THE
ONE CLUB
AWARDS
DENVER

ONE CLUB DENVER

AWARDS
FESTIVAL

2022 Entry Guide

OPEN FOR ENTRIES

The One Club Awards Denver 2022 is open for entries with our brand new entry system.

Please use this guide to familiarize yourself with categories, requirements, and details to prepare for entering.

ONE CLUB AWARDS DENVER QUICK FACTS

» Annual Show established in 1957 as the Art Directors Club of Denver (ADCD)

» ADCD became chapter of The One Club in 2017

» Annual Show officially rebrands as The One Club Awards Denver in 2019

» Student Categories added in 2020

THE ONE CLUB FOR CREATIVITY DENVER

As a local chapter of the world's foremost nonprofit organization The One Club for Creativity, we promote collaborative creative culture throughout Colorado's Rocky Mountain Region. Since 1955, we have produced cutting-edge workshops, competitions, and industry events, all to empower future generations of advertising and design professionals. Art directors, new media and print designers, writers, illustrators, photographers, videographers, animators, educators, and students alike, form the fabric of our membership. Together, we champion Colorado's promise as an emerging hub for internationally recognized creative work.

Most important, we are a non-profit organization that pours everything we make back into nurturing a more vibrant and inspired local creative community.

ONE CLUB INITIATIVES & PROGRAMMING

» **PROFESSIONAL DEVELOPMENT**
The One Club Denver encourages professionals of all levels to expand both their knowledge and their networks through an ongoing speaker series and other networking events.

» **EDUCATION**
Working with schools throughout the rocky mountain region, The One Club Denver endeavors to provide opportunities for young creatives to immerse themselves in the professional community. From portfolio reviews, to our mentoring program, to student-specific categories in The One Club Awards Denver, there is a home for the young and curious within The One Club Denver.

» **PAPER FASHION SHOW**
Our annual Paper Fashion Show features haute couture fashions made entirely from specialty paper donated by high-end paper mills and suppliers that are showcased on the grand runway and judged by an esteemed panel of top Colorado-area designers and celebrities.

» **MEMBER EVENTS**
Members of The One Club for Creativity become part of an international community that stands behind our mission to champion excellence in advertising and design in all its forms. Our members receive free or discounted admission to our events, access to more than 800 museums, and other exclusive benefits.

» **AWARDS**
Not only does The One Club for Creativity Denver seek to inspire and support creative excellence, we also honor those who achieve it. For over 60 years, The One Club Awards Denver recognizes the best conceptual creative work in advertising, interactive, design and branded entertainment cementing Colorado's placement on the design map.

ENTRY DEADLINES

Regular Deadline: August 29, 2022

PAYMENT

All payments **must** reach The One Club within **15 days** of the date on your invoice.

JUDGING

» **First Round:** Online judging will begin in mid-September 2022.
» **Final Round:** Entries that advance from First Round will be judged online end of September 2022.

SHORTLISTS & FINALISTS

» **Finalists Announced:** mid October 2022
  All work that has won an award – Medal or Merit – is considered a Finalist. The specific type of award and special awards will be publicly revealed at the award ceremony.

» **Finalist Confirmations Due:** mid October 2022
  All finalists must confirm that all information related to their winning entries is complete and accurate.

» **The One Club Awards Denver Ceremony:** November 10, 2022
  One Club Awards Denver Gold, Silver, and Bronze winners will be announced at the ceremony.

ENTRY FEES

There is no registration fee to enter work. However, there is a fee for each entry that you submit. Listed below are the entry fees. All entry fees are in U.S. Dollars (USD).

FEES

» **One Club Members:** 20% off per entry ($100 regular fee)
» **Non Members:** $100/per entry
» **Students:** $20/per entry, One Club Members receive 20% off each entry
» **Unlimited Entries One Club Members:** $660, please email us at **info@denver.oneclub.org** for more info.
» **Unlimited Entries Non Members:** $800, please email us at info@denver.oneclub.org for more info.
» **Members and Non Members:** 10% off for each entry after your first SIX (6) entries

NOTE: Credit card transactions are subject to a 3% processing fee.

IMPORTANT: All entry fees are non-refundable and non-transferable.

By submitting entries into the competition, entrants are committing to pay for all entry fees in full.

ELIGIBILITY DATES

All work must be published or aired between August 1, 2021 – July 1, 2022.
"Published" means the advertisement or work appeared in a form of mass media exposed to a substantial audience.

REQUIREMENTS

Entries must be submitted by industry professionals only, including freelancers.

SUBMISSION RESTRICTIONS

Please refer to individual categories for specific requirements.

» The exact same work may only be entered into a maximum of three different categories per discipline (excluding Craft categories).

» The exact same work may NOT be entered multiple times into the same category, regardless of the deadline period.

» Different executions of the exact same work may NOT be entered into the same category.

» Work produced on behalf of The One Club for Creativity and its programming is not eligible.

» The exact same work may be entered into The One Club Awards Denver two consecutive years ONLY IF:
The work falls within the eligibility requirements for both seasons AND
The work did NOT win an award (Medal or Merit) in any category in the previous season

NON-COMPLIANCE

The One Club for Creativity Denver, Inc. (The One Club Denver) reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

» An agency, the regional office of an agency network, or the independent agency that enters an ad made for nonexistent clients, or made and run without a client's approval, will be banned from entering The One Club Awards Denver for 5 years.

» The team credited on the fake ad will be banned from entering The One Club Awards Denver for 5 years.

» An agency, the regional office of an agency network, or the independent agency that enters an ad that has run once, on late night TV, or has only run because the agency produced a single ad and paid to run it themselves, will be banned from entering The One Club Denver Awards for 3 years.

