

SHARK AWARDS

1. CATEGORIES MENU

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SHARK AWARDS

2. PRICES & SPECS

ADVERTISING AMBIENT, PR, NON-TRADITIONAL - £350

ADVERTISING DIGITAL - £350

ADVERTISING FILM - £350

ADVERTISING FILM CRAFT - £350

ADVERTISING FILM MUSIC & SOUND CRAFT - £350

ADVERTISING PRINT OUTDOOR & CRAFT - £350

ADVERTISING PROMO - £165

ADVERTISING RADIO - £165

ADVERTISING RADIO CRAFT - £165

ADVERTISING SOCIAL - £350

BEST NEW TALENT - £65

BRANDED CONTENT - £300

DESIGN - £165

DESIGN CRAFT - £165

MUSIC VIDEO & CRAFT - £165

SHORT FILM & CRAFT - £65

Media Upload Specifications

Image: jpg, jpeg. up to 50 Mb Max resolution: 4000 x 3000

PDF: pdf. Up to 50 Mb

Video Files: mov, mp4. Up to 1000 Mb

Recommended resolution: 1920 x 1080

Case studies, which are optional, should be no longer than 5 minutes long.

URL: please supply a valid URL link such as <http://www.mylink.com>

URLs are supplied as part of the entry form and must remain functional throughout judging.

MP3 (for Radio and Podcast only): mp3. up to 50 Mb

SHARK AWARDS

3. DISCOUNT RATES

*The earlier you enter, the more you enter, the bigger the discount.
Our new pricing structure: No late penalties just early bird incentives.*

| Number of Entries | Discount Rate |
|--------------------------|----------------------|
|--------------------------|----------------------|

MAY

| | |
|-------------|-----|
| Single | 20% |
| Two | 25% |
| 3-5 entries | 30% |
| 6-11 | 33% |
| 12+ | 35% |

JUNE

| | |
|-------------|-----|
| Single | 10% |
| Two | 15% |
| 3-5 entries | 20% |
| 6-11 | 30% |
| 12+ | 33% |

JULY

| | |
|-------------|-----|
| Single | 5% |
| Two | 10% |
| 3-5 entries | 15% |
| 6-11 | 20% |
| 12+ | 25% |

AUGUST

| | |
|-------------|-----|
| Single | 0% |
| Two | 0% |
| 3-5 entries | 0% |
| 6-11 | 10% |
| 12+ | 25% |

SHARK AWARDS

4. ADVERTISING AMBIENT, PR, NON-TRADITIONAL CATEGORIES

Judged for Idea and Craft by Creative Directors. No Spec Work.

Ambient - Small Formats

Beer mats, stickers, petrol pumps, POS...

Ambient - Special Build

Includes installations, pop up sites, use of buildings, use of exterior or interior location, floor space.

Events, Stunts, Live Brand or Interactive Experience

A creative idea using live performance to promote a brand or a product.

Other Screens - Moving Image

A creative idea using mobile phones, on screens at public events, exhibitions, on screens in retail stores, digital outdoor screens.

PR/Tactical News Story

A creative idea that engages, educates or influences online/offline editorial media, newspapers, magazines, cinema, radio, television, social using PR and the news as a platform.

Use of Innovative Technology

A creative idea that uses new technology to connect with an audience in an engaging and informative way.

Immersive

Communication/Advertising using Virtual reality, Augmented reality (AR), Mixed reality (MR), Extended Reality (XR), Digital Twin Technology, 360° Video Content technologies, to create an Immersive experience by inserting the viewer into an artificial environment to interact with their environment

AR / VR / Experiential

Please contact us regarding what hardware / headset is required to view your Immersive entry.

SHARK AWARDS

5. ADVERTISING DIGITAL CATEGORIES

*For work that exists online in the digital space only. Can be banners, gifs, pre-roll ads, apps, native, mobile etc
ie. NOT TV Commercials that have been broadcast, NOT Branded Content. NO Spec Ads*

Alcoholic drinks

Beer, wine, cider, spirits.

Automotive including Auto Products and Services

All cars, jeeps, buses, trucks, motorbikes, tyres, spare parts, accessories, fuel providers, breakdown services, garages, car dealers.

Business Equipment and Services

Photocopiers, office furniture, recruitment agencies, courier services, advertising agencies, design agencies, production companies.

Charities & Trusts

Fundraising, appeals for volunteering, awareness including war refugees, natural disaster, starvation, poverty, children and animal welfare, environment, education, disabled, homeless, local charity.

Cleaning & Laundry Products

Detergents, powders, paper towels, bleach, anti-bacterial wipes, tissues, sponges, degreasers, air fresheners.

Communication Providers

Cable, satellite, broadband, phone and mobile networks, tv service providers.

Corporate Image

Institutions, corporations, multinationals.

Direct Response

Any product designed to generate and immediate response from consumer.

E-Commerce, Apps & Search

Artificial Intelligence, Social network sites, search engines, browsers, content sharing platforms.

Fashion, Clothing, Footwear & Accessories

If it can be worn it can be entered.

Financial and Insurance

Banks, credit card companies, building societies, financial products, investment companies, all insurance companies, pension companies.

Food, Confectionery, Snacks & Cakes & Non - Alcoholic Drink

If it can be eaten or drunk, it can be entered. Including cereals, children and baby products. Alcoholic drinks may not be entered in this category.

Fragrance, Cosmetics, Beauty

Perfumes, eau de toilette, all makeup, hair colouring, skin creams and moisturisers, makeup remover, plastic surgery.

Gambling, Lottery, Bingo

Betting shops, scratch cards, bingo halls, lotto.

Healthcare & Pharmacy

All herbal drugs, prescription drugs, health supplements, condoms, contact lenses, pregnancy tests. Also includes, hospitals dental practices, clinics, weight & dietary products, first aid, anti septics, insect repellent.

Home & Media Electronics

TV and sound systems, cameras, computers, laptops, tablets and mobile phones, gaming consoles, computer software.

Household, Garden & Pets

Kitchen utensils, lights, indoor and outdoor furniture, washing machines, fridge freezers, kettles, vacuum cleaners, dishware, linen, household and garden tools, home and garden maintenance, paint, pet care and foods. Including those offering an online service.

