

2010 MADDC AWARDS

CALL FOR ENTRIES

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REQUIREMENTS, ENTRY & PAYMENT

Deadline

All entries (and material) must be received and paid by 5pm Friday June 4, 2010. Late, incorrect or incomplete entries will not be accepted.

Eligibility

Work entered must have been made by a Melbourne based company (can have been aired/published anywhere in the world) between May 28, 2009 and June 4, 2010.

Enter online at <http://www.madc.com.au>

After registering online, you can continue to amend your entry until the deadline. Your entry will be treated as final, with no changes accepted after June 4, 2010.

A digital image representing your entry MUST be included to complete your entry form and will be used in the MADC Annual if you become a Finalist. This needs to be a CMYK High Resolution PDF or Jpeg, 300dpi at minimum A6.

Entrants – Categories 9 to 55

Two of the major creators of the work must be current financial Members of the MADC and have resided in Victoria at the time the work was created. For Craft, Student and Nomination entries please see below.

Craft Entrant – Categories 56 to 70

Only the craftsperson of the work needs to be a current financial Member of the MADC. This person also must have resided in Victoria at the time the work was created.

Craft entries may be entered by the craftsperson that created the work or the Agency, Director or Production Company on their behalf (provided the craftsperson is a Member of the MADC). In either case, the craftsperson would be the recipient of the MADC Award.

Note: To be eligible, both the nominated craftsperson and the company that represents them must be based in Victoria. For example, work entered in the Best Animation Category must have had the animation done by a Victorian company and a Victorian animator. It is NOT enough in this instance for only the Agency, Director or Production Company to be based in Melbourne. If the MADC is forced to withdraw work due to ineligibility a refund will not be issued.

Nomination Entrant – Categories 03 to 06

Only the person nominating needs to be a current financial Member of the MADC.

Student Entrant – Category 07

Student entries are free and do NOT have to be MADC Members. Concepts from one or many disciplines may be entered either as single execution or a campaign as long as it was conceptualised between May 28, 2009 and June 4, 2010. Entries should be at a 'Maced' up standard.

Junior Entrant – Category 08

The major creator/s of the award must be current financial members of the MADC. To be eligible, the work must have been created by a person/s with three years or less experience in the advertising, design, photography, film or illustration industries and have resided in Victoria at the time the work was created. Work entered in this category can be just about anything – a print ad, TVC, radio campaign, logo design, illustration, photograph, etc.

For agency entries, all creatives who worked on the work, with the exception of the CD, must have less than three years' experience.

Campaign Entries

Campaign entries must consist of minimum three and maximum four executions (The exception to this is the Integrated and Breakthrough category; see that section for details).

Online entry forms for campaigns require a summary page and an individual form for each execution of the campaign. Please make sure all forms are complete, not just the summary page.

Costs

Single entry	\$150 per item (plus GST)
Campaign	\$200 per campaign (plus GST)
Junior Category	\$75 per entry (plus GST)
Tape handling	\$30 per item (plus GST)

All fees are a one-off cost with no further costs for Finalists. No entries will be processed until payment is received.

Payment

When your entries are marked complete they will show on your automated checklist/tax invoice through the 'My Entries' section. This can be printed for your records.

No entries will be processed until payment is received.

By credit card: You can pay by entering your credit card details online.

By cheque: If paying by cheque, you must print the automatically generated checklist/tax invoice and send it with your payment – ensuring the amounts match.

HOW TO PREPARE YOUR MATERIAL

The material required is different for each category; refer to the medium of the work for the relevant information. To maintain impartiality there must be no entrant branding on any work, excluding Best Self Promotion. If work is submitted with visible branding the MADC reserves the right to cover it.

Nomination

No materials are required for nomination categories. 150 words or less description of the reason for nomination will need to be provided within your online form. Additional information could be requested for Finalist nominations.

Campaign

Campaign entries (other than in the Integrated and Breakthrough category) must consist of minimum three and maximum four executions. For material preparation, refer to the relevant medium instructions.

Clearly label each Campaign Execution, e.g. 1 of 3, 2 of 3, 3 of 3, etc. and bundle all of the work together if possible. For example, material for Best Integrated Campaign may consist of two print boards and one TVC or potentially one A2 storyboard and two TVCs.

Print

Ensure work is supplied as it originally appeared, showing all copy, to a maximum of A2. No work should be enhanced or enlarged in anyway. This applies to all categories including crafts such as Photography or Illustration.

