



**THE  
NXT**

**RESET**

**THE  
CROWBAR  
AWARDS  
2021  
ENTRY KIT**

## ENTRY GUIDELINES

### ARE YOU READY TO CREATE THE NEXT RESET?

### NOW IS THE TIME FOR "THE NXT RESET" - INSPIRE US, EXCITE US AND SHOW US AT CROWBARS 2021.

#### WHO MAY ENTER?

From **7 June to 22 August 2021**, any full-time student currently enrolled in any school, in Singapore or overseas, or whomever graduates in **2021**, is eligible to submit entries for **The Crowbar Awards**.

Schools will receive points for their school ranking from winning entries.

Entries must be produced during your school enrolment period or during your school attachment/internship period with an agency or a company. Your entries must be based on your own original ideas and produced by yourself or a team of eligible full-time students. Those found to be unoriginal or adapting from existing productions – in terms of concept, layout or subject matter – will be disqualified.

Previous Crowbar Awards winners, including winners of Best of Show or Best of Category are eligible to enter **The Crowbar Awards 2021**, as long as you are still a full-time student. However, your previously submitted entries are **NOT** eligible for submission. You must enter fresh creative work.

#### ENTRY FEES

You can submit the same piece of creative work into as many category as you wish, whether they are within the same discipline or across different disciplines. There is no limit to the total number of entries a student may submit. The following fee will be charged for **EACH** entry submitted.

SINGAPOREANS / PERMANENT RESIDENTS  
/ INTERNATIONAL STUDENTS –

Original Price: S\$65/-

**All students: S\$32.50/-**  
(May be local or overseas)

50% Subsidy by AAMS: S\$32.50

## **SUBMISSION**

### BULK SUBMISSIONS

Schools are first required to submit a bulk entry list of school-endorsed entries to AAMS on behalf of their students. The Submission Form is available on the submission portal and the website.

All entries are to be submitted via the Crowbar website, [www.crowbar.com.sg](http://www.crowbar.com.sg)

The school will be notified when the submissions are complete and successful. Payment will be made by the school.

### INDIVIDUAL SUBMISSIONS

Students who wish to enter individual submissions are required to submit their entries via Crowbar website [www.crowbar.com.sg](http://www.crowbar.com.sg). All payment shall be made electronically via Bank Transfer.

**Please email a copy of the payment advice to [wynn@aams.org.sg](mailto:wynn@aams.org.sg).**

The student will be notified whether the submissions are complete and successful.

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### IMPORTANT NOTE

Please follow the submission process indicated on the Crowbar website.

For submission clarifications, please contact AAMS:

Wynn [wynn@aams.org.sg](mailto:wynn@aams.org.sg) / 9698 3275

Jenny [jenny@aams.org.sg](mailto:jenny@aams.org.sg) / 9848 7979

## **PAYMENT MODES**

In view of the COVID19 situation, all payment shall be made **electronically via Bank Transfer** to the following account:

**Bank Name: United Overseas Bank Ltd**

**Bank Address: 230 Orchard Road**

**#01-230 Faber House Singapore 238854**

**Account Name: The AAMS Limited**

**Account Number: 920-350-821-9**

**Swift Code: UOVBSGSG**

Please quote **student name (as per NRIC), mobile number, email address** and the **number of entries** submitted when making payment. Your payment must be accompanied with a corresponding Payment Advice to [wynn@aams.org.sg](mailto:wynn@aams.org.sg)

**\*\*All local and oversea bank charges to be borne by remitter.**

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**If by Crossed Cheque – to be made payable to “The AAMS Limited”** and mail to:

200 Jalan Sultan #08-07 Textile Centre  
Singapore 199018

For further enquiries regarding payment, please contact Wynn at 9698-3275 or email [wynn@aams.org.sg](mailto:wynn@aams.org.sg).

## COMPETITION RULES

1. Entries are to be submitted via the website at [www.crowbar.com.sg](http://www.crowbar.com.sg) – with all required fields completed, the proper digital assets, including photos of prototypes and physical exhibits (if any), uploaded and full payment made by **22 August 2021 2359hrs**. Incomplete entries may be disqualified.
2. The entry title must be consistent on all submission documents – Submission Form, supporting documents and materials.
3. **The credits submitted are considered final and will not be replaced, amended or removed for any reason.** Please ensure all contributing students have been credited accordingly with full names as per NRIC/student pass. The information submitted may be published and/or appear on recognition certificates.
4. School branding and names of students are **strictly not permissible** on any creative work submitted (e.g. credits for photos, TVC, or film, etc.). Names of the students and schools should only appear on the online entry forms submitted. **Failure to adhere to this rule will result in disqualification.**
5. All entry fees and tickets are non-negotiable and non-refundable.
6. Entries are officially accepted and confirmed only when payment is received by The AAMS Limited.
7. Entries that have not been paid for by the final closing date will not be judged.
8. Failure to comply with the above entry rules and conditions may render an automatic disqualification of the entry.
9. All works and materials submitted in the course of entering the Crowbar Awards become the property of AAMS and will not be returned.
10. AAMS reserves the right to use or reproduce the work of all entries for Crowbar Awards related activities, and in other industry-related or educational activities at such times deemed appropriate.
11. The participants agree that AAMS will not bear responsibility for errors or omission reproduced in the Presentation or the Awards Show Official Program.
12. **By submitting your Crowbar entries, you hereby consent to AAMS collecting and using your data to contact you for Crowbar-related programs and activities. You also consent to AAMS sending you regular updates about our other events and programs. You may refer to our Data Protection Notice at: <https://aams.org.sg/pdpa-notice/>**

## GENERAL INFORMATION FOR ALL ENTRIES

All entries are to be submitted through Crowbar website, [www.crowbar.com.sg](http://www.crowbar.com.sg), with all required fields filled out, the proper digital assets uploaded and full payment made by **22 August 2021, Sunday, 2359hrs.**

All documents must be typed as handwritten documents will not be accepted. Incomplete or incorrect entries may be disqualified.

