



THE

BRITISH ARROWS

2019

ARROWS CATEGORIES

HOW WE JUDGE ARROWS ENTRIES

- This is an approx. 25 fold jury containing a curated balance of Client, Agency and Production experts
- The jury is chosen by the British Arrows Board and signed off by the Chair of the Jury
- It takes three full days to judge all the entries, with the jury as a whole in attendance
- The first two days the jury view and vote on ALL the entries to create the shortlist
- The third day the jury view and vote on the shortlisted entries to determine the gold, silver and bronze winners
- Any entries over 3 minutes in length are viewed in full by all the judges independently via an online site prior to the judging days, with a 2 minute clip viewed as a reminder on the day of judging
- During the judging days, the British Arrows allows for, and encourages, the jury to debate and deliberate on the entries within each category

2019 ARROWS CATEGORIES

For any questions, please call the British Arrows office on 0207 734 6962. We're here to help!

ALL MEDIUMS

ALCOHOLIC DRINKS

Includes:

- Alcohol
-

AUTOMOTIVE

Includes:

- Automotive products
 - Oil
 - Tyres
 - Vehicles
-

BEST SOCIAL VIDEO

NEW CATEGORY

Includes:

- Commercials that have been specifically created for use on Social Media channels including but not limited to new formats (vertical video, 1:1), mobile first advertising and assets smartly repurposed specifically for social channels from a wider campaign
 - This is open to UK and International entries
 - Your main upload will be a .mov or .mp4 version of your film, outlining clearly on screen what social channel it was created for
-

BRANDED ENTERTAINMENT

Includes:

- Branded online short films or short documentaries
 - Coverage of live brand-funded events / stunts, which were made in conjunction with a moving image commercial or content
-

CHARITY & PUBLIC SERVICE

Includes:

- Charities
 - Messages in the public interest (with the objective of raising awareness and/or changing public attitudes and behaviour towards a social issue)
-

COMPUTER GAMES & TOYS

Includes:

- Computer games
 - Toys
-

DIGITAL SERVICES

Includes:

- Computer software
 - Telecommunication networks & services
 - Web browsers & systems
-

ELECTRONICS

Includes:

- Cameras
 - Computer hardware
 - Household appliances
 - Office equipment
 - Telecommunication products (this does not include services or networks)
-

ENTERTAINMENT PROMOTIONS

Includes:

- Cinema and radio station promotions
- Magazines
- Music (this does not include music promos)
- Newspapers
- Television

2019 ARROWS CATEGORIES

FASHION

Includes:

- Clothing brands (this does not include sportswear)
 - Fashion accessories (e.g. jewellery)
-

FINANCIAL AND CORPORATE SERVICES

Includes:

- Banking
 - Building societies
 - Corporate advertising
 - Gambling
 - Insurance
 - Post Office
 - Price comparison
 - Recruitment
 - Utilities
-

FOOD

Includes:

- Breads and cereals
 - Canned food
 - Cereal-based energy bars
 - Confectionery
 - Dairy products
 - Dried food
 - Food related products
 - Frozen food
 - Snacks
-

HOUSEHOLD GOODS

Includes:

- Detergents
 - Gardening
 - Medicine
 - Miscellaneous consumer products
 - Pet products
 - Pharmaceutical goods
 - Soaps
 - Toiletries
-

INTERNATIONAL

This is for commercials / content never shown in the UK

MOST INNOVATIVE USE OF VIDEO NEW CATEGORY

Includes:

— **Commercials / Content**

- Entries that have pushed the boundaries of film advertising using a fresh and/or innovative use of media and/or technology in a way that elevates the storytelling or idea
- Your main upload should be the aired piece OR a case study video
- NO entrant logos, credits, company or personal names from the entrant or makers of the commercial

— **Interactive Video Advertising**

- Interactive video advertising (i.e. audience directly interacts with the video timeline and/or narrative). You will need to include the link in your online entry form and the judges will experience the entry online prior to viewing the film entry
- Your main upload will be a DEMO. This is not a case study film. This is a video demonstration of the online interactive experience
- NO entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial and it should be no longer than 2 minutes

SUPPORTING PDF

— **Commercials / Content - REQUIRED**

- A supporting paragraph highlighting the innovative methods used to create this commercial (500 words maximum)

— **Interactive Video Advertising - NOT REQUIRED**

2019 ARROWS CATEGORIES

NEW ADVERTISER This is for commercials / content created for brands who have never used paid-for media for moving image advertising before (this does not include charities)

NON-ALCOHOLIC DRINKS Includes:
— Non-alcoholic drinks
— Water

OUT OF HOME VIDEO ADVERTISING Out-of-home video advertising (e.g. bus stops, train stations, tube stations, projections, public spaces)

SUPPORTING .MOV / .MP4 RECOMMENDED

- A case study explaining and outlining the out-of-home elements within the commercial
- No reference to the makers of the ad can be made in the film and it should be no longer than 2 minutes

SUPPORTING PDF REQUIRED

- Please specify where the moving image advertising was displayed
 - NO entrant logos, credits, company or personal names from the entrant or makers of the commercial
-

