HATCH59

ENTRY KIT

THE
AD
CLUB
{Are You In?}

ABOUT THE HATCH AWARDS

Celebrating its 59th year, the Hatch Awards is New England's annual awards for creative branding and marketing. With award categories ranging from print to video, audio to digital, mobile, and web-based content, the Hatch Awards continue the tradition of celebrating the very best in creative excellence in the region.

HATCH AWARDS SHOW

Location: House of Blues, Boston
Date: October 24th, 2019
Time: 6pm-10pm

GUIDELINES

Call for Entries
Open: June 3rd, 2019, 12:00am EDT
Close: July 3rd, 2019, 5:00pm EDT

Who May Enter
Any brand or creator responsible for the creation of advertising, design, direct marketing and/or interactive material, such as an advertising agency, in-house agency, design studio, advertiser, publisher, broadcaster, production house, content creator or freelancer. Creator or client must be New England-based.

What May be Entered
Any advertising, design, direct, or interactive materials first published, broadcast, distributed, or posted between **May 1, 2018 and June 1, 2019**. The creative concept must have roots in New England, whether it be work from a New England-based agency or for a New England-based client.

Submissions

You may enter your work into as many applicable categories as it belongs. If it does not fit, The Hatch Committee reserves the right to re-categorize any entries. Such entries will be placed into their appropriate category as defined here in the Call for Entries. Any piece that is moved by the Committee may be done so without notification.

For all categories, entrants may include a brief video explanation and/or supporting documents in addition to other materials explaining their entry, *but it is not required*.

Entry Pricing (per entry)

$200: Non-Member Rate

$150: Ad Club Member Rate

Members of The Ad Club can access member-only pricing using the promo code ADCLUBMEMBER during check-out.

$50: Student Rate

Students must still be enrolled in school and only have worked in the creative field for no more than one year. Students may only enter in Student Classification sector. Email hatch@adclub.org to receive the promo code.

Judging

All entries are judged by a hand-picked panel of worldwide experts. Here were the 2018 Judges. The judges score all work on a numerical scale, so every category **may not** have a winner. There is One Best of Show winner and multiple Gold, Silver, Bronze and Merit winners.

Hatch Bowls

Best of Show winner will receive one engraved, glass Hatch bowl. All winners will receive two engraved Hatch bowls per winning entry. You have the opportunity to order additional Hatch Bowls at your own cost from Honor Craft. Email dosullivan@honorcraft.com to do so.

Questions?

For any questions regarding entries or tickets for The Hatch Awards show, please contact (hatch@adclub.org).

For any technical issues regarding the Iceberg Platform, please contact support@icebergapp.com

AWARD CATEGORIES

Audio:
- Podcast
- Radio Campaign
- Radio Single Entry

Branding:
- Best Use of Branded Content
- Identity System
- Logo Design
- Personal Branding

Business Communications:
- Annual Report
- Business-to-Business Campaign
- Business-to-Business Single Entry
- Company Literature
- Corporate Communications

Cause Related:
- Cause Related Marketing Campaign
- Cause Related Marketing Single Entry
- Creating a Movement
- Non-Profit Website
- Public Service Campaign
- Public Service Single Entry

Digital:
- Advertising Campaign
- Advertising Single Entry
- Rich Media Campaign
- Rich Media Single Entry

Elements of Advertising:
- Illustration & Animation
- Music
- Special Effects + Photo Editing
- Videography
- Typography

Experiential:
- Consumer Activation
- Live Event
- Other i.e. AI/AR/VR/Tech

Media Innovation:
- Innovative Use of Media Campaign
- Innovative Use of Media Single Entry
- Unconventional Format

Mobile + Social:
- App + Game
- Campaign Earned
- Campaign Paid
- Mobile Advertising Campaign
- Mobile Advertising Single Entry
- Multi-Platform Social Campaign

