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# Cresta Awards 2021: A guide to entering



## Key Dates

Open for entries	10 Feb
<b>Super Early Bird Deadline</b>	<b>31 Mar</b>
Early bird Deadline	30 June
Standard Fees	1-20 July
<b>Entries Close</b>	<b>20 July</b>
Judging	August
Shortlist	Early Sept
Winners	Late Sept

## Fees

	Single Entry	Campaign Entry	Discount
<b>Super Early Bird</b>	<b>\$195</b>	<b>\$300</b>	<b>60%</b>
Early Bird	\$295	\$450	40%
Standard Fees	\$490	\$750	0%

## How to enter

Entering the Cresta Awards is simple. The first step is to register at [www.cresta-awards.com](http://www.cresta-awards.com)

Once registered, you will be able to login at any time and make, amend and pay for entries right up until the final closing date. (If you entered in 2020, you can simply login using the same username/password as last year.)

When you are ready to start entering work, just login and our Entry System will guide you through the process.

If you have any problems or questions, please contact our team at [info@creativestandards.org](mailto:info@creativestandards.org) and we will try to help as quickly as possible.

## The awards

In each category and sub-category there is the potential to win Gold, Silver or Bronze Cresta Awards. There is no artificial limit to the number of these awards.

It is all about the quality of work.

Awards are given only on the basis of achieving a high average across our Jury that represents the best creative standards of this year's entries.

We only award our ultimate prize, a Cresta Grand Prix, to exceptional work scoring very high averaged marks. These are rare, but are only limited

in quantity by the standards of work submitted. The higher the creative standards, the more Grand Prix we award.

Anyone credited on a winning entry will be entitled to order one of our much coveted and sustainably-made trophies.

## Judging process

Cresta is unlike other awards in that it has a semi-permanent Grand Jury of very carefully selected senior industry leaders, drawn from all over the world.

Each year we refresh the jury with a particular emphasis on gender and ethnic balance. By the time judging starts, more than 120 of the world's brightest and best will be ready to review your entries.

Because they are in significant part a permanent jury they are able to track the industry's developing creative standards (from which the name Cresta derives) and maintain the highest standards in their judging.

Also, unlike most other awards, our jury members work separately to assess submissions. There is no group discussion, and no chance of politics or group pressure affecting the results. Every entry is assessed on 'a level playing field'. We believe this makes for the fairest system.

The jury's Shortlist will be announced early September 2021. And the Winners late September.

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## Categories

We aim to have a comprehensive and comprehensible choice of categories.

If you feel we have missed out a category important to you, please let us know.

You can also contact our team at [info@creativestandards.org](mailto:info@creativestandards.org) if you are unsure where to enter your work.

### 1: Moving Image

Commercials for TV, Cinema, Social and Viral. Single or campaign entries. For short form video, see Social category. For brand funded video, see Brand Content.

- TV or Cinema Commercial up to 30 second
- TV or Cinema Commercial 31- 60 second
- TV or Cinema Commercial over 60 seconds
- Viral Video (any length)

### 2: Digital

Websites, Micro-sites, Apps, Ads, Banners, Games, etc. for any device. Single or campaign entries.

- Campaign websites and micro-sites
- Integrated digital campaigns (min. of 3 platforms/technologies)
- Online display advertising (banners, pop-ups, takeovers)
- Online video ads
- Branded apps and games

### 3: Print & OOH

Newspaper, Magazine or other Publication Ads, Billboards, Posters. Single or campaign entries.

- Print ad
- Large format billboard poster
- Small format poster
- Interactive poster

### 4: Ambient & Experiential

For Ambient entries, work should be on or in unusual or unexpected places, and may be known as guerrilla marketing. Experiential should be immersive, live and memorable experiences for consumers - encompassing live marketing and event marketing experiences. Single or campaign entries.

### 5: Social

Social media campaigns, videos, ephemeral content and other social-based work.