### PROJECT INFORMATION

**Client/Brand:** Provide the name of your client or brand (*e.g. Marine Conservation Society*). Entries need not be based on any real client or brand. You can make up your own.

**Product/Service/Message:** Provide the name of the product, service, or message that your creative work is based on (*e.g. Saving whales from extinction*). Entries need not be based on any real product, service or message. You can make up your own.

**Entry Title:** Provide a descriptive name for your project (*e.g. Save the Whales Campaign*).

**Elements:** Each item of creative work is considered an “element”.

**Entry Types:** Entries in each category will be segregated accordingly for judging:

- (A) **Single:** The entry consists of a single element like one print ad, one photograph, one film, or one packaging design.
- (B) **Single-Medium Campaign:** The entry consists of two or more elements that carry the same concept, idea, or theme in one medium. There is no limit to the number of elements for your entry submission, as long as they do not exceed the file size of 350MB. For instance, you can submit a collection of animation shots, a photography series, or a series of digital billboards.
- (C) **Multimedia Integrated Campaign:** Entries consist of two or more elements that carry the same concept, idea, or theme across at least **THREE** different media types. There is no limit to the number of elements for your entry submission, as long as they collectively do not exceed the file size of **350MB**. For instance, you can have a media mix that comprises outdoor posters, transit ads, radio spots, and social media ads.

#### Category No. and Name:

You can submit the same piece of creative work into as many sub-categories and across as many main categories as you wish. However, you must provide a separate entry submission for each category you enter. Choose a main category for each entry submission (*e.g. Communication*) followed by a specific sub-category that falls under the main category (*e.g. A02 Communication for Good*).

A fee will be charged for every entry submitted.

**Synopsis:** Describe in no more than 100 words what your work is about, the summary of your big idea, and what you aim to achieve with your work. The synopsis provides you with an opportunity to communicate the concept or purpose of your work to the judges, so that they may gain a better understanding of the thought process behind your ideas.

**Translations:** If the original language of your work is not in English, a full PDF transcript of the finished version of each entry must be submitted in English. These transcripts will be read by the jury and must be translated accurately and in full. It would be in your own interest to explain or translate any specific word play or local, social, cultural, or political references and nuances in your transcripts. All non-English entries must be submitted in the original language of the advertisements. This also applies to individual elements of any entry that is not in English. In this case, please provide written English translations/subtitles/descriptions where applicable.

**Case Films:** Case films provide the project explanation, the idea of the project, and its creative execution. These videos may also include the cultural background, explanation, and results. No information on entrants may be included in the case films. **The maximum video length is TWO minutes.** Please note we play only 2 minutes of the video during Judging.



## SUBMISSION MEDIA

The media files of all elements submitted for judging should be uploaded in **Google Drive** not exceeding **350MB** per entry submission. Please submit the requested file format in the Google Drive as listed for each category as non-specified formats will be rejected.

Please indicate the Google Drive URL in the submission form.

MEDIA TYPE	FILE FORMAT
Digital Images	JPEG
Audio Files	MP3
Video Files / Case Files	MOV / MP4
Presentation / Business Proposals / Translations / Transcripts / Storyboards / Scripts	PDF
Interactive Work <i>(e.g. interactive executions, HTML, websites, digital prototypes, widgets, apps, or GIFs)</i>	<p>URL <i>(with screenshot)</i></p> <p><b>JPEG / MP3 / PDF:</b> Any element in these formats may be directly placed in Google Drive for uploading.</p> <p><b>Videos / Case Films:</b> Upload all videos and case films and a JPEG screenshot of the video in Google Drive.</p> <p><b>Interactive Work:</b> Provide a specific URL in a word document and a JPEG screenshot of the specific web page in the Google Drive.</p>

## SUBMISSION MEDIA

You are required to provide an **Element Name** and the corresponding **File Name/URL** for each element during Submission.

Please ensure that the submitted elements align with the Element Names and File Names on both Google Drive and Submission Form.

### 1. ELEMENT NAME

Give each element a specific Element Name (e.g. **Save The Whales Print Ad 1**).

### 2. FILE NAME

The corresponding File Name for each element must be prefixed with the specific category the entry is submitted for

(e.g. **"A02\_Save\_The\_Whales\_Print\_Ad\_1"**  
for the JPEG of your print advertisement

or

**"A02\_Save\_The\_Whales\_TVC"**  
for the JPEG screenshot of your television commercial)

This prefix should change accordingly, if you submit the same element in another category.

(e.g.  
**D13\_Save\_The\_Whales\_Print\_Ad\_1**)

### 3. URL

If you are submitting Interactive Work, make sure it is already uploaded on a HTML page from the Web, so you can provide the corresponding URL in a word document (**to be uploaded on Google Drive**).

- School branding and names of students are **NOT PERMISSIBLE** on any file names, links and creative work submitted (e.g. **credits for photos, TVC, or film**). Names of the students and schools should only appear on the online entry forms submitted.

- You may use royalty-free stock images or non-copyrighted images from the Internet. However, these images should not be used in entries whereby the images are judged on their own merit (e.g. **Photography or Illustration**).

