



DIRECTIONS 2019

Entry Guidelines



The Advertising & Design Club of Canada Awards

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APRIL 10

Call for entries open

MAY 24

Early bird deadline - Save 10% when you enter online by May 24

JUNE 7

Deadline to enter competition online

JUNE 14

Deadline for physical material submissions for Design,
Photography & Illustration categories

SEPTEMBER 6

Deadline for physical material submissions for entries
shortlisted in Advertising categories

NOVEMBER 14

Directions 2019 Awards in Toronto

☆ Eligibility

The Advertising & Design Club of Canada's Awards Show exists to recognize Canadian creative talent.

To ensure your entry qualifies, pay close attention to the category name. For example, if you are entering a photography or illustration category, the award recipient would be the photographer or illustrator. The award recipient must be Canadian, or have official residence status in Canada. For most of the other categories, a key creative team member such as the art director, writer or designer would be the award recipient and therefore must be Canadian. The entry rules do allow for the participation of non-Canadians in the creation of work entered. However, the key creative individual responsible for the work must be Canadian. If you are unsure whether your work meets the requirements for entry, please contact The Advertising & Design Club of Canada (ADCC).

Work must have been first published or aired between June 2018 and June 2019 inclusive.

Please note: Work from June 2018 that was entered into the Directions 2018 awards cannot be entered into this year's competition.

☆ Judging

The Advertising & Design Club of Canada's Directions Awards are judged by panels of international creative professionals. Panels will be announced by the ADCC prior to judging.

☆ Results

There will be no more than one Gold award in each of the competition categories. The Club will provide a Gold award statue to the individual or company who paid the entry fee. The Club will also provide printed certificates for Gold, Silver, and Bronze winners to the individual or company who paid the entry fee. Winners may purchase additional certificates or statues through The ADCC.

Email notifications of shortlisted entries will be sent no later than August 26, 2019. Notification will not be sent for entries not accepted into the show. Entrants will be asked to provide any additional materials at that time, including physical materials for certain categories.

Finalists will be announced in October and all winners will be announced at our Directions 2019 Awards on November 14, 2019 in Toronto. All winning work will be featured online on the ADCC Archive and in our printed Awards Annual.

☆ Conditions

The Advertising & Design Club of Canada (ADCC) is not responsible for damage or loss of any entry. All entries become the property of The ADCC. By submitting them, you acknowledge The ADCC's right to use them for exhibition and publication purposes. We regret that it is not possible to return entries. Judges reserve the right to correct or change the category of an entry where applicable. Entrants may be asked to resubmit winning work for exhibition.

All entrants must submit an Executive Approval Form with their entries (available on the entry system). This form must be filled out by the Creative Director or other lead creative responsible for your entries. Completed forms can be emailed to awards@theadcc.ca or faxed to 416.423.3362.

DEADLINE FOR ENTRIES: FRIDAY, JUNE 7, 2019 – 12:00PM EST

Physical materials for judging must be supplied at time of entry for Design, Photography & Illustration categories. The ADCC must receive all materials by noon on Friday, June 14.

Enter online at awards.theadcc.ca.

	MEMBER	NON-MEMBER
SINGLE ENTRY Advertising, Film, Radio, Media Innovation, Promo, Branded Content, Public Relations, Interactive, Best Copywriting	\$160	\$195
CAMPAIGN ENTRY Advertising, Film, Radio, Media Innovation, Promo, Branded Content, Public Relations, Advertising Integrated, Interactive, Creative Effectiveness, Best Copywriting	\$190	\$225
DESIGN, PHOTOGRAPHY & ILLUSTRATION - SINGLE	\$100	\$120
DESIGN, PHOTOGRAPHY & ILLUSTRATION - SERIES	\$120	\$135

ENTER ONLINE BEFORE FRIDAY, MAY 24 AND SAVE 10% ON YOUR ENTRY FEES!

☆ Membership

To qualify for the member fee rates, entries must be submitted by or on behalf of an ADCC member with a current membership.

ADCC Professional memberships are \$150 plus tax. To join or renew your membership, please visit our website at theadcc.ca/membership, email us at membership@theadcc.ca or call 416.423.4113.

