HEALTH & WELLNESS MEDIUMS

AUDIO & RADIO	MATERIALS
Audio & Radio Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Each execution constitutes one entry.	**Compulsory** • Audio File • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

CREATIVE DATA	MATERIALS
Creative Data 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. • A number of criteria will be considered during judging and weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

DIGITAL CRAFT	MATERIALS
Digital Craft: Interface & Navigation (UI)/User Experience (UX) Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution and outstanding user experiences across all digital platforms to drive progress in healthcare. • Criteria considered during judging will predominantly be the execution and experience.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material

DIRECT	MATERIALS
Direct Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups, prompting them to take action. It should show the idea helped to develop customer relationships, inspiring action and producing measurable results. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

ENTERTAINMENT	MATERIALS
Entertainment 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. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results. • 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. • If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. • Traditional film advertising should be entered into the Film medium.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • Private case film (pharma only) • URL

EXPERIENTIAL	MATERIALS
Experiential Work that bring brands to life through experience, action, interaction and participation. Entries should demonstrate how the creative idea turned brand strategy into distinctive participatory worlds, defining moments, environments and systems that audiences actively experience, influence or complete. • A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 25% execution; 25% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

FILM	MATERIALS
Film: Cinema, TV and Digital Film Content Creativity of the moving image. The work should demonstrate brilliant brand storytelling intended for a screen. Includes filmed content created for TV, cinema, streaming, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Work that's 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. • Each film execution constitutes one entry.	**Compulsory** • Film • Proof of Impact **Optional** • AR/VR files • URL

FILM CRAFT	MATERIALS
Film Craft: Animation/Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Direction 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. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Production Design/Art Direction 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. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voiceovers, 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. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Use of Music/Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	

HEALTHCARE PRODUCT INNOVATION	MATERIALS
Healthcare Product Innovation 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 meet a brand's communication needs. • A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

INDUSTRY CRAFT	MATERIALS
Industry Craft: Art Direction The overall design, direction and visual execution. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries,whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	**Compulsory** • Digital proof • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
Industry Craft: Copywriting How the copywriting brings the creative idea to life. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Illustration The creative impact of the illustration. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Photography Engagement through use of photography and creative expression. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Typography Design aesthetics and storytelling conveyed through the use of typography. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	

INTEGRATED	MATERIALS
Integrated Comprehensive, multi-channel approaches that demonstrate seamless integration across touchpoints - from digital platforms and events to peer-to-peer education and brand resources. The work should show how the integration of chosen elements or channels throughout the campaign complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose. • Criteria considered during judging will predominantly be the idea, strategy, execution and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

MOBILE	MATERIALS
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms. Includes work where a handheld or wearable environment is central to the idea and experience and enables key aspects of the execution. • Criteria considered during judging include idea, execution, platform relevance, impact and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

OUTDOOR	MATERIALS
Outdoor: Ambient Nonstandard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. This could include, but not be limited to, small-scale solutions, special build, installations, live advertising and events. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in-store posters, point of sale, signage, transit solutions, banners, etc. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Outdoor entries, each execution constitutes one entry.	Compulsory • Digital proof • Proof of Impact Optional • Digital supporting images • Physical support material • URL

PR	MATERIALS
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media have 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. • A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

PRINT & PUBLISHING	MATERIALS
Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
Print & Publishing: Standard Content intended for published printed media. This could include, but not be limited to; newspaper, magazines, medical journals and inserts. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Print entries, each execution constitutes one entry.	Compulsory • Digital proof • Proof of Impact Optional • Digital supporting images • Physical support material • URL

SOCIAL & CREATOR	MATERIALS
Social & Creator Creative social-first thinking and strategic creator or influencer marketing specifically created for healthcare solutions. The work should demonstrate how plaform-natice strategy, creator partnerships and community engagement drove cultural impact, audience connection and measurable results for a brand. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only)

USE OF HUMOUR	MATERIALS
Use of Humour Work that skilfully employs humour to break through traditional healthcare communication barriers, making complex medical information more accessible and memorable whilst maintaining trust, compliance, and sensitivity. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • URL

USE OF TECHNOLOGY	MATERIALS
Use of Technology Use of existing or new technology to execute or support a brand campaign. This could include, but not be limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology. • Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

