



advertising association
of winnipeg

2018
SIGNATURE
AWARDS



CALL FOR ENTRIES
ENTER BY JULY 12

Awards Presentation will be held
October 4th at the Kingshead Pub

ENTER ONLINE AT
SIGNATUREAWARDS.CA

Celebrating Manitoba's Best in Advertising, Marketing and Design

2018
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WELCOME TO THE RE-IMAGINED SIGNATURE AWARDS

LET'S CELEBRATE THE BEST IDEAS AND CREATIVE MINDS THAT MANITOBA HAS TO OFFER! The 2018 Signature Awards is looking to honour the designers, marketers, writers, artists, strategists, photographers, videographers, and digital experts who make up the advertising industry in this province.

Join your industry colleagues at the 30th annual Signature Awards for a fun, relaxed, celebration of good work and the talented creative professionals who inspire us with a concept, design or idea. The Advertising Association of Winnipeg is proud to celebrate 74 years of representing Manitoba's advertising, marketing and design community and the Signature Awards is an important night for the community to gather together.

Submit the work that you know you hit out of the park online at signatureawards.ca. The Call For Entries deadline is Thursday, July 12. And remember, just because there's a deadline, doesn't mean you can't submit early to avoid the scramble.

ABOUT THE AWARDS

Founded in 1988 by the Advertising Association of Winnipeg, the Signature Awards entries are judged by an unbiased international panel of senior-working industry professionals. Past jurors have included Jacques Lange, past Icograda President [Blueprint, South Africa], Mike Sutton [Zulu Alpha Kilo, Toronto], Pascal de Decker [Taxi, Montreal], Buro Destruct [Switzerland] and UXUS [The Netherlands] - to name a few.

Winners will be honoured at the Awards Presentation in October. **This year, we are setting a new stage for the annual event, and celebrating in a more intimate environment at the Kingshead Pub in the Exchange District.** Mingle with industry peers, and support our local industry, as we acknowledge our best of the best.

ENTRY DEADLINE:

4:00 P.M. - THURSDAY, JULY 12, 2018

AWARDS PRESENTATION:

THURSDAY, OCTOBER 4, 2018

KINGSHEAD PUB

DID YOU KNOW? The Signature Awards is open to both AAW members and non-members. Make sure to spread the word, and tell all your peers to enter too!

ENTRY FEES

INDIVIDUAL ENTRY

AAW MEMBER FEE

\$65

NON-MEMBER FEE

\$85

STUDENT / REGISTERED CHARITIES

\$30

\$45

GST applies to all Entry Fees

ENTRY DEADLINE: JULY 12, 2018 *Submit your entries online at signatureawards.ca!*



CATEGORIES

OUT-OF-HOME

- 01 OUTDOOR (SINGLE)**
Best out-of-home ad single (Billboard, Transit, Airport, etc.).
- 02 OUTDOOR (SERIES OR CAMPAIGN)**
Best out-of-home as series (Billboard, Transit, Airport, etc.).
- 03 SMALL-SCALE AMBIENT OR EXPERIENTIAL**
Best small-scale, in-person, non-standard format advertising. Small-scale executions may include, but are not limited to: materials in bars and restaurants, glasses, beer mats, flyers, promo items/swag, stickers, signage, table-top displays etc.
- 04 LARGE-SCALE AMBIENT OR EXPERIENTIAL**
Best large-scale, in-person, non-standard format advertising. Large-scale executions may include, but are not limited to: materials in airports, bus stations, cinemas, floor advertising, wraps, tradeshow, murals, washrooms etc.).
- 05 PUBLIC SERVICE ANNOUNCEMENT / CHARITY DESIGN**
Best public service announcement or charity design (television, radio, print, outdoor, online, etc.).

AUDIO / VIDEO

- 06 RADIO (SINGLE)**
Best radio spot used in a communication.
- 07 RADIO CAMPAIGN**
Best radio series used in a communication.
- 08 ORIGINAL SOUND DESIGN**
Best original music, jingle or effect used in a communication.
- 09 BROADCAST UNDER \$20,000 (SINGLE OR SERIES)**
Best television single or series produced for under \$20,000.
- 10 BROADCAST OVER \$20,000 (SINGLE OR SERIES)**
Best television single or series produced for over \$20,000.
- 11 NON-BROADCAST (SINGLE OR SERIES)**
Best specialty, cinema, online or product / service video.

- 12 DIGITAL FILM (SINGLE OR SERIES)**
Best non-broadcast: Any video shot specifically for online distribution.
- 13 BROADCAST / NON-BROADCAST (MADE IN MANITOBA)**
Best locally produced broadcast or non-broadcast commercial or video.
- 14 AUDIO / VIDEO MISCELLANEOUS**
Any Audio/Video entry that does not fall into any other listed category. Entries will be judged on their individual merits.