NOTE: The One Club Awards Denver reserves the right to review 'late-night, ran-once' and launch versions, at The One Club's discretion. If it is determined that the ad was created expressly for award show entry, the penalty will hold.

TERMS & CONDITIONS

The One Club will require proof of publication for all entries. The One Club has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

All entry fees are non-refundable and non-transferable. By submitting entries into the competition, the entrant is committing to pay for all entry fees in full.

The entrant grants permission to The One Club to show, copy or play the entries at such times as The One Club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into The One Club Awards Denver. If any network or local television or radio station shall agree to telecast a news or other program relating to The One Club Awards Denver, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of The One Club Awards Denver as stated on the entry site. Decisions of judges on all matters during judging, including qualifications and categories, are final. Any disputes that may arise will be decided by The One Club Board of Directors. The One Club reserves the right to disqualify work that it finds to be fatally compromised as to originality or veracity after review and final decision by The One Club Board of Directors.

ONE CLUB AWARDS DENVER MEDALS & MERITS

Finalists will receive one of four awards. Not all categories are guaranteed to have winners.

» **GOLD, SILVER, BRONZE Medals** will be awarded in all disciplines. Medal winners will be announced on November 10, 2022. All Medal winners will be published in the online Archives.

» **MERIT** awards will be awarded in all disciplines. Merit winners will be published in the online Archives.

NOTE: All Finalists are subject to verification of the authenticity of the work prior to being awarded.

BEST OF SHOW - PROFESSIONAL

The jury will vote to select the best work across all professional disciplines.

BEST OF SHOW - STUDENT

The jury will vote to select the best work across all student categories.

For the purposes of The One Club Awards Denver, the terms on the following pages are to be used as provided.

GENERAL TERMS

» **DISCIPLINE:**
The various classifications of work under which entries may be submitted. The One Club Awards Denver is divided into 9 disciplines (Design, Integrated, etc).

» **VERTICAL MARKET:**
The specific industry to which your promoted product or service relates. See the full list of Vertical Markets.

» **CATEGORY / SUBCATEGORY:**
Divisions within a discipline, grouped by media type and other common characteristics. Multiple Subcategories may be listed within a Category. **NOTE:** The term "Category" often includes the "Subcategory" information.

COMPANY INFORMATION

» **COMPANY TYPE:**
The main function of your company. Options include Agency, Client / Brand, Design Firm, Digital Agency, Freelance / Individual, In-House / Internal Agency, Media Distribution Company, Music & Sound Production Company, Post-production Company, PR / Marketing, Production Company, and Publisher.

» **PRIMARY COMPANY:**
The company that led the project and will receive top billing. If multiple companies worked on the project, entrants may include them in the "Secondary Company" credit. **NOTE:** The company listed as "Primary" in the credits will be published under the "Agency" heading, with the Secondary Companies at the top of the online Archives listing.

» **SECONDARY COMPANY:**
A company that also worked on the project and will share top billing. The lead company should be credited as "Primary Company." **NOTE:** Companies listed as "Secondary Company" will be published with the Primary Company under the "Agency" heading at the top of the online Archives listing.

CREDITS

» **FULL CREDITS:**
All companies and individual creatives who worked on the project can be added to the "Full Credits" section of an entry. **NOTE:** These credits will be published in the online Archives.

» **COMPANY CREDITS:**
All companies that worked on the project. When adding companies entrants can select from a list of Company Types.

» **INDIVIDUAL CREDITS:**
All individuals who worked on the project. When adding individual names, entrants can select from a list of creative credit titles. **NOTE:** If an individual is credited with a title of "Other" they will not be ranked.

ENTRIES

» **SINGLE:**
A single piece of work that may or may not be part of a campaign.

» **SERIES:**
Multiple pieces of work that are part of the same campaign. Please see the individual categories for details. **NOTE:** Two pieces or more may be entered as a Series.

» **SINGLE OR SERIES:**
Either a single piece of work or a series of multiple pieces of work. Please see the individual categories for details.

» **OPEN ENTRIES:**
Entries that have been started in the system, but have not been submitted for judging are considered "Open." Open entries will not be eligible for judging until they have been closed by clicking the "proceed to payment" button during checkout.

» **CLOSED ENTRIES:**
After clicking the "proceed to payment" button during checkout, entries are considered "Closed." Closed entries have been submitted for judging. **NOTE:** "Closed Entries" may be referred to as "Completed Entries" in correspondence.

» **ENTRY LIST:**
This is an itemized list of the entries that were submitted together within a specific invoice.

» **VERIFICATION FORM:**
A document confirming the print or air date of the work, to meet the eligibility requirements for entry. This is most commonly a letter from the client, but can also be a media buy sheet, tear sheet, or other verifying document.

» **INVOICE / PAYMENT FORM:**
This is a documentation of the financial summary of your entries. This will only include the entries you have "proceeded to payment" with during checkout.

FINALISTS

» **FINALIST:**
A Finalist has won either a Medal or Merit award. The One Club Awards Denver will be releasing a list of all of the Finalists by November 2022. The specific type of award will not be publicly revealed until The One Club Awards Denver award ceremony on November 11. **NOTE:** All Finalists are subject to verification of the authenticity of the work prior to being awarded.

» **FINALIST CONFIRMATIONS:**
All Finalists will be required to confirm that all information related to their winning entries is complete and accurate. Finalist Confirmations must be submitted to ensure that the correct information is included in awards presentations and the online Archives.

SUBMISSION MEDIA

» **SUBMISSION MEDIA:**
This refers to the material and content that the jury will be judging. **NOTE:** Physical materials will not be accepted into The One Club Awards Denver 2022.