Leisure, Entertainment & Gaming

Gyms, cinemas, theatres, tv channels/broadcasters, streaming services, theme parks, music festivals, sports events, exhibitions, museums, galleries, musical instruments, dvds, cds, box sets, computer games, hobbies.

Programme Sponsorship – Idents

Any advertiser. Supporting a TV programme/series, news/weather, documentary, film.

SHARK AWARDS

6. ADVERTISING DIGITAL CATEGORIES

Public Awareness & Political Party

Awareness for the environment, race, gender equality, violence, disabilities, refugees, security forces, defence forces, blood donations.

Publications & Media

Newspapers, magazines, TV stations, radio stations, books.

Retail Stores, Supermarkets, Superstores, Restaurants & Fast Food

Any company with products or services for sale from a premises. Including those offering an online service.

Self-Promotion

By an Agency. Production company, Individual or Design agency

Toiletries & Personal Care

Skincare, haircare, dental, deodorant, soaps, nappies, toilet rolls, wipes, cotton buds, shaving, sanitary.

Travel, Tourism, Hotels

Travel agencies, hotels, resorts, airlines, ferry companies, car hire companies, train and bus companies, travel websites and booking services.

Utilities, Energy Providers, Post

Gas, electricity, water, refuse, oil, post office.

Best Festive Themed

Example: Xmas, Easter, Passover, EID, Diwali, Ramadan etc.

Best Sport Event Themed

Any advertiser. any product (World cup/Superbowl/olympics etc)

CAMPAIGN (any client) - 3 or more executions

Entry should demonstrate an outstanding campaign idea.

SHARK AWARDS

7. ADVERTISING FILM CATEGORIES

*Commercials: Broadcast TV, Online, Cinema, Streamed, On Demand
Judged for Idea by Creative Directors. No Spec ads.*

Alcoholic drinks

Beer, wine, cider, spirits.

Automotive including Auto Products and Services

All cars, jeeps, buses, trucks, motorbikes, tyres, spare parts, accessories, fuel providers, breakdown services, garages, car dealers.

Business Equipment and Services

Photocopiers, office furniture, recruitment agencies, courier services, advertising agencies, design agencies, production companies.

Charities & Trusts

Fundraising, appeals for volunteering, awareness including war refugees, natural disaster, starvation, poverty, children and animal welfare, environment, education, disabled, homeless, local charity.

Cleaning & Laundry Products

Detergents, powders, paper towels, bleach, anti-bacterial wipes, tissues, sponges, degreasers, air fresheners.

Communication Providers

Cable, satellite, broadband, phone and mobile networks, tv service providers.

Corporate Image

Institutions, corporations, multinationals.

Direct Response

Any product designed to generate and immediate response from consumer.

E-Commerce, Apps & Search

Artificial Intelligence, Social network sites, search engines, browsers, content sharing platforms.

Fashion, Clothing, Footwear & Accessories

If it can be worn it can be entered.

Financial and Insurance

Banks, credit card companies, building societies, financial products, investment companies, all insurance companies, pension companies.

Food, Confectionery, Snacks & Cakes & Non - Alcoholic Drink

If it can be eaten or drunk, it can be entered. Including cereals, children and baby products. Alcoholic drinks may not be entered in this category.

Fragrance, Cosmetics, Beauty

Perfumes, eau de toilette, all makeup, hair colouring, skin creams and moisturisers, makeup remover, plastic surgery.

Gambling, Lottery, Bingo

Betting shops, scratch cards, bingo halls, lotto.

Healthcare & Pharmacy

All herbal drugs, prescription drugs, health supplements, condoms, contact lenses, pregnancy tests. Also includes, hospitals dental practices, clinics, weight & dietary products, first aid, anti septics, insect repellent.

Home & Media Electronics

TV and sound systems, cameras, computers, laptops, tablets and mobile phones, gaming consoles, computer software.

Household, Garden & Pets

Kitchen utensils, lights, indoor and outdoor furniture, washing machines, fridge freezers, kettles, vacuum cleaners, dishware, linen, household and garden tools, home and garden maintenance, paint, pet care and foods. Including those offering an online service.

Leisure, Entertainment & Gaming

Gyms, cinemas, theatres, tv channels/broadcasters, streaming services, theme parks, music festivals, sports events, exhibitions, museums, galleries, musical instruments, dvds, cds, box sets, computer games, hobbies.

Programme Sponsorship – Idents

Any advertiser. Supporting a TV programme/series, news/weather, documentary, film.

SHARK AWARDS

8. ADVERTISING FILM CATEGORIES

Public Awareness & Political Party

Awareness for the environment, race, gender equality, violence, disabilities, refugees, security forces, defence forces, blood donations.

Publications & Media

Newspapers, magazines, TV stations, radio stations, books.

Retail Stores, Supermarkets, Superstores, Restaurants & Fast Food

Any company with products or services for sale from a premises. Including those offering an online service.

Self-Promotion

By an Agency. Production company, Individual or Design agency

Toiletries & Personal Care

Skincare, haircare, dental, deodorant, soaps, nappies, toilet rolls, wipes, cotton buds, shaving, sanitary.

Travel, Tourism, Hotels

Travel agencies, hotels, resorts, airlines, ferry companies, car hire companies, train and bus companies, travel websites and booking services.

Utilities, Energy Providers, Post

Gas, electricity, water, refuse, oil, post office.

Best Festive Themed Commercial

Example: Xmas, Easter, Passover, EID, Diwali, Ramadan etc.

Best Sport Event Themed Commercial

Any advertiser. any product (world cup/superbowl/olympics etc)

CAMPAIGN (any client) - 3 or more executions

Entry should demonstrate an outstanding campaign idea.

SHARK AWARDS

9. ADVERTISING FILM CRAFT CATEGORIES

Commercials: Broadcast TV, Online, Cinema, Streamed, On Demand.

Judged for Individual Craft by experienced industry professionals. No Spec Ads. Directors Cuts allowed. No AI.

Artiste Performance

Entry should demonstrate how the voice artist or visual performer's individual contribution played more than an integral element to the film's success and communication of the brand message in an engaging way.

