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THE

# BRITISH ARROWS

# 2019

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## RULES OF ENTRY

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*“British Arrows is committed to retaining the elements that protect our unique offering to the advertising industry by making our ceremony a true celebration of Britishness and film advertising.”*

**CHARLIE CROMPTON**

Chairman of British Arrows

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## THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2019.

Some of the Rules of Entry differ between **ARROWS** entries and **CRAFT** entries so be sure to understand the difference.

By entering The British Arrows 2019 you agree to the Rules of Entry below.

We strongly advise entrants to call the British Arrows office, on 0207 734 6962, if you have any questions during the entry process as once the entry has been finalised it cannot be refunded.

## GENERAL RULES FOR ARROWS AND CRAFT ENTRIES

ENTRY DATES		
<b>EARLY BIRD</b> OPENS: CLOSES:	<b>A £20 DISCOUNT PER ENTRY IS APPLIED DURING THIS PERIOD</b> Mon 22nd Oct 2018 Fri 2nd Nov 2018 18:00pm	2 weeks
<b>STANDARD</b> OPENS: CLOSES:	Mon 5th Nov 2018 10:00am Fri 21st Dec 2018 18:00pm	7 weeks
<b>LATE</b> OPENS : Entry Site CLOSES :	<b>AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD</b> Mon 24th Dec 2018 10:00am Fri 4th Jan 2019 18:00pm <b>NO EXTENSIONS TO THIS DEADLINE ARE POSSIBLE</b>	2 weeks

### ELIGIBILITY

All commercials / content entered into The British Arrows 2019 must have:-

- aired, or been broadcast, using paid-for-media
- aired, or been broadcast for the first time between 1st Jan 2018 to 31st Dec 2018 inclusive
- fit the remaining ARROWS or CRAFT specific rules as stated herein

Only the broadcast version is eligible. Legal subtitles needed for broadcast approval cannot be removed from the commercials / content entered into the awards. Director's cuts, music promos and trailers for television programmes (which contain actual programming material) are NOT eligible.

All commercials / content entered must have been approved for broadcast where necessary by governing bodies such as Clearcast or BBFC. In the event of a dispute, you may be asked to show evidence of approval documentation.

Where regulatory bodies have requested changes to be made to any commercial or content – either prior to or after transmission – only the amended version may be entered. Any version which has been precluded or excluded from transmission by a regulatory body is thereafter considered ineligible.

British Arrows does not stipulate a minimum number of paid for broadcasts for an entry to become acceptable but the Jury may ask for written proof of the air time schedule.

All final eligibility decisions rest with the Jury and no discussions around their decisions will be entered into with any entrant.

Any content over 3 minutes in length will be viewed in full by all the judges independently online prior to the group judging days. During the group judging days we will play 2 minutes of the entry, from an in point you give us, as a reminder for the judges before voting.

### PERMISSIONS

By entering the awards, entrants grant permission for British Arrows to:

- open, view, download, copy, show, distribute or otherwise use your entry for the purposes of judging, presenting and promoting the activities of British Arrows, in any way we reasonably deem necessary, in the UK and/or other territories throughout the world, whether those activities are undertaken by British Arrows or by a third party authorised by us.

PERMISSIONS  
(CONTINUED)

- use your entry in the original format in which it is submitted to us (and/or in any other format), in any mode and/or by any medium we deem reasonably necessary for the permitted purpose set out above.
- use your entry, with or without charge, either in public or in private.

By entering these awards the entrant agrees to hold British Arrows harmless of any claims made against them connected to their use of the entry in accordance with the Permissions set out above.

By entering these awards the entrant confirms that they have sought and gained permission from the content owner to submit the commercial or content to the British Arrows for awards consideration.

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ENTRIES

Entries can come from the advertiser, the advertising agency, the production company, the post-production company, the audio company, a freelancer or a student involved in the creation or production of the entry.

Commercials / content previously entered into the British Arrows, in any form, are not eligible.

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CATEGORIES

You can enter the same commercial / content into more than one category across **ARROWS** and **CRAFT**.

In any given category, the jury may:-

- decide to give more than one award
- decline to give an award for any entry
- decide to shortlist one or more commercials but decline to give an award. If there is only one shortlisted commercial in a category it does not guarantee an award.

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ACCEPTED MEDIUMS

The following mediums will be accepted for entries into The British Arrows 2019. When you enter, you will be asked to state which medium/s your entry was created for.

TV  
ONLINE  
CINEMA  
OUT OF HOME  
MOBILE  
IN-FLIGHT  
INTERACTIVE (ARROWS ONLY)  
VR / 360 / AR (CRAFT ONLY)

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TECHNICAL  
SPECIFICATION  
FOR ENTRIES

All commercials broadcast on UK Television must be submitted via their **clock number**. If the entry **DOES NOT HAVE A CLOCK NUMBER** then you will need to upload your own media. NO slates, credits or entrant logos can be included within the uploaded media. Your media upload will be rejected if it does not comply with our technical specification:-

<b>MAXIMUM FILE SIZE</b>	350MB
<b>RESOLUTION</b>	HD 1920 x 1080
<b>CODEC</b>	H264 Progressive
<b>SOUND</b>	AAC 44KHz
<b>FILE TYPE</b>	.mov or <b>.mp4</b>
<b>NAMING CONVENTION</b>	BRAND_TITLE_[LENGTH IN SECONDS]

The HD version is required for all mediums with the exception of:-

<b>INTERACTIVE</b>	You will provide an HD case study, and online link
<b>VR / 360 / AR</b>	You will provide the experience files on a Hard Drive or via a download link

## JURY DECISIONS

All jury decisions are final unless it is subsequently found that an entry has contravened the rules. In such cases, the Directors of British Arrows reserve the right to withdraw an award and the entering company will bear the full costs of any remedial actions deemed necessary by the Directors to maintain the integrity of the awards scheme.