DESIGN, ADVERTISING & MARKETING COMMUNICATIONS

- 15 PRINT (SINGLE)**
Best standalone ad placed in a print publication (newspaper, magazine, etc.).
- 16 PRINT (SERIES)**
Best ad series placed in a print publication (newspaper, magazine, etc.).
- 17 POSTER (SINGLE OR SERIES)**
Best poster - single or series.
- 18 INFOGRAPHICS (SINGLE OR SERIES)**
Best infographics used in a communication - single or series.
- 19 LOGO / WORDMARK**
Best new or redesigned logo or wordmark.
- 20 BRAND IDENTITY**
Best new or redesigned brand identity (logo/wordmark, typography, colour palette, graphic elements, collateral, etc.).
- 21 ANNUAL REPORT***
Best annual report, print or online.
- 22 CORPORATE COMMUNICATIONS DESIGN***
Best design for a corporate communication vehicle or literary piece, print or online (corporate brochure, magazine, newsletter, etc.).

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CATEGORIES CONTINUED

23 CONSUMER PUBLICATION DESIGN*

Best design for a consumer-facing communication vehicle or literary piece, print or online (magazine, catalogue, book, etc.).

24 DIRECT MARKETING*

Best print or digital marketing piece that communicates directly with the recipient (invitation, publication, mailer, flyer, etc.).

25 PACKAGING DESIGN

Best design for a consumer product, service or brand (transport, distribution, consumer good, etc.).

26 CAMPAIGN OF THE YEAR

Best campaign that uses a minimum of three advertising mediums to promote a product, service, event or brand.

27 DESIGN MISCELLANEOUS*

Any design entry that does not fall into any other listed category. Entries will be judged on their individual merits.

INTERACTIVE & ONLINE

28 WEBSITE

Best website that promotes a product, service or brand.

29 MICROSITE

Best website that supports campaign-specific marketing activities.

30 DIGITAL AD (STATIC)

Best static online ad – single or series.

31 DIGITAL AD (INTERACTIVE)

Best interactive online ad – single or series.

32 GAME OR APPLICATION

Best game or mobile application used to promote a product, service or brand.

33 SOCIAL MEDIA CAMPAIGN

Best use of social media to enhance an advertising campaign.

34 ANIMATION OR MOTION GRAPHICS

Best animation or motion graphics used in a communication.

35 INTERACTIVE / ONLINE MISCELLANEOUS

Any Interactive/Online entry that does not fall into any other listed category. Entries will be judged on their individual merits.

EVERYTHING ELSE

36 CONTESTS & PROMOTIONS*

Best communication or campaign of a contest or promotion. Includes any ongoing or one-time reader/subscriber/viewer/listener reward programs, promotions and incentives, as well as maintaining or increasing readers, listeners, viewers, traffic, sales etc.).

37 PHOTOGRAPHY

Best photography used in a communication – single or series.

38 ILLUSTRATION OR ORIGINAL ARTWORK

Best illustration/artwork used in a communication – single or series.

39 TYPOGRAPHY*

Best typography used in a communication. May include but not limited to invites, cards, posters, packaging, signage, motion graphics – single or series.

40 SELF PROMOTION*

Best digital or print self-promotional piece.

41 THINGS THAT DIDN'T FLY

Best execution or concept for a product, service or brand that was presented to a client, but never produced.

42 STUDENT

Best advertising, design or multimedia created by a student.

BEST OF SHOW

43 JUDGES' CHOICE

Judges pick their *Best Of Show* from all entries submitted into the 2018 Signature Awards.

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ENTER BY JULY 12

ENTRY CRITERIA AND ELIGIBILITY

All entries must have been printed, published, aired or live for the first time between **JANUARY 1, 2017 & MARCH 31, 2018** in any country.

JUDGES & SCORING: Every entry is scored independently on creative merit, technical excellence and suitability for end use. Judges may disqualify an entry, or move an entry to another category; entrants may be notified of any changes to their entry. All judges' decisions are final.

Judging is blind: Judges must NOT see your company or organization anywhere on your entry. The one exception to this rule:

39 SELF PROMOTION*

STUDENTS MAY ONLY ENTER INTO THE STUDENT CATEGORY:

Students currently enrolled in undergraduate or graduate-level programs in advertising, graphic design, photography, illustration and new media are eligible for the competition, and are invited to submit published or unpublished work in the category:

41 STUDENT

You may submit an **optional 250-word rationale** describing your work. Please enter a rationale in the fields allocated online, using the submission guidelines.

