

# cream

## MIDLANDS2014

## ENTRY FORM

Are you in with the in crowd? Do you hang around with great designers and the best folk in advertising? Well make sure you enter the Cream Midlands Awards to prove it.

Some of the best agencies are part of these awards and you should be too for 2014. Open exclusively to creatives in the Midlands, East, South , West & Wales these awards celebrate the coolest in advertising and design talent.

Are you with the band...?

Deadline for entries: **Friday 8 August 2014**

Enter at: [midlands.creamawards.co.uk/](http://midlands.creamawards.co.uk/)

Twitter: [@CreamAwards](https://twitter.com/CreamAwards)

Supported by:



Organised by:



# CREAM AWARDS 2014

## CALL FOR ENTRIES



### Who can enter

The awards are open to any individual or organisation based in the following postcode areas:

#### South West & Wales:

BA, BH, BS, CF, DT, EX, GL, HR, LL, LD, NP, PL, PO, RG, SA, SN, SO, SP, SY, TA, TR, TQ, GY, JE

#### Midlands & the East:

AL, B, CB, CV, DE, DY, HP, IP, LE, LN, LU, MK, NG, NN, NR, PE, OX, SG, ST, TF, WR, WS, WV

### Why Enter

- To prove your creative talent and skills to your clients, potential clients and peers.
- To support and promote the creative work being produced in your area.
- To win a coveted Cream Award.
- To stand out from competitors as an award winning creative agency.
- To gain fantastic PR opportunities.
- To boost morale throughout your company and to reward your hardworking individuals and teams.
- To reassure clients that you are the best company for the job.

### What is eligible

Entries must have been published, displayed, broadcast or mailed between 27th July 2013 and 8th August 2014. Work entered into previous Cream Awards will NOT be eligible.

### Entry Fees

The cost per entry is £98 + vat for your first entry and £85 + vat for each additional entry.

Corporate and Elite members of the Drum Network receive a 10% discount on entry fees.

For more information on the Drum Network please visit [www.thedrum.com/network/](http://www.thedrum.com/network/)

### Deadline for Entries

Friday 8th August

### Judges

Entries will be judged by expert creatives from all over the UK. Visit the website to see who is on the panel this year.

### How to Enter

- Register and create an account at [midlands.creamawards.co.uk/](http://midlands.creamawards.co.uk/)
- Decide what categories you are going to enter. You may enter as many categories as you like but each must be treated as a separate entry and payment made for each.
- Select 'submit an entry' and follow the instructions.
- Enter information about your entry (client name, title of entry etc) in the boxes provided.
- Upload images of your work - you will also have to send in via post mounted artwork etc for judging. You must also include (do not glue) the INDIVIDUAL ENTRY FORM to the back of your posted work.

For more information please contact **Nikki Gillies** on **0141 559 6076** or [nikki.gillies@thedrum.com](mailto:nikki.gillies@thedrum.com)

- See submission formats section below for details of what you are required to submit for different categories.
- Ensure that all your entries conform to the rules
- Once you are happy with your entries proceed to the "submit and pay" section. PLEASE NOTE: You will only receive the 2nd entry rate discount if you enter all your submissions at one. Otherwise you will be charged the full amount each time. Leave your entries in your basket until you are sure they are all complete. We cannot amend.
- Enter your payment details and confirm your entry.
- Once payment is processed your will be sent a confirmation email and a receipt will be posted out to you.
- If you wish to pay by cheque, please leave your entries in your basket, post a cheque payable to Carnyx Group to Cream Awards, 4th Floor, 26 Gallowgate, Glasgow, G1 5AB and we will submit your report when your payment is received.
- All mounted artwork and samples of work must be posted to Nikki Gillies, Cream Midlands Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB. By Friday 8th August.

**NOTE:** entries and payment should be made online at [www.creamawards.co.uk/midlands](http://www.creamawards.co.uk/midlands) and hard copies posted in for judging. All hard copies must include an individual entry form (do not glue) to the back of each entry.

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### Categories

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1. Grand Prix (see rule 13)
2. Chairman's Award (see rule 13)

#### Craft

3. Art Direction
4. Best Use of Photography
5. Best Use of Illustration
6. Best Use of Typography
7. Copywriting

#### Outdoor

8. 48 or 96 Sheet Poster (see rule 21)
9. 6, 4 or Smaller Sheet Poster (see rule 21)
10. Advert on a Mobile Medium
11. Unusual Size or Special Build
12. Outdoor Campaign (see rule 14)

#### Press

13. Consumer (see rule 21)
14. Business to Business (see rule 21)
15. Recruitment (see rule 21)
16. Press Campaign (see rule 14)

#### Broadcast

17. TV/Cinema Advert (see rule 21)
18. Low Budget TV/Cinema Advert (£20k max) (see rule 21)
19. TV/Cinema Campaign (see rule 14)
20. Radio Commercial (see rule 21)
21. Radio Campaign (see rule 14)

#### Design

22. Corporate Identity
23. Corporate Literature / Annual Report
24. Packaging
25. Environmental/3D Design (including Exhibitions)
26. Publications e.g. books and magazines
27. Poster

#### Digital Media

28. Website/Online ad/App/Game
29. Animation
30. Viral Marketing (see rule 16)

#### General

31. Best Item of Self Promotion (see rule 15+16)
32. Direct Mail (B2B or Consumer)
33. Low Budget (see rule 16)
34. Integrated Campaign

