



## Q&As

### BRITISH ARROWS NEW ENTRY SITE IT'S ALL ABOUT THE CLOCK NUMBER

#### Why have you changed the system?

Even though our entry site was one of the simplest to enter there's always room for improvement. As the awards season can be very stressful for all involved, we wanted to help by investing in a revised system that will remove any unnecessary stress.

The biggest difference, which will save time and money all round, is that if you have a valid clock number, then you won't need to upload any media and you only need minimum credit information for the initial stage.

#### What the hell is a clock number?!

It's a unique number which identifies every advertisement that has aired on TV. Every commercial that has been aired on TV in the UK will have a clock number. The format for all clock numbers looks like this **ABC/ABCD001/030**

#### If I don't have a clock number, can I just make one up?

NO! If your ad has aired on any TV channel in the UK, it will have a clock number already.

#### How can I find this magical clock number?

1. Look at the slate at the beginning of an ad (which **MUST** be removed if you are manually uploading)
2. Ask the TV Producer at the agency
3. Ask your in-house traffic or TV admin team
4. Ask your distributor (Honeycomb, Group IMD, Adstream or Beam)
5. Contact us at the British Arrows and we will help you track it down!

#### I have a clock number, but my ad doesn't appear on your entry site!

That's ok, it just means it has not been sent into our content library yet!

Please contact the agency, your traffic team or TV admin team, or your distributor and request that they deliver your clock to the British Arrows content library.

You can then try again in a few hours, and your content should appear like magic!



### **But what if my entry wasn't aired on TV? Can I still enter?**

Of course!

If your commercial / content didn't air on UK Television - i.e. if it aired in cinema, online, mobile, VR/AR, in-flight or was internationally aired only, it WON'T have a clock number. You can still of course enter but you will have to upload your media manually.

### **What credits do I need to enter?**

The following credits will be needed for judging:-

Brand  
Product  
Title  
Length  
Medium where the commercial was broadcast

The following credits will be needed when we announce the shortlist:-

Agency  
Production Company  
Post Production  
Audio Company  
Director  
Name of nominee (CRAFT ONLY)

Luckily, the agency Traffic Departments input some of this data when they send to broadcasters. However, if this information is missing then you can input this when you enter.

### **When do you need full credits?**

If your entry is shortlisted, you will be sent a spreadsheet to fill in the credits for the book.

### **How come I don't need to upload media anymore?**

The British Arrows has now been set up as a 'channel' within the distribution networks so all traffic departments can send all TV commercials into our library.

The commercials lie dormant until they are activated via the entry site.

We already hold about 80% of commercials that have aired in the UK in our content library.

### **What is the technical spec for manual upload files and support videos?**

Maximum file size: **350MB**  
Resolution: **HD 1920 x 1080**  
Codec: **H264 Progressive**  
Sound: **AAC 44KHz**  
File type: **.mov only**  
Naming convention: **BRAND\_TITLE\_[length in seconds].mov**  
e.g. **BRAND\_TITLE\_030.mov**



If you need a DEMO then please get in touch with Devon ([devon@britisharrows.com](mailto:devon@britisharrows.com)) and she'll come and see you to help you get your entries submitted in good time.

If you have any other questions about anything at all, please don't hesitate to give us a call on 020 7734 6962. We're here to help!