## PHYSICAL MATERIALS

- As **Judging for Crowbar 2021 will be done online**, please submit photos for all physical materials like three-dimensional packing, mock-ups, prototypes, design products or models through the submission form.

In the event there is onsite judging, please indicate in the submission form if you are submitting physical materials in which case we will notify you of the submission details and delivery date.

The materials can be delivered or dropped off at AAMS office:

**200 Jalan Sultan #08-07 Textile Centre  
Singapore 199018**

In view of the COVID19 situation, please contact ([wynn@aams.org.sg](mailto:wynn@aams.org.sg)/9698 3275) before proceeding to the office to submit your physical materials (if required).

- Please ensure that all physical works are labelled accurately and include your Name, Category, Sub-category (*including Category Number*) and Entry Title.

- Please indicate in the Submission Form if you would like your physical materials to be returned. You will be contacted for the collection after the awards event is over.

All costs of return, if any, are to be borne by you and must be collected by our given date. Otherwise, they will be disposed of due to space constraint.



## **JUDGING CRITERIA**

All creative work will be judged according to the criteria below:

### **STRATEGY**

Does the entry have a concept that is well-suited for its choice of product/service message? Or did the key insight behind the entry lead to clear decision making on the communication channel selection? Or did the main idea significantly lead or influence how the creative execution was used or developed?

Does the work have the idea of challenging conventional norms? How does the strategy showcased and demonstrated in the work achieve the goals set by the client or in the brief?

### **EXECUTION**

How well is the work brought to life through the execution and craft? Do the execution and craft help to captivate and engage the intended target audience? Is there a clear link between the final product and the initial concept?

### **CREATIVITY / ORIGINALITY**

This is the overall judgement of the work to mark its level of originality in the idea and the relevance of the strategy in the idea.

Entries should exhibit uniqueness, break new ground, show innovation and imagination, or challenge conventional wisdom in terms of the idea and strategy to achieve the goals set by the client or in the brief.

## **CATEGORIES**

**A. THE NXT IN COMMUNICATION**

**B. THE NXT IN BRANDING**

**C. THE NXT IN DESIGN**

**D. THE NXT IN DIGITAL / INNOVATION**

**E. THE NXT IN FILM & PHOTOGRAPHY**

**F. THE NXT IN HEALTH & WELLNESS**

**G. THE NXT IN GOOD**

## A. THE NXT IN COMMUNICATION

Advertising is constantly adapting and changing to communicate exciting new ideas to an increasingly savvy audience. Entries can be any advertisement that reaches the target audience through conventional media platforms or formats (*e.g. print, broadcast, outdoors*).

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
A01	<p><b>ACTIVATION</b></p> <p>Advertising that would generate consumer participation or interaction with the product, service or message.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
A02	<p><b>DIRECT MARKETING</b></p> <p>Advertising that would target a specific audience or drive a specific call to action.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <p><i>(Physical Materials will only be accepted for shortlisted entries)</i></p>	30%	30%	40%
A03	<p><b>FILM</b></p> <p>TV commercials, cinema commercials, TV programme promotions, film sponsorship credits, tactical film advertising, public service commercials or film ads shown on other screens (<i>e.g. outdoors, event venues, presentations, airplane screens</i>).</p>	<ul style="list-style-type: none"> <li>• Finished Productions - Video Files / Case Films</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Concepts - Storyboards / Scripts</li> </ul>	30%	30%	40%
A04	<p><b>INTEGRATED</b></p> <p>Advertising campaigns that use the same creative concept to deliver a consistent message - across a minimum of <b>THREE</b> media types. Includes Internet, Mobile, TV, Radio, Direct Mail, Ambient Media, Interactive Media, Press/Print and Posters, or others.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
A05	<p><b>OUTDOOR</b></p> <p>Out-of-house advertising includes billboards, posters, transit, ambient, guerrilla and pop-ups.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	30%	30%	40%

ENTRY KIT

## A. THE NXT IN COMMUNICATION

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
A06	<b>RADIO</b>  Radio spots for broadcasting through conventional and online radio stations.	<ul style="list-style-type: none"> <li>Finished Productions - Audio Files</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Concepts - Scripts</li> </ul>	30%	30%	40%
A07	<b>POSTER</b>  Posters in any conventional non-digital media.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%
A08	<b>PRINT</b>  Print advertisements in any conventional non-digital media - includes newspapers, newsletters and magazines.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%

ENTRY KIT

## A. THE NXT IN COMMUNICATION

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
A09	<b>ART DIRECTION</b> Exceptional management of artistic and design elements in advertisements.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul>	10%	60%	30%
A10	<b>DESIGN</b> Exceptional use of visual and textural content in advertisements.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul>	10%	60%	30%
A11	<b>ILLUSTRATIONS &amp; GRAPHIC DESIGN</b> Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in advertisements.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
A12	<b>PHOTOGRAPHY</b> Exceptional use of lighting, colour, camera choices and photo editing in advertisements.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
A13	<b>TYPOGRAPHY</b> Exceptional arrangement of type to make language visible - through the choice of typefaces, point size, line length, leading, tracking and kerning in advertisements.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
A14	<b>WRITING</b> Exceptional writing that exhibits creativity and craftsmanship in advertisements.	<ul style="list-style-type: none"> <li>Digital Images</li> <li>Audio Files</li> <li>Video Files / Case Films</li> </ul>	10%	60%	30%

ENTRY KIT

## B. THE NXT IN BRANDING

Branding is a key foundation of any company as it centres around the increasing necessity of mindshare and conceptual ownership. Entries can be any branding programme or branded campaign that aims to boost brand awareness among stakeholders or launched to fulfil corporate social responsibility obligations.

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
B01	<p><b>ACTIVATION</b></p> <p>Campaign that would drive consumer action through brand interaction and experiences - includes consumer promotions, experiential marketing, digital campaigns, shopper marketing and sampling campaigns.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
B02	<p><b>BELOW-THE-LINE COLLATERALS</b></p> <p>Highly targeted direct marketing that focuses on conversions - includes point-of-sale, direct mail, brochures, catalogues, calendars and corporate identity.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
B03	<p><b>BUSINESS PROPOSAL</b></p> <p>Proposal to launch a new brand - includes brand concept; brand management and development; and brand performance evaluation.</p>	<ul style="list-style-type: none"> <li>• Business Proposal</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	60%	10%	30%
B04	<p><b>CORPORATE / BRANDING IDENTITY</b></p> <p>Elements of a brand identity system - includes logo, stationery, business cards, annual reports, corporate sustainability reports, brand books, branding guidelines and brand installations.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	60%	10%	30%
B05	<p><b>EDITORIAL PUBLICATION</b></p> <p>Branding ideas and executions for publications such as books, magazines, newspapers and other types of publications.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
B06	<p><b>PACKAGING</b></p> <p>Branding ideas and executions for mass market or specialty products.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%

## B. THE NXT IN BRANDING

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
B07	<b>ART DIRECTION</b>  Exceptional management of artistic and design elements in a branding project.	<ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files / Case Films</li> </ul>	10%	60%	30%
B08	<b>DESIGN</b>  Exceptional use of visual and textural content in a branding project.	<ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files / Case Films</li> </ul>	10%	60%	30%
B09	<b>ILLUSTRATIONS &amp; GRAPHIC DESIGN</b>  Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in a branding project.	<ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul>	10%	60%	30%
B10	<b>PHOTOGRAPHY</b>  Exceptional use of lighting, colour, camera choices and photo editing in a branding project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
B11	<b>TYPOGRAPHY</b>  Exceptional arrangement of type to make language visible - through the choice of typefaces, point size, line length, leading, tracking and kerning in a branding project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
B12	<b>WRITING</b>  Exceptional writing that exhibits creativity and craftsmanship in a branding project.	Select best media type(s) to showcase your best work:  <ul style="list-style-type: none"> <li>Digital Images</li> <li>Audio Files</li> <li>Video Files / Case Films</li> </ul>	10%	60%	30%

ENTRY KIT



## C. THE NXT IN DESIGN

Design brings things to life. It is a key part of an entity's identity and goes across multiple media. Entries can be any work that demonstrates how design has been utilised to define a brand or convey its key messages. The work has to possess a unique visual identity that results in consumer recognition or understanding.

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
C01	<b>CORPORATE / BRANDING IDENTITY</b>  Comprehensive branding or C.I. programmes to create a new brand or corporate identity.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%
C02	<b>BOOK DESIGN</b>  All aspects of book design - includes book jackets, book covers and overall layout design in books.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Physical Materials</li> </ul>	30%	30%	40%
C03	<b>LOGO DESIGN</b>  Textural and / or graphic image that identifies an organisation, product or service, while communicating the brand's attributes.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	60%	10%	30%
C04	<b>MOBILE APPLICATIONS</b>  Visual craftsmanship that promotes functionality, usefulness and problem solving through the app for an organisation, product, service or message.	<ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files / Case Films</li> <li>URL for Interactive Work</li> </ul>	60%	10%	30%
C05	<b>MOTION GRAPHICS</b>  Visual craftsmanship that showcases the best use of motion graphics for an organisation, product, service or message.	<ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files / Case Films</li> <li>URL for Interactive Work</li> </ul>	30%	30%	40%
C06	<b>SPATIAL &amp; EXPERIENTIAL</b>  Design to enhance an interior or exterior environmental space within the public domain and / or the curation of a space to deliver an engaging brand experience.	<ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files / Case Films</li> </ul>	30%	30%	40%

ENTRY KIT

## C. THE NXT IN DESIGN

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
C07	<b>PACKAGING</b>  Any type of packaging design to display, sell or promote a product, service or message.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
C08	<b>POINT-OF-SALE</b>  Any graphical and / or physical design for displaying, selling or promoting a product, service or message in a retail/branded environment.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
C09	<b>PRODUCT DESIGN</b>  Design for any product that fuses its form and function creatively.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
C10	<b>OTHERS</b>  Any other design for items such as flyers, invitations and greeting cards.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
C11	<b>WEBSITE &amp; MICROSITE</b>  Design for websites and microsities - that would enhance a brand's message, show innovation and demonstrate a strong strategy.	<ul style="list-style-type: none"> <li>• URL for Interactive work</li> </ul>	30%	30%	40%

ENTRY KIT

## C. THE NXT IN DESIGN

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
C12	<b>ART DIRECTION</b>  Exceptional management of artistic and design elements in a design project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
C13	<b>DESIGN</b>  Exceptional use of visual and textural content in a design project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
C14	<b>ILLUSTRATIONS &amp; GRAPHIC DESIGN</b>  Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in a design project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
C15	<b>PHOTOGRAPHY</b>  Exceptional use of lighting, colour, camera choices and photo editing in a design project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
C16	<b>TYPOGRAPHY</b>  Exceptional arrangement of type to make language visible - through the choice of typefaces, point size, line length, leading, tracking and kerning in a design project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%
C17	<b>WRITING</b>  Exceptional writing that exhibits creativity and craftsmanship in a design project.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	10%	60%	30%

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## D. THE NXT IN DIGITAL / INNOVATION

From being a niche arena, digital is now an integral communications medium for every conceivable branding practice today. Entries can be any creative work that uses digital platforms and technologies to deliver a brand message and interact with target audiences.

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
D01	<b>APPLICATIONS</b> Any application ( <i>native, hybrid, web-based or pre-installed</i> ) that can be used for a mobile device or Smart TV.	<ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Video Files / Case Films</li> <li>• URL for interactive Work</li> </ul>	30%	30%	40%
D02	<b>DIGITAL BILLBOARD</b> Any indoor or outdoor billboard that uses a digital medium to communicate the message.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> OR <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
D03	<b>DIGITAL INSTALLATIONS</b> Any indoor or outdoor installation that uses digital platforms and / or technologies to communicate the message or deliver a brand experience.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> OR <ul style="list-style-type: none"> <li>• Physical Materials</li> </ul>	30%	30%	40%
D04	<b>INTEGRATED</b> Campaigns that use the same creative concept to deliver a consistent message - across a minimum of <b>THREE</b> digital media channels or platforms.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
D05	<b>MOBILE</b> Any creative element that uses mobile technologies for user interaction - includes apps, in-app advertising, banners, rich media ads, e-mail, in-stream advertising, games and microsites/websites.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
D06	<b>ONLINE ADVERTISING</b> Any ad that appears online - includes banners, rich media advertising, games, microsites and websites.	<ul style="list-style-type: none"> <li>• URL for interactive Work</li> </ul>	30%	30%	40%

ENTRY KIT

## D. THE NXT IN DIGITAL / INNOVATION

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
D07	<b>ONLINE FILM</b>  Short-form films ( <i>no longer than three minutes</i> ) or long-form films (above three minutes) that are made on behalf of a brand or organisation for online viewing.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul>	20%	40%	40%
D08	<b>SOCIAL</b>  Social media ideas that utilise the power of the online community to meet specified objectives and / or enhance relationships with a brand, community or consumers.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	40%	30%	30%
D09	<b>WEBSITE &amp; MICROSITE</b>  Any website that is a long-term destination for a brand, product, service or message.  Any microsite developed to host creative, short-term campaigns to specifically support a branded campaign.	<ul style="list-style-type: none"> <li>• URL for Interactive Work</li> </ul>	30%	30%	40%
D10	<b>WEB BANNER &amp; RICH MEDIA ADS</b>  Traditional static or flash banners, floating ads, page take-overs, tear-backs, mini interactive games and other ads on web pages.	<ul style="list-style-type: none"> <li>• URL for Interactive Work</li> </ul>	20%	40%	40%
D11	<b>ANIMATION &amp; MOTION GRAPHICS</b>  Animation and / or motion graphics that have been digitally created or used within a digital context.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• URL for Interactive Work</li> </ul>	10%	60%	30%

ENTRY KIT

## D. THE NXT IN DIGITAL / INNOVATION

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
D12	<b>ART DIRECTION</b>  Exceptional management of artistic and design elements within digital context	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>URL for interactive Work</li> </ul>	10%	60%	30%
D13	<b>DESIGN</b>  Exceptional use of design elements to achieve aesthetic composition and seamless fluidity within a digital context.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>URL for interactive Work</li> </ul>	10%	60%	30%
D14	<b>ILLUSTRATIONS &amp; GRAPHIC DESIGN</b>  Exceptional application of illustration and graphic design ( <i>including 3D modelling</i> ) within a digital context.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>URL for interactive Work</li> </ul>	10%	60%	30%
D15	<b>PHOTOGRAPHY</b>  Exceptional use of lighting, colour, camera choices and photo editing within a digital context.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>URL for interactive Work</li> </ul>	30%	30%	40%
D16	<b>SOUNDTRACK &amp; MUSIC</b>  Exceptional use of music and / or sound design - including sonic branding, music/brand partnership and music-initiated campaigns - within a digital context.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>URL for interactive Work</li> </ul>	20%	40%	40%

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## D. THE NXT IN DIGITAL / INNOVATION

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
D17	<b>TYPOGRAPHY</b>  Exceptional design, arrangement and application of type within a digital context.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• URL for interactive Work</li> </ul>	10%	60%	30%
D18	<b>USER EXPERIENCE</b>  Immersive digital experiences and events that engage consumers to solidify brand relationships. Includes Virtual Reality, Augmented Reality, installations, motion chairs, multi-screen and multi-dimensional experiences.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	50%	40%	10%
D19	<b>USER INTERFACE</b>  Interactive user journey developed by transferring brand's visual assets to a digital product or service.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	10%	60%	30%
D20	<b>WRITING</b>  Exceptional writing that exhibits creativity and craftsmanship within a digital context.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• URL for interactive Work</li> </ul>	10%	60%	30%
D21	<b>WEARABLE TECHNOLOGY</b>  Exceptional examples of leveraging wearable technology to communicate product or service.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	10%	60%	30%
D22	<b>DIGITAL / MOBILE GAMES</b>  Best use of how digital or mobile games are used to help bring a brand or product message to life.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	10%	60%	30%

ENTRY KIT

## E. THE NXT IN FILM & PHOTOGRAPHY

Film and photography is one of the richest media forms for branding that leverages on entertainment value, the emotional quotient and psychological impact on audiences.

Film entries can be any filmed content created for TV, cinema, online and out-of-home experiences that demonstrates skilful brand storytelling intended for the screen.

Photography entries are purely artistic images that showcase your creativity and technical knowledge in depicting compelling scenes through photographs.

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
E01	<b>BRANDING FILM &amp; ENTERTAINMENT</b>  • Scripted film / videos <b>OVER 10 MINUTES</b> - e.g. drama, comedy, action - used to communicate the brand's message.  • Non-scripted film <b>OVER 10 MINUTES</b> - e.g. reality, entertainment, social experiments	• Video Files / Case Films	30%	30%	40%
E02	<b>DOCUMENTARY</b>  Non-fictional films made to communicate the brand's message.	• Video Files / Case Films	30%	30%	40%
E03	<b>MUSIC VIDEO</b>  Music videos made to communicate the brand's message.	• Video Files / Case Films	30%	30%	40%
E04	<b>ONLINE FILM</b>  Standard format branded or advertising films made for online including pre-roll ads.	• Video Files / Case Films	30%	30%	40%
E05	<b>SHORT FILM</b>  Music videos made to communicate the brand's message.  • Scripted film / videos <b>UNDER 10 MINUTES</b> - e.g. drama, comedy, action - used to communicate the brand's message.  • Non-scripted film <b>UNDER 10 MINUTES</b> - e.g. reality, entertainment, social experiments - used to communicate the brand's message.	• Video Files / Case Films	30%	30%	40%
E06	<b>ANIMATION</b>  Any type of animation for film advertising - including stop-motion, graphic, silhouette and computer animation in 2D or 3D.	• Video Files / Case Films	10%	60%	30%

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## E. THE NXT IN FILM & PHOTOGRAPHY

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
E07	<b>ART DIRECTION</b>  Exceptional management of artistic and design elements for a branded film.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul>	10%	60%	30%
E08	<b>DIRECTING</b>  Controlling a film's artistic and dramatic aspects and visualising the screenplay ( <i>or script</i> ) while guiding the technical crew and actors in the fulfillment of that vision.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul>	50%	40%	10%
E09	<b>EDITING</b>  All editing aspects that contribute to the success of the finished branded film - including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall story-telling.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul>	10%	60%	30%
E10	<b>CINEMATOGRAPHY</b>  All cinematographic aspects that contribute to the success of the finished branded film - including style, artistic choices, camera work, cinematic techniques, shot composition, lighting and other effects.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul>	10%	60%	30%
E11	<b>SCRIPTING</b>  All scripting aspects - including dialogue, voice-overs, scene-setting, movement, actions and expressions - that go towards delivering the creative idea and supporting the final execution.	<ul style="list-style-type: none"> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> <li>• Physical Materials</li> </ul>	10%	60%	30%
E12	<b>SOUNDTRACK &amp; MUSIC</b>  Original music compositions and sound design created specifically for the film advertisement - that contribute to the overall impact and success of the final execution.	<ul style="list-style-type: none"> <li>• URL for Interactive Work</li> <li>• Audio File</li> </ul>	10%	60%	30%
E13	<b>VISUAL EFFECTS</b>  Visual effects and created film environments that are integrated into the real footage - that contribute to the overall impact and success of the final execution.	<ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul>	10%	60%	30%

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## E. THE NXT IN FILM & PHOTOGRAPHY

### PHOTOGRAPHY CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
E14	<p><b>PORTRAITS</b></p> <p>Photography of a person or group of people that captures the personality and mood of a subject by using effective lighting, backdrops, and poses.</p>	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%
E15	<p><b>FASHION</b></p> <p>Photography that emphasises on the clothing, style, accessories and poses of a person or a group of people.</p>	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	50%	40%	10%
E16	<p><b>DOCUMENTARY</b></p> <p>Photography that tells stories about significant events that take place in everyday life, or that chronicles historical events and environments.</p>	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%
E17	<p><b>STILL LIFE</b></p> <p>Photography used for the depiction of an inanimate subject matter-artistically arranged, lit and composed - to invoke a particular mood through photographs.</p>	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%
E18	<p><b>NATURE</b></p> <p>Outdoor photography that creatively captures non-man-made elements like landscapes, wildlife and plants in the natural world.</p>	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%
E19	<p><b>LANDSCAPE</b></p> <p>Photography that focuses on vast spaces of the man-made or natural world. It features subjects such as strongly defined landforms, weather, and ambient light.</p>	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%

## F. THE NXT IN HEALTH & WELLNESS

Health & Wellness celebrates creativity found in branded communications that promotes consumer health products and services with the intent of maintaining health and well-being that will truly change lives. Entries can be any creative idea that reaches the target audience through conventional media platforms or formats (e.g. *print, broadcast, outdoors*).

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
F01	<p><b>ACTIVATION</b></p> <p>Campaign that would drive consumer action through brand interaction and experiences - includes consumer promotions, experiential marketing, digital campaigns, shopper marketing and sampling campaigns.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
F02	<p><b>DIRECT MARKETING</b></p> <p>Advertising that would target a specific audience or drive a specific call to action.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <p><i>(Physical Materials will only be accepted for shortlisted entries)</i></p>	30%	30%	40%
F03	<p><b>FILM</b></p> <p>TV commercials, cinema commercials, TV programme promotions, film sponsorship credits, tactical film advertising, public service commercials or film ads shown on other screens (e.g. outdoors, event venues, presentations, airplane screens).</p>	<p>Finished Productions -</p> <ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Concepts - Storyboards / Scripts</li> </ul>	30%	30%	40%
F04	<p><b>INTEGRATED</b></p> <p>Advertising campaigns that use the same creative concept to deliver a consistent message -across a minimum of <b>THREE</b> media types. Includes Internet, Mobile, TV, Radio, Direct Mail, Ambient Media, Interactive Media, Press / Print and Posters, or others.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
F05	<p><b>OUTDOOR</b></p> <p>Out-of-house advertising includes billboards, posters, transit, ambient, guerrilla and pop-ups.</p>	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	30%	30%	40%
F06	<p><b>RADIO</b></p> <p>Radio spots for broadcasting through conventional and online radio stations.</p>	<p>Finished Productions -</p> <ul style="list-style-type: none"> <li>• Audio Files</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Concepts - Scripts</li> </ul>	30%	30%	40%

ENTRY KIT

## F. THE NXT IN HEALTH & WELLNESS

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
F07	<b>POSTER</b> Posters in any conventional non-digital media.	• Digital Images	30%	30%	40%
F08	<b>PRINT</b> Print advertisements in any conventional non-digital media - includes newspapers, newsletters and magazines.	• Digital Images	30%	30%	40%
F09	<b>INNOVATION</b> Any creative concept that uses digital platforms and / or technologies to communicate the message or deliver a brand experience.	• Digital Images  <u>OR</u> • Video Files / Case Films	30%	30%	40%
F10	<b>APPLICATIONS</b> Any application ( <i>native, hybrid, web-based or pre-installed</i> ) that can be used for a mobile device or Smart TV.	• Digital Images • Video Files / Case Films • URL for interactive Work	30%	30%	40%
F11	<b>ONLINE ADVERTISING</b> Any ad that appears online - includes banners, rich media advertising, games, microsites and websites.	• URL for interactive Work	30%	30%	40%
F12	<b>ONLINE FILM</b> Short-form films ( <i>no longer than three minutes</i> ) or long-form films ( <i>above three minutes</i> ) that are made on behalf of a brand or organisation for online viewing.	• Video Files / Case Films	20%	40%	40%
F13	<b>SOCIAL</b> Social media ideas that utilise the power of the online community to meet specified objectives and/ or enhance relationships with a brand, community or consumers.	Select best media type(s) to showcase your best work:  • Digital Images • Audio Files • Video Files / Case Films • URL for Interactive Work • Presentation PDF	40%	30%	30%
F14	<b>MOBILE</b> Any creative element that uses mobile technologies for user interaction - includes apps, in-app advertising, banners, rich media ads, e-mail, in-stream advertising, games and microsites/websites.	Select best media type(s) to showcase your best work:  • Digital Images • Audio Files • Video Files / Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%



## F. THE NXT IN HEALTH & WELLNESS

### CRAFT

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
F15	<b>ART DIRECTION</b>  Exceptional management of artistic and design elements within a digital context.	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• URL for interactive Work</li> </ul>	10%	60%	30%
F16	<b>DESIGN</b>  Exceptional use of design elements to achieve aesthetic composition and seamless fluidity within a digital context.	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• URL for interactive Work</li> </ul>	10%	60%	30%
F17	<b>ILLUSTRATION &amp; GRAPHIC DESIGN</b>  Exceptional application of illustration and graphic design ( <i>including 3D modelling</i> ) within a digital context.	<ul style="list-style-type: none"> <li>• Presentation PDF</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• Digital Images</li> </ul> <u>OR</u> <ul style="list-style-type: none"> <li>• URL for interactive Work</li> </ul>	10%	60%	30%
F18	<b>PHOTOGRAPHY</b>  Exceptional use of lighting, colour, camera choices and photo editing in a design project.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%
F19	<b>TYPOGRAPHY</b>  Exceptional arrangement of type to make language visible - through the choice of typefaces, point size, line length, leading, tracking and kerning - in a design project.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%
F20	<b>WRITING</b>  Exceptional writing that exhibits creativity and craftsmanship in a design project.	<ul style="list-style-type: none"> <li>• Digital Images</li> </ul>	10%	60%	30%

ENTRY KIT

## G. THE NXT IN GOOD

Awarding work that strive to go beyond the brand purpose culturally, socially and environmentally. Entries can be work that uses creative communications to create a positive impact for an organisation, brand, design, product, innovation, service or message.

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
G01	<p><b>COMMUNICATION</b></p> <p>Advertising that creates a positive impact socially or environmentally for an organisation, brand, product, service or message.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
G02	<p><b>BRANDING</b></p> <p>Branding that creates a positive impact socially or environmentally for an organisation, brand, product, service or message.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	10%	30%
G03	<p><b>DESIGN</b></p> <p>Design that creates a positive impact socially or environmentally for an organisation, brand, product, service or message.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
G04	<p><b>DIGITAL &amp; INNOVATION</b></p> <p>Digital and innovative ideas that create a positive impact socially or environmentally for an organisation, brand, product, service or message.</p>	<p>Select best media type(s) to showcase your best work:</p> <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
G05	<p><b>FILM</b></p> <p>Films that create a positive impact socially or environmentally for an organisation, brand, product, service or message.</p>	<p>Finished Productions -</p> <ul style="list-style-type: none"> <li>• Video Files / Case Films</li> </ul> <p><u>OR</u></p> <ul style="list-style-type: none"> <li>• Concepts - Storyboards / Scripts</li> </ul>	30%	30%	40%

## G. THE NXT IN GOOD

SCC	SUB CATEGORY	SUBMISSION MEDIA	JUDGE'S SCORING		
			STRATEGY	EXECUTION	CREATIVITY / ORIGINALITY
G06	<b>PHOTOGRAPHY</b>  Photography that create a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work:  <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
G07	<b>HEALTH &amp; WELLNESS</b>  Creative concepts based on health products and services that will create a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work:  <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files / Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%

## **THE CROWBAR CHALLENGE**

**Being celebrated and recognised for The Nxt Reset starts here. Join this once-in-a-lifetime challenge, win and get an enviable head start in your creative career.**

**DATE: TO BE ADVISED**

### **PRIZES**

#### **Internships:**

All entrants will receive an opportunity to win a paid internship contract - spanning three to six months – across a wide variety of fields, ranging from advertising agencies to business corporations.

**TROPHY: GOLD TROPHY FOR TOP TEAM**

**CERTIFICATES: GOLD, SILVER, BRONZE, FINALIST**

ENTRY KIT

Students can compete in a team of two to five members (*five is recommended*). Each team can share one registration form. The registration form is available on the Crowbar website, [www.crowbar.com.sg](http://www.crowbar.com.sg).

All completed registration forms to be emailed to [wynn@aams.org.sg](mailto:wynn@aams.org.sg) and full payment must be received by AAMS before commencement of the Crowbar Challenge.

#### **Original Fee:**

**S\$270/- per team member**

#### **Subsidised Student Fee:**

**S\$100 /- per team member**

#### **Subsidy of Challenge Fee by AAMS:**

**S\$170/-**

## **KEY DATES**

CALL FOR ENTRY

**22 AUGUST 2021 (CLOSING DATE)**

JUDGING

**1 OCTOBER 2021**

CROWBAR CHALLENGE REGISTRATION DEADLINE

**TO BE ADVISED**

CROWBAR CHALLENGE

**TO BE ADVISED**

CROWBAR AWARDS SHOW 2021

**NOVEMBER 2021**

**ANNOUNCEMENT OF FINALISTS**

Schools will be informed via email. Respective lecturers to inform their students accordingly. All shortlisted entries will be listed on the Crowbar Awards Facebook Page and website.

**ANNOUNCEMENT OF WINNERS**

Results will be announced at the Crowbar Awards 2021 Show and subsequently released on the Crowbar Awards website and Facebook Page.

# JUDGING

## JUDGING PROCESS

Creative work from seven categories – Communication, Branding, Design, Digital/Innovation, Film & Photography, Health & Wellness and Good – will be judged in this year’s Crowbar Awards.

Each main category will be headed by a Head of Jury together with a specialist jury panel, featuring industry professionals who are leading local experts in their respective fields. Their role is to judge all works in their given category and determine which ones qualify for the finals.

Awarded works will be ranked **Gold, Silver, Bronze, or Finalist**. The Golds in each category will be judged again to decide on the Best of Category winner. There will only be one Best of Category winner for each main category.

### FIRST JUDGING ROUND:

The judges of each panel will vote to determine which work gets on the shortlist to advance into the final round.

### FINAL ROUND:

The same panel will then review and score the shortlisted entries in greater detail, in order to establish the rankings of the work in each main category.

Each entry will receive weighted scores based on the judging criteria unique to each category, of which the cumulative score will make up the total vote. This final score will then determine whether the entry qualifies for a Finalist, Bronze, Silver, or Gold. In the event there is a dispute or if further deliberation is required, the jury will get to view all the medal winners again after the tabulation is done.

### BEST OF SHOW SECTION:

Entries are judged first in their Sub Category, followed by their Main Category, and lastly for the Best of Show. The top winner in each main category (*e.g. Best of Communication, Best of Branding, Best of Design, Best of Digital/Innovation, Best of Film & Photography, Best of Health & Wellness and Best of Good*) will automatically be contenders for the Crowbar Best of Show.

The Crowbar Chairman will convene with all Heads of Jury to determine the Best of Show winner out of all the top winners in each main category via a voting consensus. However, if all Heads of Jury agree that no Best of Show winner should be awarded for the year, the **Crowbar Awards 2021 Best of Show Trophy** will go unclaimed.

### SCHOOL RANKINGS

Schools will be ranked based on the total aggregate score of winning entries by their students.

<b>Best of Show**</b>	<b>40 points</b>
<b>Best of Category*</b>	<b>30 points</b>
<b>Gold</b>	<b>20 points</b>
<b>Silver</b>	<b>10 points</b>
<b>Bronze</b>	<b>5 points</b>
<b>Finalist</b>	<b>1 point</b>

\*\* Points awarded for Best of Show will override the points awarded for Best of Category.

\* Points awarded for Best of Category will override the points awarded for Gold.



## **PRIZES**

BEST OF COMMUNICATION  
BEST OF BRANDING  
BEST OF DESIGN  
BEST OF DIGITAL / INNOVATION  
BEST OF FILM & PHOTOGRAPHY  
BEST OF HEALTH & WELLNESS  
BEST OF GOOD

### **- CROWBAR TROPHY AND S\$500 CASH PRIZE EACH**

BEST OF SHOW

### **- BEST OF SHOW TROPHY AND S\$1000 CASH PRIZE**

While we accept group entries, there will only be one Crowbar trophy and one Cash Prize given for the top winner of each main category and Best of Show winner.

Certificates will be awarded to all team members for group/team wins. Credits on the certificates will be printed as per the online Entry Form. No amendment will be allowed after submission.

Winners may be awarded an internship in the respective fields, which could range from an advertising agency to a business corporation. The internship spans 3 - 6 months depending on the school's academic calendar. An internship salary will also be offered according to each school's internship guidelines. All final decisions are at the sole discretion of the participating companies. Internship is only applicable for local students.

## CONTACT US

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In view of the COVID19 situation, please contact The AAMS Limited before proceeding to our office.

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[www.crowbar.com.sg](http://www.crowbar.com.sg)



[facebook.com/crowbarawards](https://facebook.com/crowbarawards)



[Instagram.com/crowbarawards](https://Instagram.com/crowbarawards)



[Youtube.com/thecrowbarawards](https://Youtube.com/thecrowbarawards)

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ENTRY KIT