» **JUDGING MEDIA:**
The primary material and content that the jury will be judging.

» **SUPPORTING MEDIA:**
The secondary material and content that the jury may choose to review at their discretion. **NOTE:** Not all categories accept Supporting Media.

» **REFERENCE MEDIA:**
All entries require high resolution digital images. The jury will see these images, but they will not be judged. **NOTE:** Specific audio submission options do not require images, but they may be submitted with your entry.

» **MEDIA:**
Media includes digital images, videos, audio files, URLs or PDFs. **NOTE:** Please see the list below for specific types.

» **CONTENT VIDEO**
A video with content as it originally aired. Content Videos contain no extraneous information and should not include background, explanation, or results.

» **VIDEO**
A video that provides information on a work in one of the formats below.

   » **CASE STUDY VIDEO**
   A video that provides an explanation of the project. It should focus on the *idea* of the project and the creative execution. These videos may also include cultural background, explanation and results.

   » **BEHIND THE SCENES / MAKING OF VIDEO**
   A video that provides background information on how a project was made. It should focus on the techniques and process of creating the work.

   » **CUT-DOWN / TRAILER**
   A video providing a summary of the content in a longer piece. Cut-downs and Trailers contain no extraneous information and should not include background, explanation, or results, but rather provide the viewer with a preview of what is contained in the longer piece. **NOTE:** Categories that accept Cut-Downs or Trailers will also accept a URL to the Full-Length piece.

   » **DEMO VIDEO**
   A video showcasing or demonstrating a product. This includes unboxing, products in use, screen records of digital sites or apps, and other presentations of digital or physical work.

» **IMAGE**
An image that provides information on a work in one of the formats below.

   » **PROJECT BOARD**
   A composite of multiple images and information that provides an explanation of the project. It should focus on the *idea* of the project and the creative execution. These composites may also include cultural background, explanation, and results. **NOTE:** All information should be large enough to be seen from a distance when projected or on a small monitor.

   » **INSTALLATION / IN-SITU**
   These images show the work as it was placed and the surrounding environment. i.e. An image of a poster installed in a bus shelter, or a billboard on the side of a highway.

   » **ARTWORK IMAGE**
   An image with content as it was originally placed. Artwork Images contain no extraneous information and should not include background, explanation, or results.

» **URL TO WEBSITE**
The web address of an active site submitted for judging with an entry. **NOTE:** Landing pages to case study information are accepted.

» **URL TO FULL LENGTH PIECE**
The web address of the full version of a long form video hosted online. **NOTE:** URLs to Full Length videos should go directly to the hosted video and not contain any additional information on the page.

» **AUDIO**
A file containing only audio with content as it was originally aired.

» **PDF**
Digital multi-page content containing images, graphics, and copy.

» **PUBLICATION PDF**
A digital format of a physical mutli-page publication. This includes submissions for booklets, brochures, books, magazines, and other publications. **NOTE:** Publication PDFs may also be submitted for digital publications.

» **ANIMATED GIF**
Animated graphics, usually short in length, illustrating dynamic or moving graphics. **NOTE:** Gif files should only be submitted if animated. Still or static graphics should be submitted as jpeg files.

VERTICAL MARKETS

The specific industry to which your promoted product or service relates.

NOTE: When entering your work, you may select from the following Vertical Markets.
NOTE: The exact same piece may NOT be entered into different Vertical Markets.

» **AUTOMOTIVE / CARS / MOTORCYCLES / TRUCKS**

» **BANKING / FINANCIAL SERVICES / INSURANCE / INVESTMENT**

» **BEAUTY / COSMETICS / TOILETRIES / PERSONAL CARE**

» **BEVERAGES – ALCOHOLIC DRINKS**

» **BEVERAGES – NON-ALCOHOLIC DRINKS**

» **CONSUMER PACKAGED GOODS / FOOD / CANDY / SNACKS**
Includes any fast-moving edible items sold in stores; foods that get used up and have to be replaced frequently

» **CONSUMER PRODUCTS**

» **CONSUMER SERVICES**
Includes services that do not involve the production of tangible goods (i.e., landscaping, moving, consulting, storage, couriers)

» **DURABLE CONSUMER GOODS / HOME APPLIANCES**
Consumer products that do not have to be purchased frequently that are made to last for an extended period of time

» **ENTERTAINMENT / MUSIC / FILM / TELEVISION**

» **FASHION / CLOTHING / FOOTWEAR / ACCESSORIES**

» **GAMBLING / LOTTERY**

» **GAMING – DIGITAL / CONSOLE / ONLINE / MOBILE**

» **HEALTH / WELLNESS / PHARMACEUTICALS**
Includes medication and preventive care, medical facilities, etc. Entries submitted in this Vertical Market may also be entered into the Health, Wellness & Pharma discipline; see the corresponding list of Vertical Markets on the next page.

» **HOUSEHOLD GOODS / CLEANING PRODUCTS**
Goods and products used to maintain a household (i.e., paint, gardening supplies, kitchen utensils)

» **INTERNAL & CORPORATE COMMUNICATIONS**

» **NON-PROFIT ORGANIZATIONS / CHARITIES / EDUCATION / GOVERNMENT**

» **PET PRODUCTS & SERVICES**

» **PUBLICATIONS & MEDIA / BOOKS / NEWS**

» **REAL ESTATE**

» **RESTAURANTS / FAST FOOD OUTLETS**

» **RETAIL**
Any store that sells products to the public other than restaurants

» **SELF-PROMOTION**

» **SPORTS / FITNESS / SPORTS APPAREL**

» **TECHNOLOGY HARDWARE – ELECTRONICS / COMPUTERS / BUSINESS EQUIPMENT / MOBILE PHONES**

» **TECHNOLOGY SOFTWARE – INTERNET / TELECOMMUNICATIONS / SOFTWARE & APPS**

» **TOURISM / TRAVEL / TRANSPORTATION**

» **TOYS & GAMES**

The One Club Awards Denver made entering even easier with a brand new entry system. Debuted in 2021, the new site has an abundance of new features that make the entry process more streamlined.