Art Direction/Production Design

Entry should demonstrate how the overall look, feel and visual representation was an integral element of the film production.

Casting

Entry should demonstrate how the excellent choice of actor(s) played an integral element to the film's production.

CGI/Visual Effects

Entry should demonstrate how the excellent use of digital technology was an integral element of the film production.

Cinematography

Entry should demonstrate how the excellent use of light, camera angles, lenses, movement was an integral element of the film.

Colour Grading

Entry should demonstrate excellent technique using any colour grading style.

Direction

Entry should demonstrate excellent judgement and creative direction with cast, sound, performance, camera angles, camera movement and storytelling to communicate the brand message in an engaging way.

Direction - Animals

Entry should demonstrate the director's ability and expertise of coaxing amazing and believable performances from animals to communicate the brand message in an engaging way.

Direction - Car

Entry should demonstrate the director's ability and expertise of presenting cars, interiors, exteriors, on location and in studio through in camera photography and editing to communicate the brand message in an engaging way.

Direction - Babies & Children

Entry should demonstrate the director's ability and expertise of coaxing amazing and believable performances from babies & children to communicate the brand message in an engaging way.

Direction - Celebrities

Entry should demonstrate the director's ability and expertise of coaxing performances from famous people including superstar actors, sports, music, tv, politicians, influencers etc to communicate the brand message in an engaging way.

Direction - Comedy/Humour

Entry should demonstrate the director's ability and expertise in comedy through casting, performance, editing, set design etc to communicate the brand message in an engaging way.

Direction - Documentary

Entry should demonstrate the director's ability and expertise in shooting of non-fiction through photography, observation, interviews, editing style, sound recording, non-intrusive camera techniques, real-people casting etc to communicate the brand message in an engaging way.

Direction - Fashion

Entry should demonstrate the director's ability of crafting short, cinematic videos that blend fashion, art, and narrative to promote a collection or to communicate the brand message in an engaging way.

Direction - Hair & Beauty

Entry should demonstrate the director's contribution of the artistic and technical process of designing the hairstyles, skin, fingernails, makeup, and overall physical appearance of characters to communicate of the brand message in an engaging way

Direction - Lifestyle

Entry should demonstrate the director's ability to focus on portraying authentic, "slice-of-life" moments rather than highly staged or dramatic scenes to communicate of the brand message in an engaging way.

Direction - Performance

Entry should demonstrate the director's guidance, coaching, and collaborations with actors to bring characters to life, ensuring their portrayal aligns with the overall artistic vision of the film and communication of the brand message in an engaging way.

SHARK AWARDS

10. ADVERTISING FILM CRAFT CATEGORIES

Commercials: Broadcast TV, Online, Cinema, Streamed, On Demand.

Judged for Individual Craft by experienced industry professionals. No Spec Ads. Directors Cuts allowed. No AI.

Direction - Lifestyle

Entry should demonstrate the director's ability to focus on portraying authentic, "slice-of-life" moments rather than highly staged or dramatic scenes to communicate of the brand message in an engaging way.

Direction - Performance

Entry should demonstrate the director's guidance, coaching, and collaborations with actors to bring characters to life, ensuring their portrayal aligns with the overall artistic vision of the film and communication of the brand message in an engaging way.

Direction - Perfume

Entry should demonstrate the director's visual interpretation often unique, ethereal cinematic style using highly stylized visual and auditory cues to represent scent as a 'lens'.

Direction - Storytelling

Entry should demonstrate the direction of actors to use non-verbal cues, facial expressions, and blocking to convey subtext, the art of conveying a narrative, emotion, and theme through visual and auditory elements rather than just dialogue, often summarized as "showing, not telling".

Direction - Tabletop & Food

Entry should demonstrate the director's contribution of the artistic and technical process and specialist combination of close-ups, using macro lens, motion control, models and specialist lighting, sometimes utilising visual in-camera fx and stitched together in post-production techniques.

Direction - Visual FX

Entry should demonstrate how the arrangement of each shot was used to narrate the message and was an integral element of the film production and communication of the brand message in an engaging way.

Editing

Entry should demonstrate how the arrangement and timing of each shot was used to narrate the message and was an integral element of the film production and communication of the brand message in an engaging way.

Editing of Stock footage

Entry should demonstrate how the selection of library footage and subsequent arrangement of each shot was used to narrate the message and communication of the brand message in an engaging way.

Title Sequence

Entry should demonstrate how the brilliance and originality of a title sequence, using a combination of graphics, typography, moving image, animation/vfx, music & sound created a stand-out and memorable execution to be remembered.

Use of Film Stock

The film must have been shot using a film stock to achieve a special visual representation. Consideration will be given to the relevance of a 'film look' (rather than Digital) to compliment the idea, for example to achieve an 'historical perspective' (but not limited to) and communication of the brand message in an engaging way.

Use of Humour

Entry should demonstrate how use of humour in the idea was an integral element to the film to communicate the brand message in an engaging and memorable way.

Writing/Idea

Entry should demonstrate how the written dialogue, actions and expressions are used to formulate a memorable idea. An independent, creative expression of a story that feels fresh, new and an original way to communicate the brand message in the final film.

Any Other Individual Craft Skill (e.g. model making, tabletop, wardrobe etc)

Entry should demonstrate how use of a craft skill was an integral element to the film's production.

Campaign Craft - two executions or more to qualify

*Entry should demonstrate how an excellent craft skill, played an integral role in the final film campaign.
PLEASE INDICATE (IN NOTES SECTION) WHICH CRAFT SKILLS YOU WANT TO BE JUDGED.*

SHARK AWARDS

11. ADVERTISING FILM CRAFT – AI/ANIMATION/CGI/VFX CATEGORIES

AI permitted in certain categories

AI Native

Best Use of AI, Entry should contain 100% AI generative imagery and NOT contain AI generated music or voices. No hybrid commercials.

