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THE

# BRITISH ARROWS

# 2020

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## ARROWS CATEGORIES

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### HOW WE JUDGE ARROWS ENTRIES

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- This is an approx. 25 fold jury containing a curated balance of Client, Agency and Production experts
- The jury is chosen by the British Arrows Board and signed off by the Chair of the Jury
- It takes three full days to judge all the entries, with the jury as a whole in attendance
- The first two days the jury view and vote on ALL the entries to create the shortlist
- The third day the jury view and vote on the shortlisted entries to determine the gold, silver and bronze winners
- Any entries over 3 minutes in length are viewed in full by all the judges independently via an online site prior to the judging days, with a 2 minute clip viewed as a reminder on the day of judging
- During the judging days, the British Arrows allows for, and encourages, the jury to debate and deliberate on the entries within each category

# 2020 ARROWS CATEGORIES

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

## ALL MEDIUMS

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### ALCOHOLIC DRINKS

Includes:

- Alcohol
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### AUTOMOTIVE

Includes:

- Automotive products
  - Oil
  - Tyres
  - Vehicles
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### BEST SOCIAL VIDEO

Includes:

- Commercials that have been specifically created for use on Social Media channels including but not limited to new formats (vertical video, 1:1), mobile first advertising and assets smartly repurposed specifically for social channels from a wider campaign
  - This is open to UK and International entries
  - Your main upload will be a .mov or .mp4 version of your film, outlining clearly on screen what social channel it was created for
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### BRANDED ENTERTAINMENT

Includes:

- Branded online short films or short documentaries
  - Coverage of live brand-funded events / stunts, which were made in conjunction with a moving image commercial or content
  - Real-time projects
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### CHARITY & PUBLIC SERVICE

Includes:

- Charities
  - Messages in the public interest (with the objective of raising awareness and/or changing public attitudes and behaviour towards a social issue)
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### DIGITAL SERVICES, ELECTRONICS & COMPUTER GAMES

Includes:

- Cameras
  - Computer games
  - Computer hardware including web browsers & systems
  - Computer software
  - Household appliances
  - Telecommunication products, networks & services
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### ENTERTAINMENT PROMOTIONS

Includes:

- Cinema and radio station promotions
  - Magazines
  - Music (this does not include music promos)
  - Newspapers
  - Television
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### FASHION

Includes:

- Clothing brands (this does not include sportswear)
- Fashion accessories (e.g. jewellery)

# 2020 ARROWS CATEGORIES

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## FINANCIAL AND CORPORATE SERVICES

- Includes:
- Banking
  - Building societies
  - Corporate advertising
  - Gambling
  - Insurance
  - Post Office
  - Price comparison
  - Recruitment
  - Utilities
- 

## FOOD & NON-ALCOHOLIC DRINKS

- Includes:
- Breads and cereals
  - Canned food
  - Cereal-based energy bars
  - Confectionery
  - Dairy products
  - Dried food
  - Food related products
  - Frozen food
  - Non-alcoholic drinks
  - Water
- 

## HOUSEHOLD GOODS

- Includes:
- Detergents
  - Gardening
  - Medicine
  - Miscellaneous consumer products
  - Pet products
  - Pharmaceutical goods
  - Soaps
  - Toiletries
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## INTERNATIONAL

This is for commercials / content never shown in the UK

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## MOST INNOVATIVE USE OF VIDEO

- Includes:
- **Commercials / Content**
    - Entries that have pushed the boundaries of film advertising using a fresh and/or innovative use of media and/or technology in a way that elevates the storytelling or idea
    - Your main upload should be the aired piece OR a case study video
    - Real-time projects
    - NO entrant logos, credits, company or personal names from the entrant or makers of the commercial
  - **Interactive Video Advertising**
    - Interactive video advertising (i.e. audience directly interacts with the video timeline and/or narrative). You will need to include the link in your online entry form and the judges will experience the entry online prior to viewing the film entry
    - Your main upload will be a DEMO. This is not a case study film. This is a video demonstration of the online interactive experience
    - Real-time projects
    - NO entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial and it should be no longer than 2 minutes
- SUPPORTING PDF**
- **Commercials / Content - REQUIRED**
    - A supporting paragraph highlighting the innovative methods used to create this commercial (500 words maximum)
  - **Interactive Video Advertising - NOT REQUIRED**

# 2020 ARROWS CATEGORIES

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## **OUT OF HOME VIDEO ADVERTISING**

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

### **SUPPORTING .MOV / .MP4 RECOMMENDED**

- A case study explaining and outlining the out-of-home elements within the commercial
- No reference to the makers of the ad can be made in the film and it should be no longer than 2 minutes

### **SUPPORTING PDF REQUIRED**

- Please specify where the moving image advertising was displayed
  - NO entrant logos, credits, company or personal names from the entrant or makers of the commercial
- 

## **RETAILERS**

Includes:

- Department stores
  - Restaurants
  - Shopping centres
  - Shops
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## **SPORTS**

Includes:

- Sporting goods
  - Sports branding
  - Sportswear
- 

## **THE POWER OF FILM**

This is a Special Award that can be entered

Includes:

- Commercials that have used the medium of film to deliver a powerful message that has a positive impact on society with the intention of inspiring real change (this does not include charities)
- This is open to UK and International entries
- On the night the client, agency and production company will be invited to the stage to receive this Special Award

### **SUPPORTING PDF REQUIRED**

- A supporting paragraph highlighting the actual/intended impact this commercial has had on society (500 words maximum)
  - NO entrant logos, credits, company or personal names from the entrant or makers of the commercial
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## **TRANSPORT & TOURISM**

Includes:

- Leisure
  - Tourism
  - Transport
  - Travel
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## **BEST UP TO & INCLUDING 15 SECOND**

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

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

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

## **BEST OVER 90 SECOND COMMERCIAL**

# 2020 ARROWS CATEGORIES

## INTEGRATED

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### **INTEGRATED**

- Your main upload should be a case study film outlining the different advertising methods that were brought together across multiple platforms
- The campaign must have included a key moving image element
- This award goes to the advertising agency only

## CAMPAIGNS

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### **SPONSORSHIP CAMPAIGN**

- Campaign advertising or campaign sponsoring specific programming including break bumpers and opening and closing spots
- A minimum of 3 and a maximum of 6 per entry to be uploaded as separate films

### **UK CAMPAIGN - THE JOHN WEBSTER AWARD**

- 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 films

# 2020 ARROWS GLOSSARY

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

## YOUR PRODUCT DESCRIPTION:

## CATEGORY:

Adaption or origination for Social Media

Best Social Video

Alcohol

Alcoholic Drinks

Automotive products

Automotive

Banking

Financial & Corporate Services

Branded online short films or short documentaries

Branded Entertainment

Breads and cereals

Food & Non-alcoholic Drinks

Building societies

Financial & Corporate Services

Cameras

Digital Services, Electronics and Computer Games

Canned food

Food & Non-alcoholic Drinks

Cereal-based energy bars

Food & Non-alcoholic Drinks

Charities

Charity & Public Service

Cinema and radio station promotions

Entertainment Promotions

Clothing brands (this does not include sportswear)

Fashion

Computer games

Digital Services, Electronics and Computer Games

Computer hardware

Digital Services, Electronics and Computer Games

Computer software

Digital Services, Electronics and Computer Games

Confectionery

Food & Non-alcoholic Drinks

Corporate advertising

Financial & Corporate Services

Coverage of live brand-funded events / stunts

Branded Entertainment

Dairy products

Food & Non-alcoholic Drinks

Department stores

Retailers

Detergents

Household Goods

Dried food

Food & Non-alcoholic Drinks

Fashion accessories

Fashion

Food related products

Food & Non-alcoholic Drinks

Frozen food

Food & Non-alcoholic Drinks

Gambling

Financial & Corporate Services

Gardening

Household Goods

Household appliances

Digital Services, Electronics and Computer Games

Innovative

Most Innovative Use of Video

Insurance

Financial & Corporate Services

Integrated

Integrated

Interactive video advertising

Most Innovative Use of Video

International

International

Leisure

Transport & Tourism

Magazines

Entertainment Promotions

Medicine

Household Goods

Miscellaneous consumer products

Household Goods

Music (not music promos)

Entertainment Promotions

Newspapers

Entertainment Promotions

Non-alcoholic drinks

Food & Non-alcoholic Drinks

Office equipment	Digital Services, Electronics and Computer Games
Out of home video advertising	Out Of Home Video Advertising
Over 15"	Best over 15 and up to & including 30 second
Over 30"	Best over 30 and up to & including 60 second
Over 60"	Best over 60 and up to & including 90 second
Over 90"	Best over 90 second
Pet products	Household Goods
Pharmaceutical goods	Household Goods
Positive Impact	The Power of Film
Post Office	Financial & Corporate Services
Price comparison	Financial & Corporate Services
Recruitment	Financial & Corporate Services
Restaurants	Retailers
Shopping centres	Retailers
Shops	Retailers
Snacks	Food & Non-alcoholic Drinks
Soaps	Household Goods
Sponsorship Campaign	Sponsorship Campaign
Sporting goods	Sports
Sports branding	Sports
Sportswear	Sports
Storage	Retailers
Telecommunication networks & services	Digital Services, Electronics and Computer Games
Telecommunication products	Digital Services, Electronics and Computer Games
Television	Entertainment Promotions
Toiletries	Household Goods
Tourism	Transport & Tourism
Toys	Digital Services, Electronics and Computer Games
Transport	Transport & Tourism
Travel	Transport & Tourism
UK Campaign	UK Campaign - The John Webster Award
Under 15" & 15"	Best up to & including 15 second
Utilities	Financial & Corporate Services
Vehicles	Automotive
Web browsers & systems	Digital Services, Electronics and Computer Games