



THE
GLOSSY
AWARDS

CALL FOR ENTRY 2012

Entries close July 24.



THE GLOSSY AWARDS

Recognising stand-out advertising creativity in magazines.

Prize and Rankings

Up for grabs is a CASH PRIZE of \$5,000 for the creative person or team who scoop the prestigious Grand Prix Award and, importantly, all category winning agencies will attract ranking points in the AdNews Annual ranking system for Australian advertising agencies.

Categories

- An individual ad or campaign may be entered into only one of the product categories (categories 1-8).
 - An ad entered into Retail Advertising (Category 9) can also be entered into a relevant product category.
 - Entries into Category 10 must be submitted by publishers.
 - Submissions made into the Integrated Campaign of the Year Category must involve at least two magazine platforms e.g. print and online.
1. **Automotive**
Advertisements selling cars, buses, trucks, vans, motorcycles, fuel, oil, tyres, campervans, caravans and other motoring accessories.
 2. **Banks - Finance - Insurance - Corporate - Government**
Banks, building societies, insurance and finance, investment, share brokers, credit cards and all other financial institutions. Federal, state and local government, public and private utilities, emergency services, police force and military recruitment.
 3. **Beverages**
Alcoholic and Non Alcoholic.
 4. **Home - Garden - Consumer Durables**
Household and garden non-grocery products, furniture, domestic electrical goods and appliances.
 5. **Fashion**
Clothing, eyewear, footwear and accessories.
 6. **FMCG**
Food including fresh and processed, grocery products and retail advertising.
 7. **Media & Entertainment**
All media brands, companies and entertainment outlets.
 8. **Sport & Leisure - Travel & Entertainment**
Sports, leisure activities and equipment, travel and holiday destinations and services.
 9. **Retail**
Activity that promotes a specific product or service, its price or availability through a nominated retailer.
 10. **Publisher Creative of the Year**
Publisher entry only. Applicable to publishers who have created the work on behalf of the client.
 11. **Best Copywriting**
 12. **Best Art Direction**
 13. **Best Use of Photography**
Includes images supplied by photo libraries and photographers.
 14. **Best Use of Illustration**
 15. **Most Innovative Use of a Magazine**
This will be judged on the most impactful and innovative use of space in a magazine.

16. Best Use of a Magazine Website

17. Integrated Campaign of the Year

Entries into this category must have appeared across at least two magazine platforms including print, website, mobile and tablet.

18. Grand Prix

There is no entry requirement for the Grand Prix. The winner will be chosen from the other category winners.

How to Enter

- For submissions into categories **1-16**, supply an example of the work (single advertisement or campaign) in printed form, at the size it appeared in the publication. Proofs are acceptable. Flush mounting on board is recommended, maximum size A3. One copy of the creative is required.
- Two copies of the entry form (photocopies are OK) must be included with each entry; one copy to be taped to the back of the mounted print work and one copy supplied separately which will be used for administrative purposes.
- Please supply correct credits on each entry form.
- For category **16, Best Use of a Magazine Website**, entry materials may be supplied in printed or digital form. If supplying in printed form, please provide screengrabs of the website execution and mount on board, maximum size A3. If supplying your entry as a digital file, please supply on CD or DVD as flash (swf file), static or animated GIFs, MOV AVI or MPEG file. Alternatively you may provide a URL link to the website. Please insert the URL and any required usernames and passwords in a word document and save this to a CD. One copy of the CD is required. Include the CD with your entry forms.
- For entries into the Integrated Campaign of the Year Category, entrants are required to supply written documentation to support their entry. In no more than 400 words, describe the integrated campaign and how it was launched across each magazine platform in the order of implementation.
- Briefly outline the success of the campaign for the client.
- Supply all written documentation on A4 paper. Two copies required.
- For printed advertisements, please supply advertisements in printed form.
- For mobile executions, supply screengrabs in printed form.
- For websites, supply in printed or digital form or supply a website URL in a word document and save on a disk.

Eligibility

- For categories **1-16**, entries can be a single advertisement or a campaign.
- Advertisements must have appeared in an audited magazine (CAB or ABC audited) within the period 1 July 2011 to 30 June 2012.
- All entrants must provide proof of publication and provide client contact details should proof that the work was approved and paid for by the client be deemed necessary.

The chairman of judges' decision on validity of proof is final. The purpose of this is to actively discourage people seeking loopholes in order to create work solely for award purposes.

The judges reserve the right to re-allocate entries into another category if they feel it has been entered into an inappropriate category.



Entry Fees

- The entry fee per submission is \$130 plus GST (\$143 including GST).
- All entries must be accompanied by the entry fee.
- Entry fees may be paid by cheque or credit card.
- Cheques should be payable to Two de Force, ABN 18 009 149 131.

Conditions of Entry

- Entry fees are non-refundable.
- Entries will not be considered for judging if payment is not received with the entry.
- The judges' decisions are final.
- The judges reserve the right not to award finalists or winners within categories if the standard of submission is deemed unacceptable.
- Accepted entries will be retained by Yaffa Publishing for a brief period and will not be returned to entrants.
- The entrant agrees that The Glossy Awards, Two de Force and Yaffa Publishing will not accept responsibility for errors or omissions reproduced in the winners magazine, or for work lost or damaged under any circumstances.
- The entrant grants Yaffa Publishing permission to show the entries at such times as deemed appropriate.
- Under no circumstances shall the entrant or anyone claiming through or acting on behalf of the entrant, require the payment of any royalty by Yaffa Publishing in respect of the use by it of such entries or material for any purpose.
- By entering, participants release and hold harmless Yaffa Publishing, Two de Force and their respective parents, subsidiaries, affiliates, directors, officers, employees and agents from any injuries, loss or damage of any kind arising from or in connection with participating in these awards.
- The Grand Prix winner will be selected from the category winners. The creative person or team that wins the Grand Prix Award will receive a cash prize of \$5,000.



Entry Form Details

The following information is used for publication. Please complete carefully and make sure all information is accurate. The person or team credited on the entry form will be eligible to win the Grand Prix CASH PRIZE of \$5,000.

Category (see list)

Title of Entry

Name of Magazine/s the ad/s appeared in.

(For the website category, please include the website domain)

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Date/s of appearance

Entrant name

Entrant company

Entrant company address

State, Post Code

Entrant phone number

Entrant email

Client contact name

Client company

Client phone

Client email

Art Director

Copywriter

Designer

Illustrator

Photographer

Retoucher

Other

Creative person or team to accept award if successful

(And be eligible to win the Grand Prix CASH PRIZE of \$5,000)

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Payment

An entry fee of \$143 including GST is payable for each entry in each category. A tax invoice/receipt will be issued to your address above.

No. of entries _____ x \$143 = Total payment of \$ _____

By Credit Card

Amex Visa MasterCard

Card number

Cardholder's Name

Expiry Date

Signature

Please note a 3.2% charge will be incurred for payments made via AMEX and a 1.8% charge applies for Visa and MasterCard payments.

By Cheque

If attaching a cheque, please make payable to Two De Force.

Entry Deadline: 24 July 2012

Send entries to:

The Glossy Awards
c/o Two de Force
229 Commonwealth Street
Surry Hills NSW 2010

Inquiries

Contact Clare Hickey at Two de Force on 02 9281 8788 or clare@twodeforce.com.au