Multi-Platform:
- Multi-Platform Campaign

Out-of-Home:
- Out-of-Home Campaign
- Out-of-Home Single Entry

HATCH59

THE AD CLUB {Are You In?}

Print:
- Consumer Magazine Single Page or Smaller Campaign
- Consumer Magazine Single Page or Smaller Single Entry
- Consumer Magazine Spread Campaign
- Consumer Magazine Spread Single Entry
- Newspaper Campaign
- Newspaper Single Entry
- Packaging & Point-of-Purchase Campaign
- Packaging & Point-of-Purchase Single Entry
- Poster Campaign
- Poster Single Entry

Student:
- Student Campaign
- Student Single Entry

Video:
- Video Long Form Campaign
- Video Long Form Single Entry
- Video Short Form Campaign
- Video Short Form Single Entry
- TV Budget Under $50,000 Campaign
- TV Budget Under $50,000 Single Entry
- TV National Campaign
- TV National Single Entry
- TV Regional Campaign
- TV Regional Single Entry

Website:
- Product/Goods/Service/eCommerce Website
- Editorial Website
- Self Promo Website
- Social Network/Community Website

HATCH59

AWARD CLASSIFICATIONS
& CATEGORIES DEFINITIONS

Audio: Podcast

A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

Accepted Media:
- Audio: .MP3 PLUS the script

Audio: Radio Campaign

Commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted)

Accepted Media:
- Audio: .MP3 PLUS the script

Audio: Radio Single Entry

Individual commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted)

Accepted Media:
- Audio: .MP3 PLUS the script

Branding: Best Use of Branded Content

Creative executions that fuse advertising and editorial content as a way to communicate a brand's message or values to its target audience. Branded Content can have appeared in any media form. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Branding: Identity System

At least three, but no more than five, samples of the logo execution, such as letterhead, envelope, business card, animation, flash execution, out of home, etc. for any company, including non-profit organizations.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

HATCH59

THE
AD
CLUB
{Are You In?}

Branding: Logo Design

Logo designed for any company or brand.

Accepted Media:
- Print: PDF or JPEG

Branding: Personal Branding

At least one, but no more than five, self-promotion creative executions in any media for an individual or freelance professional. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Business Communications: Annual Report

Print or digital annual report for a company, including non-profit organizations.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Business Communications: Business to Business Campaign

At least three, but no more than five, creative messages designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, jobbers, advertising agencies, etc. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Business Communications: Business to Business Single Entry

Creative messaging designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, jobbers, advertising agencies, etc. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Business Communications: Business Company Literature

At least one, but no more than five print or digital brochures, sales kit, catalogs or materials for any audience or company.

Accepted Media:
- Print: PDF or JPEG
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Business Communications: Corporate Communications

At least one, but no more than five, creative executions developed for managing and orchestrating all internal and external communications aimed at promoting or reaching a goal for the company.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Cause Related: Cause Related Marketing Campaign

At least three, but no more than five best use of crowdsourcing tactics to creatively produce content that mobilizes people behind a shared purpose and makes a change in thought or behavior to benefit a product or campaign. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Cause Related: Cause Related Marketing Single Entry

Best use of crowdsourcing tactics to creatively produce content that mobilizes people behind a shared purpose and makes a change in thought or behavior to benefit a product or campaign. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Cause Related: Creating a Movement

At least three, but no more than five, pieces of marketing created on behalf of a brand for a greater cause.
[All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Optional Supporting Materials:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Cause Related: Non-Profit Website

A website created for a non-profit cause or NGO, including public service and educational advertising.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Cause Related: Public Service Campaign

At least three, but no more than five, creative executions produced for a non-profit organization for the purpose of the public good. Public Service does not attempt to sell product or promote a corporate image.
[All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Cause Related: Public Service Single Entry

Any creative execution produced for a non-profit organization for the purpose of the public good.
Public Service does not attempt to sell a product or promote a corporate image. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Digital: Advertising Campaign

At least three, but no more than five, digital ads of any size, designed for web.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Digital: Advertising Single Entry

Digital ad of any size, designed for web.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Digital: Rich Media Campaign

At least three, but no more than five, rich media banners, interstitials and superstitials, any size media unit, that use rich media (Flash, rollover/click-to-expand technologies, video, etc.) to encourage interaction.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Digital: Rich Media Single Entry