RETAILERS Includes:
— Department stores
— Restaurants
— Shopping centres
— Shops

SPORTS Includes:
— Sporting goods
— Sports branding
— Sportswear

THE POWER OF FILM This is a Special Award that can be entered
NEW CATEGORY

- Includes:
- Commercials that have used the medium of film to deliver a powerful message that has a positive impact on society with the intention of inspiring real change (this does not include charities)
 - This is open to UK and International entries
 - On the night the client, agency and production company will be invited to the stage to receive this Special Award

SUPPORTING PDF REQUIRED

- A supporting paragraph highlighting the actual/intended impact this commercial has had on society (500 words maximum)
 - NO entrant logos, credits, company or personal names from the entrant or makers of the commercial
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TRANSPORT & TOURISM Includes:
— Leisure
— Tourism
— Transport
— Travel

2019 ARROWS CATEGORIES

BEST UP TO & INCLUDING 15 SECOND

BEST OVER 15 AND UP TO & INCLUDING 30 SECOND

BEST OVER 30 AND UP TO & INCLUDING 60 SECOND

BEST OVER 60 AND UP TO & INCLUDING 90 SECOND

BEST OVER 90 SECOND COMMERCIAL

INTEGRATED

INTEGRATED

- Your main upload should be a case study film outlining the different advertising methods that were brought together across multiple platforms
- The campaign must have included a key moving image element
- This award goes to the advertising agency only

CAMPAIGNS

INTERNATIONAL CAMPAIGN

- Themed films for the same product or service where the entry will be judged as an entire campaign rather than as individual commercials
- Commercials/content never shown in the UK
- A minimum of 3 and a maximum of 6 per entry to be uploaded as separate films

SPONSORSHIP CAMPAIGN

- Campaign advertising or campaign sponsoring specific programming including break bumpers and opening and closing spots
- A minimum of 3 and a maximum of 6 per entry to be uploaded as separate films

UK CAMPAIGN - THE JOHN WEBSTER AWARD

- Themed films for the same product or service where the entry will be judged as an entire campaign rather than as individual commercials
- A minimum of 3 and a maximum of 6 per entry to be uploaded as separate films

2019 ARROWS GLOSSARY

For any questions, please call the British Arrows office on 0207 734 6962. We're here to help!

YOUR PRODUCT DESCRIPTION:

CATEGORY:

Adaption or origination for Social Media

Best Social Video

Alcohol

Alcoholic Drinks

Automotive products

Automotive

Banking

Financial & Corporate Services

Branded online short films or short documentaries

Branded Entertainment

Breads and cereals

Food

Building societies

Financial & Corporate Services

Cameras

Electronics

Canned food

Food

Cereal-based energy bars

Food

Charities

Charity & Public Service

Cinema and radio station promotions

Entertainment Promotions

Clothing brands (this does not include sportswear)

Fashion

Computer games

Computer Games & Toys

Computer hardware

Electronics

Computer software

Digital Services

Confectionery

Food

Corporate advertising

Financial & Corporate Services

Coverage of live brand-funded events / stunts

Branded Entertainment

Dairy products

Food

Department stores

Retailers

Detergents

Household Goods

Dried food

Food

Fashion accessories

Fashion

Food related products

Food

Frozen food

Food

Gambling

Financial & Corporate Services

Gardening

Household Goods

Household appliances

Electronics

Innovative

Most Innovative Use of Video

Insurance

Financial & Corporate Services

Integrated

Integrated

Interactive video advertising

Most Innovative Use of Video

International

International

International Campaign

International Campaign

Leisure

Transport & Tourism

Magazines

Entertainment Promotions

Medicine

Household Goods

Miscellaneous consumer products

Household Goods

Music (not music promos)

Entertainment Promotions

New advertiser

New Advertiser

Newspapers	Entertainment Promotions
Non-alcoholic drinks	Non-alcoholic drinks
Office equipment	Electronics
Out of home video advertising	Out Of Home Video Advertising
Over 15"	Best over 15 and up to & including 30 second
Over 30"	Best over 30 and up to & including 60 second
Over 60"	Best over 60 and up to & including 90 second
Over 90"	Best over 90 second
Pet products	Household Goods
Pharmaceutical goods	Household Goods
Positive Impact	The Power of Film
Post Office	Financial & Corporate Services
Price comparison	Financial & Corporate Services
Recruitment	Financial & Corporate Services
Restaurants	Retailers
Shopping centres	Retailers
Shops	Retailers
Snacks	Food
Soaps	Household Goods
Sponsorship Campaign	Sponsorship Campaign
Sporting goods	Sports
Sports branding	Sports
Sportswear	Sports
Storage	Retailers
Telecommunication networks & services	Digital Services
Telecommunication products	Electronics
Television	Entertainment Promotions
Toiletries	Household Goods
Tourism	Transport & Tourism
Toys	Computer Games & Toys
Transport	Transport & Tourism
Travel	Transport & Tourism
UK Campaign	UK Campaign - The John Webster Award
Under 15" & 15"	Best up to & including 15 second
Utilities	Financial & Corporate Services
Vehicles	Automotive
Web browsers & systems	Digital Services