If the work was originally larger than A2, e.g. Outdoor/Transit, you may reduce to A2 or a photograph will be accepted.

Entries must be submitted trimmed, as in publication, and flush mounted on foamcore board.

Direct Marketing

Entries should include all components and exactly as they were mailed, i.e. outer envelope, letter, brochure etc. submitted as actual printed samples and mounted in plastic sleeves on foamcore board to a maximum of A2.

If the entry is impractical to mount, please submit as physical item only with summary temporarily attached. A flush mounted colour photograph is acceptable for dimensional pieces that are not available.

Creative Brief

A summary of the creative brief in 150 words or less, including the quantity lodged should also be mounted on the front of your foamcore board.

Television & Cinema

Television and Cinema entries can either be received via Adstream, DubSat or on SP or digital betacam tape.

Adstream or DubSat

Enter the key number(s) into the online form and tick the Adstream or DubSat box.

Tape

All SP and digital betacam entries must have leaders and clappers at the head of the tape and be clearly labelled on both tape and case. It is essential the label and clapper information includes entrant's name and company, category, entry number, title, key number and duration.

Entries without a correct matching key number on the clapper will not be accepted. Each entry must be submitted on a separate tape.

Campaign entries submitted on tape are to be compiled onto one SP or digital betacam tape with leaders and clappers at the head with no more than 5 seconds of black between each commercial.

All entries submitted on tape will incur a compulsory \$30 handling fee.

Not sure who holds your master:

Adstream: 03 8696 5701

DubSat: 03 9690 2488

DO NOT send any tape entries directly to Adstream or DubSat.

Radio

Radio entries can be received via Adstream, DubSat, AudioNET or Upload.

Adstream, DubSat or AudioNET

Enter the key number(s) is entered into the online form and tick the Adstream, DubSat or AudioNET box.

Upload

Log onto <http://www.audionet.com.au/madc> to upload your radio entries free of charge, ensuring you follow all instructions.

All entries need to be 48KHz 16bit WAV files.

Not sure who holds your master:

Adstream: 03 8696 5701

DubSat: 03 9690 2488

AudioNET Key Number search: <http://www.audionet.com.au/madc>

Or get the sound studio/production company to uploaded the entry to the AudioNET holding-pen.

Script or Synopsis

A script or 150 word synopsis will need to be provided within your online form. This will be used in the MADC Annual.

Interactive

Interactive entries can be received as a URL, online fly through or CD/DVD, whichever method is relevant to the entry.

The URL should be provided within the online entry form.

To maintain impartiality, there must be no entrant branding on any work.

Mobile entries

A URL or online fly through with video footage of the application being used should be provided.

CD/DVDs

Must be clearly marked with entrant's name and company, category, entry number, title and identified as MAC or PC friendly. Where possible hybrid discs should be provided and if necessary instructions on how to view/use the project should be included.

Digital File

All entries should include a digital file representative of the entry and will be used in the MADC Annual if you are a Finalist. This needs to be a CMYK High Resolution PDF or Jpeg, 300dpi at minimum A6.

In situ grabs should be also included if possible.

Additional Information

A 150 word project description is required for each entry, including the purpose of the project and one sentence explaining system requirements.

Evidence of distribution should be included with the submission of Viral.

File size should be included for online advertisements.

Design

Entries should be actual physical samples, mounted in plastic sleeves on foamcore board to a maximum of A2.

If entry is impractical to mount, please submit as physical item with 'Print Address Label and Reference Number' temporarily attached.

Craft

The material required is different for each category; refer to the medium of the work for the relevant information.

Additional Information

A 150 word project description is required for each entry, including how the craft/craftsperson enhanced/contributed to the creative work and the method used (if applicable).

HOW TO SUBMIT YOUR MATERIAL

Address Label and Reference Number

After processing your payment, you will need to print labels for your work by clicking on 'Print Address Label and Reference Number'. Each label must be affixed to the back of EACH piece of work it relates to. For Campaign entries, please ensure each piece of work is numbered, e.g. 1 of 1, 1 of 2, 2 of 2, etc. and bundled together if possible.

Note: Address Label print outs are mandatory, as the Reference Number is used to link your entry and your payment.

