



THE

BRITISH ARROWS

2017

CAMPAIGN CATEGORY GLOSSARY

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

YOUR PRODUCT DESCRIPTION:

Alcohol

Automotive Products

Banking

Brand funded features & documentaries

Branded on-line short films, mini series or series

Breads & Cereals

Building Societies

Cameras

Canned Food

Cereal-based energy bars

Charities

Cinema & Radio Station Promotions

Computer games

Computer Hardware

Computer Software

Confectionery

Corporate Advertising

Coverage of Live Brand funded events/stunts

Dairy Products

Detergents

Dried Food

Fashion Accessories

Food Related Products

Frozen Food

Gardening

Household Appliances

Insurance

Integrated

Interactive video advertising

International

Leisure

Magazines

Medicine

Miscellaneous Consumer Products

Music (not music promos)

New advertiser

Newspapers

Non-alcoholic beverages

Office Equipment

Out of home video advertising

Over 15"

Over 30"

Over 60"

Over 90"

Pet Products

SHOULD ENTER CATEGORY:

ALCOHOLIC DRINKS

AUTOMOTIVE

FINANCIAL & CORPORATE SERVICES

BRANDED ENTERTAINMENT

BRANDED ENTERTAINMENT

FOOD

FINANCIAL & CORPORATE SERVICES

ELECTRONICS

FOOD

FOOD

CHARITY & PUBLIC SERVICE

ENTERTAINMENTPROMOTIONS

COMPUTER GAMES & TOYS

ELECTRONICS

DIGITAL SERVICES

FOOD

FINANCIAL & CORPORATE SERVICES

BRANDED ENTERTAINMENT

FOOD

HOUSEHOLD GOODS

FOOD

FASHION & SPORTS

FOOD

FOOD

HOUSEHOLD GOODS

ELECTRONICS

FINANCIAL & CORPORATE SERVICES

BEST INTEGRATED

INTERACTIVE VIDEO ADVERTISING

INTERNATIONAL

TRANSPORT & TOURISM

ENTERTAINMENTPROMOTIONS

HOUSEHOLD GOODS

HOUSEHOLD GOODS

ENTERTAINMENTPROMOTIONS

NEW ADVERTISER

ENTERTAINMENTPROMOTIONS

NON-ALCOHOLIC BEVERAGES

ELECTRONICS

OUT OF HOME VIDEO ADVERTISING

BEST OVER 15 AND UP TO AND INCLUDING 30 SECONDS

BEST OVER 30 AND UP TO AND INCLUDING 60 SECONDS

BEST OVER 60 AND UP TO AND INCLUDING 90 SECONDS

BEST OVER 90 SECONDS

HOUSEHOLD GOODS

Pharmaceutical Goods	HOUSEHOLD GOODS
Post Office	FINANCIAL & CORPORATE SERVICES
Price Comparison	FINANCIAL & CORPORATE SERVICES
Recruitment	FINANCIAL & CORPORATE SERVICES
Restaurants	RETAILERS
Shopping Centers	RETAILERS
Shops	RETAILERS
Snacks	FOOD
Soaps	HOUSEHOLD GOODS
Sponsorship Campaign	SPONSORSHIP CAMPAIGN
Sporting Goods	FASHION & SPORTS
Sportswear	FASHION & SPORTS
Storage	RETAILERS
Telecommunication Networks & Services	DIGITAL SERVICES
Telecommunication products	ELECTRONICS
Television	ENTERTAINMENT PROMOTIONS
Toiletries	HOUSEHOLD GOODS
Tourism	TRANSPORT & TOURISM
Toys	COMPUTER GAMES & TOYS
Transport	TRANSPORT & TOURISM
Travel	TRANSPORT & TOURISM
UK Campaign	UK CAMPAIGN
Under 15" & 15"	BEST UP TO AND INCLUDING 15 SEC
Utilities	FINANCIAL & CORPORATE SERVICES
Vehicles	AUTOMOTIVE
Web Browsers & Systems	DIGITAL SERVICES