
call
for
entries

2012



The online entry system is open to entries from Monday, January 3rd, 2012 and entries must be submitted by 12pm on Friday, February 3rd, 2012 at the latest.

Hard to believe but it's time to start thinking about the ICAD Awards again. Time to start racking your brains for the obvious and not so obvious pieces of work that exemplify best the creativity of you, your company, our industry. Time to forget the heartache that went into producing the gems of work. Time to forget the trials and tribulations that seem to hit us on a daily basis. Time to take stock. To smile. To be proud. Time to enter.

It's been tough year for the country, for the industry, for us all as individuals, but it's the very nature of the year we've been through that make the ICAD Awards perhaps even more relevant this year than ever before. Because as budgets fall and demands on us all increase the awards take on a special significance – it's real creativity that shines through in times like this. Less gloss, less turd polishing just brilliant ideas and executions are what work in the climate that we find ourselves in. And that's what the awards set out to celebrate – our individual and collective brilliance. Brilliance that can help change not just the fortunes of a brand or a company but the fortunes of the country itself.

KEY AWARDS DATES

January 3 rd	Online Entry System opens for entries
February 3 rd	Entries deadline
March 3 rd & 4 th	Judging weekend
April 12 th	Awards night

before you start

This year's awards, what's changed and what hasn't ?

This year you will notice some category changes - namely the removal of the direct response categories but other than that things remain much unchanged.

We will once again be awarding the Client and Greenhorn Awards.

All companies entering the awards will be allowed to nominate one of their clients for a Client Award 'for the support and encouragement of creative excellence'. Once you have uploaded and submitted all of your entries and memberships you can nominate a client for the client award. You must have entered work commissioned by this client into the awards to nominate that client. A client can be nominated by more than one company eg. an advertising agency and a design studio.

In the interest of encouraging new talent, those working in the industry for up to three years may put themselves forward for a Greenhorn Award. The Award will be judged under four categories - Art Direction, Copywriting, Design and Craft (to include new directors, animators, photographers etc). Those putting themselves forward can upload a selection of valid commercial work in the file types outlined in table one - table one is very important, you'll hear it mentioned a lot so print it out!

WHAT CAN BE ENTERED & WHO SHOULD ENTER IT - IN BRIEF

- Any piece of work created for commercial use in advertising or design by a current ICAD Member, which was first printed, published or broadcast between February 1st, 2011 and January 31st, 2012, may be submitted.
- Work may include elements created by non-members, but only ICAD members may receive an award.
- For everybody's benefit, please take care when choosing the category you wish to enter. If, for example, you are a

photographer who has provided work for a press ad, you should enter it in the craft category 'photography' rather than a more general print advertising category. This will prevent double entries and increase your own chances of success. However, the same piece of work can be entered into more than one category where applicable.

- In the case of the same piece of work being entered by two different companies into the same category, the entry from the company whose work is most relevant to that category will be accepted, the entry fees relating to the second party will be forfeited.

the bottom line

ICAD is a not for profit organisation and has never inflated its fees. The money you pay to enter the awards is spent directly on the cost of running the various aspects of the awards season, outlined under Running Costs.

Discounts

We are, therefore, unable to introduce blanket reductions on entry and membership fees. However, we have introduced multiple entry and membership discounts:

More than 5 entries / 5 memberships	5% discount
More than 10 entries / 10 memberships	10% discount
More than 20 entries / 20 memberships	15% discount

Due to its success last year, we are maintaining ‘The Bundle’ which means that for the sum of €5,000 a company can enter up to 30 pieces of work (single and/or campaign) and subscribe up to 20 people to the ICAD membership, representing a saving of between €1,250 and €2,900. Any entries or memberships above this amount will be charged at the normal rate. Please notify the ICAD office if you wish to take advantage of this offer.

