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**BRITISH ARROWS**

2018

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**RULES OF ENTRY**

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*“British Arrows is committed to retaining the elements that protect our unique offering to the advertising industry by making our ceremony a true celebration of Britishness and film advertising.”*

**CHARLIE CROMPTON** Chairman of British Arrows

## THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2018.

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

By entering The British Arrows 2018 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.

## GENERAL RULES FOR ARROWS AND CRAFT ARROWS ENTRIES

### ENTRY DATES

#### EARLY BIRD

**A £20 DISCOUNT PER ENTRY IS APPLIED DURING THIS PERIOD**

OPENS: Mon 11<sup>th</sup> Dec 2017 10am  
CLOSES: Tues 2<sup>nd</sup> Jan 2018 9:59am

#### STANDARD

OPENS: Tues 2<sup>nd</sup> Jan 2018 10am  
CLOSES: Mon 19<sup>th</sup> Feb 2018 9:59am

**THIS IS ALSO THE FINAL ENTRY DEADLINE FOR VR / 360 / AR**

#### LATE

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

OPENS: Mon 19<sup>th</sup> Feb 2018 10am  
Entry Site CLOSES: Fri 23<sup>rd</sup> Feb 2018 7pm

**NO EXTENSIONS TO THIS DEADLINE ARE POSSIBLE**

### ELIGIBILITY

All commercials / content entered into The British Arrows 2018 must have:-

- aired, or been broadcast, in the UK (excl. entries into the **International** category for **ARROWS** only)
- used **paid-for-media**
- aired, or been broadcast for the first time between **2<sup>nd</sup> March 2017 & 31<sup>st</sup> December 2017** inclusive

Only the broadcast version is eligible. Legal subtitles needed for broadcast approval cannot be removed from the commercials and content entered into the awards. Director's cuts, music promos and trailers for television programmes (which contain actual programming material) are NOT eligible.

Work that has not been shown in the UK may be eligible for the International category (**ARROWS ONLY**) if it has been shown between the stated eligibility dates and meets at least one other criteria as stated herein.

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.

Where regulatory bodies have requested changes to be made to any commercial or content – either prior to or after transmission – only the amended version may be entered. Any commercial or content which has been precluded or excluded from transmission by a regulatory body is thereafter considered 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 the air time schedule.

All final eligibility decisions rest with the Jury and no discussions around their decisions will be entered into with any entrant.

## 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 purpose 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 on the British Arrows website.

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.

By entering these awards the entrant confirms that they have sought and gained permission from the content owner to submit the commercial or content to the British Arrows for awards consideration.

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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 / content.

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

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## CATEGORIES

You can enter the same commercial / content into more than one category across **ARROWS** and **CRAFT ARROWS**.

In any given category, the jury may:-

- decide to give more than one award
- decline to give an award for any entry
- decide to shortlist one or more commercials but decline to give an award. If there is only one shortlisted commercial in a category it does not guarantee an award.

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## ACCEPTED MEDIA

Commercials and content from all the following media can be entered into The British Arrows 2018. You will be asked to state which version you are entering.

<b>TV</b>	HD version required
<b>ONLINE</b>	HD version required
<b>CINEMA</b>	HD version required
<b>OUT OF HOME</b>	HD version required
<b>MOBILE</b>	This will be judged on a mobile device or tablet
<b>INTERACTIVE</b>	This will be judged online via the link you provide
<b>VR / 360 / AR</b>	This will be judged using the relevant headset / platform

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. During the group judging days we will play the first 2 minutes of the commercial / content before voting.

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## TECHNICAL SPECIFICATION FOR UPLOADS

If you **DO NOT HAVE A CLOCK NUMBER** then you will need to upload your own media.

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

Your media upload will be rejected if it does not comply with our technical specification:-

<b>MAXIMUM FILE SIZE</b>	350MB
<b>RESOLUTION</b>	HD 1920 x 1080
<b>CODEC</b>	H264 Progressive
<b>SOUND</b>	AAC 44KHz
<b>FILE TYPE</b>	.mov only
<b>NAMING CONVENTION</b>	BRAND_TITLE_[LENGTH IN SECONDS].mov

## JURY DECISIONS

All jury decisions are 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.