Animation

Entry should demonstrate excellent technique of the movement/dynamics/transitions of characters and objects through the frame using any animation style. NO AI

2D Animation

Entry should demonstrate excellent judgement and creative direction of single flat layered animation giving a traditional “cell look”. No AI

3D/CGI Animation

Entry should demonstrate how the use of 3D animation techniques of bringing characters and objects to life in animated media, focusing on creating believable movement, emotion, and personality created a stand-out and memorable execution to be remembered. NO AI

Mixed Media Animation

Entry should demonstrate using ‘Mixed media’ as a versatile, hybrid style combining multiple animation techniques, materials, etc into a single piece, frequently blending live-action video, 2D illustration, 3D graphics, CGI, and stop-motion composited together to create a stand-out and memorable execution to be remembered. NO AI

Animation Design

Animation Design related to the overall artistic look, feel and visual representation to include the choice of styles/textures/colours/surfaces of the backgrounds, foregrounds, characters and objects. NO AI

Character Animation

Entry should demonstrate how the use 2D, 3D, or stop-motion techniques of bringing characters to life in animated media, focusing on creating believable movement, emotion, and personality created a stand-out and memorable execution to be remembered. No AI

Postproduction CGI/Visual Effects

Entry should demonstrate the excellent use of creating, manipulating, or enhancing digital imagery after live-action footage has been filmed, usually to integrate computer-made elements into a realistic scene.

Social Video Craft Award - Best CGI/animation

Specifically made for a social video in the 9 x16 mobile format (TikTok, reels, stories etc). AI permitted.

SHARK AWARDS

12. ADVERTISING MUSIC & SOUND CRAFT CATEGORIES

Commercials: Broadcast TV, Online, Cinema, Streamed, On Demand.

Judged for Individual Craft by experienced creatives industry professionals. No Spec Ads. No AI.

Licensed Music - SYNC

Entry should demonstrate how choice and use of an existing piece of music was an integral element of the film.

Re-Record of Licensed Music

A re-record of licensed music in advertising is a newly commissioned sound recording of a pre-existing song or track, created specifically for use in a marketing campaign.

Original Music

Entry should demonstrate how an original, bespoke musical composition or song created specifically for the advertising film (rather than using pre-existing licensed music) creates an enhanced emotional response for the brand or campaign.

Sonic Branding

A short audio, acoustic, expression of a product or service through - jingles, mnemonics, musical sound design stings etc. that boosts a brand's recognition and association for consumers.

Sound Design

Entry should demonstrate how sound editing, use of artificial or enhanced sound effects and atmospheres possibly combined with music instrumentation was an integral element of the film.

Sound Mixing

Entry should demonstrate how sound editing, use of natural sound effects or foley that creates crucial "invisible" elements that make the on-screen action believable, memorable, and impactful to the audience.

SHARK AWARDS

13. ADVERTISING PRINT/OUTDOOR CATEGORIES

Out of home advertising, print, press, posters, billboards, Bus shelters, digital displays. Judged for Idea and Craft by Creative Directors. No Spec Ads.

Alcoholic drinks

Beer, wine, cider, spirits.

Automotive including Auto Products and Services

All cars, jeeps, buses, trucks, motorbikes, tyres, spare parts, accessories, fuel providers, breakdown services, garages, car dealers.

Business Equipment and Services

Photocopiers, office furniture, recruitment agencies, courier services, advertising agencies, design agencies, production companies.

Charities & Trusts

Fundraising, appeals for volunteering, awareness including war refugees, natural disaster, starvation, poverty, children and animal welfare, environment, education, disabled, homeless, local charity.

Cleaning & Laundry Products

Detergents, powders, paper towels, bleach, anti-bacterial wipes, tissues, sponges, degreasers, air fresheners.

Communication Providers

Cable, satellite, broadband, phone and mobile networks, tv service providers.

Corporate Image

Institutions, corporations, multinationals.

Direct Response

Any product designed to generate and immediate response from consumer.

E-Commerce, Apps & Search

Artificial Intelligence, Social network sites, search engines, browsers, content sharing platforms.

Fashion, Clothing, Footwear & Accessories

If it can be worn it can be entered.

Financial and Insurance

Banks, credit card companies, building societies, financial products, investment companies, all insurance companies, pension companies.

Food, Confectionery, Snacks & Cakes & Non - Alcoholic Drink

If it can be eaten or drunk, it can be entered. Including cereals, children and baby products. Alcoholic drinks may not be entered in this category.

Fragrance, Cosmetics, Beauty

Perfumes, eau de toilette, all makeup, hair colouring, skin creams and moisturisers, makeup remover, plastic surgery.

Gambling, Lottery, Bingo

Betting shops, scratch cards, bingo halls, lotto.

Healthcare & Pharmacy

All herbal drugs, prescription drugs, health supplements, condoms, contact lenses, pregnancy tests. Also includes, hospitals dental practices, clinics, weight & dietary products, first aid, anti septics, insect repellent.

Home & Media Electronics

TV and sound systems, cameras, computers, laptops, tablets and mobile phones, gaming consoles, computer software.

Household, Garden & Pets

Kitchen utensils, lights, indoor and outdoor furniture, washing machines, fridge freezers, kettles, vacuum cleaners, dishware, linen, household and garden tools, home and garden maintenance, paint, pet care and foods. Including those offering an online service.

Leisure, Entertainment & Gaming

Gyms, cinemas, theatres, tv channels/broadcasters, streaming services, theme parks, music festivals, sports events, exhibitions, museums, galleries, musical instruments, dvds, cds, box sets, computer games, hobbies.

Programme Sponsorship – Idents

Any advertiser. Supporting a TV programme/series, news/weather, documentary, film.

SHARK AWARDS

14. ADVERTISING PRINT/OUTDOOR CATEGORIES

Public Awareness & Political Party

Awareness for the environment, race, gender equality, violence, disabilities, refugees, security forces, defence forces, blood donations.

Publications & Media

Newspapers, magazines, TV stations, radio stations, books.

Retail Stores, Supermarkets, Superstores, Restaurants & Fast Food

Any company with products or services for sale from a premises. Including those offering an online service.

Self-Promotion

By an Agency. Production company, Individual or Design agency

Toiletries & Personal Care

Skincare, haircare, dental, deodorant, soaps, nappies, toilet rolls, wipes, cotton buds, shaving, sanitary.

Travel, Tourism, Hotels

Travel agencies, hotels, resorts, airlines, ferry companies, car hire companies, train and bus companies, travel websites and booking services.

