

FOOD & DRINK

1. Food

All foods and pet foods (*except categories 2 & 3 below*).

2. Confectionery & Snacks

Chocolate, sugar confectionery, nuts, salted snacks, chewing-gum, etc.

3. Dairy Products

Milk and all milk-based products including cheese, yoghurt, butter, margarine, ice-cream, etc.

4. Alcoholic Drinks

Beer, wine, cider, whisky, gin, vodka, etc.

5. Non-Alcoholic Drinks

Soft drinks, fruit juices, tea, coffee, mineral water, alcohol-free beer, etc.

CONSUMER SERVICES

6. Communication Services

Including postal, courier and mobile phone services, yellow pages, directory enquiries, search engines and telecommunication, internet and television providers, etc. (*see category 20 for individual television channels and programmes*).

7. Transport & Tourism

Airlines, railways, car rentals, cruises, tour operators, tourist boards, hotels, resorts, driving schools, and all forms of public transport.

8. Retail Services

Supermarkets, restaurants, department stores, internet shopping, etc.

9. Financial Services

Banks, insurance, credit cards, pension plans, investments and related online services, etc.

10. Public Interest

Including charities, environmental campaigns, road safety, political advertising, etc.

THE HOME

11. Home Electronics & Audiovisual Equipment

Including mobile phones, computers, television sets, radios, video games, consoles, musical instruments, MP3 players, cameras, speakers, headphones, binoculars, batteries and other accessories.

12. Homes, Furnishings & Appliances

Property, furniture, floor coverings, domestic appliances, kitchenware, flashlights and all public utilities providing water, gas, electricity, etc.

13. Household Maintenance

Paints, detergents, household cleaning products, air fresheners, insecticides, plant foods, adhesives, food containers, etc.

HEALTH & BEAUTY

14. Beauty Products & Services

Perfumes, cosmetics, deodorants, body sprays, skin creams, hair care products, hair salons, solar protection products, moisturisers, beauty institutes, spas, bath and shower additives, etc.

15. Toiletries & Health Care

Optical, medical and dental services and all OTC products, antacids, toothpaste, condoms, toilet paper, tissues, soaps, diapers, shaving and intimate hygiene products, etc. (*see category 25 for prescription products*)

FASHION

16. Clothing & Fabrics

Including socks, stockings, hats, gloves, lingerie, swimwear, etc.

17. Footwear & Personal Accessories

Including sports shoes, luggage, hand bags, eyewear, writing instruments, watches, jewellery, cigarettes and smoking accessories, etc.

AUTOMOTIVE

18. Automobiles

Including SUVs and people carriers.

19. Automotive & Accessories

Trucks, vans, motorcycles, ambulances, tyres, petrol, oil, spare parts & accessories, car radios, in-car DVD players, GPS, etc.

MEDIA & ENTERTAINMENT

20. Media

Consumer advertising for books, films, newspapers, magazines, television channels and programmes, radio stations, etc. (*see category 23 for business to business ads*).

21. Recreation & Leisure

Lotteries, scratch cards, festivals, concerts, toys, gardening equipment, zoos, amusement parks, gymnasiums, museums, sporting goods and events, etc.

BUSINESS TO BUSINESS & CORPORATE

22. Professional Products

Office equipment, furnishings, industrial and agricultural equipment, tools, tractors, chemicals, packaging materials, paper and board, etc.

23. Professional Services

Media sales, temporary help, language schools, universities, trade fairs, communication, recruitment and translation agencies, etc.

24. Corporate Image

Communication programmes whose primary function is to promote the reputation of a corporation as opposed to its individual products or services.

MEDICAL

25. Prescription Products & Services

Advertising for pharmaceutical and related products and services aimed exclusively at the medical profession.

RADIO

26. Radio Advertising

Spots for all products and services listed under categories 1 to 25 above (*a script, in English, must accompany each entry*).

DIRECT MARKETING (*samples recommended where appropriate*)

27. Consumer Direct

Direct marketing operations aimed primarily at the general public.

28. Business to Business Direct

Direct marketing operations aimed primarily at professional target groups.

MEDIA USAGE (*samples recommended where appropriate*)

29. Media Innovation - Traditional Media

Advertising and media planning that uses conventional media, including digital, in an original way.

30. Media Innovation - Alternative Media

Advertising and media planning that invents a new medium to carry its message; ambient, stunts, guerrilla marketing, installations etc.

BRANDED CONTENT

31. Social Networks

Operations relying primarily on targeted community applications, microblogging services and other user generated content.

32. Mobile Communications

Activities involving SMS/MMS messaging, smartphone applications, QR codes, proximity/location-based services and websites specially designed for mobile phones, tablets and other hand-held devices.

33. Branded Entertainment

Operations involving games, competitions, screen savers, blogs and branded content designed primarily for video-sharing sites.

PR & PROMOTIONS *(samples recommended where appropriate)*

34. Public Relations

Sponsorship, exhibitions, special events and other activities designed to achieve specific objectives in the media on an unpaid basis (print, broadcast and digital).

35. Promotions & Incentives

Brand activation and CRM programmes, loyalty schemes, special offers, competitions, in-store activities, merchandising, tie-ins etc designed for immediate results or to reinforce long-term customer relationships.

CRAFT & IMAGERY

36. Film Craft

Aesthetic considerations, including cinematography, lighting, direction, acting, music and other elements of the filmmaking process that contribute to the overall appreciation of a commercial, independently of the creative idea.

37. Print Craft

Aesthetic considerations, including art direction and copywriting that contribute to the overall appreciation of print advertising independently of the creative idea.

38. Advertising Photography

Original photography, including digital imaging, used for commercial communications (*finished ads only; work must be entered as it appeared in the media*).

39. Illustration

Illustrations used in the context of commercial communication only.

DESIGN *(samples recommended where appropriate)*

40. Graphic Design

Logos, letterheads, typography, etc.

41. Publication Design

Brochures, annual reports, catalogues, calendars, etc.

42. Packaging Design

All packages, containers, covers and labels for products and services listed under categories 1 to 25 above.

INTERACTIVE *(URL address required for each entry)*

43. Consumer Internet Sites - Durables

All long-lasting durable products including cars, clothing, footwear, sporting goods, personal accessories, home furnishings, etc.

44. Consumer Internet Sites - Non-Durables

All services and non-durable products including food, drink, travel, communication and financial services, public interest, media and events etc.

45. Business to Business Internet Sites

Websites for all business-to-business products and services.

46. Online Ads

Animated banners, pop-up ads, etc.

47. Online Films

Web commercials, viral films, etc.

INTEGRATED CAMPAIGNS *(URL address required for each entry)*

48. Integrated Campaigns

Operations using at least three different media for a synergistic effect (*all elements of the campaign must be accessible at a single URL address*).