NEW FEATURES

» **CREDITS –** Entrants are now be able to create one master list of credits in their account. These can then be added to entries without having to type them in each time.

» **MEDIA –** Entrants now have one master list of media in their account. Videos, Images, URLs, etc. are all in one place. Specific information and translations can be added to individual media.

» **GROUPS –** Credits and Media can now be organized into groups. Groups can be used to quickly find these items to be added to entries.

» **ACCOUNT INFO –** Multiple addresses can now be saved to your account for billing and invoicing purposes.

» **SUBMISSION MEDIA –** Submission media options have been expanded and more options for categories are available.

» **ENTRY MANAGEMENT –** There are now several options for creating and editing your entry—choose the option that works best for you and your submissions.

» **DUPLICATE ENTRY –** From your entry list (both Open Entries and Closed Entries), you can duplicate an entry. It will clone all information and media into the new entry. If you duplicate into a category with conflicting requirements, the system will mark those fields as incomplete and you will be required to fix them before submitting your new entry.

» **CATEGORY FINDER –** When creating an entry, use the Category Finder feature to search and filter all One Club Denver Awards categories by key terms to help you find appropriate places to enter your work.

QUESTIONS?

Feel free to reach out to The One Club Awards Denver team at **info@denver.oneclub.org** if you have any questions about the new entry system or submitting your work.

All One Club Awards Denver entries require information on the project. Below is the information that is required for *all* entries, regardless of category. Refer to the individual categories pages for additional requirements.

NOTE: Optional fields are noted as such.
NOTE: Do NOT use all capital letters.

GENERAL PROJECT INFORMATION

» **ENTRY TITLE –** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.

» **CLIENT / BRAND –** Who was the client on the project?

» **CLIENT URL –** Client's website. (optional)

» **VERTICAL MARKET –** The specific industry to which your promoted product or service relates.

» **ENTRY DESCRIPTION –** Describe your project in 300 words or less; the jury will see this. (optional) **NOTE:** Some categories require additional written information and context.

» **TRANSLATION TO ENGLISH –** Required for all entries which are not originally in English. **NOTE:** Video entries should include subtitles when possible.

CREDITS

COMPANY – Which companies worked on this project?

» **Company Name**

» **Company City**

» **Company Type –** to be selected from the list provided or "Other" can be selected. **NOTE:** "Other" titles will not be ranked.

» **NOTE:** companies can be added to an entry as Primary, Secondary, or listed in the full credits (see glossary for clarification)

INDIVIDUAL – Which individuals contributed to this project?

» **First Name**

» **Last Name**

» **Title –** to be selected from the list provided or "Other" can be selected. **NOTE:** "Other" titles will not be ranked.

» **Company / Company City –** the company that this individual is associated with (optional)

NOTE: Credits do not need to be completed in order to submit entries. Credits may be added to a closed entry after it has been completed and judged.

NOTE: Credits will be saved into your account. Identical credits will not need to be entered more than once as they can be attached to entries from your saved credits list.

MEDIA

Submission media options are determined by the category. However, each entry is required to include reference images and a thumbnail. The jury will see this thumbnail for *reference only* during judging.

Further information on media requirements can be found in the Submission Media section of this packet.

NOTE: Specific audio submission options do not require reference images, but they may be submitted with your entry.

All payments must be made in U.S. Dollars.

All payments must reach The One Club within **15 days** after the date on your invoice.

CREDIT CARD PAYMENT

AMEX, MASTERCARD, VISA and DISCOVER credit cards are accepted.

Credit card details will be encrypted so your privacy is protected. The card information will not be stored in the system for any reason.

NOTE: All online credit card transactions will be subject to a 3% processing fee.

CHECK PAYMENT

Entrants based in the United States may arrange payment via check.

For the total amount of fees, checks must be made payable to: **The One Club for Creativity, Inc.**

NOTE: ALL CHECKS MUST BE IN U.S. DOLLARS DRAWN ON A U.S. BANK.

REFUNDS

ALL ENTRY FEES ARE NON-REFUNDABLE AND NON-TRANSFERABLE. By submitting entries into the competition, entrants are committing to pay for all entry fees in full.

SUBMISSION MEDIA
ALL ENTRIES

THE
ONE CLUB
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2022

All entries must submit media for judging via The One Club Awards Denver online entry system. Each media type has specific technical requirements, as outlined on the following pages.

Refer to the Categories section for details on submission options for each category.

» **JUDGING MEDIA –** This media will be reviewed by the jury.

» **SUPPORTING MEDIA –** This media is not required, but may be viewed at the jury's discretion.

» **REFERENCE MEDIA –** This media is required. The jury will see these images, but they will not be judged.

IMPORTANT NOTE

The One Club Awards Denver 2022 will not be accepting physical entries. All entry media must be uploaded into the online entry system. **DO NOT MAIL PHYSICAL ENTRIES TO THE ONE CLUB DENVER AWARDS — THEY WILL NOT BE ACCEPTED.**

REFERENCE IMAGES

Reference Images are required for ALL entries. These images may be used by The One Club Denver Awards for promotional purposes. The jury may see these images, but they will not be judged.

THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

JUDGING & SUPPORTING MEDIA

IMAGES
Images submitted can be: **Artwork Image** (the original content or artwork as it ran)
                                Project Image (installation, in-situ, detail/closeup, project boards, etc.)

VIDEOS
Videos submitted can be: **Content Video** (the original content as it ran)
                                Project Video (case study, behind the scenes, trailer, cut-down, demo, screen record, etc.)

AUDIO
Audio files submitted can be: **Content Audio** (the original content as it ran)

URL
URLs submitted can be: **URL to Website** (the original site or a landing page providing information about the project)
                                URL to Full Length Piece (long form or full length content video hosted online)

PDF
PDFs submitted can be: **Project PDF** (contains images, graphics, and copy providing information about the project)
                                Publication PDF (full booklets, brochures, books, magazines, etc.)

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Digital Reference Images are required for ALL entries. These images may be used by The One Club Denver Awards for promotional purposes. The jury will see these images, but they will not be judged.

NOTE: Specific audio submission options do not require reference images, but they may be submitted with your entry. Follow these specs for ALL digital images submitted for ALL entries.

CONTENT

» The images should reflect the content of your entry.

» For Content Video entries, reference images should be high res stills from the video.

» When submitting multiple images, each should be unique — do not submit duplicate images for one entry.

DIMENSIONS

» The longest side of each image should be at least 2400 pixels long

» The longest side of each image must be a maximum of 4800 pixels long

MIN 2400PX
MAX 4800PX

MIN 2400PX
MAX 4800PX

FILE SIZE

» Each file must be no larger than 5 MB

UNDER 5MB ✔

OVER 5MB ⊘

FORMAT

» Each file must be a high res JPEG or PNG

» Each file should be RGB color mode

JPEG PNG ✔

PDF MOV TIFF ⊘

RGB ✔

GRAYSCALE CMYK ⊘

SUBMISSION MEDIA
DIGITAL IMAGES
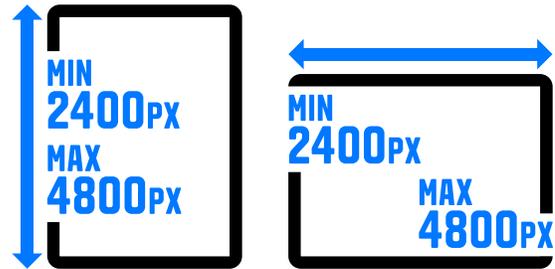
Follow these specs for ALL digital images submitted for ALL entries.

Please reference the individual category requirements for quantity of images required.

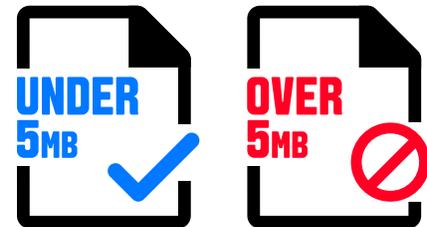## DIMENSIONS

» The longest side of each image should be at least 2400 pixels long

» The longest side of each image must be a maximum of 4800 pixels long

MIN **2400**PX
MAX **4800**PX

MIN **2400**PX
MAX **4800**PX

FILE SIZE

» Each file must be no larger than 5 MB

UNDER 5MB ✓

OVER 5MB 🚫

FORMAT

» Each file must be a high res JPEG or PNG

» Each file should be RGB color mode

JPEG PNG ✓

PDF MOV TIFF 🚫

RGB ✓

GRAYSCALE CMYK 🚫
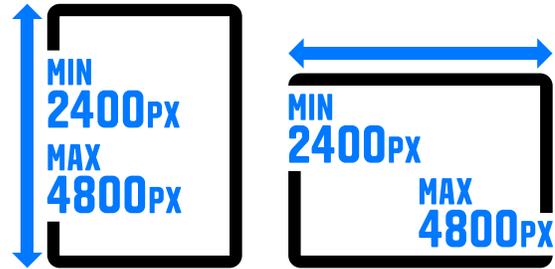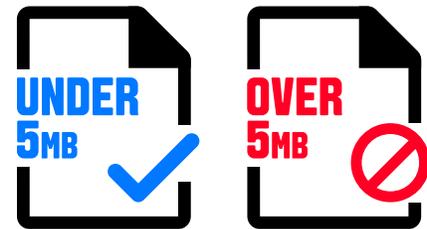
NOTE

» For digital project boards, all information should be large enough to be seen from a distance when projected or on a small monitor.

» Images submitted can be:

Artwork Image (the original content or artwork as it ran)
Project Image (installation, in-situ, detail/closeup, project boards, etc.)

SUBMISSION MEDIA
VIDEOS

THE ONE CLUB AWARDS DENVER

Video entries will only be accepted through online upload.

Please reference the individual category requirements for length restrictions.

ASPECT RATIO / RESOLUTION

» 1920 × 1080 is preferred and recommended

» Minimum resolution of 1280 × 720

» All videos must be submitted in 16×9 format

» Other aspect ratios will automatically have black pillars added after uploading the video into the online system

16 : 9

RECOMMENDED 1920x1080

MINIMUM 1280x720

FORMAT

» .mov or .mp4

» H.264 compression

» Audio compression must be AAC

.MOV .MP4 ✓

H.264 COMPRESSION UNDER 8196 KBPS ✓

FILE SIZE

» Each file must be no larger than 500MB

UNDER 500MB ✓

OVER 500MB 🚫

EXTRAS

» Do NOT include color bars or tone

» Do NOT include agency information or slates

🚫

AGENCY NAME 🚫
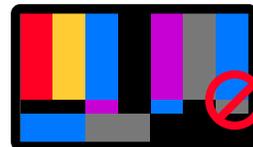
NOTE

» Videos submitted can be:

Content Video (the original content as it ran)
Project Video (case study, behind the scenes, trailer, making-of, cut-down, demo, screen record, etc.)