Utilities, Energy Providers, Post

Gas, electricity, water, refuse, oil, post office.

Best Festive Themed

Example: Xmas, Easter, Passover, EID, Diwali, Ramadan etc.

Best Sport Event Themed

Any advertiser. any product (world cup/superbowl/olympics etc)

CAMPAIGN (any client)

Entry should demonstrate an outstanding campaign idea in 1 media format with 3 or more executions

CAMPAIGN INTEGRATED (any client)

To qualify a campaign must use a minimum of 3 other different media formats and demonstrate how each execution is suited to each of the medium used. Eg. TV, print, press, radio, social, mobile phone, online, digital etc

14. ADVERTISING PRINT/OUTDOOR CRAFT CATEGORIES

Art Direction

Entry should demonstrate excellent visual interpretation of the idea and show how it was an integral part of the image.

Copywriting

Entry should demonstrate an excellent writing ability and show how it was an integral part of the execution.

Illustration

Entry should demonstrate outstanding illustrative technique and show how it was an integral part of the image

Image Manipulation

Entry should demonstrate excellent retouching/3D build technique and show how it was an integral part of the image. A before and after of the image must be submitted on the same jpeg.

Photography

Entry should demonstrate outstanding/photography technique and show how it was an integral part of the image.

Typography

Entry should demonstrate outstanding typographic technique and show how it was an integral part of the image.

SHARK AWARDS

15. ADVERTISING TV PROMO

A promo is a form of commercial advertising, which promotes the future airing of a programme to the viewer. Promos are short films (typically 60-90 seconds) designed to inform the audience about upcoming, current, or returning content, such as new shows, series, special events, or daily programming to maximize viewing. Special consideration is given to Promos using original material rather than fast-cut re-edits and cutdowns of the programme's content. Judged by Creative Directors. No Spec Ads.

Drama

Fictional television programming that focuses on the development of characters and emotional storylines, often featuring intense narratives, conflicts (emotional, social, or otherwise), and thematic depth. Entry should demonstrate creative excellence in promoting the programme or series.

Entertainment/Comedy/Reality

Programme created to entertain rather than inform. The entry should demonstrate creative excellence in promoting the programme or series.

Lifestyle

Factual entertainment programme that focuses on aspects of everyday life, aiming to inform, inspire, or entertain viewers by demonstrating how to enhance their personal lives, surroundings, or habits. These shows typically offer practical tips, expert advice, and inspiration related to hobbies, personal interests, and consumption. Entry should demonstrate creative excellence in promoting a TV/Lifestyle programme or series.

Movie

The entry should demonstrate creative excellence in promoting a single, self-contained story movie, usually lasting 80 to 120 minutes. May have been produced for theatrical release originally, although may have been made for streaming or home viewing.

News/Current Affairs/Factual/Documentary

Entry should demonstrate creative excellence in promoting a News/Current Affairs/Factual programme or series. An informative programme that offers in-depth analysis, maybe through journalistic process to educate for political, social, and economic issues.

Soaps

A long-running, serialized television drama focusing on the emotional, often melodramatic, daily lives and relationships of a large ensemble cast. Entry should demonstrate creative excellence in promoting the programme.

Sports

The broadcasting of live or recorded sporting events and related content featuring commentary, analysis, high-definition coverage. Beyond live games, this includes studio-based pre-game/post-game shows, sports news, documentaries, and highlights. Entry should demonstrate creative excellence in promoting the programme.

Campaign (three executions or more)

Entry should demonstrate an outstanding campaign idea promoting a TV station, programme or series.

SHARK AWARDS

16. ADVERTISING RADIO & PODCAST CATEGORIES

Commercials: Broadcast, Online, Streamed, On Demand.

Judged for Individual Craft by experienced industry professionals. No Spec Ads.

Judged for Idea and Craft by Creative Directors.

Alcoholic drinks

Beer, wine, cider, spirits.

Automotive including Auto Products and Services

All cars, jeeps, buses, trucks, motorbikes, tyres, spare parts, accessories, fuel providers, breakdown services, garages, car dealers.

Business Equipment and Services

Photocopiers, office furniture, recruitment agencies, courier services, advertising agencies, design agencies, production companies.

Charities & Trusts

Fundraising, appeals for volunteering, awareness including war refugees, natural disaster, starvation, poverty, children and animal welfare, environment, education, disabled, homeless, local charity.

Cleaning & Laundry Products

Detergents, powders, paper towels, bleach, anti-bacterial wipes, tissues, sponges, degreasers, air fresheners.

Communication Providers

Cable, satellite, broadband, phone and mobile networks, tv service providers.

Corporate Image

Institutions, corporations, multinationals.

Direct Response

Any product designed to generate and immediate response from consumer.

E-Commerce, Apps & Search

Artificial Intelligence, Social network sites, search engines, browsers, content sharing platforms.

Fashion, Clothing, Footwear & Accessories

If it can be worn it can be entered.

Financial and Insurance

Banks, credit card companies, building societies, financial products, investment companies, all insurance companies, pension companies.

Food, Confectionery, Snacks & Cakes & Non - Alcoholic Drink

If it can be eaten or drunk, it can be entered. Including cereals, children and baby products. Alcoholic drinks may not be entered in this category.

Fragrance, Cosmetics, Beauty

Perfumes, eau de toilette, all makeup, hair colouring, skin creams and moisturisers, makeup remover, plastic surgery.

Gambling, Lottery, Bingo

Betting shops, scratch cards, bingo halls, lotto.

Healthcare & Pharmacy

All herbal drugs, prescription drugs, health supplements, condoms, contact lenses, pregnancy tests. Also includes, hospitals dental practices, clinics, weight & dietary products, first aid, anti septics, insect repellent.

Home & Media Electronics

TV and sound systems, cameras, computers, laptops, tablets and mobile phones, gaming consoles, computer software.

Household, Garden & Pets

Kitchen utensils, lights, indoor and outdoor furniture, washing machines, fridge freezers, kettles, vacuum cleaners, dishware, linen, household and garden tools, home and garden maintenance, paint, pet care and foods. Including those offering an online service.