ADCC Members will be sent a promotional code to access the Member fee rate on the entry system. Members must enter the promotional code at checkout, prior to payment on the system.

☆ Payment

It is recommended that you complete all your entries before paying your balance. Payment can be made by credit card online through Iceberg when submitting your entries.

Early Bird Deadline: Entrants can save 10% on entry fees by entering their work online by Friday, May 24. In order to be eligible for the discount, entries must be complete on the system and hard copies must be received by The ADCC no later than noon on Monday, June 3.

If you are an ADCC Member, please make sure that you are using your promotional code to access the Member fee rate before proceeding with payment.

Payment can also be made offline by cheque. If paying offline, cheques must arrive at the ADCC office within 14 days of completing entries online. Your entry invoice must be included with the cheque.

Please make cheques payable to **The Advertising & Design Club of Canada** and send to:

Directions 2019 Awards
The Advertising & Design Club of Canada
 401 Richmond Street West, Studio 235
 Toronto, ON M5V 3A8

☆ Refunds








Entry fees will not be refunded for submissions that do not meet ADCC eligibility requirements.

If work is entered into the wrong category or there are duplicate entries, entrants will have the option to i) move the entry to another category, or ii) enter new work in its place.

Design

- D1 Symbols and Logotypes**
The name of the organization and the type of work it does should be indicated under each symbol. Both static and in-motion logos can be entered in this category.
- D2 Stationery**
- D3 Brand Identity - New Brand**
The successful execution of a scheme across various touch points for a new brand, organization, product or service (e.g. logo, stationery, standards, manual, signage, vehicles, packaging).
- D4 Brand Identity - Rebrand**
Rebrand or refresh of an existing brand, organization, product or service. A rationale is required (must include previous logo and written rationale of 250 words).
- D5 Complete Design Program**
The integrated application of a design concept across multiple formats (e.g. brochures, posters, invitations, menu, program). Brand identities are not suitable for this category.
- D6 Annual Reports, Sustainability/CSR Reports**
- D7 Brochures**
- D8 Catalogues**
- D9 Package Design, Single**
- D10 Package Design, Series**
- D11 Single Magazine Page or Spread**
Commercial magazines or in-house magazines/newspaper/newsletter.
- D12 Magazine Covers**
Commercial magazines or in-house magazines/newspaper/newsletter.
- D13 Entire Magazine Issue**
Commercial magazines or in-house magazines/newspaper/newsletter.
- D14 Book Covers**
- D15 Complete Book Design**
- D16 Posters, Single**
- D17 Posters, Series (max. 5)**
- D18 Environmental Design**
Signage, exhibitions, displays, etc.
- D19 Public Service Design, Single**
Government agency or non-profit. Single executions only.
- D20 Public Service Design, Series**
Government agency or non-profit.
- D21 Data Visualization**
Creative visual representation of data - both print or digital, static or dynamic (e.g. infographics, charts, maps, graphs).
- D22 Graphic Design Self-Promotion**
- D23 Typographic Design**
Any item where type functions in an illustrative manner. Includes editorial typography.
- D24 Graphic Design Miscellaneous**
Calendars, menus, greeting cards, announcements, invitations, stamps, CD covers, etc. Work entered into D1-D22 cannot be entered into D24.
- D25 Motion Graphics - Offline**
All offline animated graphic design (e.g. TV and film identity, openings, teasers and title sequences, presentations, concert graphics, typography).
- D26 Motion Graphics - Online**
All online animated graphic design (e.g. social media, online graphics).
- D27 Digital Design**
All online graphic design, including websites and applications.
- D28 Editorial Digital Design**
Apps and other digital publications that successfully combine functionality with visual and graphic design elements, including ease of navigation, readability of content, pictures, video, audio, animation or a combination. Entries may or may not be affiliated with a print magazine. Magazine website entries are not eligible.

