



CALL FOR ENTRIES

(ENTRY DEADLINE: FRIDAY 8TH SEPTEMBER 2017)

SPONSORED BY:



The Cream Awards recognise and reward the great creativity in advertising, design and digital from the Midlands, South West & Wales.

Each year sees the best homegrown agencies, in house teams and brands compete for a gold, silver or bronze accolade, awarded by our prestigious judging panel.

WHO CAN ENTER?

Anyone producing great creative work provided your postcode is one of the following;

South West & Wales:

BA, BH, BS, CF, DT, EX, GL, HR, LL, LD, NP, PL, PO, RG, SA, SN, SO, SP, SY, TA, TR, TQ, GY, JE

Midlands & the East:

AL, B, CB, CV, DE, DY, HP, IP, LE, LN, LU, MK, NG, NN, NR, PE, OX, SG, ST, TF, WR, WS, WV

Including: Advertising Agencies, Design Consultancies, Digital Agencies, Direct Mail Companies, Production Companies, Marketing Agencies, PR Consultancies, In-house Creative Teams, In-house Marketing Teams, Media Buying Agencies etc.

WHAT IS ELIGIBLE?

Material entered must have been published, displayed, broadcast or mailed between 31 August 2016 and 8 September 2017.

Work that was previously submitted into the awards is not eligible.

WHY ENTER?

- Gain positive PR
- Stand out from competitors
- Make your brand/agency famous
- Personal and staff development

- Be seen as 'award winning'
- Highlight to customers and clients that they are associated with the best
- To win a coveted Cream Award

JUDGES

The Cream Awards will be judged by a stellar panel of creatives from the advertising, design and digital world. Past years have seen the participation of agencies like BBH, Leo Burnett, M&C Saatchi and Ogilvy.

Judges will be announced soon.

Visit www.creamawards.com/judges for updates.

WHAT ARE THE JUDGES LOOKING FOR?

The panel will be looking for a combination of great craft, design and execution.

They will be impressed by concepts that make them smile, does a job and that makes them think 'God, I wish I'd have thought of that.'

ENTRY FEES

First entry: £99 + VAT

Additional entry: £90 + VAT

You may enter as many categories as you like but each must be treated as a separate entry and payment made for each. Members of The Drum Network receive a 10% discount off the entry fee.

ENTRY DEADLINE

Entries will close at 5pm on **Friday 8 September**.



Finalists announced: **Friday 20 October**

For more information please contact:

PEPE TERRY

+44 (0) 141 559 6078

pepe.terry@thedrum.com

Deadline for entries: **Friday 8 September 2017**

Enter at: **www.creamawards.co.uk**

@CreamAwards

#CreamAwards

Awards ceremony: **Wednesday 22 November**

CATEGORIES

Overall

(Not directly entered- Selected from the overall entries)

1. The Grand Prix
2. The Chairman's Award

Craft/Design

3. Art Direction
4. Best Use of Illustration
5. Best Use of Photography
6. Best Use of Typography
7. Copywriting

Design

8. Annual Report
9. Corporate / Promotional Literature
10. Environmental/3D Design (Including Exhibitions)
11. Identity Design
12. Packaging
13. Poster
14. Publications

Digital

15. App / Game
16. Moving Image (Including Animation)
17. Online Advert or Campaign - **see rule 1**
18. Online Video/ Film/ Viral Advert - **see rule 2**
19. Website

Misc

20. Charity Advert
21. Direct Mail
22. Integrated Campaign - **see rule 1**
23. Item of Self Promotion
24. Low Budget - **see rule 3**

Outdoor

25. 48 or 96 Sheet Poster
26. 6, 4 or Smaller Sheet Poster
27. Outdoor Campaign - **see rule 1**

Press

28. Business to Business
29. Consumer
30. Press Campaign - **see rule 1**
31. Recruitment

Radio

32. Radio Campaign - **see rule 1**
33. Radio Commercial

TV/Cinema

34. TV/CINEMA: Advert - **see rule 2**
35. TV/CINEMA: Campaign - **see rule 1**
36. TV/CINEMA: Low Budget Advert (Less than 20k) - **see rule 2**