- Best use of Instagram
- Best use of Pinterest
- Best use of Twitter
- Best use of Facebook
- Best use of TikTok
- Social Campaign (integrated use of 2 or more of above)
- Influencer Campaigns
- Global Issue Campaign
- Innovative use of Social Media
- Real Time Advertising
- Short-Form Ephemeral Content (Snapchat, Instagram Stories etc)
- Short-form social video up to 10 secs

### 6: Audio

Radio advertising and branded podcasts. Single or campaign entries.

- Radio advertising (any length)
- Branded podcast (any length)

### 7: Brand Content

Film or video, AR, VR, games, print or other content made with intent to support a brand's marketing strategy.

- Brand-funded film/video (fiction)
- Brand-funded film/video (factual)
- Branded Game

- Brand VR/AR
- Other brand-funded content

- Experiential or Ambient
- Website/Micro-site
- Online marketing

## 8: Direct

Any marketing item created with intent to produce a direct response from consumers. Can be any media. Single or campaign entries.

## 9: Integrated

Any campaign incorporating work from at least two of the above disciplines.

## 10: Healthcare

Health and wellness marketing is highly regulated and often requires specialist creative knowledge and skills.

These categories recognise the growing importance of healthcare marketing. Entries may include work in any medium.

Single or campaign entries.

- OTC medicines
- Prescription medicines
- Devices
- Healthcare services (hospitals, care homes, insurance etc)
- Wellness (work supporting healthy life-style choices)
- Public Awareness (public health information campaigns)

## 11. B2B

Any work for this fast growing and improving specialist sector of marketing communications. Single or campaign entries.

- Commercials
- Brand content/ film or video/games/VR/AR
- Print and OOH

### Sub-Categories

Entrants into categories 1 - 9 should also choose a sector sub-category from below:

- 01: CONSUMER PRODUCT OR SERVICE
- 02: CORPORATE
- 03: PUBLIC INTEREST OR CHARITY

## 12: Luxury & Fashion

The creation of very high value brands is an area in which the marketing very often defines the brand as much as the product itself. These new awards reflect the specialist understanding and boundary-pushing creativity needed to build and maintain brands in these globalised and unique markets.

- Luxury goods (Accessories, Watches, Leather goods, Jewellery, etc)
- High Fashion Apparel
- Beauty (Perfume, Skincare, Make-up etc)
- Luxury Retail
- Other ( Travel & Vacations, Hotels, Property, Financial, Experiences)

## 13: Creative Technology

These awards look for creativity and innovation applied to established technology. From a ride-booking app to a one-click shopping experience, from a disruptive real estate website to the refined UX of a boutique brand, and more.

- New App
- Online journey (UX)
- Digital Brand Transformation of the Year
- Creative use of Data
- Use of AI
- Use of AR or VR
- Integrated use of new technologies

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## 14: Digital Design

Online or digital installation design.

- Website
- Micro-site
- Integration of multiple technologies
- Online identity
- OOH digital installations

## 15: Print Design

Identity, packaging, publications, brochures.

- Corporate/Brand Identity
- Packaging
- Annual Report
- Stationery
- Brochure/Publication

## 16: Film Craft

- Outstanding Direction of a Commercial
- Outstanding Cinematography in a Commercial
- Outstanding Direction of a Brand-funded film
- Outstanding Cinematography in a Brand-funded film
- Outstanding Scriptwriting
- Outstanding Art Direction
- Outstanding Sound Design
- Outstanding Special Effects
- Outstanding Animation
- Use of Music (original & licensed)
- Use of Humour
- Film Craft Campaign

## 17: Print Craft

- Outstanding Art Direction
- Outstanding Copywriting
- Outstanding Typography
- Outstanding Photography
- Craft campaign

## 18: Digital Craft

- Innovative new techniques - Typography
- Use of animation
- Use of photography
- User journey
- Innovative coding

## 19: Brand Purpose

As consumers increasingly consider their purchases to be an extension of their views, beliefs and lifestyle, this category rewards those brands with strategies and creative executions that provide powerful connections with today's evolving and more ethically demanding marketplace.