Entry Submission Note

-  Design entries must submit physical materials for judging, in addition to digital files (due June 14).
-  If there is a website component to entries in category D3-D5, please provide a printed photo in addition to entering the URL on the entry system.
-  Entries for D25 and D26 must be submitted as video files to the entry system.
-  Entries for D27 must be submitted as URL to the entry system.
-  Entries in D28 must be submitted using the entry system; entries should be submitted as an iTunes URL to the app.
-  Entries must be made free to download or a promotional code (or similar) must be included to ensure that the judges are able to view the entry for free.
-  Entrants may submit (optional) write-ups for Design entries in PDF format. Write-ups should be a maximum of 150 words. Write-ups should not include any information about the entrant/company submitting the work.

Photography & Illustration

Photographers and illustrators must be Canadian or have resident status in Canada.

Agencies and studios are still eligible to enter work in the photography and illustration categories, as long as the illustrator or photographer meet our eligibility requirements.

PH1 Advertising Photography, Single *

PH2 Advertising Photography, Campaign *

PH3 Graphic Design Photography *

PH4 Editorial Photography *

Includes conceptual photography, fashion photography, portrait photography, still-life photography and photojournalism (photographic reporting, which may include spot news photography).

PH5 Unpublished Photography

IL1 Advertising Illustration, Single or Campaign *

IL2 Graphic Design Illustration *

IL3 Editorial Illustration *

Full page, spread, cover, and spot illustration – single or series.

IL4 Unpublished Illustration

* Entries must be submitted in context.

Entry Submission Note







Entrants must submit physical materials for all Photography & Illustration categories (due June 14)

All entries must be submitted in context (with the exception of Unpublished categories).

Advertising

- P1 Newspaper Ad, Single**
- P2 Newspaper Ad, Campaign (max. 3)**
- P3 Consumer Magazine Ad, Single**
- P4 Consumer Magazine Ad, Campaign (max. 3)**
- P5 Trade Ad, Single or Campaign**
- P6 Public Service Ad Print, Single**
- P7 Public Service Ad Print, Campaign (max. 3)**
- P8 Advertising Posters, Single**
Wild postings, standard washroom or free format posters (P.O.P. posters or pole signs), etc.
- P9 Advertising Posters, Campaign (max. 3)**
Wild postings, standard washroom or free format posters (P.O.P. posters or pole signs), etc.
- P10 Advertising Transit, Single**
Work specifically designed to run within a transit system (e.g., platform posters, transit door cards, transit cards, including bus advertising and transit-shelter ads).
- P11 Advertising Transit, Campaign (max. 3)**
Work specifically designed to run within a transit system (e.g., platform posters, transit door cards, transit cards, including bus advertising and transit-shelter ads). Can include transit dominations, vinyls, takeovers and floor decals.
- P12 Advertising Billboard, Single**
- P13 Advertising Billboard, Campaign (max. 3)**
- P14 Out of Home Enhanced, Single**
Executions that have used other technologies to enhance traditional billboard media (e.g., extensions, special inks and printing techniques, digital boards, projection, SMS, installations). Work entered into P12 cannot be entered into P14.
- P15 Print Enhanced**
Single or campaign executions that have used other technologies to enhance traditional print media (e.g., die-cuts, special inks and printing techniques, insertions, QR codes, sampling, augmented reality).
- P16 Experiential, Single**
Out of home advertising that stands alone to communicate an idea (e.g., stunts, special builds/installations, street teams, live events, pop-up stores). The consumer is only required to experience the piece but not necessarily interact with it.
- P17 Direct**
Communications designed to target specific markets or elicit a direct response.
- P18 Advertising Best Art Direction, Single**
Art Director must be Canadian or have resident status in Canada.
- P19 Advertising Best Art Direction, Campaign**
Art Director must be Canadian or have resident status in Canada.
- P20 Advertising Typography**
Typographer must be Canadian or have resident status in Canada.
- P21 Advertising Miscellaneous**
Sales kits, calendars, self-promotion, business cards, holiday cards, etc. Single or campaign entries can be entered into this category. Work entered into P21 cannot be entered into P1-P19.

Entry Submission Note

-  All work must be submitted as digital files on the entry system.
-  Files submitted should be images of work or digital project boards.
-  Entries that would be better demonstrated by video should submit a video case study (maximum 2 minutes). Narration of the video is strongly recommended to explain the entry to the judges.
-  Physical materials may be required for shortlisted work (due September 6). The ADCC will contact entrants with shortlisted work in August with details.

