be accompanied by a video case study (max 3 mins)

c: Non-English language entries should be dubbed or sub-titled in English

d: Campaign entries should be uploaded as separate files

e: Entries must have been aired in a commercial or public environment in the form submitted

f: The names of entrants, production companies or agencies must not appear at any point on the uploaded file.

g: Specifications for entries as follows:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97, 50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

2. PRINT ITEMS / Any category

a: Single item entries should be uploaded as a JPEG.

b: Campaign entries should be uploaded as separate JPEGs

c: Video/slide case studies, where appropriate, should be uploaded as MOV or MP4. (3 mins max)

d: Entries must have appeared in a commercial or public environment in the form submitted

e: Non-English language entries should be accompanied by an English translation, uploaded with the entry.

f: The names of entrants, production companies or agencies must not appear at any point on the uploaded file.

g: Specifications for entries as follows:

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: RGB

File size: 25 MB maximum

3. DIGITAL

a: Single entries or digital components of integrated campaigns etc must be entered as a URL

b: If the entered item is no longer live, you should submit a URL directed to a landing page containing links to the work

c: The work must be submitted in the form originally available to consumers/target

d: You should supply all relevant User Names & Password

e: If necessary, your landing page should contain an English language translation and any other material to assist judging

f: Entries should not show the names of entrants unless it is an integral part of the submission

g: You are advised to submit up to 3 JPEG files summarising the entry in addition to the URL. These will be used for publicity and other purposes should the entry reach the Finalist stage. They will not be used for judging

4. SOUND

a: All radio commercials (max 2 mins), audio or podcast entries should be uploaded as MP3. MOV or MP4 files (MP4 preferred)

b: Campaign entries should be uploaded as separate files

c: Entries should be submitted in form originally aired

d: Long-form podcasts should be accompanied by either edited version (max 5 mins) or an audio case study (max 5 mins)

e: Non-English language entries should be supplied with a translated audio or print version

f: The names of entrants or production companies should not appear on the submitted audio files

If you have any questions about the requirements for your entry, or aren't sure how best to enter your work, please don't hesitate to contact us at entryinfo@creativestandards.org

A FEW GENERAL RULES

1. No entry will be accepted into the competition until full payment of fees has been received.
2. Any music used in case studies should be Royalty-Free.
3. Any music used in original work should be licensed for use in awards, and any subsequent publicity (this could include use on TV or Radio).
4. The quality of files submitted and accuracy of URLs supplied is the responsibility of entrants. If files are unreadable or poor quality, or URLs are incorrect or inactive, your entry will not be judged, and fees will not be refunded.
5. Any entry found to have been altered in any way from the original publicly aired or shown work will not be judged. Any fees in this case will not be refunded.
6. Any alterations to music or other elements of a submission following entry will incur a charge equal to 50% of the entry cost.
7. Any changes to Credits following submission of an entry will incur a charge per alteration.