Rich media banners, interstitials and superstitials, any size media unit, that use rich media (Flash, rollover/click-to-expand technologies, video, etc.) to encourage interaction.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Elements of Advertising: Illustration & Animation

Entries in any media type featuring outstanding executions of Illustration or Animation as a key component to the creative.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Elements of Advertising: Music

Entries featuring outstanding use of original or positioned Music as a key component to the creative.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Elements of Advertising: Special Effects & Photo Editing

Entries in any media type featuring outstanding executions of Special Effects or Photo Editing as a key component to the creative.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Elements of Advertising: Videography

Entries featuring outstanding Videography as a key component to the creative.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Elements of Advertising: Typography

Any design for brand & communication, packaging, print/ publishing, outdoor work.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Experiential: Consumer Activation

Creative activations that target a physical interaction or engagement between a brand and its target audience (the consumer), with the goal of eliciting an emotion, action, or response. Entries in this category could include guerilla, mobile, pop-up, sports, and entertainment activations. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Experiential: Live Event

Live events that create engagement between a brand and its target audience (the consumer). The goal of the engagement is to elicit an emotion, action, or response from the target audience. Entries in this category would include events such as conferences, product launches, and special events. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

HATCH59

THE AD CLUB {Are You In?}

Experiential: Other i.e. AI/AR/VR/Tech

Any physical environment, space, or experience that connects the brand with the consumer that does not categorize as a Live Event or Consumer Activation. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Media Innovation: Innovative Use of Media Campaign

At least three, but no more than five pieces that use media vehicles in a new or exciting way to execute their message. In this category the medium is very much part of the creative. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Media Innovation: Innovative Use of Media Single Entry

A single piece that uses a media vehicle in a new or exciting way to execute its message. In this category the medium is very much part of the creative. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Media Innovation: Unconventional Format

This category is specifically designed for "big idea" branding projects and formats that don't necessarily fit into other categories. Entries in this category must be larger brand ideas that go beyond traditional advertising (i.e., something that will take the judges by surprise). [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Mobile/Social: App + Game

At least one, but no more than five, interactive apps developed specifically for mobile media across the same creative campaign. Including mobile, desktop, social and widget apps. Games created with the purpose of promoting a brand.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
  - Print: PDF or JPEG
  - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Mobile/Social: Campaign Earned

Social media programs that did not receive paid placement or a budget, and received only organic reach. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
Optional Supporting Materials:
  - Print: PDF or JPEG
  - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Mobile/Social: Campaign Paid

Paid social media advertising, which received paid placements or boosts. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
  Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Mobile/Social: Influencer Campaign

At least three, but no more than five social initiatives or executions that utilize a celebrity, social ambassador, or social influencer in order to engage.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
  Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Mobile/Social: Mobile Advertising Campaign

At least three, but no more than five, mobile first creative executions developed.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
  Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Mobile/Social: Mobile Advertising Single Entry

Mobile First creative execution developed.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
  Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Mobile/Social: Multi-Social Platform Campaign

Social media campaigns that span multiple social platforms, and are comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
  Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Multi-Platform: Multi-Platform Campaign

Campaigns involving multiple formats (i.e. print, television, interactive, viral, video, social, radio, etc.) that fall under a singular, cohesive brand message promoting any one company, product, or service, including public service. Submissions must be a cohesive integrated idea across various formats. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs
  Optional Supporting Materials:
    - Print: PDF or JPEG
    - Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Out of Home: Out of Home Campaign

At least three, but no more than five, pieces of printed or digital outdoors and transit posters, billboards, 2-sheets, car cards, TDI posters, bumper stickers or advertising posters.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Out of Home: Out of Home Single Entry

Printed or digital outdoor and transit posters, individual billboard, 2-sheets, car cards, TDI posters, bumper stickers or advertising posters.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Print: Consumer Magazine Single Page or Smaller Campaign

At least three, but no more than five, single magazine ads, in any size, appearing in general consumer magazines.

Accepted Media:
- Print: PDF or JPEG

Print: Consumer Magazine Single Page or Smaller Single Entry

Single magazine ads, any size, appearing in general consumer magazines.

