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THE

**BRITISH ARROWS**

2018

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ARROWS CATEGORIES

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# 2018 ARROWS CATEGORIES

**Any commercial under 3 minutes will be viewed in full by all the judges on the group judging days.**

**Any commercial over 3 minutes will be viewed in full via an online judging site. The first two minutes will then be viewed on the group judging days.**

**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 / MOBILE**

**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 and/or changing public attitudes and behaviour towards a social issue)

**COMPUTER GAMES & TOYS**

Includes:  
— Computer games  
— Toys

**DIGITAL SERVICES**

Includes:  
— Computer software  
— Telecommunication networks & services  
— Web browsers & systems

**ELECTRONICS**

Includes:  
— Cameras  
— Computer hardware  
— Household appliances  
— Office equipment  
— Telecommunication products (this does not include services or networks)

**ENTERTAINMENT PROMOTIONS**

Includes:  
— Cinema and radio station promotions  
— Magazines  
— Music (this does not include music promos)  
— Newspapers  
— Television

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## **ALL MEDIUMS**

CONTINUED

### **FASHION**

Includes:

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

### **FINANCIAL & CORPORATE SERVICES**

Includes:

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

### **FOOD**

Includes:

- Breads and 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:

- Department stores
- Restaurants
- Shopping centres
- Shops
- Storage

### **SPORTS**

Includes:

- Sporting goods
- Sports branding
- Sportswear

# 2018 ARROWS CATEGORIES

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## **ALL MEDIUMS** CONTINUED

### **TRANSPORT & TOURISM**

Includes:

- Leisure
- Tourism
- Transport
- Travel

### **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

### **OUT OF HOME VIDEO ADVERTISING**

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

#### **SUPPORTING .MOV 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

### **INTERACTIVE VIDEO ADVERTISING**

Includes:

- Interactive video advertising (audience participates and interacts with the video in some way)
- NOTE: Your main upload will be a case study explaining and outlining the interactive 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.
- You will also need to include the link to the interactive content in the online entry form. The judges will experience the entry online prior to viewing the case study.

### **INTERNATIONAL**

- This is for commercials / content created by UK agencies or produced by UK production companies / UK post-production companies / audio facilities but never shown in the UK

### **NEW ADVERTISER**

- This is for commercials / content created for brands who have never used paid-for media for moving image advertising (this does not include charities)

### **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**

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## **INTEGRATED**

### **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
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## **CAMPAIGN**

### **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

### **INTERNATIONAL CAMPAIGN**

- Themed films for the same product or service where the entry will be judged as an entire campaign rather than as individual commercials
  - Commercials/content created by UK agencies or produced by UK production companies but never shown in the UK
  - A minimum of 3 and a maximum of 6 per entry to be uploaded as separate films
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# 2018 ARROWS GLOSSARY

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

## YOUR PRODUCT DESCRIPTION:

## CATEGORY:

Alcohol	Alcoholic Drinks
Automotive products	Automotive
Banking	Financial & Corporate Services
Branded online short films or short documentaries	Branded Entertainment
Breads and cereals	Food
Building societies	Financial & Corporate Services
Cameras	Electronics
Canned food	Food
Cereal-based energy bars	Food
Charities	Charity & Public Service
Cinema and radio station promotions	Entertainment Promotions
Clothing brands (this does not include sportswear)	Fashion
Computer games	Computer Games & Toys
Computer hardware	Electronics
Computer software	Digital Services
Confectionery	Food
Corporate advertising	Financial & Corporate Services
Coverage of live brand-funded events / stunts	Branded Entertainment
Dairy products	Food
Department stores	Retailers
Detergents	Household Goods
Dried food	Food
Fashion accessories	Fashion
Food related products	Food
Frozen food	Food
Gambling	Financial & Corporate Services
Gardening	Household Goods
Household appliances	Electronics
Insurance	Financial & Corporate Services
Integrated	Integrated
Interactive video advertising	Interactive Video Advertising
International	International
International Campaign	International Campaign
Leisure	Transport & Tourism
Magazines	Entertainment Promotions
Medicine	Household Goods
Miscellaneous consumer products	Household Goods
Music (not music promos)	Entertainment Promotions
New advertiser	New Advertiser
Newspapers	Entertainment Promotions
Non-alcoholic drinks	Non-alcoholic drinks

Office equipment	Electronics
Out of home video advertising	Out Of Home Video Advertising
Over 15"	Best over 15 and up to and including 30 second
Over 30"	Best over 30 and up to and including 60 second
Over 60"	Best over 60 and up to and including 90 second
Over 90"	Best over 90 second
Pet products	Household Goods
Pharmaceutical goods	Household Goods
Post Office	Financial & Corporate Services
Price comparison	Financial & Corporate Services
Recruitment	Financial & Corporate Services
Restaurants	Retailers
Shopping centres	Retailers
Shops	Retailers
Snacks	Food
Soaps	Household Goods
Sponsorship Campaign	Sponsorship Campaign
Sporting goods	Sports
Sports branding	Sports
Sportswear	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 - The John Webster Award
Under 15" and 15"	Best up to and including 15 second
Utilities	Financial & Corporate Services
Vehicles	Automotive
Web browsers & systems	Digital Services