» Case Study and Project Videos should be no longer than 2 minutes.

THE ONE CLUB AWARDS DENVER

2022

Audio entries will only be accepted through online upload.

Please reference the individual category requirements for length restrictions.

FILE SIZE

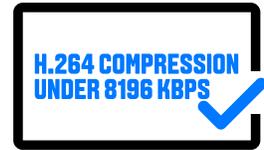» Each file must be no larger than 500MB

UNDER 500MB ✓   OVER 500MB 🚫

FORMAT

» All audio files must be in MP3 format

MP3 ✓   MOV MP4 WAV 🚫

EXTRAS

» Do NOT include agency information
» Do NOT include audio slates

AUDIO DURATION AGENCY NAME 🚫

URL entries will only be accepted through the online entry system.

ALL URLS

» Entries must be an active URL

» URL links entered must remain unchanged through May 2022

URL TO WEBSITE

» URLs of a video hosted online are NOT accepted
(i.e., Vimeo, YouTube, etc.) for Website categories

» Landing pages of case study information are acceptable
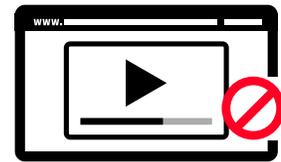
URL TO FULL LENGTH VIDEOS

» For Long Form and Full Length video categories, a URL may
be submitted to a content video hosted online (i.e., Vimeo,
YouTube, etc.)

» If you have a case study video, it must be submitted
through the online upload system.
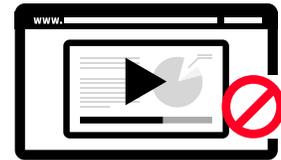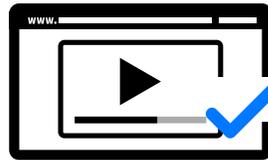
NOTE

» Password-protected URLs are NOT recommended

» Some categories may accept a URL to a download link to an application. This will be supporting media and is not
guaranteed to be downloaded and installed by the jury.

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PDF entries will only be accepted through the online entry system.

ALL PDFS

» Files must be exported at a high resolution image compression.

» Printers marks should not be included.

PROJECT PDF

» Images, graphics, and copy should be provided in a single file

» Project PDFs should be three (3) pages or less
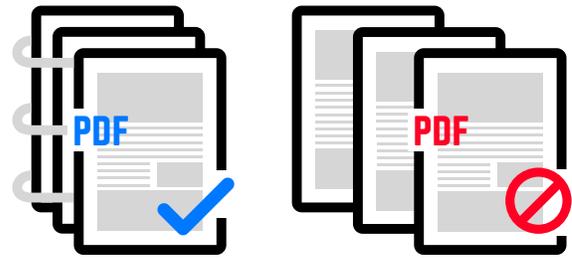
PUBLICATION PDF

» Physical books should be entered as multi-page documents

» Publication PDFs should not contain any extraneous project information. They should be a digital version of the book as it was printed.
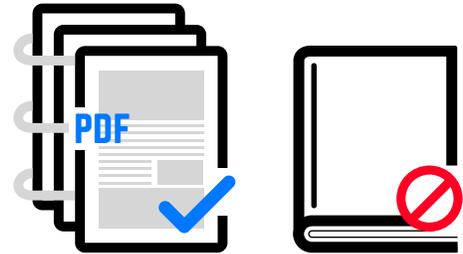
NOTE

» Password-protected PDFs are NOT accepted

» Single-page PDFs can be submitted for Book and Magazine covers, but Digital Image submissions are recommended.

» Digital publications may be entered as PDFs, providing they contain their original interactive components.

PDF

CATEGORIES
QUICK LIST – CATEGORIES

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CATEGORIES

Detailed information on entering each category can be found on its corresponding Discipline page in this guide.

DESIGN

Branding	D01	Logo
	D02	Branded Item
	D03	Identity System
Editorial	D07	Books
	D08	Magazine
	D09	Digital Publications
Typography	D10	Typeface Design
Promotional	D13	Posters
	D17	Booklets & Brochures
	D18	Collateral Items
Packaging	D19	Packaging
Experiential / Environmental	D23	Out of Home
Craft	D31	Art Direction
	D32	Illustration
	D33	Photography
	D34	Animation
	D35	Printing & Paper Craft

DIRECT MARKETING

Physical Items	F01	Physical Items
	F07	Email & Newsletters
Craft	F14	Art Direction
	F15	Writing
	F16	Printing / Production
	F18	Data-Driven Personalization

INTEGRATED

Integrated Campaigns	K01	Integrated Branding
Brand Transformation	K03	Brand Transformation
Co-Promotions	K04	Co-Promotions

MOVING IMAGE

Television, VOD, Online Films & Video	H01	Single
	H02	Campaign
	H11	Pre-Roll
Craft	P01	Direction
	P03	Writing
	P05	Editing
	P07	Cinematography
	P09	Animation
	P12	Visual Effects
	P14	Sound Design
	P16	Use of Music

INTERACTIVE, ONLINE & MOBILE

Websites	M01	Websites
	M02	Utility
	M03	E-Commerce
Applications	N02	Applications
Online Advertising	M04	Native Ads
Digital Experiential & Immersive	N11	Interactive Installations
	N12	Augmented, Virtual & Mixed Reality
Gaming	M15	Branded Games
Craft	M16	Art Direction
	M17	Writing