Send your material to:

MADC
Level 3, 125 Flinders Lane
Melbourne Vic 3000

Phone 03 9650 0650 between 9.00am and 5.00pm or contact awards@madc.com.au for any queries

AWARD JUDGING AND PRESENTATION

Finalist and Winner notification and Award night presentation

Finalists will be announced late July and Winners will be announced at the Award Night Presentation, to be held on Friday 27 August, 2010 at Atlantic, Docklands.

Trophies

One trophy per Winner will be issued with the option to order additional trophies. Information not entered at the time of submission will not appear on the trophies.

MADC Annual

All work qualifying as a Finalist will appear in the 2010 MADC Annual, including credits, script or synopsis entered at the time of submission.

Return of entry material

Entry material (excluding television, cinema and radio entries, which are non-returnable) may be collected from the MADC Office during dates specified via email. All uncollected work will be disposed of if not collected by Monday 27 September.

Judging procedure

The MADC and its judges reserve the right to re-categorise any entry. Specialist juries and judging procedures are chosen for each discipline, with juries seeing all work submitted in their relative medium. All television, cinema and radio material is compiled onto one master tape and shown/played to the jury on television screens/P.A. systems. Print, photographic and published material is viewed in display form. Interactive material is viewed online where possible.

How Entries are awarded

All work is judged as a whole - the idea and the way it is communicated and executed. Judges look for original, simple, clear, compelling and relevant ideas.

Craft Categories are judged on the skill with which a particular craft has been executed and its contribution to the overall communication.

Interactive Categories are judged overall on great ideas and design. Usability and functionality play a major role in the judging process.

As a guide, a Gold MADC Award will be awarded to any entry judged to be world-class; a Silver MADC Award for any entry judged to be of a high national standard and a Bronze MADC Award for any entry judged to be of a high local standard.

CATEGORIES

MADC Special Awards – Non Entry

- 01 Best of Show
Nominated and selected by the Judging Panel, MADC President and the Chairman of the 2010 MADC Awards.
- 02 Mentor Award
Awarded to the Winner of the 2009 MADC Mentors' Program, proudly supported by CHE.

MADC Special Awards - Nomination

- 03 Honorary Life Membership
Recognising outstanding contribution to the MADC and the industry, selection will be made by the 2010 MADC Committee.
- 04 The Blackley Award for Creative Leader of the Year
Recognising outstanding achievement and commitment to creativity in the past 12 months by an individual or team, selection will be made by the 2010 MADC Committee.
- 05 Account Service Person of the Year
Recognising an account service person responsible for their outstanding contribution to the creative process and fulfilment of the client's business goals in the past 12 months. Selection will be made by the Judging Panel, MADC President and the Chairman of the 2010 MADC Awards.
- 06 Client of the Year
This award acknowledges the client who has recognised the link between creativity and business success and as such, has shifted to outstanding creative work in the past 12 months. The submission must include a campaign in one or many disciplines and a rationale. Selection will be made by the Judging Panel, MADC President and the Chairman of the 2010 MADC Awards.

MADC Special Awards

- 07 Best Student Entry
- 08 The Junior Award
The major creator/s of the award must be current financial members of the MADC. To be eligible, the work must have been created by a person/s with three years or less experience in the advertising, design, photography, film or illustration industries and have resided in Victoria at the time the work was created. Work entered in this category can be just about anything – a print ad, TVC, radio campaign, logo design, illustration, photograph, etc.

For agency entries, all creatives who worked on the work, with the exception of the CD, must have less than three years' experience.

Integrated and Breakthrough

09 To be eligible for this category, the campaign must either:

be integrated across various media. It must comprise a minimum of three executions, at least two of which must be from Television, Print, Radio, DM or Online. There is no maximum number of executions that may be entered.

OR

be of a breakthrough nature. That is, it's so new that it doesn't fit into any other of the categories listed. There is no minimum or maximum number of executions required in this case.

Ambient/Non-Traditional Media

10 Best Ambient/Non-Traditional Media
 Can include indoor or outdoor installations, events, PR activity and other attention-getting means that are not traditional paid advertising media.

11 Best Ambient/Non-Traditional Media Campaign
 Can include indoor or outdoor installations, events, PR activity and other attention-getting means that are not traditional paid advertising media.

Print

12 Best Press Advertisement
 Entries published at half the newspaper page size or larger, including advertisements appearing in newspaper magazines (e.g. Good Weekend). Also includes inserts, wraps, tip-ons etc that appeared on or in a newspaper.