CATEGORY RULES

1. A campaign is made up of three or more entries except a television campaign which is made up of two entries.
2. This category will only accept single entries, not campaigns as a whole. If you wish to enter multiple adverts into these category, they must be treated and paid for as individual entries.
3. Maximum spend of £3000



For more information please contact:
PEPE TERRY
+44 (0) 141 559 6078
pepe.terry@thedrum.com

Deadline for entries: **Friday 8 September 2017**
Enter at: **www.creamawards.co.uk**
@CreamAwards
#CreamAwards

Finalists announced: **Friday 20 October**

Awards ceremony: **Wednesday 22 November**

HOW TO ENTER

- Register or log in to www.creamawards.co.uk
- The website is now on our new multiplatform so if you have previously registered for these awards, you will need to do so again.
- Decide what categories you are going to enter. You may enter as many categories as you like but each must be treated as a separate entry and payment made for each.
- To add an entry, go to the dashboard in the menu at the top of the page and choose 'Add an Entry' from the drop down.
- You will be asked to provide a summary, please add a short description of no more than 60 words as an overview of the project. In the event your entry is nominated this text will be used on the website to give insight into the project.
- You are also able to acknowledge another agency if the work has been jointly created.
- You will also need to use the entry report section to write some additional text on your entry. Please see submission formats for category requirements.

Please note: This text is used to offer the judges additional context into your work, it WILL NOT be included in the scoring process. Please upload as a PDF document only.

- Upload hi-res images of your work and any supporting YouTube or Vimeo video URLs - you will also have to send in mounted artwork etc for judging via post for some categories.
Please note: Images and videos supplied will go live on our website and will be used in any ongoing communications in the event of a nomination.
- At least one image must be uploaded (file limit 10MB. Accept jpg, gif or png files). The first image will be used in listings of entries and during the show if nominated.
- Once you have uploaded all of your entries, go to the dashboard in the menu at the top of the page, chose 'My Entries' from the drop down, add all to your basket and proceed with payment from there.
- Once payment is processed you will be sent a confirmation email and a receipt will be posted out to you.
- If you would like to make any changes to your entry, please do so before you submit as changes cannot be made after this stage.
- All entries must be made by the deadline on **8 September 2017.**
- All entries received after the initial deadline will be subject to a 10% late fee.
- Entries and payment should be made online and hard copies posted in for judging. Please only send your physical entries once you have completed the online submission.

If you have any questions please contact **Pepe Terry** on **0141 559 6078** or via email pepe.terry@thedrum.com



Finalists announced: **Friday 20 October**

For more information please contact:
PEPE TERRY
+44 (0) 141 559 6078
pepe.terry@thedrum.com

Deadline for entries: **Friday 8 September 2017**
Enter at: www.creamawards.co.uk
@CreamAwards
#CreamAwards

Awards ceremony: **Wednesday 22 November**

SUBMISSION FORMATS

Once you have submitted and paid online please prepare and post physical entries for judging to:

Pepe Terry

The Cream Awards
The Drum, 4th floor Mercat Building
26 Gallowgate
Glasgow
G1 5AB

IMPORTANT: All posted entries MUST include an individual entry form, loosely attached (do not glue) to the back of each physical submission. You will find this entry form at the back of this document.

Please note: these must be received by the deadline.

PRESS/ OUTDOOR/ DESIGN / CRAFT

Please submit mounted artwork OR physical products.

Mounted artwork: Maximum board size A2 – maximum 2 boards.

Physical products: Please send in any physical products for judging such as packaging, books etc.

Please note: Products will not be returned.

RADIO

Upload your file to Sound Cloud (if you haven't done so already) and copy the embedded code into the box provided.

Please upload your script as a pdf in the 'entry report section'.

TV/CINEMA / DIGITAL

Mounted artwork is not required.

Upload the YouTube embedded code on the website with your entry plus 3 screen grabs/stills.



