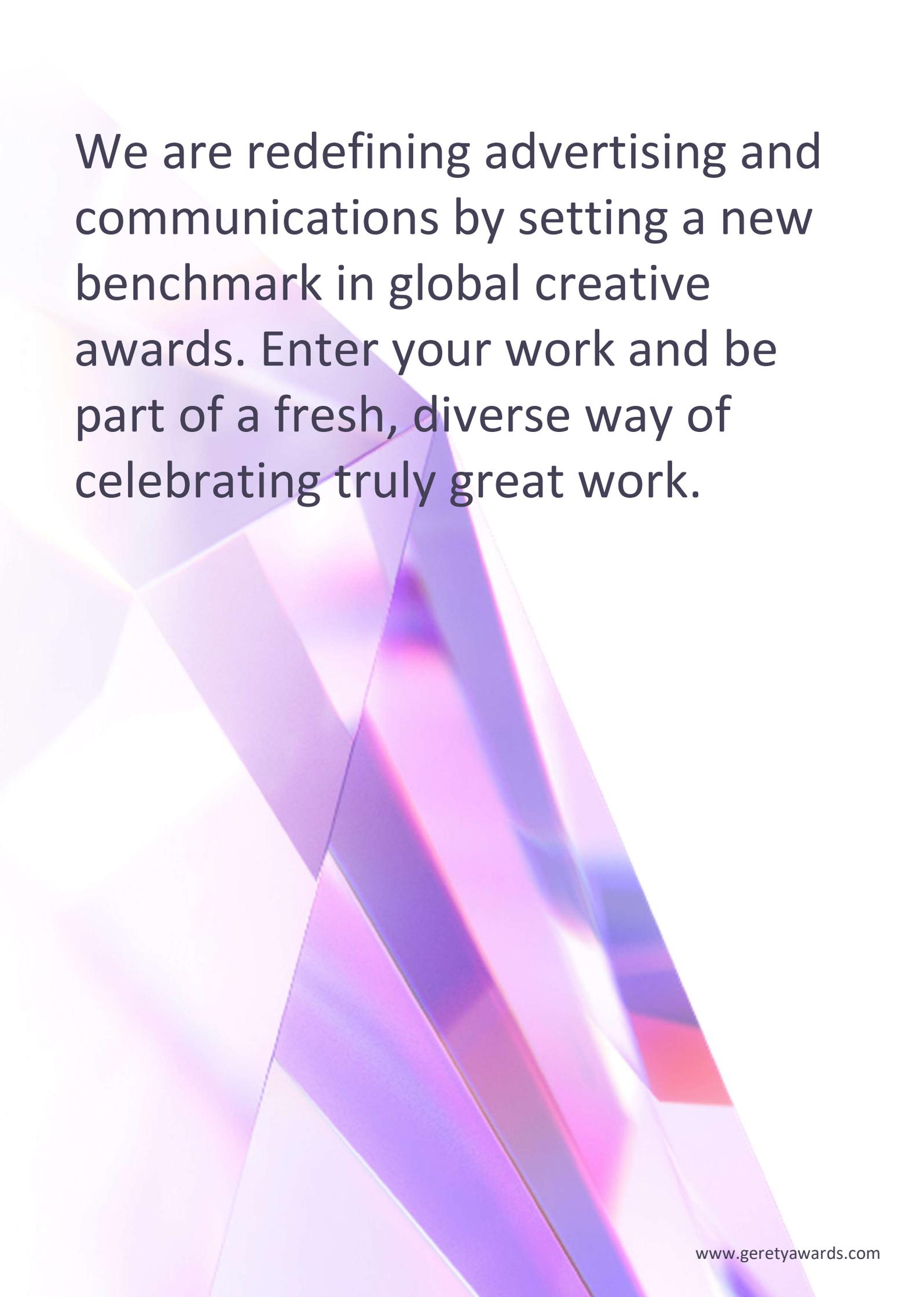




2023 Entry Kit



We are redefining advertising and communications by setting a new benchmark in global creative awards. Enter your work and be part of a fresh, diverse way of celebrating truly great work.

