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THE

**BRITISH ARROWS**

2017

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CAMPAIGN CATEGORIES

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# THE BRITISH ARROWS 2017 CAMPAIGN CATEGORIES

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

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**ALL MEDIUMS:  
TV / ONLINE / CINEMA  
INTERACTIVE**

## **ALCOHOLIC DRINKS**

Includes:

Alcohol

## **NON-ALCOHOLIC DRINKS**

Includes:

Non-alcoholic drinks

Water

## **AUTOMOTIVE**

Includes:

Automotive Products

Oil

Tyres

Vehicles

## **CHARITY & PUBLIC SERVICE**

Includes:

Charities

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

## **COMPUTER GAMES & TOYS**

Includes:

Toys

Computer games

## **DIGITAL SERVICES**

Includes:

Computer Software

Web Browsers & Systems

Telecommunication Networks & Services

## **ELECTRONICS**

Includes:

Cameras

Computer Hardware

Household Appliances

Office Equipment

Telecommunication products (not services or networks)

## **ENTERTAINMENT PROMOTIONS**

Includes:

Cinema & Radio Station Promotions

Magazines

Music (this does not include music videos)

Newspapers

Television

## **FASHION & SPORTS**

Includes:

Fashion Accessories (e.g. Jeweler)

Sporting Goods

Sportswear

# THE BRITISH ARROWS 2017 CAMPAIGN CATEGORIES

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## ALL MEDIUMS CONTINUED

### FINANCIAL & CORPORATE SERVICES

Includes:  
Banking  
Building Societies  
Corporate Advertising  
Insurance  
Post Office  
Price Comparison  
Recruitment  
Utilities

### FOOD

Includes:  
Breads & 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

### RETAILERS

Includes:  
Restaurants  
Shopping Centers  
Shops  
Storage

### TRANSPORT & TOURISM

Includes:  
Leisure  
Tourism  
Transport  
Travel

### BRANDED ENTERTAINMENT

Includes:  
Brand funded features & documentaries  
Branded on-line short films, mini-series or series (Scripted or Unscripted)  
Coverage of Live Brand funded events/stunts

*NOTE: Brand funded longer form content or series that isn't in a traditional commercial format.*

*.MOV UPLOAD REQUIRED*

*A 2-minute clip or trailer should be provided otherwise the first 2 minutes will be viewed in group judging. Judges will be sent the full content prior to group judging.*

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## ALL MEDIUMS CONTINUED

### OUT OF HOME VIDEO ADVERTISING

Includes:

Out of home video advertising (e.g. bus stops, train stations, tube stations, projections, public spaces)

*SUPPORTING PDF REQUIRED*

*A supporting PDF is required to specify where the moving image advertising was displayed.*

### INTERACTIVE VIDEO ADVERTISING

Includes:

Interactive video advertising (audience participates and interacts with the video in some way)

*YOU MUST INCLUDE THE LINK TO THE LIVE INTERACTIVE SPOT IN YOUR ENTRY.*

*This will be passed on to the judges)*

*.MOV UPLOAD REQUIRED*

*A case study explaining and outlining the interactive elements within the commercial. No reference to the makers of the ad must not be made in the support film. Max length 180 seconds.*

### INTERNATIONAL

Includes:

International (commercials created by UK agencies or produced by UK production companies but have never been shown in the UK)

### NEW ADVERTISER

Includes:

New advertiser i.e. clients who have never used paid media before. Does not include charity.

### BEST UP TO AND INCLUDING 15 SECOND

### BEST UP TO AND INCLUDING 15 SECOND

### BEST OVER 15 AND UP TO AND INCLUDING 30 SECOND

### BEST OVER 30 AND UP TO AND INCLUDING 60 SECOND

### BEST OVER 60 AND UP TO AND INCLUDING 90 SECOND

### BEST OVER 90 SECOND COMMERCIAL

*NOTE: Any commercial over 2 minutes in length will be viewed in full by all the judges independently, via an online viewing system, prior to the group judging days. We will show only a 2-minute clip of the film during the actual judging days for the jury to discuss together.*

*.MOV UPLOAD REQUIRED*

*Please supply a cut down or trailer, otherwise the first 2 minute will be screened.*

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## INTERGRATED

### BEST INTEGRATED

*The campaign must include a moving image element otherwise is will be ineligible.*

*.MOV UPLOAD REQUIRED*

*Case study film outlining the different advertising methods on multiple platforms*

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## CAMPAIGN

### SPONSORSHIP

Includes:

Campaign Advertising Campaign sponsoring specific programming including break bumpers, opening and closing spots. A minimum of 3 and a maximum of 6 per entry to be uploaded as separate entries.

### UK CAMPAIGN

Includes:

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 entries.