
Cresta Awards 2022: A guide to entering



Key Dates

Open for entries	15 Feb
Super Early Bird	15 Feb - 30 Mar
Mid Season Saver	1 April - 30 May
Standard Rate	1 June - 20 July
Entries Close	20 July
Judging	August
Winners Announced	Mid Sept

Fees

	Single	Campaign
Super Early Bird	\$290	\$490
Mid Season Special	\$390	\$650
Standard Fees	\$490	\$750
5+ entries *	10% discount	

* Submit 5 or more entries in any category during any period and save an extra 10% on your total invoice.

How to enter

Entering the Cresta Awards is simple. The first step is to register at www.cresta-awards.com

Once registered, you will be able to login at any time and make, amend and pay for entries right up until the final closing date.

When you are ready to start entering work, just login and our Entry System will guide you through the process.

If you have any problems or questions, please contact our team at info@creativestandards.org and we will try to help as quickly as possible.

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 represents 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.

Anyone credited on a winning entry is entitled to order one of our much coveted and sustainably-made trophies.

One Grand Prix, Gold, Silver or Bronze trophy per winning entry is shipped free of charge to entrants. Additional trophies may be ordered via <https://journal.cresta-awards.com/shop>.

A Shortlist trophy is available, and may be ordered. at the Cresta shop (link above).

Our trophies are made to order in a craft workshop and can take two to three months to arrive following the winners announcements.

Judging process

Cresta is unlike other awards in that it has a semi-permanent Grand Jury of very carefully selected senior industry leaders, from all over the world.

Each year we refresh the jury with a particular emphasis on gender and ethnic balance. By the time judging starts, more than 120 of the world's brightest and best will be ready to review your entries.

Because they are in 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.

The jury's Shortlist will be announced early September 2022. And the Winners late September.

Categories

We aim to have a comprehensive and comprehensible choice of categories. If you feel we have missed out a category important to you, please let us know. You can also contact our team at info@creativestandards.org if you are unsure where to enter your work.

1: Moving Image

Commercials for TV, Cinema, Social and Viral. Single or campaign entries. For short form video, see Social category. For brand funded video, see Brand Content.

- TV or Cinema Commercial up to 30 second
- TV or Cinema Commercial 31- 60 second
- TV or Cinema Commercial over 60 seconds
- Viral Video (any length)
- Music video **NEW**

2: Digital

Websites, Micro-sites, Apps, Ads, Banners, Games, etc. for any device. Single or campaign entries.

- 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 OOH

Newspaper, Magazine or other Publication Ads, Billboards, Posters. Single or campaign entries.

- Print ad
- Large format billboard poster
- Small format poster
- Interactive poster
- Innovation in print or OOH **NEW**

4: Ambient & Experiential

For Ambient entries, work should be on or in unusual or unexpected places, may be known as guerrilla marketing. Experiential should be immersive, live and memorable experiences for consumers - encompassing live marketing and event marketing experiences. Single or campaign entries.

- Ambient
- Experiential

5: Social

Social media campaigns, videos, ephemeral content and other social-based work.

- 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 10 secs

6: Audio

All forms of audio-led communication, including radio advertising, branded podcasts, and audio creativity that leads in any media. Single or campaign entries.

- Radio advertising (any length)
- Branded podcast (any length)
- Innovative use of sound/audio

7: Brand Content

Film/video, AR, VR, games or other entertainment made with intent to support a brand's marketing strategy.

- Brand-funded film/video (fiction)
- Brand-funded film/video (factual)
- Branded Game
- Brand VR/AR
- Other brand-funded content

8: Direct

Any marketing item created with intent to produce a direct response from consumers. Can be any media. Single or campaign entries.

- SPECIAL CATEGORY Email newsletter **NEW**

9: Integrated Campaign

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

Sector Sub-Categories

Entrants into categories 1-9 entrants should also choose a sector sub-category from the list below:

- 01: CONSUMER PRODUCT OR SERVICE
- 02: CORPORATE
- 03: PUBLIC INTEREST OR CHARITY

10: 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. Single or campaign entries.

- OTC medicines
- Prescription medicines
- Devices
- Healthcare services (hospitals, care homes, insurance etc)
- Wellness (work supporting healthy life-style choices)
- Mental health campaign **NEW**
- Public Awareness (public health information campaigns)

11: B2B

Any work for this fast growing and improving specialist sector of marketing communications. Single or campaign entries. - Commercials - Brand content/ film or video/games/VR/AR

- Print and OOH
- Experiential or Ambient
- Website/Micro-site
- Online marketing

12: 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)

13: 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
- Creative use of Data
- Use of AI
- Use of AR or VR
- Integrated use of new technologies

14: Digital Design

Design projects primarily using digital technologies, can be online, physical installations or any other use of design in a digital environment.

- Website or Micro-site
- Integration of multiple technologies
- Online identity
- OOH digital installations
- Data visualisation
- Innovative use of new technologies

15: Design

All other single or mixed media design projects, covering print, identity and physical installations or spaces used primarily as part of a marketing initiative.

- Logos
- Brand identity
- Packaging
- Annual Report/Brochure/Publication
- Editorial design
- Experiential/Spatial/Environmental
- Installations or Displays
- Brand transformation
- The future of design

16: Film Craft

- Outstanding Direction of a Commercial
- Outstanding Cinematography in a Commercial
- Outstanding Direction of a Brand-funded film
- Outstanding Cinematography in a Brand-funded film
- Outstanding Editing of a Commercial or Brand-funded film
- Outstanding Scriptwriting
- Outstanding Art Direction
- Outstanding Sound Design
- Outstanding Special Effects
- Outstanding Animation
- Use of Music (original & licensed)
- Use of Humour
- Film Craft Campaign

17: Print Craft

Outstanding Art Direction
Outstanding Copywriting
Outstanding Typography
Outstanding Photography
Outstanding illustration **NEW**
Craft campaign

18: Digital Craft

- Innovative new techniques
- Typography
- Use of animation
- Use of photography
- User journey
- Innovative coding
- Outstanding digital illustration **NEW**

19: 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.