Finalists announced: **Friday 20 October**

For more information please contact:

PEPE TERRY

+44 (0) 141 559 6078

pepe.terry@thedrum.com

Deadline for entries: **Friday 8 September 2017**

Enter at: **www.creamawards.co.uk**

@CreamAwards

#CreamAwards

Awards ceremony: **Wednesday 22 November**

ENTRY RULES

- The awards are open to any individual or organisation (unless otherwise stated) based in the following postcode areas:

South West & Wales:
BA, BH, BS, CF, DT, EX, GL, HR, LL, LD, NP, PL, PO, RG, SA, SN, SO, SP, SY, TA, TR, TQ, GY, JE

Midlands & the East:
AL, B, CB, CV, DE, DY, HP, IP, LE, LN, LU, MK, NG, NN, NR, PE, OX, SG, ST, TF, WR, WS, WV
- Material entered must have been published, displayed, broadcast or mailed between 31 August 2016 and 8 September 2017. Work entered into previous Cream Awards will NOT be eligible.
- The organisers reserve the right to verify that all entries have been commercially produced for a commercial client. Proof of publication or transmission may be requested.
- All advertising entries submitted should conform to the British Codes of Advertising and Sales Promotion. Any entry that has a complaint upheld against it by the Advertising Standards Authority will be disqualified.
- The organisers reserve the right to retain entries for subsequent publication/exhibition in connection with the awards.
- Whilst every care will be taken in the storage of entries, the organisers will not accept responsibility for loss or damage of entries.
- Unfortunately, we cannot return entries.
- The judges reserve the right to re-allocate entries that in their view are incorrectly entered into the wrong category.
- The judges' decision is final.
- Due to the number of entries received, no feedback can be given.
- Work entered into more than one category must be treated as a completely separate entry and payment should be made for each.
- A campaign is made up of three or more entries except a television campaign, which is made up of 2 entries.
- Best item of self-promotion is work created for the submitting agency by the submitting agency.
- Each entry must be accompanied by a separate individual entry form. As the judging is anonymous, please ensure that the forms are attached loosely to the back of entries.
- All entries must be supplied in the specified format.
- Only entries received with the correct payment will be considered by the judges.
- If any entry is found to be contravening the rules - either during the judging or after the presentation - the submitting company will be disqualified. In this instance, any awards given must be returned.
- Entry fees will be non-refundable.
- You may enter one advert into the outdoor, press & broadcast categories except when entering into a campaign category. If you wish to enter more than one, separate payment must be made for each.
- Entries must be received by **5pm on 8 September 2017**. Entries received after this time will be subject to a 10% late fee.
- All entries must be entered online and paid for. Supporting boards for entries in all categories (except Digital) should be posted to:

Pepe Terry

The Cream Awards
The Drum, 4th floor Mercat Building
26 Gallowgate
Glasgow
G1 5AB



For more information please contact:
PEPE TERRY
+44 (0) 141 559 6078
pepe.terry@thedrum.com

Deadline for entries: **Friday 8 September 2017**
Enter at: **www.creamawards.co.uk**
@CreamAwards
#CreamAwards

Finalists announced: **Friday 20 October**

Awards ceremony: **Wednesday 22 November**

ENTRY FORM

Please print and attached loosely to each individual entry.
Please note: details on this form will be used when crediting work in any subsequent publication(s).

To be completed for each piece of work entered (photocopies are acceptable) and attached to your posted artwork (do not glue).

* Submitting Company:

*Client:

* Category Number:

*Category Name:

*Title of Entry:

**These sections must be completed*

Please ensure all spelling is correct.

The Cream Awards are organised by The Drum which are publications of Carnyx Group Ltd

All rights reserved. No part of this publication (other than entry forms) may be reproduced in whole or in part or stored in retrieval systems or transmitted electronically, mechanically or by photocopying or any other means without the permission of Carnyx Group Ltd.



For more information please contact:
PEPE TERRY
+44 (0) 141 559 6078
pepe.terry@thedrum.com

Deadline for entries: **Friday 8 September 2017**
Enter at: **www.creamawards.co.uk**
@CreamAwards
#CreamAwards

Finalists announced: **Friday 20 October**

Awards ceremony: **Wednesday 22 November**