13 Best Press Campaign
 Entries published at half the newspaper page size or larger, including advertisements appearing in newspaper magazines (e.g. Good Weekend)

14 Best Small Space Print
 Entries published in newspapers (smaller than half page size) or in magazine (half page or smaller).

15 Best Small Space Print Campaign
 Entries published in newspapers (smaller than half page size) or in magazine (half page or smaller).

16 Best Magazine Advertisement
 Entries published at half the magazine page size or larger.

17 Best Magazine Campaign
 Entries published at half the magazine page size or larger.

18 Best Point of Purchase

19 Best Outdoor

20 Best Outdoor Campaign

21 Best Transit
 Entries include Transit Shelters, i.e. Metrolites.

Direct Marketing

Categories 22 to 26 may include work for charities.

- 22 Best Flat Mail
- 23 Best Dimensional Mail
- 24 Best Non-Commercial Direct Mail
Anything of a non-commercial nature, including agency promos, self promos, Christmas cards, wedding invitations, and birth announcements.
- 25 Best Unaddressed Direct Mail
Recognises creativity in any communications piece delivered unaddressed to households.
- 26 Best Direct Response Advertising
Any single medium direct marketing advertising that is not direct mail, including television, cinema, print or radio etc., whose primary objective is to create a direct response.

Television and Cinema

Note: Directors Cuts are not eligible.

- 27 Best 15 Second Television/Cinema Commercial
- 28 Best 30 Second Television/Cinema Commercial
- 29 Best 45+ Second Television/Cinema Commercial
- 30 Best Television/Cinema Campaign

Radio

- 31 Best 30 Second Radio Commercial
- 32 Best 45+ Second Radio Commercial
- 33 Best Radio Campaign
Campaign of no more than four commercials that have been broadcast on radio.

Community Service/Charity Advertisement

Advertisements for any community service or client classified as a registered charity. Note: any entries in this Category cannot be entered into any other Categories except Direct Marketing and Craft Categories.

- 34 Community Service/Charity Advertisement – Print
- 35 Community Service/Charity Advertisement – Television
- 36 Community Service/Charity Advertisement – Radio
- 37 Community Service/Charity Advertisement – Interactive
- 38 Community Service/Charity Advertisement – Campaign

Interactive

- 39 **Best Digital Campaign**
 Entries may be part of broader campaigns, but any non-digital items should not be entered in this category (see Best Integrated Campaign). Judges will be looking for outstanding creativity, both in the work and in the use of new technologies.
- 40 **Best Microsite**
 This award will recognise the most outstanding example of interactivity in a microsite. The entry may be a stand-alone microsite or part of a wider campaign. Creativity, inspiration and high production values will have been balanced with unique user experience.
- 41 **Best Website**
 A website considered to be a company's major website, or a project that is larger in scale than a microsite. Creativity, inspiration and high production values will have been balanced with user experience, usability and accessibility of the site.
- 42 **Best Online Game**
 Judges will be looking for creativity, inspiration, high production values and, most importantly, great game play. Entries must be playable within a web browser.
- 43 **Best Use of Mobile**
 This award recognises the most outstanding example of interactivity and innovation that utilises mobile technology, e.g. mobile handset or PDA. Judges will award work that has been specifically designed for mobile user experience rather than simply delivered through the technology.
- 44 **Digital Innovation**
 The award recognises the most outstanding example of innovation in interactive design. While the media itself is not required to be ground-breaking, the way in which it is utilised and experienced must be. Entries can be in any interactive media - Internet, CD-Rom, DVD, mobile, installation, kiosk or interactive TV.
- 45 **Best Viral**
 This award recognises the most outstanding example of viral being used to disseminate a message, whether for marketing purposes, social benefit or purely entertainment. Judging will consider the creativity of the idea, the quality of the execution and the reach of the work. (You may include evidence of how widely the work was disseminated in support of the entry.) The viral work for this category can be in any media, other than film. Work entered in this category cannot be entered in category 46, Best Viral Film.
- 46 **Best Viral Film**
 This award recognises the most outstanding example of viral being used to disseminate a message, whether for marketing purposes, social benefit or purely entertainment. Judging will consider the creativity of the idea, the quality of the execution and the reach of the work. (You may include evidence of how widely the work was disseminated in support of the entry – e.g. Youtube hits.) Entries in this category can be any form of moving picture – film, video, mobile phone footage, animation etc. Work entered in this category cannot be entered in category 45, Best Viral.
- 47 **Best Online Advertisement**
 This award recognises great strategy, creativity and use of technology within an online ad, regardless of shape or size. Judges will take into consideration file size and media restrictions.
- 48 **Best CD Rom, DVD or Installations/Presentations**
 This award recognises great creativity and high production values balanced with user experience.