Film

- B1 TV Single, 15 Seconds or Less**
- B2 TV Single, 30 Seconds**
- B3 TV Single, Over 30 Seconds**
- B4 TV Single, Low Budget (\$100,000 or Less)**
- B5 TV Campaign (max. 3)**
- B6 Cinema, Single or Campaign**
- B7 TV Public Service, Single**
- B8 TV Public Service, Campaign (max.3)**
- B9 Online Single, Under 45 Seconds**
Single videos designed to be viewed online.
Work entered into B1-B8 cannot be entered into B9.
- B10 Online Single, Over 45 Seconds**
Single videos designed to be viewed online.
Work entered into B1-B8 cannot be entered into B10.
- B11 Online Series (max. 5)**
Series of videos designed to be viewed online.
Work entered into B1-B8 cannot be entered into B11.
- B12 Online Public Service, Single or Series**
Public service videos designed to be viewed online.
Work entered into B1-B8 cannot be entered into B12.
- B13 Direction**
Director must be Canadian or have resident status in Canada.
- B14 The Mick Griffin Best Editing Award**
Editor must be Canadian or have resident status in Canada.
- B15 Animation**
Animator must be Canadian or have resident status in Canada.
- B16 Cinematography**
Cinematographer must be Canadian or have resident status in Canada.
- B17 Original Music**
Composer must be Canadian or have resident status in Canada.
- B18 Sound Design**
Sound designer must be Canadian or have resident status in Canada.
- B19 Special Effects**
Digital effects, CGI and compositing.
Effects artist must be Canadian or have resident status in Canada.
- B20 Non-Commercial Film Craft**
Non-commercial films, including music videos and short promotional videos.
Director must be Canadian or have resident status in Canada.
- B21 Performance**
Recognizing exceptional performance and casting in film (TV, cinema and online).
Performance must be integral to the success of the piece.
Performer and casting house must be Canadian or have resident status in Canada.

Radio

- R1 Radio Single, 1-30 Seconds**
- R2 Radio Single, Over 30 Seconds**
- R3 Radio Campaign (max. 3)**
- R4 Radio Public Service, Single**
- R5 Radio Public Service, Campaign (max. 3)**
- R6 Radio Sound Design & Music**



Advertising Integrated Campaign

Multichannel communications that are led by a central idea but use the mediums in different ways to make the overall communication stronger.

IC1 Advertising Integrated Campaign

Each entry should consist of a campaign featuring a minimum of three different mediums and a maximum of ten. A case study video demonstrating all campaign executions is required.

Entry Submission Note

-  Case study videos should be no more than 2 minutes in length. Narration of the video is strongly recommended.
-  Digital images must be supplied as well. The case study will be primarily used for judging, but images must be available.




Media Innovation

Executions that evolve brand communications. This work should exhibit freshness, originality and have the potential to move the industry in a new direction.

MI1 Media Innovation, Single

MI2 Media Innovation, Campaign

Entry Submission Note

-  Entries that would be better demonstrated by video should submit a video case study (maximum 2 minutes). Narration of the video is strongly recommended to explain the entry to the judges.
-  Entries can also be submitted as a digital project board.
-  Web-based entries must be submitted as a URL to a live website. See URL requirements for details.




Promo

Any communication or program that incites the target to directly participate or interact with the brand (e.g., stunts, sampling, coupons, live events).

PM1 Promo, Single

PM2 Promo, Campaign

Entry Submission Note




-  Entries that would be better demonstrated by video should submit a video case study (maximum 2 minutes). Narration of the video is strongly recommended to explain the entry to the judges.
-  Entries can also be submitted as a digital project board.
-  Web-based entries must be submitted as a URL to a live website. See URL requirements for details.

Branded Content

Original advertiser funded content; the content is meant to entertain, influence, or inform. Work entered into B1-B12 cannot be entered into this category.

C1 Branded Content, Single or Series

Entry Submission Note



-  Entries that would be better demonstrated by video should submit a video case study (maximum 2 minutes). Narration of the video is strongly recommended to explain the entry to the judges.
-  Entries can also be submitted as a digital project board.
-  Web-based entries must be submitted as a URL to a live website. See URL requirements for details.