## 20: Brand Transformation **(NEW)**

Have you taken a tired, traditional brand and transformed it, making it fit for the modern age? Perhaps you've taken a 'bricks and mortar' business and made it a major online success. Or strategically and creatively re-positioned a brand so dramatically it has been completely revitalised. Work in any media accepted.

## 21: Long Term Creativity

Campaigns in any medium (or mix of) that have run consistently for 4 years or more. Work in this category may have been entered into awards individually in previous years. At least 4 examples must be entered including executions across the full period of the campaign. Supporting material showing the effectiveness of the long-term approach will be used to judge entries.

## 22: The 'Wish we'd thought of that' Award

Innovative thinking in any medium or discipline that will impress your peers and have them wishing they'd thought of it first. Surprise us.

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## 23: The #OMG Award **(NEW)**

A special new category for work that defies categorization. Does it make us say "#OMG, how did they do that?". Or "how did they persuade the client to go with that?". Shock us, or make us laugh out loud, or go silent in admiration. Any media accepted.

## 24: The Media Magic Award

The innovative use of media can be as creative as it is effective. Show us how you challenged the norm and created something special in any mix, individual or one-off media.

## 25: The Future

This is an open category for outstanding and innovative work demonstrating the potential direction of tech as a creative tool in marketing. We expect entries featuring Virtual Reality, Augmented Reality, Automated Intelligence and other technologies we haven't even dreamed of. Show us what the creative world is going to look like in the 2020s.

## 26: The Creative Effectiveness Award **(NEW)**

In no more than 1000 words and/or a 3 minute video persuade us that your work achieved outstanding effectiveness within the objectives set by the client.

## 27: The Creative Business Award

To be highly creative, innovative and reliably successful, time after time, a company needs values, methods, organisation. And then... a little extra magic. What's your company's secret sauce? Is there a unique culture that defines your company? Is it a special workplace that inspires staff to go the extra mile?

Does the company demonstrate pro-bono activism to improve society or the environment? Share your most cherished beliefs and commitments. Please enter with a submission text of between 150 and 750 words. You can attach up to six items (video or stills or sound file) and include a web link or two if appropriate.

- Up to 50 employees
- Over 50 employees
- Network of more than three offices

## The industry and special trophies

Following the announcement of the winners in September, we will award these major trophies. These are not voted for by the Jury, and you do not need to enter them.

Network of the Year  
Agency of the Year  
Independent Network of the Year  
Independent Agency of the Year  
Production Company of the Year **NEW**  
The Jury Award (chosen by the Cresta Jury Chair)  
The President's Award (awarded by the Cresta President for outstanding contribution)

## Fees

In response to the ongoing economic consequences of the pandemic, we have made our 2021 fees as affordable as possible. We believe they represent the best value of all the globally respected creative awards.

During the SUPER EARLY BIRD period we have discounted our normal fees by 60%, while in the EARLY BIRD period they are discounted by 40%. Standard rates will only apply in the very last few days of the open period. (See above for details.)

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Our fees are charged in US\$. We accept payment by credit, charge, or debit card, but at checkout there is also the option to pay by bank transfer. No work will be accepted into the competition until full payment is received. Card transactions will be subject to a 3% processing fee and bank transfers to a fee of \$35.

Please note UK entries are subject to VAT at 20%.

## Does your work qualify?

1: Work submitted must have been published, broadcast or released between 1 January 2020 and 31 July 2021. Work that has previously won or been shortlisted cannot be re-entered.

2: It must have been commissioned by, created for and approved by a client.

3: It must have appeared in a commercial or public environment.

4: We cannot accept any work specifically made for this or any other competition.

5: Work must be submitted as it appeared, and not altered in any way for the purposes of competition.

6: If a judge raises questions about the validity of any work, you will be required to provide evidence to support the entry.

