



# WHAT YOU SHOULD UPLOAD WITH YOUR ENTRY

Firstly make sure you have read and followed the instructions and word count as given by the guide to writing a winning entry.

The online entry system has been designed with entrants and judges in mind and is simple to use.

You must have both your case study for judging and publishing in order to enter. Please note changes will not be allowed after the deadline.

**In accordance with the T&Cs the following is required to be uploaded;**

The following is the compulsory entry template and explains what should be set out under each heading. Using this guide will ensure that all required information is supplied and will help the jury to reward winning entries.

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## **9 Technical Issues**

- 9.1. Your case study for entry must be uploaded to the online Awards entry system (case studies in other formats are not eligible). Please upload all graphs, tables and images required in your entry and publishable case study here also.
  - 9.2. Files requested
    - For video we're looking for 1280 x 720, H264 encoding, with .mp4 file extension.
    - Or a live YouTube or Vimeo URL.
    - For audio we're looking for 192kbps MP3 Audio.
    - For printed material JPG 72dpi with a maximum width or height of 1500px.
  - 9.3. Check that axes are labelled appropriately with a scale or with units of measurement or value.
  - 9.4. All images should be at least 115mm wide and have a resolution of at least 300dpi.
  - 9.5. The accepted file format is JPG files, please ensure that the JPG compression is turned off and that the files have 'maximum quality'.
  - 9.6. Entrants submitting campaigns that feature TV advertising must upload at least one example of a TV execution from the campaign in question as part of their Awards online entry process. Any video clips provided should be uploaded in MPEG formats or you can copy and paste a YouTube or Vimeo URL. Files should be no more than 100MB in size.
  - 9.7. All relevant agency and client logos in EPS and JPEG formats to be provided in both colour for PR purposes
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