Fees

Greenhorn Entry	€75
Single Entry	€95
Campaign Entry	€150
Membership Subscription	€170
Student/Unwaged Membership	€80

Running Costs

ICAD presents its accounts annually at its agm and accounts are available to ICAD members at all times. In the interest of further transparency, we have outlined below the various costs related to the ICAD Awards, and whilst every effort is made by ICAD to reduce costs where possible, entry fees go directly back into running the awards, holding the exhibition and publishing the book. While membership fees go directly to members ticket subsidies and company running costs with all of the membership benefits that that entails.

The various cost elements involved are as follows:

- Processing of entries
- Online entry system
- Digital judging system
- International judges flights and accommodation
- Judging weekend catering
- Production, printing and running of the ICAD 'best of' exhibition
- Production, printing and launch of the ICAD book
- Production of hand-made solid bronze bells
- Awards night membership subsidy
- Administration and management
- PR
- Accounting

the judges' job

Whilst it is very important to maintain the high standards associated with winning an ICAD award, ICAD also feels a responsibility to encourage and support the industry. To this end, it is the job of each jury to promote the high quality of Irish creative work by selecting work for exhibition that is a broad and fair representation of the creative industry.

As usual, each jury will be made up of respected and awarded professionals. This year there will be an overseas representative on each jury as well as a local chair.

THE JURIES WILL BE JUDGING ENTRIES ACCORDING TO A 5-TIER REWARD STRUCTURE:

Each year the standards and criteria for awarding an ICAD Bell are set to equal international best practice. It is why there are often no awards given in certain categories and it is why so much of the work that wins at ICAD goes on to garner more awards on international stages. It is an achievement therefore to be represented on any of our award tiers:

EXHIBITION	Work that represents the best of Irish Advertising and Design.
NOMINATION	Work that is nominated for any of the following awards:
BRONZE	Work considered to be outstanding in the context of Irish Advertising and Design.
SILVER	Work that attains a standard of excellence that stands out in its category.
GOLD	Breakthrough work of obvious distinction.

All entries voted into any of the above tiers will be included in the annual ICAD exhibition and book.

the category list

Unless otherwise specified in the category title, single and/or campaign entries can be entered into each category.

ADVERTISING PRINT

Press

- Consumer
- Trade

Outdoor

- Outdoor Poster
- Transport
- Specials

Ambient

- Ambient Media

Direct

- Direct Mail

Print Craft

- Photography
- Use of Photography/Image Manipulation
- Illustration
- Use of Illustration
- Art Direction
- Copywriting
- Model Making
- Typography

ADVERTISING BROADCAST TV

Tv & Cinema

- Single Commercial (Up to 10 Seconds)
- Single Commercial (Over 10 & Up to 20 Seconds)
- Single Commercial (Over 20 & Up to 30 Seconds)
- Single Commercial (Over 30 & Up to 50 Seconds)
- Single Commercial (Over 50 Seconds)
- TV/Cinema Commercial Campaign (Any Length)

Broadcast

- TV Idents (Station, Opening Sequence)
- TV Stings (Sponsorship)
- TV Promo

Broadcast Craft

- Animation
- Art Direction / Production Design
- Cinematography
- Copywriting
- Direction
- Editing
- Music (New Score)
- Use of Music
- Performance
- Sound Design
- Visual Effects

ADVERTISING BROADCAST RADIO

Radio

- Radio Commercial (Up to 30 Seconds)
- Radio Commercial (Over 30 Seconds)
- Radio Commercial Campaign (Any Length)

Broadcast Craft (Radio)

- Copywriting
- Direction
- Editing
- Music (New Score)
- Use of Music
- Sound Design
- Performance

DESIGN

Identity / Branding

- Logo
- Stationery Suite
- New Branding Schemes
- Rebranding Schemes

Print Design

- Books
- Catalogues
- Reports
- Newspapers / Magazines / Periodicals
- Brochures
- Posters
- Point of Sale
- Stamps
- Cover / Sleeve Design
- Print Miscellaneous

Packaging

- Consumer Goods (Individual)
- Consumer Goods (Range)

Motion

- Motion Graphics

Environmental Design

- Environmental Design
- Signage and Information Graphics
- Exhibition and Display Design

