

# Healthcare Mediums

<h2>Brand Experience &amp; Activation</h2>	<h2>Materials</h2>
<p><b>Brand Experience &amp; Activation</b> Creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<h2>Creative Data</h2>	<h2>Materials</h2>
<p><b>Creative Data</b> Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% strategy; 20% application; 20% innovation; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<h2>Digital</h2>	<h2>Materials</h2>
<p><b>Digital</b> Work which is online, social and enhanced by the digital environment. Entries should show work originating from digital platforms and innovatively utilising associated technologies to deliver a brand message.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, execution and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

Digital Craft	Materials
<p><b>Digital Craft: Interface &amp; Navigation (UI)</b> The interactive journey created through the transference of a brand’s visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the execution and experience.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR Files</li> <li>Awards Show Film</li> <li>Demo Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>Digital Craft: User Experience (UX)</b> Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the execution and experience.</li> </ul>	

Direct	Materials
<p><b>Direct</b> Targeted and response-driven creativity. Entries should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

Entertainment	Materials
<p><b>Entertainment</b> Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming; communicating a brand message or connecting with consumers in a new way.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% strategy &amp; insight; 30% creative idea; 30% craft &amp; execution; 20% impact and results.</li> <li>Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.</li> <li>If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode.</li> <li>Traditional film advertising should be entered into the Film medium.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Original Content</li> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

<b>Film</b>	<b>Materials</b>
<p><b>Film: Cinema, TV and Digital Film Content</b></p> <p>Creativity of the moving image. Entries should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.</p> <ul style="list-style-type: none"><li>• Criteria considered during judging will predominantly be the idea, the execution and the impact.</li><li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li><li>• Each film execution constitutes one entry.</li></ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"><li>• Film</li></ul> <p><b>Optional</b></p> <ul style="list-style-type: none"><li>• URL</li><li>• Digital Supporting Content</li><li>• Digital Supporting Images JPG</li></ul>

Film Craft	Materials
<p><b>Film Craft: Animation / Visual Effects</b> All forms and styles of animation and visual effects created for film.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Film Craft: Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Direction</b> The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Production Design / Art Direction</b> The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Script</b> The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health related information.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Use of Music / Sound Design</b> The impact and success of original/licensed music and/or the creative use of sound design within film advertising.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	

<b>Healthcare Product Innovation</b>	<b>Materials</b>
<p><b>Healthcare Product Innovation</b> Products, devices and service innovations that have helped solve a business or patient issue for a health brand, or have been produced / developed in order to solve a brand's communication need.</p> <ul style="list-style-type: none"><li>• A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.</li></ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"><li>• Digital Presentation Image JPG</li></ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"><li>• Case Film</li><li>• Demo Film</li></ul> <p><b>Optional</b></p> <ul style="list-style-type: none"><li>• URL</li><li>• Awards Show Film</li><li>• Digital Supporting Content</li><li>• Digital Supporting Images JPG</li></ul>

Industry Craft	Materials
<p><b>Industry Craft: Art Direction</b></p> <p>The overall design, direction and visual execution.</p> <ul style="list-style-type: none"> <li>• All Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor craft.</li> <li>• Criteria considered during judging will predominantly be the execution.</li> <li>• For Standard Print and Outdoor entries each execution constitutes one entry.</li> <li>• For Packaging &amp; Brand Communication &amp; Design entries whole campaigns should be entered as one entry.</li> <li>• There is no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Industry Craft: Copywriting</b></p> <p>How the copywriting brings the creative idea to life.</p> <ul style="list-style-type: none"> <li>• All Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor craft.</li> <li>• Criteria considered during judging will predominantly be the execution.</li> <li>• For Standard Print and Outdoor entries each execution constitutes one entry.</li> <li>• For Packaging &amp; Brand Communication &amp; Design entries whole campaigns should be entered as one entry.</li> <li>• There is no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Illustration</b></p> <p>The creative impact of the illustration.</p> <ul style="list-style-type: none"> <li>• All Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor craft.</li> <li>• Criteria considered during judging will predominantly be the execution.</li> <li>• For Standard Print and Outdoor entries each execution constitutes one entry.</li> <li>• For Packaging &amp; Brand Communication &amp; Design entries whole campaigns should be entered as one entry.</li> <li>• There is no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Photography</b></p> <p>Engagement through use of photography and creative expression.</p> <ul style="list-style-type: none"> <li>• All Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor craft.</li> <li>• Criteria considered during judging will predominantly be the execution.</li> <li>• For Standard Print and Outdoor entries each execution constitutes one entry.</li> <li>• For Packaging &amp; Brand Communication &amp; Design entries whole campaigns should be entered as one entry.</li> <li>• There is no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Typography</b></p> <p>Design aesthetics and storytelling conveyed through the use of typography.</p> <ul style="list-style-type: none"> <li>• All Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor craft.</li> <li>• Criteria considered during judging will predominantly be the execution.</li> <li>• For Standard Print and Outdoor entries each execution constitutes one entry.</li> <li>• For Packaging &amp; Brand Communication &amp; Design entries whole campaigns should be entered as one entry.</li> <li>• There is no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	

<h2>Outdoor</h2>	<h2>Materials</h2>
<p><b>Outdoor: Ambient</b> Non-standard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. Including, but not limited to, small scale solutions, special build, installations, live advertising and events.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea and the execution.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>Outdoor: Standard</b> Content intended for static and digital billboards, posters, bus stops, in store posters, point of sale, signage, transit solutions, banners etc.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea and the execution.</li> <li>For Standard Outdoor entries each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<h2>PR</h2>	<h2>Materials</h2>
<p><b>PR</b> Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>
<h2>Print &amp; Publishing</h2>	<h2>Materials</h2>
<p><b>Print &amp; Publishing: Collateral</b> Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea and the execution.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> </ul>

<p><b>Print &amp; Publishing: Standard</b></p> <p>Content intended for published printed media including, but not limited to; newspaper, magazines, medical journals and inserts.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• For Standard Print entries each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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<p><b>Radio &amp; Audio</b></p> <p><b>Radio &amp; Audio</b></p> <p>Work that communicates a brand message across the airwaves and digital streams., through audio excellence, sonic innovation and/or superior aural storytelling.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Each execution constitutes one entry.</li> </ul>	<p><b>Materials</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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<p><b>Social &amp; Influencer</b></p> <p><b>Social &amp; Influencer</b></p> <p>Creative social thinking and strategic influencer marketing specifically created for healthcare solutions to engage with online communities, enhance meaningful relations and deliver measurable results for a brand.</p> <ul style="list-style-type: none"> <li>• A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.</li> </ul>	<p><b>Materials</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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<p><b>Use of Technology</b></p> <p><b>Use of Technology</b></p> <p>Use of existing or new technology to execute or support a brand campaign. Including, but not limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech.</p> <ul style="list-style-type: none"> <li>• Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service</li> </ul>	<p><b>Materials</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Demo Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• Digital Supporting Images JPG</li> </ul>
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