RADIO & AUDIO

Broadcast	T01	Single
	T02	Campaign
Online	T03	Streaming Audio
	T04	Branded Podcast
Custom Content	T05	Custom Content
Experiential Radio & Audio	T06	Experiential Radio & Audio
Craft	T07	Writing
	T09	Sound Design
	T10	Use of Music

CATEGORIES
QUICK LIST – CATEGORIES

PRINT & OUTDOOR

Publishing	R01	Print Media - Single
	R02	Print Media - Campaign
Promotional / Collateral	R06	Posters - Single
	R07	Posters - Campaign
	R08	Promotional Items
Out-of-Home	R09	P.O.P. & In-store
	R11	Billboards & Transit
	R13	Dynamic Billboards & Transit
	R14	Experiential & Installations
Craft	R18	Art Direction
	R19	Writing
	R20	Illustration
	R21	Photography
	R22	Typography
	R23	Printing & Production

SOCIAL MEDIA

Social Channel	V01	Social Channel
Social Post	V02	Single
	V03	Campaign
	V04	Real-time Response
Livestream	V05	Livestream
Social Engagement	V07	Community Building
	V08	Stunts & Activations
Craft	V09	Writing
	V10	Use of Visuals

STUDENT

Student Single	S01	Single
Student Campaign	S02	Campaign

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DESIGN	
Branding	
D01	**Logo**
	A static or dynamic graphic image that identifies a company or product while also communicating the brand.
D02	**Branded Item**
	A single element of a brand identity system, such as letterhead, a business card or other collateral.
D03	**Identity System**
	3-10 elements of an identity system for a brand (may include business cards, stationery, logo, network IDs, branding guidelines, etc.)
Editorial	
D07	**Books**
	Overall design for a commercially available book or series of books.
D08	**Magazine**
	Overall design for a commercially available magazine or newspaper.
D09	Digital Publications
	Overall layout design and functionality of e-books, digital magazines and catalogues.
Typography	
D10	**Typeface Design**
	A new font or family of fonts.
Promotional	
D13	**Posters**
	A poster, or series of posters (3-5), created for a brand (company or individual) with the intent of promoting a product or service.
D17	**Booklets & Brochures**
	Communications in the form of a booklet, brochure, catalogue, or other bound printed material.
D18	**Collateral Items**
	Physical items created for a brand with the goal of promoting a Images for judging product or service.
Packaging	
D19	**Packaging**
	Packaging for a commercially available, limited-distribution or limited-edition product or line of products.
Experiential / Environmental	
D23	**Out of Home**
	A single or series of elements (3-5) of environmental design including billboards, transit, kiosks, and other ambient media.

DESIGN

Craft	
D31	**Art Direction**
	Communication of the overall visual appearance of a work or works.
D32	**Illustration**
	Use of illustration to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.
D33	**Photography**
	Use of photography to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.
D34	**Animation**
	Use of animation to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.
D35	**Printing & Paper Craft**
	Work that features the application of specialized skills, technologies and other uses of paper and printing techniques (screen printing, laser cutting, embossing, 3D printing).

DESIGN

DIRECT MARKETING	
Physical Items	
F01	**Physical Items**
	A physical piece of advertising that targets a specific audience. Includes pieces delivered via mail, messenger, handouts, postings, etc.
F07	**Email & Newsletters**
	The use of email communications as a tool for direct contact with a brand's targeted demographic.
Craft	
F14	**Art Direction**
	Communication of the overall visual appearance of a work or works in a direct marketing piece or campaign.
F15	**Writing**
	Writing in a direct marketing piece or campaign.
F16	**Printing / Production**
	Specialized printing or production techniques applied to a physical direct marketing piece or campaign
F18	**Data-Driven Personalization**
	Use of a specific data set to personalize advertising in a direct marketing piece or campaign.

INTEGRATED	
Integrated Campaigns	
K01	**Integrated Branding**
	A fully integrated campaign consisting of 3-10 elements, executed in at least 3 mediums. Mediums can include, but are not limited to television, print, online, outdoor, or radio.
Brand Transformation	
K03	**Brand Transformation**
	An integrated campaign restructuring a brand's image that changes the way that consumers perceive the brand or organization.
Co-Promotions	
K04	**Co-Promotions**
	Integration of two or more different brands working together to create a single unified project. Mediums can include but are not limited to television, experiential and digital.

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MOVING IMAGE	
Television, VOD, Online Films & Video	
H01	**Single**
	A commercial spot airing on television or video-on-demand platforms.
H02	**Campaign**
	A campaign of 3-5 commercial spots airing on television (3 images of each video) or video-on-demand platforms.
Craft	
P01	**Direction**
	Overall artistic vision of a commercial spot (or a series of commercial spots) or branded content video(s). Includes television, cinema, digital games, or online.
P03	**Writing**
	Scriptwriting of a commercial spot(s) or branded content video(s). Includes television, cinema, digital games, or online.
P05	**Editing**
	Editing of a commercial spot(s) or branded content video(s). Includes television, cinema, digital games, or online.
P07	**Cinematography**
	Cinematography of a commercial spot(s) or branded content video(s). Includes television, cinema, digital games, or online.
P09	**Animation**
	Animation applied to a commercial spot(s) or branded content video(s). Includes television, cinema, digital games, or online.
P12	**Visual Effects**
	Visual effects applied to a commercial spot(s) or branded content video(s). Includes television, cinema, digital games, or online.
P14	**Sound Design**
	Sound design of a commercial spot(s) or branded content video(s). Includes television, cinema, digital games, or online.
P16	Use of Music
	Use of original music or adaptation of licensed music commercial spots or branded content videos. Includes television, cinema, digital games, or online.

MOVING IMAGE

INTERACTIVE, ONLINE & MOBILE	
Websites	
M01	**Websites**
	A website, microsite, or webpage created to promote a brand, product, or service.
M02	**Utility**
	A branded online tool or website that facilitates a useful function for the user.
M03	**E-Commerce**
	A branded online tool or website that facilitates the buying, selling, or trading of goods or services.
Applications	
N02	**Applications**
	A mobile application created to promote a brand, product, or service.
Online Advertising	
M04	**Native Ads**
	Online advertisements that match the appearance and function of the platform in which they appear.
Digital Experiential & Immersive	
N11	**Interactive Installations**
	A standalone digital installation that requires user interaction. Includes kiosks, mupis, etc.
N12	**Augmented, Virtual & Mixed Reality**
	Use of Augmented Reality, Virtual Reality, or Mixed Reality in brand experiences.
Gaming	
M15	**Branded Games**
	Gaming that features a brand as an integral component of gameplay. Includes online, console, computer and other digital games.
Craft	
M16	**Art Direction**
	Communication of the overall visual appearance of an interactive piece or campaign.
M17	**Writing**
	Writing in an interactive piece or campaign.

PRINT & OUTDOOR

Publishing	
R01	**Print Media - Single**
	A single newspaper or magazine advertisement to promote a product, service, or message. Full page, spread, or small space may be entered here.
R02	**Print Media - Campaign**
	A campaign of 3-5 newspaper or magazine advertisements to promote a product, service, or message. Full page, spread, or small space may be entered here.
Promotional / Collateral	
R06	**Posters - Single**
	A single poster advertisement to promote a product, service, or message. Includes guerilla postings.
R07	**Posters - Campaign**
	A campaign of 3-5 poster advertisements to promote a product, service, or message. Includes guerilla postings.
R08	**Promotional Items**
	Physical items created for a brand to promote a product, Images for judging service, or message.
Out-of-Home	
R09	**P.O.P. & In-store**
	A single or campaign of poster(s), shelf banner(s), 3D display(s), or other promotion placed in-store or at point-of-sale.
R11	**Billboards & Transit**
	A single or campaign static advertisement(s) which appears in or around transit. Includes billboards, vehicle wraps, bus shelters, subways, taxis, and airports.
R13	**Dynamic Billboards & Transit**
	Advertising which incorporates digital or electronic components that move or change. Includes digital and motorized billboards and other dynamic displays.
R14	**Experiential & Installations**
	A single piece or campaign of immersive advertising. Includes kiosks, street furniture, live experiences, trade show booths, pop-ups, and furniture, live experiences, trade show booths, pop-ups, and constructed public environments.
Craft	
R18	**Art Direction**
	Communication of the brand's overall visual appearance in a print or out-of-home piece or campaign.
R19	**Writing**
	Writing in a print or out-of-home piece or campaign.
R20	**Illustration**
	Illustration within a print or out-of-home piece or campaign. Can be a stand-alone work or incorporated into a larger layout.

CATEGORIES
PRINT & OUTDOOR

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R21	Photography
	Photography within a print or out-of-home piece or campaign. Can be a stand-alone work or incorporated into a larger layout.
R22	Typography
	Use of typography within a print or out-of-home piece or campaign. Can be a stand-alone work or incorporated into a larger layout.
R23	Printing & Production
	Specialized printing or production techniques applied to a print or out-of-home piece or campaign.

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RADIO & AUDIO	
Broadcast	
T01	**Single**
	A commercial spot broadcast over national, regional, or satellite radio stations.
T02	**Campaign**
	A campaign of 3-5 commercial spots broadcast over national, regional, or satellite radio stations.
Online	
T03	**Streaming Audio**
	Commercial spots broadcast over an internet radio station or platform.
T04	**Branded Podcast**
	A single or episodic podcast that integrates a brand into its content.
Custom Content	
T05	**Custom Content**
	Content customized to an audience familiar with the brand. Can be stand-alone or woven into a larger plot or narrative. Includes user-generated content.
Experiential Radio & Audio	
T06	**Experiential Radio & Audio**
	Broadcast or online audio content that triggers action from the listener. Includes proximity-based listening, user-specific content, physical world interaction, etc.
Craft	
T07	**Writing**
	Writing of a single or series of 3-5 audio-based pieces.
T09	**Sound Design**
	Sound design of audio-based pieces.
T10	**Use of Music**
	Use of original or adapted music in audio-based pieces.

SOCIAL MEDIA	
Social Channel	
V01	**Social Channel**
	A brand's presence on a single social network, utilizing that particular network's individual qualities or strengths.
Social Post	
V02	**Single**
	A single branded post on a social network, utilizing that A single branded post on a social network, utilizing that particular network's individual qualities or strengths.
V03	**Campaign**
	A campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.
V04	**Real-time Response**
	The use of real-time information to create brand-centric messaging or to react to current events.
Livestream	
V05	**Livestream**
	An online video that documents a brand's live event via realtime video on a social platform.
Social Engagement	
V07	**Community Building**
	Branded social content that encourages a response or other active participation from users to trigger engagement and interaction with the brand.
V08	**Stunts & Activations**
	A real-world stunt or activation intended to trigger social media response and interaction.
Craft	
V09	**Writing**
	Exemplary writing applied to a social media post or campaign.
V10	**Use of Visuals**
	Exemplary use of visuals applied to a social media post or campaign. Includes static or dynamic elements.

CATEGORIES
STUDENT

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STUDENT	
Student Single	
S01	**Single**
	The best single execution of an idea. Work may only be entered once as either a single entry OR as a campaign in appropriate category.
S02	**Campaign**
	The best concept across at least 3 executions and/or media. Work may only be entered once as either a campaign OR as a single entry in appropriate category.