All non-English entries must be accompanied by English translation in the rationale area.

A "Series" comprises two or more pieces that relate to each other.

Remember to complete your entries in full and submit your payment online. Only complete, paid in full entries received by deadline will be sent for judging. Note: You may pay online or request an invoice.

Review all your entries and make sure all information is accurate (including spelling) before making final payment. You may make edits or add to any unpaid entries. **After an entry has been paid for, NO EDITS CAN BE MADE.**

Registered charities must have a registered charity number and a branch or head office in Manitoba.

Some Print Categories may also include printed samples to accompany your digital entries. The printed samples are optional and not required. These categories include:

21 ANNUAL REPORT*

22 CORPORATE COMMUNICATIONS DESIGN*

23 CONSUMER PUBLICATION DESIGN*

24 DIRECT MARKETING*

27 DESIGN MISCELLANEOUS*

38 TYPOGRAPHY*

39 SELF PROMOTION*

In the instances where printed samples are submitted, samples should be placed in a plastic sleeve including a printout of Form A and Form B attached with a paper clip.

DOWNLOAD PDF of FORM A and FORM B online.

Mailing address for samples (Mail or delivery):

235 Olive Street
Winnipeg, MB R3J 2X5
Attention: Lise Carbonneau
204-295-1512

** Call first before scheduling a delivery.*

**Hard copies must be received by THURSDAY, JULY 12 AT 4:00 p.m.
Hard copies cannot be returned.**

By submitting your entry, you acknowledge and permit the Advertising Association of Winnipeg to publish your work for related promotional purposes.

QUESTIONS? Email help@signatureawards.ca

ENTRY DEADLINE: JULY 12, 2018 *Submit your entries online at signatureawards.ca!*

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ENTRY MATERIAL REQUIREMENTS

PRINT

Print pieces may be entered individually or as a series. Submit one to ten JPGs of a project entry, and one to three PDFs of a project entry. PDF minimum resolution 72 dpi, max. file size 100MB each; JPG max. file size 3MB each.

In the case of submissions with multiple components (more than one execution or creative sample), in addition to the individual pieces stated above, entrants are encouraged to submit at least one JPG image that showcases a summary of the overall project (e.g. 3D mock-ups, photos etc).

For multi-page documents, please upload the entire file as a PDF, and include your favorite highlights or 3D renditions in the JPG images you select.

Some categories may also include printed samples to accompany your digital entries. The printed samples are optional and not required. These categories include:

- 21 ANNUAL REPORT*
- 22 CORPORATE COMMUNICATIONS DESIGN*
- 23 CONSUMER PUBLICATION DESIGN*
- 24 DIRECT MARKETING*
- 27 DESIGN MISCELLANEOUS*
- 38 TYPOGRAPHY*
- 39 SELF PROMOTION*

In the instances where printed samples are submitted, samples should be placed in a plastic sleeve including a printout of **FORM A** and **FORM B** attached with a paper clip (**download online**).

VIDEO

Submit all movie entries as a URL link [to Youtube or equivalent], plus one to three JPG "stills". JPG max. file size 3MB each. PDFs may also be included [storyboard or other presentation] with minimum resolution 72 dpi, max. file size 100MB each. **Links must remain active throughout the judging period.**

AUDIO

Submit one to four MP3s. Submit radio scripts in the rationale portion of the entry form.

INTERACTIVE & ONLINE

Submit one to three URLs, plus one to three JPG "stills"; JPG max. file size 3MB each. If your online project is no longer available to the public, submit as a URL link to Youtube or equivalent in the supplied link area. **Links must remain active throughout the judging period.**

RATIONALES

Rationales are not compulsory, however, entrants are encouraged to provide a short rationale of their work for each entry in the field provided.

PLEASE NOTE:

Studio/agency names/logos **MUST NOT** appear on any entries with the exception of:

39 SELF PROMOTION*

Once the judges have made their choice, decisions are final. Finalists will be posted to the Signature Awards site in August 2018.

A celebratory evening honouring Award Recipients will be held on **THURSDAY, OCTOBER 4, 2018.**

Mailing address for samples (Mail or delivery):

235 Olive Street
Winnipeg, MB R3J 2X5
Attention: Lise Carbonneau
204-295-1512

** Call first before scheduling a delivery.*

* The Advertising Association of Winnipeg assumes all entries are original and the property of the entrant and all rights therein. Entries are non-refundable. Entrants will be refunded **ONLY** if the entered category does not receive sufficient entries, and only if so requested by entrant after notification. A submission of entry acknowledges acceptance of these rules.

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