## Who can enter?

1: Any client, creative agency, digital agency, design company, production company, post-production company, or individual professional may enter.

2: Where the work is a collaborative effort by more than one agency in a network, this can be acknowledged in the credits. Or, if more than one agency wishes to enter the item and have their name as the entrant, they must enter separately and each pay the appropriate fee.

3: If more than one company enters a piece of work and that work goes on to be shortlisted or win an award, all entrants will be equally credited and featured in any publicity.

## Who should you credit?

Cresta is dedicated to recognising great creative talent. So credits should primarily be used to identify the main originators of the idea or the execution.

Our entry system will guide you through all other credits. And we are delighted to recognise everyone who has contributed to the work.

You can add to or amend credits at any time up until the closing date.

## What about rights?

1. By entering these awards you have assigned us Rights to use your entry for publicity and to hold the entered assets in our archive.

2. This publicity may include social media, editorial -print, online and broadcast, on and offline advertising and use on our websites, and the websites of our brand partners.

3. If any entry includes licensed music, you should make sure that you or your client is able to assign us the Right to use that music for both the awards and any publicity purposes.

4. Unless specifically otherwise requested, Cresta archives all shortlisted and winning entries and may make them available to view via our website. Cresta reserves the right to retain all and any submitted entry and potentially use it to publicise the awards and Cresta work.

5. If you want an element of your entry to only be available to the Jury and not on public view, you must tell us as soon as possible. This particularly applies if your work is chosen for the shortlist or wins a trophy. We cannot take responsibility for any information/video/music/material you submit being used without the appropriate permissions.

6. As the entrant, and in the event of any dispute over usage, you agree to indemnify Creative Standards International Limited against any liability and/or costs related to its use of your entry material.



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## What 'assets' will you need?

We want every entry to look as good as it possibly can when it arrives on the judging screen. So please follow the guidelines below.

All entries must be made online. We do not accept any 'physical' entries.

If you are unsure about anything, please email [info@creativestandards.org](mailto:info@creativestandards.org)

### VIDEO

1. Should be entered as an MOV or MP4 file.
2. Any entry over 5 mins in length should be accompanied by a video case study (max 3 mins).
3. Non-English language entries should be dubbed or sub-titled in English.
4. Elements within Campaign entries should be uploaded as separate files.
5. Entries must have been aired in a commercial or public environment in the form submitted.
6. The names of entrants, production companies or agencies must not appear at any point on the uploaded file.
7. Specifications for entries as follows:

Resolution: Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate (23.98, 24, 25, 29.97, 50, 59.94, 60)

Codec: H264 or Mpeg4

Best Quality Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz File size: 1 GB maximum

### PRINT

1. Single item entries should be uploaded as a JPEG.
2. Campaign entries should be uploaded as separate JPEGs.
3. Video/slide case studies, where appropriate, should be uploaded as either MOV or MP4 files. (3 mins max).
4. Entries must have appeared in a commercial or public environment in the form submitted any point on the uploaded file.
5. Non-English language entries should be accompanied by an English translation, uploaded with the entry.
6. The names of entrants, production companies or agencies must not appear at any point on the uploaded file.
7. Specifications for entries as follows:

Specs for JPEG uploads: Resolution: Landscape Images: Approx. 2400 x 3000 pixels Portrait Images: Approx. 3000 x 2400 pixels 300 dpi Equivalent to 203mm x 254mm (8 in x 10 in) Color Mode: RGB File size: 25 MB maximum

### DIGITAL

1. Single entries or digital components of integrated campaigns etc must be entered as a URL.
2. If the entered item is no longer live, you should submit a URL directed to a landing page containing links to the work.
3. The work must be submitted in the form originally available to consumers/target.
4. You should supply all relevant User Names & Password.
5. If necessary, your landing page should contain an English language translation and any other material to assist judging.
6. Entries should not show the names of entrants unless it is an integral part.