For more information please  
contact **Nikki Gillies** on **0141 559 6076**  
or **nikki.gillies@thedrum.com**

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# CREAM AWARDS 2014

## CALL FOR ENTRIES

### Rules

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1. The awards are open to any individual or organisation (unless otherwise stated) based in the following postcode areas:  
  
**South West & Wales:**  
BA, BH, BS, CF, DT, EX, GL, HR, LL, LD, NP, PL, PO, RG, SA, SN, SO, SP, SY, TA, TR, TQ, GY, JE  
  
**Midlands & the East:**  
AL, B, CB, CV, DE, DY, HP, IP, LE, LN, LU, MK, NG, NN, NR, PE, OX, SG, ST, TF, WR, WS, WV
2. Material entered must have been published, displayed, broadcast or mailed between 27th July 2013 and 8th August 2014. Work entered into previous Cream Awards will NOT be eligible.
3. The organisers reserve the right to verify that all entries have been commercially produced for a commercial client. Proof of publication or transmission may be requested.
4. All advertising entries submitted should conform to the British Codes of Advertising and Sales Promotion. Any entry that has a complaint upheld against it by the Advertising Standards Authority will be disqualified.
5. The organisers reserve the right to retain entries for subsequent publication/exhibition in connection with the awards.
6. Whilst every care will be taken in the storage of entries, the organisers will not accept responsibility for loss or damage of entries.
7. Unfortunately we cannot return entries
8. The judges reserve the right to re-allocate entries that in their view are incorrectly entered into the wrong category.
9. The judges' decision is final.
10. Due to the number of entries received, no feedback can be given.
11. The same advertisement cannot be entered into more than three categories under any one discipline although it may also be submitted as part of a campaign.
12. Work entered into more than one category must be treated as a completely separate entry and payment should be made for each.
13. All work will be automatically considered for these categories but cannot be entered directly into.
14. A campaign is made up of three or more entries except a television campaign, which is made up of 2 entries.
15. Best item of self-promotion is work created for the submitting agency by the submitting agency.
16. Only entries into press or broadcast categories with a minimum media spend of £3000 will be accepted. Adverts not meeting this criteria may enter the 'low budget', "Self Promotion" and "Viral Marketing" category only. The only exceptions to this are adverts carried out as a 'one-off' for a major client, which may be entered into any category.
17. Each entry must be accompanied by a separate individual entry form. As the judging is anonymous, please ensure that the forms are attached loosely to the back of entries.
18. All entries must be supplied in the specified format.
19. Only entries received with the correct payment will be considered by the judges.
20. If any entry is found to be contravening the rules – either during the judging or after the presentation – the submitting company will be disqualified. In this instance, any awards given must be returned. Entry fees will be non-refundable.
21. You may enter one advert into the outdoor, press & broadcast categories except when entering into a campaign category. If you wish to enter more than one, separate payment must be made for each.
22. Entries must be received by Friday 8th August.
23. All entries must be entered online and paid for. Supporting boards for entries in all categories (except Digital) should be posted to **Cream Midlands, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow G1 5AB.**

For more information please contact **Nikki Gillies** on **0141 559 6076** or **nikki.gillies@thedrum.com**

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### Submission Formats

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- All entries must be accompanied by a high res PDF or Jpeg 360 dpi images/screen grabs of your submitted work.
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- Also include 72dpi jpeg versions for use on the web in event of nomination.
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- Please include these on a CD with your entries or email to [nikki.gillies@thedrum.com](mailto:nikki.gillies@thedrum.com).

Please post your entries for judging to Cream Midlands, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB

**Press/Craft** – Mounted artwork  
(max board size: A2, max 3 boards)

**Radio** – MP3 plus a typed script emailed to [nikki.gillies@thedrum.com](mailto:nikki.gillies@thedrum.com)

**Television and Cinema** – DVD, MOV, MP4 or MP3 file

**Outdoor** – Mounted artwork  
(max board size: A2, max 3 boards)

**Design** – Mounted artwork (max A2) except for brochures, annual reports and direct mail where samples **must** be provided.

**Environmental/3D Design** – Mounted photography (max A2) plus plans/site plans where appropriate

**Packaging** – Samples or where these are not available, mounted artwork.

**Digital** – Supply as a URL where possible. Where digital entries cannot be viewed online, please supply and DVD or CD.

All media supplied digitally should be in its native format with no additional compression (zipped or stuffed for instance)

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## INDIVIDUAL ENTRY FORM



Please note: details on this form will be used when crediting work in any subsequent publication(s).

To be completed for each piece of work entered (photocopies are acceptable) and attached to your posted artwork (do not glue).

\*These sections must be completed

**Please ensure all spelling is correct.**

\* Contact Name

\*Submitting Company:

\*Category Name:

\*Client:

Client Contact Details:

\*Title of Entry:

Website (if applicable):

Art Director:

Copywriter:

Typographer:

Photographer:

Production Company:

Other:

\*Date first published/mailed/transmitted/distributed:

Title of medium used e.g. The herald, Channel 4, specific trade magazines:

The Cream Awards are organised by The Drum which are publications of Carnyx Group Ltd

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