Instead of categories, the Gerety Awards are judged by Cut's (like a diamond). TV/Cinema, Print, Alternative, Online Films, Digital, Radio, Product & Packaging Design, Mobile, Integrated campaigns, Emerging Commerce, and entries displaying strategy can be submitted into any of the Cuts, except for the Craft Cut which is judged by craft type.

Entry Fees

Single entry €290

Campaign entry €600

Portfolio Cut €600

*Freelancers, individuals, and companies with under 5 employees can apply for a discount.

Entries submitted must be broadcast, published, or released in a commercial environment with client approval between January 1st, 2022, and the closing date. All entries that run during the eligibility period can be submitted.

The Cuts

Communication Cut

For brand led campaigns that use creativity and/or storytelling used to get your message across in any medium. This CUT is for the majority of traditional brand led campaigns.

Entertainment Cut

Using media for creativity and content that is or will be a part of modern culture. Operations designed to reinforce brand values in the context of entertainment and/or original content, using branded products or services via appearances in pre-existing films, television shows or other media, which enable brands to gain or reinforce status from the context in which they are placed.

Craft Cut

For creative work where the execution is just as important as the idea. Craft Is judged by Animation, Art Direction, Cinematography, Copywriting, Direction, Editing, Illustration, Music, Sound Design, Photography, Typography, Production Design and Visual Effects.

Experience Cut

When advertising has brought new experiences to the client transforming the expected. Ad experience is seamlessly executed, and the content is consumed without force, entries optimize the customer experience for even the slightest and most mundane interactions, from product packaging to customer service.

Humour Cut

Making other people laugh is one of the most refined arts in entertainment. The humour CUT celebrates the very best of funny advertising.

B2B Cut (Business-to-Business)

For advertising and communication from the B2B sector where creativity is used to promote or sell products and services between two businesses.

Innovation Cut

Data and tech driven creativity that is transforming the industry. This category looks into the creative use of data to engage consumers, with planning, insight and strategy at their core: from PR agencies creating brand loyalty and trust through earned-media exposure to media agencies using unique channel strategies.

Health Cut

Creativity that helps brands change life for the better and promote personal wellness.

Pharma Cut

We celebrate creativity in communications from pharmaceutical clients, for prescription medications, devices and services in this highly regulated industry.

Media Cut

The latest and very best use of Media both traditional and new to reach clients Advertising and media planning that uses media, including digital, ambient, stunts, guerrilla marketing, installations etc. in an original way.

Works for good Cut

For work with a purpose that benefits users and the world as a whole. Entries celebrating creativity that positively impacts culture and helps progress the world. Works for Good entries go beyond impacting brands by offering a public service element.

Portfolio Cut

The executive jury sessions will each choose agency and production company of the year from their country. A portfolio of 3 pieces of work can be submitted by an agency or production company based in one of the executive jury locations. No logo or branding, apart from thumbnail image.

Media Requirements

Video

File types: mov, mp4
File size: Up to 1024 Mb

Image

File types: jpg, jpeg
File size: Up to 50 Mb

Audio

File types: mp3
File size: Up to 200 Mb

TV/Cinema

A film under 180 seconds that has aired on TV and/or movie theatres.

Digital

Media type available for online entries. It allows the upload of different file types. Please supply the URL of original content.

Integrated

Entries must use at least 3 different types of media. Different parts of an integrated campaign must be clearly described.

Mobile

Ideas created to be shown on mobiles and campaigns that are communicated through a social media platform.

Print

Any print ad, whether published in the press or on a billboard.

Radio

Any commercial up to 3 minutes long that aired on the radio. A transcript in English of the dialogue must be supplied.

Alternative

Use this media type for work that necessitates a case study to be explained, such as Ambient, Experiential, PR operations or Design work.

Product & Packaging Design

All product & Packaging Design entries must be submitted online with HD images or as a video presentation which illustrates a full explanation of the entry. Physical entries are not accepted.

Online Video

A film up to 3 minutes, published on the internet. If the work is over 3 minutes long, you must supply a cut-down version or trailer.

Emerging Commerce

The use of new channels like the Metaverse, NFTs, Blockchain, AI, AR and other advanced technologies and tools.

Strategy

Creative examples of the customer journey and strategic planning.

Campaigns

A campaign may be entered in any medium where the force of the creative idea is enhanced by a series of different executions. The whole campaign is judged as one.

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