Leisure, Entertainment & Gaming

Gyms, cinemas, theatres, tv channels/broadcasters, streaming services, theme parks, music festivals, sports events, exhibitions, museums, galleries, musical instruments, computer games, hobbies, apps

Programme Sponsorship – Idents

Any advertiser. Supporting a TV programme/series, news/weather, documentary, film.

SHARK AWARDS

17. ADVERTISING RADIO & PODCAST CATEGORIES

Public Awareness & Political Party

Awareness for the environment, race, gender equality, violence, disabilities, refugees, security forces, defence forces, blood donations.

Publications & Media

Newspapers, magazines, TV stations, radio stations, books.

Retail Stores, Supermarkets, Superstores, Restaurants & Fast Food

Any company with products or services for sale from a premises. Including those offering an online service.

Self-Promotion

By an Agency. Production company, Individual or Design agency

Toiletries & Personal Care

Skincare, haircare, dental, deodorant, soaps, nappies, toilet rolls, wipes, cotton buds, shaving, sanitary.

Travel, Tourism, Hotels

Travel agencies, hotels, resorts, airlines, ferry companies, car hire companies, train and bus companies, travel websites and booking services.

Utilities, Energy Providers, Post

Gas, electricity, water, refuse, oil, post office.

Best Festive Themed Commercial

Example: Xmas, Easter, Passover, EID, Diwali, Ramadan etc.

Best Sport Event Themed Commercial

Any advertiser. any product (World cup/Superbowl/Olympics etc)

CAMPAIGN (any advertiser) - 3 or more executions

Entry should demonstrate an outstanding campaign idea.

PODCAST/DIGITAL DOWNLOAD (any advertiser)

Entry should demonstrate an outstanding and engaging idea/content.

SHARK AWARDS

18. ADVERTISING RADIO & PODCAST CRAFT CATEGORIES

Commercials: Broadcast, Online, Streamed, On Demand.

Judged for Individual Craft by experienced industry professionals. No Spec Ads.

Judged for Idea and Craft by Creative Directors.

Licensed Music - SYNC

Entry should demonstrate how choice and use of an existing piece of music was an integral element of the radio commercial.

Re-Record of Licensed Music

A re-record of licensed music in advertising is a newly commissioned sound recording of a pre-existing song or track, created specifically for use in a marketing campaign.

Original Music

Entry should demonstrate how an original, bespoke musical composition or song created specifically for the radio (rather than using pre-existing licensed music) created an enhanced emotional response for the brand or campaign.

Production/Direction

Entry should demonstrate excellent judgement and creative direction with cast, sound, performance & music.

Sonic Branding

A short audio, acoustic, expression of a product or service through - jingles, mnemonics, musical sound design stings etc. that boosts a brand's recognition and association for consumers.

Sound Design

Entry should demonstrate how sound editing, use of artificial or enhanced sound effects and atmospheres possibly combined with music instrumentation was an integral element of the commercial created an enhanced emotional response for the brand or campaign

Sound Mixing

Entry should demonstrate how sound editing, use of natural sound effects or foley that creates crucial "invisible" elements that make the action believable, memorable, and impactful to the audience.

Voiceover Performance

Entry should demonstrate how choice and use of music or sound editing or audio usage was an integral element of the radio production.

Writing

Entry should demonstrate how the script: comprising elements of dialogue, atmosphere effects, music, flow of idea created on outstanding use of the radio medium.

SHARK AWARDS

19. ADVERTISING SOCIAL CATEGORIES

Judged for Idea and Craft by Creative Directors. No Spec Ads

Best Use of Social Media

Entry should demonstrate an outstanding use of social media to promote a brand or product and demonstrate shareability. Any advertiser or brand on any social media platform.

Social Video: Best Creative Video for International Advertiser/Brand

Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Creative Video for National Advertiser/Brand

Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Creative Video for Local Business Advertiser

i.e. hospitality, retail, leisure, clinics, construction, taxi, digital marketing etc. Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Creative Video for Local Services Advertiser

ie freelance individuals: fitness, cleaning, decorating, gardening etc. Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Creative Use of an Influencer by Advertiser/Brand

Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Creative Product Demonstration

Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Self Promotion of a Performer or Entertainer

ie comedian, actor, singer, musician, dancer etc. Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Social Video: Best Promo or trailer for Entertainment or Sports Event

Content made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc Not suitable for entries made from re-purposed broadcast tv commercials, digital ads or 'branded content' (short films/Vimeo & YouTube videos)

Innovative use of Technology

A creative idea that uses innovative techniques in the Digital space

SHARK AWARDS

20. NEW TALENT

Competition for young professionals under the age of 30. Work submitted for consideration must not be part of a collaboration with other individuals. You may enter more than 1 piece of work, but this MUST be submitted as part of the same video file. Work can include; test or spec spots, TV or web commercials, music videos, and any web content. Reel MUST be under 3 mins long. Please enter your best work only and keep your entry as short and succinct as possible, the jury are not impressed by volumes of work.

Judged to Shortlist of 4 individuals by experienced industry professionals. Winners selected by festival audience vote.

Colour Grader

Entrant should demonstrate excellent technique using any colour grading style.

Director

Entrant should demonstrate excellent judgement and creative direction with cast, sound, performance, camera angles, camera movement and storytelling.

Producer

New Producer is open to both agencies and production companies. The nominee must be proposed by Head of TV or Company MD. The submission must include a reel (can be 1 ad), a bio and a written proposition on the merits of the nominee. For the avoidance of doubt, work that was overseen by an Executive Producer cannot be considered.

Cinematographer

Entrant should demonstrate how the excellent use of light, camera angles, lenses, movement was an integral element of the film.

Editor

Entrant should demonstrate how the arrangement of each shot was used to narrate the message and was an integral element of the film's execution.

Music Composer

Entrant should demonstrate how an original, bespoke musical composition or song created specifically for film (rather than using pre-existing licensed music) creates an enhanced emotional response for the brand or campaign.

Sound Designer

Entrant should demonstrate how sound editing, use of artificial or enhanced sound effects and atmospheres possibly combined with music instrumentation was an integral element of the film.