Design Craft

- Photography
- Use of Photography
- Illustration
- Use of Illustration
- Typography
- Use of Typography
- Copywriting

DIGITAL

Digital

- Made for Online Commercial
- Interactive Viral
- Online Display (Banners / Pop-ups)

- Mobile Phone
- Social Media
- Apps
- Website
- Interactive Kiosk & Installation
- Electronic Publication Design
- Digital Miscellaneous

Digital Craft

- Art Direction
- Animation
- Illustration
- Copywriting
- Direction
- Photography
- Sound Design
- Typography

INTEGRATED

- Integrated Campaign

GREENHORN

- Art Direction
- Copywriting
- Design
- Craft

CLIENT

- Client

NOTE: You will only be able to nominate your client after submitting all of your entries

what to do

- A Enter your username and password on www.icad.ie/awards. Each entrant company must receive a username and password. If you have entered the ICAD awards since 2008, you may use the same username and password. Otherwise contact awards@icad.ie.
- B Insert or confirm appropriate details for your company:
- Name of person to be contacted regarding entries / memberships for your company.
 - Name of person to be contacted regarding accounts for your company.
- C To upload an entry press 'new entry' and follow these steps.

STEP ONE

Provide Basic Entry Details

- Title(s) of work / entry
- Rationale / additional information (if required, maximum of 250 words)
- Is this entry single / campaign?
- Category / categories (tick as appropriate).

[If you wish to enter the same piece of work into more than one category e.g. Outdoor poster and art direction, you can select more than one category. An entry fee is applicable to each category. You can only duplicate a single entry into a single category and a campaign entry into a campaign category.]

STEP TWO

Insert Credits. [Be precise, these details will be published at exhibition and book stage should the entry be successful. Please only detail appropriate fields and do not mark 'not applicable'.]

- Client
- Product
- Concept (Who not what)
- Designer
- Creative Director
- Art Director
- Copywriter
- Creative Technologist
- Photographer
- Illustrator
- Typographer
- Printer
- Agency Producer
- Production Company
- Producer
- Director
- Lighting Cameraperson
- Post-Production Company
- Editor
- Music
- Account Director
- Marketing Manager (Client)
- Other Credits as appropriate

STEP THREE AND FOUR

Add the relevant files for judging. If you are adding a file that you have previously uploaded for another entry, the system will allow you to select that file (add a previously uploaded file) rather than upload again. If not skip this step and:

Upload new entry file/s. Only certain file types can be accepted - screen res jpegs at 800x600, quicktime files at 1024 x 576, mp3s, self contained swf files and animated gifs are all acceptable. Files not in the correct entry size or format (see table one for more details) or including any reference to your company name will not be accepted and you risk forfeiting your entry.

STEP FIVE AND SIX

Add the relevant back-up files for print and exhibition purposes. Again the system will allow you to add a previously uploaded back-up file OR skip this step and upload relevant secondary files - jpegs no larger than 15mb for ad print and design entries, 6 x jpeg stills per TV entry, scripts in word format for radio entries and relevant screen grabs etc for digital entries (see table one for more details).

- D Repeat the above steps for each new entry.
- E Gather relevant back up material ie. hard copies or A3 prints where relevant to send to ICAD, 103 Francis Street, Dublin 8 for each entry above.
- F Check membership status of creatives within your company (this can be done by clicking 'list members'). All principal creatives credited on any of the above entered work need to be 2012 ICAD members to make those entries eligible.
- G Press 'add member' (when applicable). Insert appropriate details for each member.
- H At any point you can 'list entries' & 'list members'. This will help you keep tally of any entry and membership fees you are incurring. Please see note xvii and xviii of the terms and conditions.
- I When all of your entries and details are completed, click 'Submit 2012 entries and memberships'.
- J At this point you will be asked do you wish to nominate a client for the Client Award. If you say yes the process is much the same as adding an entry.
- K The entry system will calculate your total fees. This amount is payable immediately, either by transfer, paypal (accounts@icad.ie) or by cheque/cash/draft to 103 Francis Street, Dublin 8. Your entry and membership details will then be reviewed by the ICAD office and you will be issued with an invoice. If you have entered categories incorrectly, for example a campaign entry into a single category, additional fees may be outstanding.
- L Entries for which no entry fee has been paid or for which memberships are outstanding will not be judged.