20: Brand Transformation

Have you taken a tired, traditional brand and transformed it, making it fit for the modern age? Perhaps you've taken a 'bricks and mortar' business and made it a major online success. Or strategically and creatively re-positioned a brand so dramatically it has been completely revitalised. Work in any media accepted.

21: 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.

22: Creative Strategy **NEW**

Entrants should demonstrate via creative examples, a case film or up to 750 word document how strategy development has shaped a new creative approach.

23: Creative E-commerce **NEW**

The pandemic has accelerated the adoption and importance of e-commerce. This category seeks to find the most innovative and effective examples of the fast growing online relationship between brands and consumers.

24: 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.

25: The #OMG Award

A special new category for work that defies categorisation and simply makes us say "#OMG, how did they do that" or "how did they persuade the client to go with that". Shock us, or make us laugh out loud, or go silent

in admiration. Any media accepted.

26: The Media Magic Award

The innovative use of media can be as creative as it is effective. Show us how you challenged the norm and created something special in any mix, individual or one-off media.

27: The Future

With the rapidly growing importance of the Metaverse, NFTs, Blockchain, AI, AR and other advanced technologies and tools, The Future category looks for innovative new ideas that show the way forward for the industry. Whether they are experimental in-house ideas or work you have actually produced for clients, we want to see it.

28: The Creative Effectiveness Award

In no more than 1000 words and/or a 3 minute video persuade us that your work achieved outstanding effectiveness within the objectives set by the client.

29: The Creative Business Award

To be highly creative, innovative and reliably successful, time after time, a company needs values, methods, organisation. And then... a little extra magic. What's your company's secret sauce? Is there a unique culture that defines your company? Is it a special workplace that inspires staff to go the extra mile? Does the company demonstrate pro-bono activism to improve society or the environment? Share what makes your creative business special and you could win this very special award.

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.

- Up to 50 employees
- Over 50 employees
- Network of more than three offices

The industry and special trophies

Following the announcement of the winners in September, we will award these major trophies. These are not voted for by the Jury, and you do not need to enter them.

Network of the Year
Agency of the Year
Independent Network of the Year
Independent Agency of the Year
Production Company of the Year
The Jury Award (chosen by the Cresta Jury Chair)
The President's Award (awarded by the Cresta President for outstanding contribution)
Personality of the Year **NEW**
New Agency of the Year **NEW**

Fees

Our fees are charged in US\$.

We accept payment by credit, charge or debit card, but at checkout there is also the option to pay by bank transfer. No work will be accepted into the competition until full payment is received. Card transactions will be subject to a 3% processing fee, and bank transfers to a fee of \$35.

Please note that UK entries will be subject to VAT @20%.

Does your work qualify?

- 1: Work submitted must have been published, broadcast or released between 1 January 2021 and 31 July 2022. Work that has previously won or been shortlisted cannot be re-entered.
- 2: It must have been commissioned by, created for and approved by a client. Work that has previously won or been shortlisted cannot be re-entered.
- 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?

Cresta is dedicated to recognising great creative talent. So credits should primarily be used to identify the main originators of the idea or the execution.

Our entry system will guide you through all other credits. And we are delighted to recognise everyone who has contributed to the work.

You can add to or amend credits at any time up until the closing date.

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.

5. If you want certain elements of your entry to only be available to the Jury and not on public view, you should let us know as soon as possible. This particularly applies if your work is chosen for the shortlist or wins a trophy. We cannot take responsibility for any information/video/music/material you submit being used without the appropriate permissions.

6. As the entrant, and in the event of any dispute over usage, you agree to indemnify Creative Standards International Limited against any liability and/or costs related to its use of your entry material.

What 'assets' will you need?

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 info@creativestandards.org
All entries must be made online. We do not accept any 'physical' entries.

VIDEO

1. Should be entered as an MOV or MP4 file.
2. Any entry over 5 mins in length should be accompanied by a video case study (max 3 mins).
3. Non-English language entries should be dubbed or sub-titled in English.
4. Campaign entries should be uploaded as separate files.
5. Entries must have been aired in a commercial or public environment in the form submitted.
6. The names of entrants, production companies or agencies must not appear at any point on the uploaded file.
7. 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

PRINT

1. Single item entries should be uploaded as a JPEG.
2. Campaign entries should be uploaded as separate-JPEGs.

3. Video/slide case studies, where appropriate, should be uploaded as either MOV or MP4 files. (3 mins max).
4. Entries must have appeared in a commercial or public environment in the form submitted any point on the uploaded file.
5. Non-English language entries should be accompanied by an English translation, uploaded with the entry.
6. The names of entrants, production companies or agencies must not appear at any point on the uploaded file.
7. 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

DIGITAL

1. Single entries or digital components of integrated campaigns etc must be entered as a URL.
2. If the entered item is no longer live, you should submit a URL directed to a landing page containing links to the work.
3. The work must be submitted in the form originally available to consumers/target.
4. You should supply all relevant User Names & Password.
5. If necessary, your landing page should contain an English language translation and any other material to assist judging.
6. Entries should not show the names of entrants unless it is an integral part.