SHARK AWARDS

21. BRANDED CONTENT

Branded content is a marketing strategy where brands create entertaining, educational, or inspiring content to build brand equity and emotional connections, rather than explicitly promoting products. Funded by the advertiser, it focuses on storytelling to reflect brand values, differing from traditional ads by prioritizing audience value.

NOT TV Commercials. Judged by experienced filmmakers.

Documentary under 5 mins

Documentary under 5 minutes in length created for television, cinema or online.

Documentary over 5 mins

Documentary over 5 minutes in length created for television, cinema or online.

Fiction under 5 mins

Single scripted film, drama, comedy under 5 minutes in length created for television, cinema or online.

Fiction Over 5 mins (may include dramas, comedies etc)

Single scripted film, drama, comedy over 5 minutes in length created for television, cinema or online.

Filmed Brand Experience/Stunts & Events/TV Shows etc under 5 mins

Single scripted film under 5 minutes demonstrating how TV shows, publicity stunts and events were used to increase brand awareness.

Filmed Brand Experience/Stunts & Events/TV Shows etc over 5 mins

Single scripted film over 5 minutes, often Behind The Scenes video demonstrating how TV shows, publicity stunts and events were used to increase brand awareness.

SHARK AWARDS

22. BRANDED CONTENT CRAFT

Not TV or on-line commercials. Judged by experienced filmmakers.

Best Acting Performance

Entry should demonstrate how the voice artist or visual performer's individual contribution played more than an integral element to the film's success.

Best Animation

Entry should demonstrate excellent technique of the movement/dynamics/transitions of characters and objects through the frame using any animation style. With special consideration given to the design, related to the overall artistic look, feel and visual representation to include the choice of styles/textures/colours/surfaces of the backgrounds, foregrounds, characters and objects.

Best Casting

Entry should demonstrate how the excellent selection of actor(s) played an integral element to the film's production.

Best Cinematography

Entry should demonstrate how the excellent use of light, camera angles, lenses, movement was an integral element of the film.

Best Colour Grading

Entry should demonstrate excellent technique using any colour grading style.

Best Direction

Entry should demonstrate excellent judgement and creative direction with cast, sound, performance, camera angles, camera movement and storytelling.

Best Editing

Entry should demonstrate how the arrangement of each shot was used to narrate the message and was an integral element of the film.

Best Original Music

Entry should demonstrate how an original, bespoke musical composition or song created specifically for the film (rather than using pre-existing licensed music) creates an enhanced emotional response and visual experience.

Best Postproduction VFX

Entry should demonstrate the excellent use of creating, manipulating, or enhancing digital imagery after live-action footage has been filmed, usually to integrate computer-made elements into a realistic scene.

Best Production Design

Entry should demonstrate how the overall look, feel and visual representation was an integral element of the film production.

Best Sound Design

Entry should demonstrate how sound editing, use of artificial or enhanced sound effects and atmospheres possibly combined with music instrumentation was an integral element of the film.

Best Writing

Entry should demonstrate how the written dialogue, actions and expressions are used to formulate a memorable idea. An independent, creative expression of a story that feels fresh, new and original.

SHARK AWARDS

23. DESIGN

*The strategic application of visual content—graphics, typography, and layout - to communicate a brand's message, attract consumers, and drive action. This is not the section for advertising craft.
Judged by experienced Designers.*

Brand Identity

Outstanding brand identity that delivers a brand message or promise to its audiences. Please include at least 5 applications across multiple media.

Brand Campaigns

Outstanding brand campaign that delivers the brand message to audiences (for any brand, company or organisation).

Print Communications

Outstanding graphic design for print. This may include corporate publications, reports, promotional literature, brochures. Entries should share covers and layouts to demonstrate excellence and craft in design, typography, photography and/or illustration.

Poster Design

Outstanding posters demonstrating the very best in stand-alone communication. Entries can be individual posters, or as a campaign.

Packaging

Outstanding packaging design for a product, brand or range, that demonstrates the best use of creativity through materials, environmental considerations, functionality and/or benefit to the end user.

Editorial Design

Outstanding examples of design for print or digital for books, catalogues, magazines, or newspapers, demonstrating excellence in communication to engage with audiences. Entries should share covers and layouts to demonstrate excellence and craft in design, typography, photography and/or illustration.

Promotional Design

Outstanding examples of promotional design for clients or self-promotion, that deliver their message through ideas, design, techniques or format.

Logotypes and Marques

Outstanding logotypes or marques created for a brand, business, organisation or individual.

Wayfinding and Signage

Outstanding way finding and signage systems that have been designed to help and appeal to audiences.

Exhibition Design and Environmental Graphics

Outstanding design for temporary or permanent exhibitions, environmental design, gallery or museum installations, pop-up spaces or trade shows.

Digital/UI Design

Outstanding design for digital devices, websites, apps, or in public spaces with creative applications that deliver an exceptional user experience.

Social Design

Outstanding use of social media to promote a brand, event, product or service, through design that successfully engages with audiences to create awareness or increase followers.

Moving Image

Outstanding use of moving image in design for a brand, company, organisation, product, event or service, including animation, screen idents or titles for TV or cinema.

Collaborative Project

Outstanding examples of a creative execution from agencies collaborating on a commercial project with artists, film makers, illustrators, photographers, writers, other designers or craftspeople.

SHARK AWARDS

24. DESIGN CRAFT

This is not the section for advertising craft. Judged by experienced Designers.

Illustration for Design

Outstanding use of illustration in any media and design application (print, digital or environmental), for any brand, organisation or project.

Photography for Design

Outstanding use of photography in any design application (print, digital or environmental), for any brand, organisation or project.

Typography

Outstanding design and use of typography in any design application (print, digital or environmental), for any brand, organisation or project.

Writing in Design

Outstanding writing and/or tone of voice in any design application (print, digital or environmental), for any brand, organisation or project.

SHARK AWARDS

25. MUSIC VIDEO

A music video is a short film integrating a song with imagery, produced for promotional or artistic purposes. Primarily used to market recordings and build artist branding, these videos feature performance, conceptual narratives, or abstract visuals. Judged by Record Label Commissioners, Executive Producers and experienced crafts people.