Table One

JURY	ACCEPTABLE FILE TYPES / BACK-UP MATERIAL for judging purposes	BACK-UP FILES / BACK-UP MATERIAL for exhibition / publication purposes
Advertising Print	800 (maximum width) x 600 (maximum height) jpeg/s at 72dpi for screen use.	High res jpeg/s at no more than 15mb
Advertising TV	Quicktime 1024 x 576 , H264 codec video : 8mb/s audio : mpeg 4, 48khz, 16 bit stereo.	Text document of script 6 stills in jpeg format per entry
Advertising Radio	MP3	Text document of script
Design	800 (maximum width) x 600 (maximum height) jpeg/s at 72dpi for screen use. PLUS hard copies where relevant eg. packaging, books.	High res jpeg/s at no more than 15mb
Integrated	Any of the above	Any of the above
Greenhorn	Any of the above	Any of the above
All	Do not include any reference to your company name or brand your entry in any of the above file types. Please only include files as they were viewed by the public (eg. no branded videos). You can include additional information under the rationale / additional information facility.	Credits - please check that all information provided is correct, including name spelling.

terms & conditions

- i. All entries must have been aired, published, printed or produced (if an entry is a 3D piece) between February 1st, 2011 and January 31st, 2012. No conceptual work will be accepted.
- ii. All entered work must have been created by members of ICAD, but can contain elements supplied by non-members.
- iii. Only members of ICAD will be eligible to receive awards. Work entered must have been created for use in commercial advertising or design.
- iv. Work submitted for previous ICAD awards is not eligible.
- v. Individual pieces submitted to previous ICAD awards do not qualify for entry as part of campaigns even if they are included with newly created work. Altered work does not qualify for entry if submitted for previous ICAD awards.
- vi. The ICAD board reserves the right to seek written proof from the commissioner that work submitted for judging in the ICAD awards was aired specifically as an advertising or design communication between the dates shown above.
- vii. Closing date is strictly Friday, February 3rd, 2012 at 12pm. Anything arriving later than this time will not be eligible for judging and corresponding entry fees will be forfeited. These terms and dates are not negotiable.
- viii. The judges reserve the right to reallocate entries, which, in their view, are incorrectly entered.
- ix. No correspondence will be entered into regarding entries.
- x. The judges' decision is final. The jury reserve the right not to make an award in any category should they feel the standard is not deserving of an award. Lobbying will disqualify the entrant.
- xi. Whilst every care will be taken in the storage of entries, ICAD will not accept responsibility for loss or damage of entries. Return / collection of entries must be arranged by the entrant.

- xii. The board of ICAD is not permitted to interfere with the judging procedure, and all entered work that receives an ICAD Award is at the discretion of the judging panel (with the exception of any client award, president's award etc., see note xv).
- xiii. When the judging is complete those whose work is included in the ICAD exhibition and book may be requested to send entries in a format other than the above.
- xiv. In the case of the same piece of work being entered by two different companies into the same category, the entry from the company whose work is most relevant to that category will be accepted, the entry fees relating to the second party will be forfeited.
- xv. In order to nominate a client for the Client Award a company must have entered work commissioned by that client into the awards.
- xvi. To go forward for a Greenhorn Award, the entrant must be working in the industry for three years or less. Work put forward must be valid commercial work.
- xvii. No entries can be withdrawn from the awards after the deadline – Friday, February 3rd, 2012 at 12pm. Entrants are liable for full entry fees.
- xviii. ICAD cannot be held responsible for the miscalculation of entry fees on the part of an entrant. In all instances, the entrant is liable for the full amount.

foster
promote
reward
