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**BRITISH ARROWS**

2017

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RULES OF ENTRY

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## **THESE RULES HAVE BEEN UPDATED SO PLEASE READ CAREFULLY PRIOR TO SUBMITTING YOUR ENTRIES.**

Some of the Rules of Entry differ between CAMPAIGNS entries and CRAFT entries so be sure to understand the difference.

By entering The British Arrows 2017 you agree to the Rules of Entry below.

We strongly advise entrants to call the British Arrows office, on 0207 734 6962, if you have any questions during the entry process.

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## SHARED RULES FOR CAMPAIGNS AND CRAFT ENTRIES

### **STANDARD ENTRY DATES**

Call for Entries OPENS: Mon 20th Feb 2017  
Call for Entries CLOSES: Tue 7th Mar 2017 **(INCL. VR/360)**

### **LATE ENTRY DATES**

Late Entry OPENS : Wed 8th Mar 2017  
Entry Site CLOSES : Fri 10th Mar 2017 **(INCL. VR/360)**

**AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD**

**NO EXTENSIONS TO THIS DEADLINE ARE POSSIBLE**

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### ELIGIBILITY RULES

All commercials and content entered must have been approved for broadcast where necessary by governing bodies such as Clearcast or BBFC. In the event of a dispute, you may be asked to show evidence of approval documentation.

Only the broadcast version is eligible. Legals subtitles needed for broadcast approval cannot be removed from the material entered into the awards.

Only commercials and content that have been commissioned for 'paid for media' are eligible. Director's cuts, music promos and trailers for television programmes (which contain actual programming material) are NOT eligible.

Where regulatory bodies have requested changes to be made to any commercial either prior to or after transmission, only the amended version may be entered. Any commercial which has been precluded or excluded from transmission by a regulatory body is, or becomes, ineligible.

British Arrows does not stipulate a minimum number of paid for broadcasts for an entry to become acceptable but the jury may ask for written proof of air time to ensure that sufficient broadcasts have been achieved to make the entry acceptable.

Any content over 3 minutes in length will be viewed in full by all the judges independently on an online viewing system prior to the group judging days. You can enter a 2 minute trailer or clip for the jury to view during the group judging days. Otherwise we will play the first 2 minutes of the content entered.

## PERMISSIONS

By entering the awards, entrants grant permission for British Arrows to:

- open, view, download, copy, show, distribute or otherwise use your entry for the purposes of judging, presenting and promoting the activities of British Arrows, in any way we reasonably deem necessary, in the UK and/or other territories throughout the world, whether those activities are undertaken by British Arrows or by a third party authorised by us.
- use your entry in the original format in which it is submitted to us (and/or in any other format), in any mode and/or by any medium we deem reasonably necessary for the permitted purposes set out above.
- use your entry, with or without charge either in public or in private, recognising that such use will at all times be subject to the terms and conditions set out in the British Arrows website ([www.britisharrows.com](http://www.britisharrows.com)).

By entering these awards the entrant agrees to hold British Arrows harmless of any claims made against them connected to their use of the entry in accordance with the Permissions set out above.

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## ENTRIES

Entries can come from the advertiser, the advertising agency, the production company, the post production company, a freelancer or a student involved in the creation or production of the commercial.

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## CATEGORIES

You can enter the same commercial in more than one category across CAMPAIGNS and CRAFT.

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## TECHNICAL SPECIFICATION FOR UPLOADS

NO clocks, credits or entrant logos can be included within the uploaded media.

We can only accept full HD uploads.

The technical specification for video uploads is:

Maximum file size:	350MB
Resolution:	HD 1920 x 1080
Codec:	H264 Progressive
Sound:	AAC 44KHz
File type:	.mov only

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## JURY DECISIONS

The jury may decline to give awards in any category and may decide to give more than one award in any category. In such matters, their decision is final unless it is subsequently found that an entry has contravened the rules. In such cases, the Directors of British Arrows reserve the right to withdraw an award and the entering company will bear the full costs of any remedial actions deemed necessary by the Directors to maintain the integrity of the awards scheme.

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## SHORTLISTED COMMERCIALS

The credits you supply on the entry site will be printed in the book, projected on the screens on the night and will be seen live on the website.

Please take the time to ensure all your credits are spelt correctly.

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## PAYMENT

Entries will not be judged without payment. All payments must be paid in full by 17th March 2017. British Arrows accepts the following payments: cheque, credit card and BACS.

# CAMPAIGNS SPECIFIC RULES

**ELIGIBILITY DATES** All entries MUST have aired for the FIRST TIME between 19th January 2016 and 1st March 2017. The jury may ask for written proof of permission of first air date.

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FEES	1 – 4 entries	£375 per entry
	5 – 10 entries	£350 per entry
	11 + entries	£335 per entry
	Campaign	£550 for up to 6 entries
	<b>Late entry</b>	<b>+£50 per entry (please see late entry dates)</b>

**All prices are quoted without VAT.**

Entry to The British Arrows 2017 is confined to commercials that have been shown in Britain (with the exception of the International category).

Regardless of who enters and pays for the entry, the advertising agency AND production company will receive an award.

Commercials previously entered into the British Arrows AWARDS, in any form, are not eligible.

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# CRAFT SPECIFIC RULES

**ELIGIBILITY DATES** All entries MUST have aired for the FIRST TIME between 25th September 2016 and 1st March 2017. The jury may ask for written proof of permission of first air date.

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FEES	1 – 4 entries	£250 per entry
	5 – 10 entries	£225 per entry
	11 + entries	£200 per entry
	Freelancer	£150 per entry
	New Director	£150 per entry
	Student	Free of Charge
	<b>Late entry</b>	<b>+£50 per entry (please see late entry dates)</b>

**All prices are quoted without VAT.**

British Arrows CRAFT honour the best individuals, rather than companies, who have contributed to a commercial. Therefore your nominee must be the name of an individual/s and not a company. The actual award will be given to the nominee, not the company who entered the commercial. Duplicate awards can be requested for the production company / agency / facility etc. after the event. British Arrows will offer a discounted rate for duplicate awards to whomever paid the entry fee.

Nominees can be British nationals whose craft has contributed to a commercial shown either in the UK, abroad or online.

## UPDATED 10.03.17

**Nominees can be non-British nationals whose craft has contributed to a commercial shown in the UK or online but aimed at UK audiences.**

A production company can nominate a director for a piece of work they directed prior to being signed with the production company, but the original production company who produced the commercial will be credited.

Commercials previously entered into British Arrows CRAFT, in any form, are not eligible.

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**For any questions, please call Devon at the British Arrows office on 0207 734 6962.**

**We're here to help!**