Best Overall Music Video

After Grand Prix (which does not have a category as such) this is the highest, most prestigious award, top honour and accolade.

Best Music Video for low budget <10k

Entry should demonstrate excellence and show relevance to the creative idea which should reflect low budget principle. Not for hi-end videos produced on favours from suppliers and crew.

Best Animated Music Video

Entry should demonstrate excellent technique of the movement/dynamics/transitions of characters and objects through the frame using any animation style. With special consideration given to the design, related to the overall artistic look, feel and visual representation to include the choice of styles/textures/colours/surfaces of the backgrounds, foregrounds, characters and objects.

Best Country Video

Entry should demonstrate excellence and show relevance to the genre.

Best Dance / Electronic Video

Entry should demonstrate excellence and show relevance to the genre.

Best Hip Hop / Grime / Rap Video

Entry should demonstrate excellence and show relevance to the genre.

Best Pop Video

Entry should demonstrate excellence and show relevance to the genre.

Best R&B / Soul Video

Entry should demonstrate excellence and show relevance to the genre.

Best Rock Video

Entry should demonstrate excellence and show relevance to the genre.

25. MUSIC VIDEO CRAFT

Artiste Performance

Entry should demonstrate how the singer or band (i.e. the song's artiste) individual performance played more than an integral element to the video and promotion of the track.

Casting

Entry should demonstrate how the excellent selection of visual performers played more than an integral element to the video and promotion of the track.

Choreography

Entry should demonstrate how the movement and dance of the visual performers played more than an integral element to the video and promotion of the track and becomes part of the core narrative.

Cinematography

Entry should demonstrate how the excellent use of light, camera angles, lenses, movement was an integral element of the film.

Colour Grading

Entry should demonstrate excellent technique using any colour grading style.

Best Direction

Entry should demonstrate excellent judgement and creative direction with cast, sound, performance, camera angles, camera movement and storytelling to promote the artiste(s) and track.

SHARK AWARDS

26. MUSIC VIDEO CRAFT

Best New Director

Entry should be created within first 2 years of directing music videos and is designed to create awareness for young filmmakers. Category not for experienced filmmakers working in other genres.

Best Editing

Entry should demonstrate how the arrangement and timing of each shot was used to narrate the message and was an integral element of the video production and promotion the artiste(s) and track

Best Postproduction VFX

Entry should demonstrate the excellent use of creating, manipulating, or enhancing digital imagery after live-action footage has been filmed, usually to integrate computer-made elements into a realistic scene.

Production Design

Entry should demonstrate a strong visual look that befits & enhances the director's vision of total environment, setting the tone, mood, and atmosphere, including sets, wardrobe, locations, props, and overall colour palettes.

Best Writing/Idea/Concept

Entry should demonstrate a strong idea actions and expressions are used to formulate a memorable idea. An independent, creative expression of a story that feels fresh, new and original way. Not a straight performance video.

SHARK AWARDS

27. SHORT FILM

Not Branded Content. Not TV Commercials.

Judged by experienced filmmakers.

Best Short Film - under 25 mins

Live action dramatization including but not limited to; dramas, comedies, thriller, horror, sci-fi, romances etc.

Best Short Film - under 15 mins

Live action dramatization including but not limited to; dramas, comedies, thriller, horror, sci-fi, romances etc.

Best Short Film - under 10 mins

Live action dramatization including but not limited to; dramas, comedies, thriller, horror, sci-fi, romances etc.

Best Short Film - under 5 mins

Live action dramatization including but not limited to; dramas, comedies, thriller, horror, sci-fi, romances etc.

Short Short Film - under 2 mins

Live action dramatization including but not limited to; dramas, comedies, thriller, horror, sci-fi, romances etc.

Best Documentary Short - under 25 mins

A factual report using pictures/observations/interviews with real people involved in real events to create awareness of a particular subject or cause.

Best Animated Short - under 25 mins

Fiction or non-fiction. Can include live-action stop motion or a mix of live-action/animation techniques.

Creator Social Video – under 25 mins

Short film story made for use on mobile devices & iPad in vertical format (9 x16). Eg Reels, stories, TikTok's etc.

SHARK AWARDS

28. SHORT FILM CRAFT

Not Branded Content. Not TV Commercials.

Judged by experienced filmmakers.

Acting Performance

Entry should demonstrate how the voice artist or visual performer's individual contribution played more than an integral element to the film's success.

Animation

Entry should demonstrate excellent technique of the movement/dynamics/transitions of characters and objects through the frame using any animation style. With special consideration given to the design, related to the overall artistic look, feel and visual representation to include the choice of styles/textures/colours/surfaces of the backgrounds, foregrounds, characters and objects.

Casting

Entry should demonstrate how the excellent selection of actor(s) played an integral element to the film's production.

Cinematography

Entry should demonstrate how the excellent use of light, camera angles, lenses, movement was an integral element of the film.

Colour Grading

Entry should demonstrate excellent technique using any colour grading style, to enhance mood, establish atmosphere, and maintaining visual consistency across shots. Often follows colour correction to achieve a desired, often subjective, "look".

Direction

Entry should demonstrate excellent judgement and creative direction with cast, sound, performance, camera angles, camera movement and storytelling.

Editing

Entry should demonstrate how the arrangement of each shot was used to narrate the message and was an integral element of the film.

Original Music

Entry should demonstrate how an original, bespoke musical composition or song created specifically for the film (rather than using pre-existing licensed music) creates an enhanced emotional response and visual experience.

Postproduction CGI/Visual Effects

Entry should demonstrate the excellent use of creating, manipulating, or enhancing digital imagery after live-action footage has been filmed, usually to integrate computer-made elements into a realistic scene.

Production Design

Entry should demonstrate a strong visual look that befits & enhances the director's vision of total environment, setting the tone, mood, and atmosphere, including sets, wardrobe, locations, props, and overall colour palettes.

Sound Design

Entry should demonstrate how sound editing, use of artificial or enhanced sound effects and atmospheres possibly combined with music instrumentation was an integral element of the film.

Best Writing

Entry should demonstrate a strong idea, how the written dialogue, actions and expressions are used to formulate a memorable idea. An independent, creative expression of a story that feels fresh, new and original way.