## CREDITS FOR SHORTLISTED COMMERCIALS OR CONTENT

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 and the right people are credited.

## PAYMENT

**Entries will not be judged without payment.** All payments must be paid in full by Fri 23<sup>rd</sup> Feb 2018. British Arrows accepts the following payments: BACS, credit card and cheque (payable to British Arrows).

# ARROWS SPECIFIC RULES

## FEES

All prices are quoted without VAT.

1 – 4 entries	£375 per entry
5 – 10 entries	£350 per entry
11 + entries	£335 per entry
Campaign	£550 for up to 6 pieces of content within the same entry
Early Bird entry	–£20 discount per entry
Late entry	+£50 per entry (please see late entry dates on page 1)
Withdrawal	+£50 per withdrawn entry

## RULES

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

An entry is eligible for the **ARROWS** if the answer is:-

1. YES to Q1 **a), b) and c)**
  - please note exception for International category
2. YES to either Q2, Q3 or Q4
  - you only need to answer YES to one of these
  - this also applies to International category

Q1. Was this commercial / content:- <b>a)</b> aired, or broadcast, in the UK <b>b)</b> using paid-for-media <b>c)</b> aired, or broadcast for the first time, between 2nd March 2017 and 31st December 2017 inclusive  If YES to <b>a), b) and c)</b> proceed to Q2  If NO to <b>a) and YES to b) and c)</b> your entry is eligible for the International category only If NO to <b>b) or c)</b> unfortunately your entry is ineligible	Y / N Y / N Y / N
Q2. Was this commercial / content made by a British* agency?  * Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.	Y / N
Q3. Was this commercial / content made by a British* production company?  * Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.	Y / N
Q4. Was this commercial / content post-produced by a British post-production house / audio facility?  * Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.	Y / N

# CRAFT ARROWS SPECIFIC RULES

## FEES

All prices are quoted without VAT.

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
Early Bird entry	-£20 discount per entry
Late entry	+£50 per entry (please see late entry dates on page 1)
Withdrawal	+£50 per withdrawn entry

## RULES

**CRAFT ARROWS honour the best individuals**, rather than companies, who have contributed to a commercial / content. Therefore, your nominee must be the name of an individual/s and not a company.

The physical award will be given to the nominee, not the company who entered the commercial / content. Duplicate awards can be requested after the event. British Arrows will offer a discounted rate for duplicate awards to whomever paid the entry fee.

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 / content must be credited.

An entry is eligible for the **CRAFT ARROWS** if the answer is:-

1. YES to Q1 **a), b) and c)**

and

2. YES to either Q2, Q3, Q4 or Q5

— you only need to answer YES to one of these

<p>Q1. Was this commercial / content:-</p> <p><b>a)</b> aired, or broadcast, in the UK</p> <p><b>b)</b> using paid-for-media</p> <p><b>c)</b> aired, or broadcast for the first time, between 2nd March 2017 and 31st December 2017 inclusive</p> <p>If YES to <b>a), b) and c)</b> proceed to Q2</p> <p>If NO to <b>a), b) or c)</b> unfortunately your entry is ineligible</p>	<p>Y / N</p> <p>Y / N</p> <p>Y / N</p>
<p>Q2. Was this commercial / content made by a British* agency?</p> <p><b>* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.</b></p>	<p>Y / N</p>
<p>Q3. Was this commercial / content made by a British* production company?</p> <p><b>* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.</b></p>	<p>Y / N</p>
<p>Q4. Was this commercial / content made by a British* post-production house / audio facility?</p> <p><b>* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.</b></p>	<p>Y / N</p>
<p>Q5. Is the nominee British OR permanently resident in the UK?</p>	<p>Y / N</p>

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

**We're here to help!**