Accepted Media:
- Print: PDF or JPEG

Print: Consumer Magazine Spread Campaign

At least three, but no more than five, magazine ads, spread size, appearing in general consumer magazines. (Continuous-page advertisements are to be submitted in this category if the advertiser is identified on only one portion of the ad.)

Accepted Media:
- Print: PDF or JPEG

Print: Consumer Magazine Spread Single Entry

Single magazine ads, spread size, appearing in general consumer magazines. (Continuous-page advertisements are to be submitted in this category if the advertiser is identified on only one portion of the ad.)

Accepted Media:
- Print: PDF or JPEG

Print: Newspaper Campaign

At least three, but no more than five, single newspaper ads, any size. (Ads from Sunday supplements are to be entered in the Consumer Magazines category.)

Accepted Media:
- Print: PDF or JPEG

Print: Newspaper Single Entry

Single newspaper ads, any size. (Ads from Sunday supplements are to be entered in the Consumer Magazines category.)

Accepted Media:
- Print: PDF or JPEG

Print: Packaging & Point of Purchase Campaign

At least three, but no more than five, creative executions designed to stimulate on-site purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional or freestanding displays for any audience.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Print: Packaging & Point of Purchase Single Entry

Physical creative messaging designed to stimulate on-site purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional, digital, or freestanding displays for any audience.

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Print: Poster Campaign

At least three, but no more than five, posters with a creatively related concept.

Accepted Media:
- Print: PDF or JPEG

Print: Poster Single Entry

Individual poster with a creatively related concept.

Accepted Media:
- Print: PDF or JPEG

Student: Student Campaign

At least three, but no more than five, entries of work in any media. All work submitted in these categories must be speculative. All students still enrolled in college are eligible. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Entrants in this category cannot have worked in the creative field for more than 1 year. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Student: Student Single Entry

Single entry of work in any media. All work submitted in these categories must be speculative. All students still enrolled in college are eligible. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Entrants in this category cannot have worked in the creative field for more than 1 year. [All Media]

Accepted Media:
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Video: TV Budget Under $50,000 Campaign

At least three, but no more than five, individual commercials promoting any product or service, where the client's production budget was under $50,000.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: TV Budget Under $50,000 Single Entry

Individual commercials promoting any product or service, where the client's production budget was under $50,000.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: TV National Campaign

At least three, but no more than five, individual commercials promoting any product or service. TV that runs in a national spot market is considered national TV.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: TV National Single Entry

Individual commercials promoting any product or service, either corporate or retail. TV that runs in a national spot market is considered national TV.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: TV Regional Campaign

At least three, but no more than five, individual commercials promoting any regional product or service, that are produced and aired solely for regional promotion (note: this does not include regional tagging on otherwise national spots).

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: TV Regional Single Entry

Individual commercials promoting any regional product or service that are produced and aired solely for regional promotion (note: this does not include regional tagging on otherwise national spots).

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: Video Long Form Campaign

A campaign comprised of at least three, but no more than five, videos each 1 minute in length or longer, produced exclusively for digital media.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: Video Long Form Single Entry

Video 1 minute in length or longer produced exclusively for digital media.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: Video Short Form Campaign

A campaign comprised of at least three, but no more than five, videos each under 1 minute in length, produced exclusively for digital media.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Video: Video Short Form Single Entry

Video under 1 minute in length produced exclusively for digital media.

Accepted Media:
- Video: .MOV or .MPG (no slates) PLUS the script, and six stills

Website: Product/Goods/Service/eCommerce Website

A website created for the primary purpose of explaining and selling products and/or services. Tangible or virtual products or services including electronics, cars, clothing, footwear, equipment, applications, games and/or software. Site must include the ability to purchase the product and/or service.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Website: Editorial Website

A website or blog created to distribute a non-tangible product including news, advice, opinions, reviews and/or independent editorial.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Website: Self Promo Website

A website created by an agency, individual or group for the purposes of promoting themselves.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

Website: Social Network/Community Website

A website created to bring together a group of people to engage in dialog and/or collaborative experiences.

Accepted Media:
- Interactive: URL PLUS login information for password protected sites, and six screen grabs

HATCH59

THE AD CLUB {Are You In?}