Public Relations

Communication programs that utilize mostly earned media methods to generate attention, influence brand perception and affect audience conversation.

- PR1** PR Campaign
- PR2** Influencer Campaign
- PR3** Stunt/Event

Entry Submission Note

-  Entries that would be better demonstrated by video should submit a video case study (maximum 2 minutes). Narration of the video is strongly recommended to explain the entry to the judges.
-  Web-based entries must be submitted as a URL to a live website. See URL requirements for details.





Creative Effectiveness

Entries must demonstrate how the creative work was integral to achieving a brand's purpose and drove measurable results. Examples of measurable results include: increase in brand awareness, increase of market share, increase of sales volume, increase of ROI.

The eligibility period for Creative Effectiveness categories is June 2017 to June 2019 inclusive - work submitted must have been first published or aired during this time. Work previously entered into Directions 2018 is eligible for entry in Creative Effectiveness.

- CE1** **Creative Effectiveness in Advertising**
Advertising campaigns or single executions that produced measurable results.
- CE2** **Creative Effectiveness in Design**
Brand identities, design programs, or single design executions that produced measurable results.

Entry Submission Note

-  Digital images must be supplied for both categories.
-  A one-page case document (PDF) must be supplied for both categories. See Entry Requirements section for details.
-  For CE1, a case study video must also be supplied.
-  For CE2, physical materials are also required (due June 14).

The Michael O'Reilly Best Copywriting Award

The ADCC's copywriting award is named to honour Michael O'Reilly for the talent, dedication, and generosity he brought to his profession.

- BC1** Advertising Print, Single or Campaign
- BC2** Film, Single or Campaign
- BC3** Radio, Single or Campaign
- BC4** Digital, Single or Campaign

Entry Submission Note

-  Scripts must be submitted online (PDF format) for BC2 and BC3.

Interactive Advertising

- I1 Websites**
Websites created to promote a product or service.
- I2 Display & Banner Ads**
Display ads and banner ads, single or campaign.
- I3 Digital Installations**
Digital work that requires physical or gestural interaction.
- I4 Social Media**
Campaigns and executions where social media is central to the experience.
- I5 Mobile**
Campaigns and executions where a mobile device is central to the experience, including apps.
- I6 Design**
Campaigns and executions that feature interactive design elements.
- I7 Integrated Digital Campaigns**
Larger campaigns that feature two or more digital components from various forms of media.





Interactive Design (Non-advertising)

- I8 Website (Overall)**
Submissions will be judged on all elements with an emphasis on conceptual merit.
- I9 Website Design**
Submissions will be judged on aesthetics.
- I10 Website Animation & Motion**
Submissions will be judged based on use of motion and animation.
- I11 Mobile Apps**
Submissions will be judged on all elements with an emphasis on conceptual merit.
- I12 Mobile Design**
Submissions will be judged on aesthetics.
- I13 User Interface & User Experience (Website & Apps)**
Submissions will be judged on overall flow and feel.
- I14 Experience Design**
Physical experiences that rely on or incorporate digital elements.

Interactive Miscellaneous

- I15 Innovative Use of Technology**
Digital work that demonstrates technical achievement.
- I16 Augmented Reality & Virtual Reality**
Immersive digital experiences that create new worlds or augment this one.
- I17 Interactive Narrative**
Digital campaigns and executions where user interaction shapes the narrative of the experience.
- I18 Self-Promotion**
Digital campaigns and executions promoting agencies or individuals.
- I19 Non-Profit & Public Service**
Digital campaigns and executions promoting non-profit organizations or public services.
- I20 Education & Information**
Digital campaigns and executions designed to educate or inform.
- I21 Games**
Interactive games, on any platform (website, mobile, etc), branded or not.
- I22 Branded Utility**
Digital products and experiences that provide a B2C or B2C utilities and services.
- I23 Best Use of Sound**
Digital work where sound is integral to the experience.
- I24 Other**
Any form of digital advertising that doesn't fit in the above categories. Work entered into I24 cannot be entered into I1-I23.

Entry Submission Note

-  Web-based entries must be submitted as a URL to a live website or web page.
-  Websites must be live and unchanged through October 2019.
-  Video-based entries must be submitted as a digital file using the entry system.
-  Entries that cannot be experienced in their entirety, quickly, should submit a video case study (maximum 2 minutes). Narration of the video is recommended to explain the entry to the judges. This video must be submitted as a digital file to the entry system.

Digital Images

ALL entries must submit digital images.

- Q Images should be a minimum of 2400 pixels (8") and maximum of 4800 pixels on the longest side.
- Q Digital image files must be high res JPG (300 DPI).
- Q Digital image files must be RGB colour mode.
- Q Screen grabs must be submitted for video and interactive entries (72 DPI).
- Q Digital project boards may be submitted where necessary, information on project boards must be visible when viewed from a distance (projected).
- Q Integrated Campaign entries must submit images of the campaign components.

Physical Materials

Design, Photography, Illustration and **Advertising** include categories that require physical materials.

Entrants submitting work in **Design, Photography** and **Illustration** categories must submit physical materials upon entry. These physical materials must arrive at The ADCC by noon on **June 14**.

Entrants submitting work in **Advertising** categories may be required to provide physical materials if work is shortlisted. The ADCC will contact all entrants regarding shortlisted entries in August, and physical materials will be due by **September 6**.

- Q **Do NOT mount your work.**
- Q Work should be shipped flat - do NOT roll your work.
- Q French entries must provide an English translation (taped to the back of printed piece).
- Q Photography & Illustration work must be submitted in context.
- Q Design entries should submit samples where possible.
- Q Editorial entries should be taped together in spreads and numbered.
- Q Valuable, large or bulky items can be submitted as colour photos.
- Q Tape a copy of the entry label to the back of each entry (print) or bottom of each entry (3D objects).
- Q Each piece of a campaign or series should be numbered and include an entry label.
- Q Clip separate campaign elements together securely, but do not staple them.
- Q For stationery or design programs with smaller components, place items in an envelope and tape an entry label to the envelope.
- Q Remove all credit lines and colour bars from work submitted.
- Q **Printed photos/project boards should be a minimum of 11" x 17" and maximum of 20" x 30"**.
- Q **Original work should be no larger than 24" x 36" (60cm x 90 cm).**

Video

- Q Video files must be uploaded through the entry system.
- Q Videos must be H.264 MPEG-4 video in .mp4 file format.
- Q Video aspect ratio should be 16:9 NTSC (1920x1080) minimum, up to 30 frames per second (constant frame rate).
- Q AAC audio compression
- Q Videos that are 4:3 should be submitted as 16:9 with black pillars
- Q Do NOT include colour bars or tone.
- Q Do NOT include agency information or slates.
- Q Campaign files should be uploaded as separate files.
- Q French entries should include English subtitles.
- Q Case study videos may be submitted in applicable categories. Case study videos should be a maximum of 2 minutes. Narration of the video is strongly recommended.

Audio

- Q Audio files must be uploaded through the entry system.
- Q All audio files must be MP3 format.
- Q Campaign files should be uploaded as separate files.
- Q Do NOT include agency information.
- Q Do NOT include audio slates.

URLs

- Q URLs must be entered into the entry system.
- Q Entries must be an active URL and should remain active and unchanged through October 2019.
- Q URLs of videos hosted online are not acceptable (Vimeo, YouTube, etc).
- Q Landing pages featuring a case study will be accepted.
- Q Password-protected URLs are not recommended; if necessary, include password information in a PDF (uploaded to the entry system).
- Q URLs submitted should not include agency/entrant info.

PDFs

- Q PDFs for digital images are NOT accepted.
- Q Password information for URLs can be provided in PDF format (uploaded to the system).
- Q Radio entries (R1-R6) should also upload scripts to the entry system in PDF format.
- Q Best Copywriting (BC2, BC3) entries should also upload scripts to the entry system in PDF format.
- Q Entrants may submit (optional) write-ups for Design entries in PDF format. Write-ups should be a maximum of 150 words. Write-ups should not include any information about the entrant/company submitting the work.
- Q A one-page case document is required for work entered into Creative Effectiveness (CE1, CE2). Details are below.