PHARMA MEDIUMS

AUDIO & RADIO	MATERIALS
Audio & Radio Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Each execution constitutes one entry.	**Compulsory** • Audio File • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

CREATIVE DATA	MATERIALS
Creative Data 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. • A number of criteria will be considered during judging and weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

DIGITAL CRAFT	MATERIALS
Digital Craft: Interface & Navigation (UI)/User Experience (UX) Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution and outstanding user experiences across all digital platforms to drive progress in healthcare. • Criteria considered during judging will predominantly be the execution and experience.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material

DIRECT	MATERIALS
Direct Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups, prompting them to take action. It should show the idea helped to develop customer relationships, inspiring action and producing measurable results. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

ENTERTAINMENT	MATERIALS
Entertainment 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. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results. • 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. • If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. • Traditional film advertising should be entered into the Film medium.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • Private case film (pharma only) • URL

EXPERIENTIAL	MATERIALS
Experiential Work that bring brands to life through experience, action, interaction and participation. Entries should demonstrate how the creative idea turned brand strategy into distinctive participatory worlds, defining moments, environments and systems that audiences actively experience, influence or complete. • A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 25% execution; 25% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

FILM	MATERIALS
Film: Cinema, TV and Digital Film Content Creativity of the moving image. The work should demonstrate brilliant brand storytelling intended for a screen. Includes filmed content created for TV, cinema, streaming, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Work that's 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. • Each film execution constitutes one entry.	**Compulsory** • Film • Proof of Impact **Optional** • AR/VR files • URL

FILM CRAFT	MATERIALS
Film Craft: Animation/Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Direction 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. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Production Design/Art Direction 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. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voiceovers, 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. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	
Film Craft: Use of Music/Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's 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. • Each film execution constitutes one entry.	

HEALTHCARE PRODUCT INNOVATION	MATERIALS
Healthcare Product Innovation 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 meet a brand's communication needs. • A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

INDUSTRY CRAFT	MATERIALS
Industry Craft: Art Direction The overall design, direction and visual execution. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries,whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	**Compulsory** • Digital proof • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
Industry Craft: Copywriting How the copywriting brings the creative idea to life. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Illustration The creative impact of the illustration. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Photography Engagement through use of photography and creative expression. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Typography Design aesthetics and storytelling conveyed through the use of typography. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	

INTEGRATED	MATERIALS
Integrated Comprehensive, multi-channel approaches that demonstrate seamless integration across touchpoints - from digital platforms and events to peer-to-peer education and brand resources. The work should show how the integration of chosen elements or channels throughout the campaign complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose. • Criteria considered during judging will predominantly be the idea, strategy, execution and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

MOBILE	MATERIALS
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms. Includes work where a handheld or wearable environment is central to the idea and experience and enables key aspects of the execution. • Criteria considered during judging include idea, execution, platform relevance, impact and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

OUTDOOR	MATERIALS
Outdoor: Ambient Nonstandard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. This could include, but not be limited to, small-scale solutions, special build, installations, live advertising and events. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in-store posters, point of sale, signage, transit solutions, banners, etc. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Outdoor entries, each execution constitutes one entry.	**Compulsory** • Digital proof • Proof of Impact **Optional** • Digital supporting images • Physical support material • URL

PR	MATERIALS
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media have 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. • A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

PRINT & PUBLISHING	MATERIALS
Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
Print & Publishing: Standard Content intended for published printed media. This could include, but not be limited to; newspaper, magazines, medical journals and inserts. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Print entries, each execution constitutes one entry.	Compulsory • Digital proof • Proof of Impact Optional • Digital supporting images • Physical support material • URL

SOCIAL & CREATOR	MATERIALS
Social & Creator Creative social-first thinking and strategic creator or influencer marketing specifically created for healthcare solutions. The work should demonstrate how plaform-natice strategy, creator partnerships and community engagement drove cultural impact, audience connection and measurable results for a brand. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only)

USE OF HUMOUR	MATERIALS
Use of Humour Work that skilfully employs humour to break through traditional healthcare communication barriers, making complex medical information more accessible and memorable whilst maintaining trust, compliance, and sensitivity. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • URL

USE OF TECHNOLOGY	MATERIALS
Use of Technology Use of existing or new technology to execute or support a brand campaign. This could include, but not be limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology. • Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL