



ROSES CREATIVE AWARDS 2015

Calling All Creatives!

The Roses Creative Awards in association with Melbourne set out to recognise the very best creativity in advertising, design and digital. These awards are known for their fearless attitude and love for a bold, standout idea and in 2015 we invite you to top everything we have seen before. Each year sees the best regional agencies and clients compete for a gold, silver or bronze accolade, awarded by our prestigious judging panel.

If you think you can outshine the competition and excel this year then you should register to enter today at www.rosescreativeawards.com

Headline partner:



Sponsored by:



Organised by:



Deadline for entries: **5pm Friday 6th February 2015**

Enter at: www.rosescreativeawards.com

@RosesAwards #rosescreative

Roses Creative Awards 2015

All You Need to Know



WHO CAN ENTER?

Entries are open to all Advertising Agencies, Design Consultancies, Digital Agencies, Direct Mail Companies, Production Companies, Marketing Agencies, PR Consultancies, In-house Creative Teams, In-house Marketing Teams and Media Buying Agencies provided your headquarters are based in the UK or Ireland but outside London's M25.

OR you can be based anywhere in the UK including London providing you are producing work for a client whose headquarters are based outside the M25.

WHAT WORK IS ELIGIBLE TO ENTER?

Material entered must have been published, displayed, broadcast or mailed between 14th February 2014 and 6th February 2015.

THE JUDGING PANEL

The Drum Roses Creative Awards will be judged by a stellar panel of creatives from the advertising, design and digital world. Past years have seen the participation of agencies like BBH, Leo Burnett, M&C Saatchi and Ogilvy.

The full panel can be found at www.rosescreativeawards.com/judges.

WHAT ARE THE JUDGES LOOKING FOR?

The panel will be looking for a stand out idea that is head and shoulders above the rest. The panel will be looking for a fresh new idea, something innovative and a concept they simply wish they had thought of themselves.

WHY ENTER?

There are many reasons why you should enter The Drum Roses Creative Awards, and here are a few:

- To win an award
- To stand out from the competition
- To demonstrate your talents and skills to existing and potential clients
- To reassure clients that you are the best company to work with
- To demonstrate your talent and skills to your boss, rivals and peers
- To gain great PR opportunities
- To boost morale throughout your company and reward your hardworking teams
- To highlight the importance of creative advertising & thinking.

ENTRY FEES

The entry fee is **£165** + VAT for your first entry and **£95** + VAT for each additional entry.

ENTRY DEADLINE

Entries will close on **Friday 6th February 2015**.

Deadline for entries: **5pm Friday 6th February 2015**

Contact Caity Ryan on **+44 (0)141 559 6063** or caity.ryan@thedrum.com

Enter at www.rosescreativeawards.com

@RosesAwards #rosescreative

Roses Creative Awards 2015

Categories



OVERALL

(chosen from all entries and cannot to be entered)

1. The Grand Prix
2. The Chairman's Award
3. Client of the Year
4. Creative Agency of the Year

DIGITAL

5. Website
6. Online Video / Film / Viral Advert (See rule 2)
7. Online Advert or Campaign (See rule 1)
8. App

TV/CINEMA

9. TV/ Cinema Campaign (See rule 1)
10. TV/ Cinema Commercial Produced for £20k or less
11. TV/ Cinema Commercial Under of 21 seconds
12. TV/ Cinema Commercial over 21 seconds

PRESS

13. Press Campaign (See rule 1)
14. Press Advert (See rule 5)

PRINT

15. Recruitment Advert (See rule 5)
16. Public Sector Advert (See rule 5)
17. Consumer Goods Advert (See rule 5)
18. Financial, Professional or Trade Advert (See rule 5)

RADIO

19. Radio Campaign (See rule 1)
20. Radio Commercial

DESIGN

21. Annual Report
22. Publications
23. Corporate / Promotional Literature
24. Corporate Identity
25. Packaging
26. Poster
27. Exhibition / Point of Sale

CRAFT

28. Copywriting
29. Art Direction
30. Use of Typography
31. Use of Illustration
32. Use of Animation
33. Use of Photography

OUTDOOR

34. Outdoor Campaign (See rule 1)
35. 6, 4 or Smaller Sheet Poster
36. 48 or 96 Sheet Poster
37. Unusual Size or Special Build

OTHER

38. Charity Advert (See rule 3)
39. Direct mail
40. House Advert/Self Promotion (See rule 4)
41. Ambient Media/Stunts
42. Low Budget (See rule 2)
43. Integrated Campaign (See rule 6)
44. Most Creative use of Media

Deadline for entries: **5pm Friday 6th February 2015**

Contact Caity Ryan on **+44 (0)141 559 6063** or **caity.ryan@thedrum.com**

Enter at **www.rosescreativeawards.com**

@RosesAwards #rosescreative

Roses Creative Awards 2015

How to Enter and Submission Formats



HOW TO ENTER

- Register and create an account at www.rosescreativeawards.com. Please log into an existing account if you have entered before.
- 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.
- Enter information about your entry (**client name, title of entry etc**) in the boxes provided. Please also include a 100 word summary on your submission.
- Upload hi-res images of your work* (**this is important as these images are shown online and during the show if nominated**) - you will also have to send in mounted artwork etc for judging via post. You must also include (**do not glue**) an entry form to the back of your posted work. See submission formats section below for details on the different categories. Please note you only need to send in boards for Press, Print, Outdoor, Craft, Design and Other categories.
*Please note your LEAD IMAGE must be a jpeg, the 2nd and third image boxes only will take PDF.
- Once you are happy with your entries proceed to the "submit and pay" section.
- Enter your payment details and confirm your entry.

- Once payment is processed you 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 Caity Ryan, Roses Creative Awards, 4th Floor, 26 Gallowgate, Glasgow, G1 5AB and we will submit your report when your payment is received.
- If you would like to make any changes to your entry, please do so before you submit as changes cannot be made after this stage.
- All entries must be made by the deadline on **Friday 6th February 2015**.
- NOTE: entries and payment should be made online at www.rosescreativeawards.com and hard copies posted in for judging. All hard copies must include an individual entry form stuck (**do not glue**) to the back of each entry. See below for details.

SUBMISSION FORMATS

Once you have paid online and entered your entry details you must supply your work in the following formats.

If posting these should be sent to Caity Ryan, Roses Creative Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB. All posted entries **MUST** include an individual entry form, loosely attached (**do not glue**) to the back of the entry material. You will find this entry form at the back of this document.

Press Upload images on the website with your entry and post mounted artwork (board being no bigger than A2 size) plus individual entry form loosely attached to the address above.

Radio upload your file to Sound Cloud (if you haven't done so already) and copy the embedded code into the box provided. Please email your script to caity.ryan@thedrum.com

TV/Cinema Upload the YouTube embedded code on the website with your entry plus 3 screen grabs/stills.

Outdoor Upload images on the website with your entry and post mounted artwork (board being no bigger than A2 size) plus individual entry form loosely attached to the address above.

Craft Upload images on the website with your entry and post mounted artwork (board being no bigger than A2 size) plus individual entry form loosely attached to the address above.

Digital Supplied as URL or upload the embedded video code onto the website.

Other (including charity, house ad/self promotion/creative use of media, Ambient, Low Budget and integrated)
Supply as above depending on the format of the entry you are submitting into each category. E.g upload details on the website and post in mounted artwork plus individual entry form loosely attached for judging.

Deadline for entries: **5pm Friday 6th February 2015**

Contact Caity Ryan on **+44 (0)141 559 6063** or caity.ryan@thedrum.com

Enter at **www.rosescreativeawards.com**

@RosesAwards #rosescreative

Roses Creative Awards 2015

Entry Rules



Category rules

1. A campaign is made up of three or more entries except a television campaign which is made up of two entries.
2. Only entries with a minimum media spend of £3000 will be accepted. Adverts not meeting these criteria may enter the 'Low Budget', 'Best Viral', 'Best Online Advertisement or Campaign', 'Charity Ad' and 'Best Ambient Media/Stunt' categories 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 as appropriate.
3. Best charity advertisement can be of any advertising or direct marketing discipline.
4. Best House Advert/Self Promotion is open to all companies (excluding inside M25) who actively trade within the advertising, design, marketing and promotion industry, provided the work is produced for themselves.
5. These categories will only accept single entries (adverts) not campaigns as a whole. If you want to enter multiple adverts into these categories, you will need to pay for the individually.
6. Best Integrated Campaign is made up of 3 entries;
1. above the line, 1. Digital and 1 non other of any discipline.

General rules

1. Material entered must have been published, displayed, broadcast or mailed between 14th February 2014 and 6th February 2015.
2. Work entered into previous Roses Awards will NOT be eligible.
3. The Drum Network members receive 10% discount throughout the entry period.
4. All submissions posted for judging must be accompanied by an individual entry form, please ensure that the forms are attached loosely to the back of the entries.
5. As the judging will be anonymous, please ensure your branding is not shown on your submissions.
6. Work entered into more than one category must be treated as a completely separate entry and payment made for each.
7. The same advert cannot be entered into more than three categories under any one discipline.
8. All entries must be supplied in the specification stated in submission formats. Entries must be received by no later than 5pm Friday 6th February 2015. Please note that we cannot guarantee that entries received after this deadline will be considered.
9. Entries are open to all Advertising Agencies, Design Consultancies, Digital Agencies, Direct Mail Companies, Production Companies, Marketing Agencies, PR Consultancies, In-house Creative Teams, In-house Marketing Teams and Media Buying Agencies provided they are based in the UK or Ireland but outside London's M25.
10. The judges reserve the right to re-allocate entries that in their view are incorrectly entered. The judges also reserve the right to remove categories that aren't strong enough to have work nominated. These entries will not be refunded as they will have been judged accordingly with the rest.
11. The Organisers reserve the right to retain entries for subsequent publication/exhibition in relation to the awards. They may be published online or in The Drum magazine and any other relevant publication.
12. 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.
13. Unfortunately due to the volume of entries, correspondence or feedback can't be given regarding entries. We can also not return any work sent in.
14. The judge's decision is final.
15. Entering work is at your own risk – entries cannot be returned. Whilst every care will be taken in the storage of entries, the organisers will not accept responsibility for loss or damage of entries.
16. All 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.

Deadline for entries: **5pm Friday 6th February 2015**

Contact Caity Ryan on **+44 (0)141 559 6063** or **caity.ryan@thedrum.com**

Enter at **www.rosescreativeawards.com**

@RosesAwards #rosescreative

Roses Creative Awards 2015

Entry Form



To be completed for each piece of work entered (photocopies are acceptable). All information given may be published therefore please state clearly.

*these sections must be completed

Please tick this box to confirm you have submitted and paid for your entries online and this work has to be put forward to the judging panel

*Submitting Company:

*Category Number:

*Category Name:

*Client:

Clients Name and Email:

*Title of entry:

Website Address (Digital category only):

Complete as appropriate

Art Director:

Copywriter:

Typographer:

Photographer:

Illustrator:

Production Company:

Other:

*Date first published/mailed/transmitted/distributed: