



2010 LOTUS AWARDS ENTRY INFORMATION

These are the entry details you need for the 2010 Lotus Awards.

Remember, the submission deadline is:

4pm on Friday, August 13, 2010.

LATE ENTRIES WILL NOT BE ACCEPTED.

NO EXTENSIONS WILL BE AWARDED THIS YEAR.

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NEW FOR 2010

NEW CATEGORIES

Based on industry feedback, we have adjusted some of the categories.

Added:

Best in Mobile Marketing
Best use of Social Media Channel
Best use of Social Media Multi Channel

Streamlined or Adjusted:

Best Logomark/wordmark/Identity *(formerly Best Logomark)*
Best Annual Report/Brochure/Catalogue *(formerly Best Annual Report & Best Brochure or Catalogue)*
Best Other Interactive Digital *(formerly Best Other Interactive Digital & New Media)*
Best Newspaper or Magazine Single *(formerly Best Newspaper Single & Best Magazine Single)*
Best Newspaper or Magazine Campaign *(formerly Best Newspaper Campaign & Best Magazine Campaign)*
Best Public Service Print or Out of Home Single *(formerly Best Public Service Print Single)*
Best Public Service Website or Microsite Campaign *(formerly Best Public Service Website or Microsite)*
Best Poster or Design Miscellaneous *(formerly Best Design Poster & Best design Miscellaneous)*
Best Website or Microsite *(formerly Best Website & Best Microsite)*

Clarified:

Broadcast Design, Motion Graphics, Film or Gaming Title Single or Campaign *(now under Broadcast Category)*
Outdoor Category header has been renamed to Out of Home
P.O.P & Other category header has been renamed to Other
Best Non-Traditional/Guerrilla has been moved to Out of Home
Best P.O.P Single or Campaign has been moved to Out of Home
Best Public Service TV Single has been moved to Broadcast
Best Public Service Radio Single has been moved to Broadcast
Best Public Service Print or Out of Home Single has been moved to Out of Home
Best Public Service website or Microsite Campaign has been moved to Interactive
Best Public Service Non-traditional/Guerilla has been moved to Out of Home
Best Public Service Multimedia Campaign has been moved to Other

Retired:

Public Service Category *(these items have been moved to their respective media categories)*
Best Media Use

PUBLIC SERVICE RULE

As was the case in 2009, all Public Service advertising, regardless of whether or not the agency creative and media placement were paid, must be entered in these categories, and do not qualify in any others. Furthermore, once you deem a client Public Service, all entries for that client are eligible only in the Public Service categories. The exceptions are Best Sound Design, Best Original Music and Best Photography. Public Service includes all advertising which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of Public Service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

ABOUT THE LOTUS AWARDS

The Lotus Awards are presented annually by the Advertising Agency Association of British Columbia.

A donation will be made to the West Coast Chapter of the National Advertising Benevolent Society (NABS) from the net proceeds.

A jury of top creative talent from around the world will judge hundreds of entries in 43 categories.

HOW TO ENTER ONLINE AND SUBMIT YOUR WORK

Here are the 7 easy steps:

1. Register online: lotusawards.com
2. Complete the online entry form. Please ensure you upload the correct file type.
THERE WILL BE NO PHYSICAL SUBMISSIONS ACCEPTED WITH THE EXCEPTION OF PACKAGING AND DIRECT MAIL.
3. For physical submissions, attach the unique code generated for each entry as instructed and upload any required digital files. For online submissions, upload the files in the specified format.
4. Upload the digital files, or up to four in situ photos or screen grabs of each entry (as required), including additional documentation with each entry as instructed.
5. Complete payment process. You will be required to pay for all submission per session online. You will have the capability to edit the submissions after payment.
6. Print off and place all entry and payment forms in a flat envelope to send with your physical entries.
7. Courier physical submissions before 4:00 pm on Friday, August 13 to:

Lotus Entry Committee

Smak

203 - 825 Granville Street

Vancouver, BC

V6Z 1K9

General Inquiries: info@lotusawards.com

Technical Support: tech@lotusawards.com

CATEGORIES & ENTRY INSTRUCTIONS

Once you've registered online you'll be able to save entries in progress, check your running total, print off entry forms with a unique code, and upload work.

Note: there is no need to attach the entry form to the physical entries; only the unique code must be attached. The unique code should NOT be printed on a company sticker or label.

Please read carefully and ensure that entries are prepared according to the specifications outlined below

DESIGN

1. **Best Logomark/ Wordmark/ Identity**
Preparation: Please upload a minimum of one and a maximum of four photos (300 dpi JPEG, max. 8.5" x 11").
2. **Best Stationery System**
Must include business card, letterhead and envelope, and may include two additional items to make five pieces maximum in total.
Preparation: Please upload a minimum of one and a maximum of four photos (300 dpi JPEG, max. 8.5" x 11").
3. **Best Complete Identity Program**
Must include a minimum of five and a maximum of ten applications of a logo and identity system, e.g., stationery, signage, point-of-sale, print collateral, packaging, livery, wearables, standards manual, etc. Preparation: Please upload a minimum of one and a maximum of four photos for each component of the program (300 dpi JPEG, max. 8.5" x 11").
4. **Best Annual Report/ Brochure or Catalogue**
Preparation: Please upload a minimum of one and a maximum of four photos (300 dpi JPEG, max. 8.5" x 11").
5. **Best Packaging**
Includes beverages, products, CDs, etc.
Preparation: Please submit ONE physical entry for judging and upload a minimum of one and a maximum of four photos (300 dpi JPEG, max. 8.5" x 11"). Physical submissions may include actual packaging, with unique code attached to the back.
6. **Best Poster or Design Miscellaneous**
Includes any posters for events, services or goods that are displayed without bought media or book design, product design, wearables, merchandise, single business cards, stamps or anything that does not fit into other categories.
Preparation: Please upload one digital image and up to four in situ photos (300 dpi JPEG, max. 8.5" x 11").
No physical submissions required.

INTERACTIVE

7. **Social Media Single Platform**
Best creative use of a single social media platform. Includes Twitter or Facebook or Foursquare etc.
8. **Social Media Multi-platform campaign**
Best creative use of an integrated social media campaign over multiple social media platforms.
9. **Mobile**
Best use of a mobile application or game, sms campaign, text-to-screen or mobile website.
10. **Best Website & Microsite**
Preparation: Please submit ONE URL for judging and upload a minimum of one and a maximum of four screen grabs (72 dpi JPEG, max. 8.5" x 11"). Entries must be live, or accessible by password if site is no longer public, to ensure fair judging. Please provide exact URL (and password if required) on the online entry form.
11. **Best Online Advertising Single (primarily banners)**
Preparation: See 10, above.
12. **Best Online Advertising Campaign (primarily banners)**
Preparation: Please submit a campaign of THREE URLs for judging and upload a minimum of one and a maximum of four screen grabs (72 dpi JPEG, max. 8.5" x 11") of each piece. Entries must be live, or accessible by password if site is no longer public, to ensure fair judging. Please provide exact URL (and password if required) on the online entry form.
13. **Best Other Interactive Digital**
Includes: Online branded content, show or viral film; branded online or offline game; email marketing single or campaign.
Preparation: See 10, above.
For email marketing single or campaign only: Please upload ONE (single) or THREE (campaign) digital images (72 dpi JPEG, max. 800 pixels in height) for judging and upload up to four screen grabs (72 dpi JPEG, max. 8.5" x 11") of each piece.
14. **Best Public Service Website or Microsite**
Preparation: Please submit ONE URL for judging and upload a minimum of one and a maximum of four screen grabs (72 dpi JPEG, max. 8.5" x 11"). Entries must be live, or accessible by password if site is no longer public, to ensure fair judging. Please provide exact URL (and password if required) on the online entry form.

PRINT

15. **Best Newspaper or Magazine Single**
Preparation: Please upload a digital image (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs).
16. **Best Newspaper or Magazine Campaign**
Preparation: Please upload a digital image (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs) of each piece.
17. **Best B2B/Trade Single or Campaign**
Preparation: Please upload ONE (single) or THREE (campaign) digital image(s) (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs) of each piece.
NB: Work entered in the B2B/Trade category cannot be entered in the Best Newspaper or Magazine Single category and vice versa.
18. **Best Print, Outdoor or Out of Home Single or Campaign – Media Spend Under \$10K**
Preparation: Please upload ONE (single) or THREE (campaign) digital image(s) (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs) of each piece.
19. **Best Public Service Print Single**
Preparation: Please upload a digital image (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs).

BROADCAST

20. **Broadcast Design, Motion Graphics, Film or Game Title Single or Campaign**
Preparation: See applicable instructions for Interactive and Broadcast.
21. **Best Television or Cinema (:30 or less) Single**
Preparation: Please upload two separate files per TV spot (.m2v and .aif/.aiff) and upload a minimum of one and a maximum of four screen grabs (72 dpi JPEG, max. 8.5" x 11"). Please also upload a word.doc script.
Remember: Upload both file types. HD is preferred. If submitted as SD the entry will be shown letterboxed in the event that the ad is a winner
File 1: .m2v
File 2: .aif/.aiff
Video file extension: .m2v
Type: MPEG-2 video elementary stream
Aspect ratio: 4:3 (standard definition—use native aspect for HD)
Width: 640 x 480 (standard definition—use native size for HD)
Frame rate: 29.97
Data rate: 8 (Mbps) (standard definition) or 15 (Mbps) (HD)
Audio format: 48kHz, 16-bit AIFF stereo audio (L R)
22. **Best Television or Cinema (:30 or less) Campaign**
Preparation: See 21, above.
23. **Best Television or Cinema (over :30) Single**
Preparation: See 21, above.
24. **Best Television or Cinema (over :30) Campaign**
Preparation: See 21, above.
25. **Best Low Budget Television Single or Campaign**
Single television commercial produced with a budget of under \$25K and/or a television campaign produced under \$50K for total production budget.
Preparation: See 21, above.
26. **Best Radio Single**
Preparation: Please upload one .mp3 file per spot. Please also upload a word.doc script.
27. **Best Radio Campaign**
Preparation: See 26, above.
28. **Best Public Service TV Single**
Preparation: Please upload two separate files per TV spot (.m2v and .aif/.aiff) and upload a minimum of one and a maximum of four screen grabs (72 dpi JPEG, max. 8.5" x 11"). Please also upload a word.doc script.
Remember: Upload both file types. HD is preferred. If submitted as SD the entry will be shown letterboxed in the event that the ad is a winner.
File 1: .m2v
File 2: .aif/.aiff
Video file extension: .m2v
Type: MPEG-2 video elementary stream
Aspect ratio: 4:3 (standard definition—use native aspect for HD)
Width: 640 x 480 (standard definition—use native size for HD)
Frame rate: 29.97
Data rate: 8 (Mbps) (standard definition) or 15 (Mbps) (HD)
Audio format: 48kHz, 16-bit AIFF stereo audio (L R)
29. **Best Public Service Radio Single**
Preparation: Please upload one .mp3 file per spot. Please also upload a word.doc script.
30. **Best Sound Design (Television or Radio)**
Preparation: See 21 (Television) or 26 (Radio), above.
31. **Best Original Music (Television or Radio)**
Preparation: See 21 (Television) or 26 (Radio), above.

OUT OF HOME

32. Best P.O.P. Single or Campaign

Preparation: Please upload ONE (single) or THREE (campaign) digital image(s) (300 dpi JPEG, max. 8.5" x 11") of each piece.

33. Best Outdoor Single

All large formats, including billboards, superboards, posters, backlit posters, transit shelters, all exterior bus signs, exterior murals and parking lot posters.

Preparation: Please upload ONE digital image (300 dpi JPEG, max. 800 pixels in height, with no crop marks or slugs) for judging and upload up to four in situ photos (300 dpi JPEG, max. 8.5" x 11").

34. Best Outdoor Campaign

All large formats, including billboards, superboards, posters, backlit posters, transit shelters, all exterior bus signs, exterior murals and parking lot posters.

Preparation: Please upload THREE digital images (300 dpi JPEG, max. 800 pixels in height, with no crop marks or slugs) for judging and upload up to four in situ photos (300 dpi JPEG, max. 8.5" x 11") of each piece.

35. Best Out of Home Single

Includes interior transit, mall posters, restaurant/bar/campus advertising, and wild postings.

Preparation: Please upload ONE digital image (300 dpi JPEG, max. 800 pixels in height, with no crop marks or slugs) for judging and upload up to four in situ photos (300 dpi JPEG, max. 8.5" x 11").

36. Best Out of Home Campaign

Includes interior transit, mall posters, restaurant/bar/campus advertising, and wild postings.

Preparation: Please upload THREE digital images (300 dpi JPEG, max. 800 pixels in height, with no crop marks or slugs) for judging and upload up to four in situ photos (300 dpi JPEG, max. 8.5" x 11") of each piece.