Creative Effectiveness Case Document

- Q A one-page PDF write-up must be supplied for Creative Effectiveness entries (CE1, CE2).
- Q Case documents should outline the following for your entry: Challenge, Strategy, Creative Idea/Execution, and Results.
- Q Case documents should be no more than 800 words total.
- Q Case documents should not identify the agency/company entering the work.
- Q Client verification of results will be requested for shortlisted work.

☆ Complete and final credits must be submitted at time of entry.

Directions 2019 is a creative awards show that exists to recognize the creative talent involved. Credits will be limited to creatives and essential partner companies involved in your work.

The ADCC reserves the right to amend or remove credits that appear in the Annual, on the Archive and on awards (statues or certificates).

☆ Entry Credits

Your credits will be limited to the following options:

Agency
Client
Design Studio
Interactive Agency
Chief Creative Officer
Executive Creative Director
Creative Director
Creative Director, Design
Creative Director, Digital
Group Creative Director
Associate Creative Director
Design Director
Art Director
Designer
Writer
Photographer
Illustrator
Typographer
Publication
Printer
Producer
Agency Producer
Production Company
Executive Producer

Director
Cinematographer
Director of Photography
Editing House
Editor
Post Production
Colourist
Online
Transfer
VFX
Music & Sound
Sound Designer
Music Director
Composer
Animation House
Animator
Animation Director
Motion Graphics
Developer
UX Designer
UI Designer
Casting House
Account Team
Strategy Team

☆ Certificate Credits

Certificate credits will be generated from entry credits provided. Certificates have space for 12 names, including Agency and Client. Priority will be given to creative credits.

☆ Statue Credits

Statue credits will be generated from entry credits provided. The ADCC may remove or alter credits without consultation, especially when space is an issue. Priority will be given to creative credits.

☆ Scarlet Letter Awards

The ADCC Scarlet Letter Awards are determined by the results of the Directions 2019 judging and are calculated by the ADCC's administration. The winners of the Scarlet Letter Awards are not revealed until the final moments of the gala awards night in November.

New for 2019: The ADCC will recognize design with two awards - Design Agency and Design Studio of the Year. To qualify for Design Studio, companies must have 10 or fewer employees.

The ADCC uses a points system that tallies a company's Gold, Silver and Bronze awards for the current year. Each award level is accorded a different value and Scarlet Letter winners are determined by tabulating total points.

We also divide a company's awards based on the discipline. For example, a company's points for winning entries in the Design category will not count towards their total for Agency of the Year; their design entries will not be combined with their advertising entries.

The following Directions categories are used to determine the winners of each Scarlet Letter award:

Agency of the Year

Advertising, Film, Radio, Media Innovation, Promo, Branded Content, Advertising Integrated, Public Relations, and applicable Photography, Illustration, Best Copywriting and Creative Effectiveness categories.

Design Agency of the Year

Design, and applicable Photography, Illustration and Creative Effectiveness categories.

Design Studio of the Year

Design, and applicable Photography, Illustration and Creative Effectiveness categories.

Interactive Agency of the Year

Interactive Advertising, Interactive Design, Interactive Miscellaneous and applicable Best Copywriting categories

Production Company of the Year

Film, Radio, Advertising Integrated, Media Innovation, Promo, Branded Content, Public Relations, and Interactive categories

A few important notes:

- 🔗 An agency with multiple offices (same branding and name) will have their points combined, regardless of whether they enter the competition separately. However, agencies with the same parent company that have different branding will not have their points combined.
- 🔗 Entry credits are used to determine these awards, so please ensure that you include all eligible company names. For example, if an agency or production company is left off of an entry's credits, they will not receive points for that winning entry.
- 🔗 Furthermore, if more than one agency is responsible for an entry, the entry's points will be split between the two companies. For example, Agency A and Agency B will receive half the awarded points if they are both listed on the entry.

For questions about categories, entry requirements and general Directions 2019 Awards information, please contact The ADCC directly:

awards@theadcc.ca

416.423.4113

For technical support and questions about the entry system, please contact Iceberg:

support@icebergapp.com

For more information about The ADCC, please visit our website:

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Please send all physical material submissions and any cheques to:

Directions 2019 Awards

The Advertising & Design Club of Canada

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