



Q&As

BRITISH ARROWS ENTRY SITE IT'S ALL ABOUT THE CLOCK NUMBER

What is different about your system?

For the 2018 show we invested in a new entry system. If you used our system last year, you'll be pleased to hear that we haven't changed anything for 2019!

The biggest difference between us and other awards entry systems, which will save time and money all round, is that if you have a valid clock number, then you won't need to upload any media and you only need minimum credit information for the initial stage.

What is a clock number?!

It's a unique number which identifies every advertisement that has aired on TV.

Every commercial that has been aired on TV in the UK will have a clock number.

The format for all clock numbers looks like this **ABC/ABCD001/030**

If I don't have a clock number, can I just make one up?

NO! If your ad has aired on any TV channel in the UK, it will have a clock number already.

How can I find this magical clock number?

1. Look at the slate at the beginning of an ad (which **MUST** be removed if you are manually uploading)
2. Ask the TV Producer at the agency
3. Ask your in-house traffic or TV admin team
4. Ask your distributor (Group IMD, Honeycomb, Beam or Adstream)
5. Contact us at the British Arrows and we will help you track it down!

I have a clock number, but my ad doesn't appear on your entry site!

That's ok, it just means it has not been sent into our content library yet.

Please contact the agency, your traffic team or TV admin team, or your distributor and request that they deliver your clock to the British Arrows content library.

You can then try again in a few hours, and your content should appear like magic!

But what if my entry wasn't aired on TV? Can I still enter?

Of course!

If your commercial / content didn't air on UK Television - i.e. if it aired in cinema, online, mobile, VR/360/AR, in-flight or was internationally aired only, it **WON'T** have a clock number.

You can still enter but you will have to upload your media manually – just select 'No' when asked if your commercial aired on UK TV.



What credits do I need to submit with my entry?

The following credits will be needed for judging:-

Brand
Product
Title
Length
Medium where the commercial was broadcast

The following credits will be needed for announcing the shortlist:-

Agency
Production Company
Post Production
Audio Company
Director
Name of nominee/s (CRAFT ONLY)

When do you need full credits?

If your entry is shortlisted, you will be sent a spreadsheet to fill in all remaining credits for the book.

How come I don't need to upload media anymore?

The British Arrows has now been set up as a 'channel' within the distribution networks so all traffic departments can send all TV commercials into our library.

The commercials lie dormant until they are activated via the entry site.

We already hold about 80% of commercials that have aired in the UK in our content library.

What is the technical spec for manual upload files and support videos?

Maximum file size: **350MB**
Resolution: **HD 1920 x 1080**
Codec: **H264 Progressive**
Sound: **AAC 44KHz**
File type: **.mov or .mp4**
Naming convention: **BRAND_TITLE_[length in seconds]**
e.g. BRAND_TITLE_030

We are also set up on Entrybot, so if you need help getting your file in the correct format, please visit www.entrybot.com

If you need a DEMO then please get in touch with The British Arrows team and we'll come and see you to help you get your entries submitted in good time.

If you have any other questions about anything at all, please don't hesitate to give us a call on 020 7734 6962. We're here to help!