## CREDITS FOR SHORTLISTED COMMERCIALS OR CONTENT

The credits you supply will be printed in the book, projected on the screens on the night and will be seen live on the website. Please take the time to ensure all your credits are spelt correctly and the right people are credited. **You might be charged if you make amends to your credits within a certain date prior to going to print.**

## PAYMENT

**Entries will not be judged without payment.** All payments must be paid in full by Fri 11th Jan 2019. British Arrows accepts the following payments: BACS, credit card and cheque (payable to British Arrows).

# ARROWS SPECIFIC RULES

## FEES

All prices are quoted without VAT.

1 – 4 entries	£395 per entry
5 – 10 entries	£375 per entry
11 + entries	£350 per entry
Campaign	£575 for up to 6 pieces of content within the same entry
Early Bird entry	-£20 discount per entry
Late entry	+£50 per entry (please see late entry dates on page 1)

Regardless of who enters and pays for the entry, the advertising agency AND production company will receive an **ARROWS** award.

## ELIGIBILITY

UPDATED

- Entries that have been aired or broadcast **in the UK** are eligible under the following criteria:-
  1. Answer YES to **Q1 a), b) and c)**

**AND**

  2. Answer YES to either **Q2 or Q3 or Q4**
- Entries that have been aired or broadcast **Internationally only** (i.e. never shown in the UK) can be entered into International categories (Best International / International Campaign) under the following criteria:-
  1. Answer NO to **Q1 a)**

**AND**

  2. Answer YES to **Q1 b) and c)**
  3. **You do NOT need to answer YES to Q2 or Q3 or Q4** but please ensure your credits specify any British element
- **Entries that have been aired or broadcast in the UK and/or Internationally can be entered into The Power of Film Award and/or Best Social Video under the following criteria:-**
  1. Answer YES to **Q1 b) and c) ONLY**
  2. You do NOT need to answer **Q1 a)**
  3. You do NOT need to answer YES to **Q2 or Q3 or Q4** but please ensure your credits specify any British element

## RULES

Q1. Was this entry:- <b>a)</b> aired, or broadcast, in the UK <b>b)</b> aired, or broadcast using paid-for-media <b>c)</b> aired, or broadcast for the first time, between 1st Jan 2018 to 31st Dec 2018 inclusive	Y / N Y / N Y / N
If NO to <b>b) or c)</b> unfortunately your entry is ineligible	
Q2. Was this entry made by a British* agency?	Y / N
Q3. Was this entry made by a British* production company?	Y / N
Q4. Was this entry post-produced by a British* post-production house or audio facility?	Y / N

\* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.

# CRAFT SPECIFIC RULES

## FEES

All prices are quoted without VAT.

1 – 4 entries	£325 per entry
5 – 10 entries	£300 per entry
11 + entries	£285 per entry
Freelancer	£175 per entry
New Director	£175 per entry
Student	Free of Charge
Early Bird entry	-£20 discount per entry
Late entry	+£50 per entry (please see late entry dates on page 1)

**CRAFT honours the best individuals**, rather than companies, who have contributed to an entry. Therefore, your nominee must be the name of an individual/s and not a company.

The physical award will be given to the nominee, not the company who entered the entry. Duplicate awards can be requested after the event. British Arrows will offer a discounted rate for duplicate awards to whomever paid the entry fee.

A production company can nominate a director for a piece of work they directed prior to being signed with the production company, but the original production company who produced the entry must be credited.

Once an entry has been submitted into the VR / 360 / AR category, it can also be entered into any other CRAFT category i.e. Best Director, Best Original Music, Best VFX, Best Casting etc.

## ELIGIBILITY UPDATED

— Entries that have been aired or broadcast **in the UK and/or Internationally** are eligible for all CRAFT categories under the following criteria:-

1. Answer YES to **Q1 a)** and **b)**  
AND
2. Answer YES to either **Q2** or **Q3** or **Q4** or **Q5**

## RULES

Q1. Was this entry:- <b>a)</b> aired, or broadcast using paid-for-media <b>b)</b> aired, or broadcast for the first time, between 1st Jan 2018 to 31st Dec 2018 inclusive	Y / N Y / N
If NO to <b>a)</b> or <b>b)</b> unfortunately your entry is ineligible	
Q2. Was this entry made by a British* agency?	Y / N
Q3. Was this entry made by a British* production company?	Y / N
Q4. Was this entry made by a British* post-production house or audio facility?	Y / N
Q5. Is the nominee British OR permanently resident in the UK?	Y / N

\* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.

**For any questions, please call the British Arrows office on 0207 734 6962.**

**We're here to help!**