Design

- 49 Best Packaging Design
- 50 Best Packaging Design (Label Only)
- 51 Best Corporate Identity Design
- 52 Best Brochure, Catalogue, Annual Report or Prospectus Design
Please note any work designed to be delivered unaddressed should be entered into Category 25.
- 53 Best Book Design
- 54 Best Signage/Environmental Design
- 55 Best Editorial Design
Entries can include work for newspapers, journals, features or magazines.
- 56 Best Self Promotion Design
Includes stationery, client gifts and posters.
- 57 Best Miscellaneous Design
Includes any design that does not qualify for Categories 49 to 56.

Craft

All Craft Awards will to be awarded to the craftsperson nominated, regardless of who actually submitted the entry form. Entries will be judged on how each particular craft contributes to the overall creative work.

- 58 Interactive Craft
This award recognises excellence in any aspect of creative craft that is wholly or partly responsible for the effectiveness of an interactive design project. The judges will look for outstanding examples of typography, graphics, sound, copywriting, animation and coding.
- 59 Best Illustration
- 60 Best Copywriting
- 61 Best Art Direction
- 62 Best Typography
- 63 Best Photography
Stock shots are not eligible for entry.
- 64 Best Photography Campaign
Stock shots are not eligible for entry.
- 65 Best Retouching
An image which has been retouched to bring a great idea to life in any printed format.

Sound and Music

- 66 **Best Original Music**
 Entries must be an original piece of music composed specifically for use in television, cinema or radio advertising.
- 67 **Best Sound Design in Television/Cinema**
 Entries with sound design in television or cinema advertising which include the creative use and manipulation of sound. Entries in this category are judged on a non-compositional (not music) basis.
- 68 **Best Sound Design in a Radio Commercial**
 Entries with sound design in radio advertising which include the creative use and manipulation of sound. Entries in this category are judged on a non-compositional (not music) basis.
- 69 **Best Use of Existing Music and Re-recordings of Existing Song**
 Entries can be any existing piece of music or rearrangement, re-recording or remix of an existing piece of music for television, cinema or radio advertising.

Direction, DOP and Editing

- 70 **Best Film Direction**
- 71 **Best Cinematography**
- 72 **Best Editing**

Special Effects and Animation

- 73 **Best Post Production Special Effects**
- 74 **Best Animation**

RULES AND CONDITIONS OF ENTRY

If the MADC is forced to withdraw work due to ineligibility a refund will not be issued.

MADC Membership

Two of the major creators of the work must be current financial Members of the MADC except for Craft, Student and Nomination entries. Only the craftsperson (1) of the work needs to be a current financial Member of the MADC for Craft Categories. Student entries are free for MADC Student Members. For Nomination Categories only the person nominating needs to be a current financial Member of the MADC.

If you have lost your Membership Number, call the MADC Office on 03 9650 0650. If you are not a Member, you can join by visiting www.madc.com.au or email info@macd.com.au

Check no one else involved is entering your work

Discuss your entry with relevant colleagues as refunds cannot be given for duplications. If duplicated work wins, one point of contact will need to be nominated.

Accuracy

The MADC CANNOT be held responsible for omissions, incorrect information or misspellings. The accuracy of credits is entirely the responsibility of the entrant and will appear on the Award Night Video Presentation, MADC Annual and Trophies.

Scam Ads

We have strict rules concerning eligibility and will be rigorous where scam ads are concerned. Work must have been produced in response to a genuine brief and be approved and paid for by the client. Works created solely for the purpose of entering competitions are not eligible. We ask our juries to be vigilant and to identify work to us if they have any concerns about its validity. Any item thus identified will be investigated by the Awards team and referred to our Committee if necessary. MADC maintains the right to exclude any fraudulent entries, along with the entering agency, from that and subsequent MADC Awards shows, and will continue to enforce those rights vigorously.

Copyright

By entering the MADC Awards you certify for copyright purposes your entry becomes property of the MADC. You also agree to reproduction of your work in publicity associated with the MADC Awards, the MADC Annual and any travelling versions of the exhibition.

CONTACT

MADC

Phone: 03 9650 0650 (between 9.00am and 5.00pm)

Email: awards@madc.com.au