37. Best Non-Traditional/Guerilla

Preparation: If your entry includes printed elements, please upload a minimum of one and maximum of four digital images (300 dpi JPEG, max. 800 pixels in height, with no crop marks or slugs) for judging. Submit a two-minute video that encompasses all elements of the entry. See instructions for Interactive and Broadcast for further video submission details (including screen grabs).

38. Best Public Service Non-traditional/Guerilla

Preparation: If your entry includes printed elements, please upload a minimum of one and maximum of four digital images (300 dpi JPEG, max. 800 pixels in height, with no crop marks or slugs) for judging. Submit a two-minute video that encompasses all elements of the entry. See instructions for Interactive and Broadcast for further video submission details (including screen grabs).

OTHER

39. Best Direct Mail Single or Campaign

Preparation: Please upload a minimum of one and a maximum of four photos (300 dpi JPEG, max. 8.5" x 11") of each piece. Optionally you may also submit ONE (single) or THREE (campaign) physical entries.

40. Best Photography

Preparation: Please upload a digital file of the entry in its ad, poster or other environment showing how it appeared in public, as well as an a digital file of the original photo (300 dpi JPEGs, max. 8.5" x 11" standard trim size, with no crop marks or slugs)

41. Best Self-promotion

Includes any item created by a firm for the purposes of self-promotion.

Preparation: See applicable instructions elsewhere. No physical submission required.

42. Best Multimedia Campaign

A minimum of three and maximum of six different types of media and up to ten pieces are permitted.

Preparation: Upload a minimum of three and a maximum of ten digital images/in situ photos (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs). Additionally you can submit a two-minute video that encompasses all elements of the campaign. See instructions for Interactive and Broadcast for further video submission details (including screen grabs).

43. Best Public Service Multimedia Campaign

Preparation: A minimum of three and maximum of six different types of media and up to ten pieces are permitted.

Preparation: Upload a minimum of three and a maximum of ten digital images/in situ photos (300 dpi JPEG, max. 8.5" x 11" standard trim size, with no crop marks or slugs). Additionally you can submit a two-minute video that encompasses all elements of the campaign. See instructions for Interactive and Broadcast for further video submission details (including screen grabs).

BEST OF SHOW

Not entered as a category. It may or may not be awarded, at the discretion of the judges, from all eligible entries in all categories.

ENTRY REQUIREMENTS

The 2010 Lotus Awards are open to any company or individual located in British Columbia, Canada engaged in creating and/or producing advertising. Submissions must have been published, distributed or broadcast in their original form for the first time between August 1, 2009 and August 13, 2010 in British Columbia, Canada.

All entries must be submitted as they actually aired or ran. A short description of the brand or product is allowed within the entry form. However, no descriptive copy, with the exception of the Logomark and Media Use categories, should be added to explain and/or sell an idea to the judges. The Lotus Award Committee may disqualify any entries that violate these provisions.

ENTRY DISCLAIMER

All entries become the property of the Lotus Awards and cannot be returned. Entrants agree to have their work shown at the Lotus Awards show, at any pre-awards show, in the book, and potentially on a news program or in a print publication. Entries and credits may be used in the marketing of the Lotus Awards.

FEES

Single entry

\$110.00 for AAABC members

\$130.00 for non-members

Campaign entry

\$130.00 for AAABC members

\$150.00 for non-members

These prices do not include HST. HST will be added to your total.

Secure online credit card payment required ONLY.

Cheques will only be accepted on a case-by-case basis. Please email **Sylvie Gohl** at info@lotuswards.com

Entry fees are non-refundable.

Email Notification: Register your email at lotusawards.com and receive periodic emails about entries, deadlines, the Judges' Weekend and show details throughout the year.

ADDITIONAL INFORMATION – PLEASE READ CAREFULLY

Ensure that all credits are correct, as the entry form is the basis for engraving awards, and for typesetting in the awards book. The Lotus committee reserves the right to re-categorize entries deemed to have been submitted in the wrong category, and to disqualify entries not submitted according to these specs.

All campaign categories require three entries. No more, no less.

Uploaded digital files will be used for the production of the winners book.

Please ensure all images are CMYK for predictable colour reproduction.

DATES TO REMEMBER

THE LOTUS AWARDS SHOW

Wednesday, November 10, 2010

Good Luck!

