



**AD RODEO
ANVIL AWARDS**

RULES : GUIDELINES : CATEGORIES

2024 ANVIL AWARDS RULES & GUIDELINES

The Anvil Awards celebrates creativity in Calgary, Alberta. In the spirit of community and support, please be respectful to those contributing to our local industry by following these guidelines. Strategy points are great, but uplifting one another is greater.

The 2023 Anvil Awards are open to any company or individual located in Calgary, Alberta, engaged in creating and or producing advertising, design/branding, websites, mobile applications, photography or illustrations. All entries must be commercially released in their original form between January 1st, 2023 and December 31st, 2023.

DEADLINE FOR SUBMISSIONS IS JAN 31, 2024 – 12:00 AM MST

ENTRY QUALIFICATIONS

ORGANIZATIONS

Minimum of two Calgary, Alberta creatives must have conceptualized and led production on the entered work in all creative categories. They must reside in and work from a Calgary based organization. Same qualifications apply respectively to the media, video, digital etc. categories.

Work produced in partnership with an non-Calgary individual or organization (after conception) such as photographers, illustrators, video and sound production houses, etc. are eligible for entry in all categories excluding the relevant Craft categories.

INDEPENDENT / 1-3 TEAM MEMBERS

Minimum of one Calgary, Alberta creative must have conceptualized and led production on the entered work in all creative categories. They must reside in and work from a Calgary based organization. Same qualifications apply respectively to the media, video, digital etc. categories.

Work produced in partnership with an non-Calgary individual or organization (after conception) such as photographers, illustrators, video and sound production houses, etc. are eligible for entry in all categories excluding the relevant Craft categories.

ENTRIES

1. All entered work must have been produced in response to an actual brief from a client or approved the client before publication.
2. All entered work must have been available to the public through legal mediums.
3. All entered work must have been made on behalf of a contracted client with their approval and funding. Spec work is not permitted.
4. All entries must be commercially released in their original form between January 1st, 2023 and December 31st, 2023.
5. All entries must be free of agency logos or mention, unless entered in the self-promo category. Judges will have access to all entries submitted as well as written descriptions.

MOREOVER

The Anvil Awards may request proof of initial publication, posting or air date as well as proof of creation or production dates.

Hard copy required with any printed or physical submission permitting size is reasonable.

Submissions that have been previously entered in the Anvil Awards and are materially unchanged will not be eligible.

Entries may be moved into other categories at the judges' discretion without the prior approval or consent of the entrant.

Please ensure no identifying marks or words appear on your entries or in the written submissions.

All entries become property of Ad Rodeo. Ad Rodeo will not be held liable for loss of any entry for any reason. Physical samples will be available for pick-up after judging is completed. The entrant grants permission to Ad Rodeo to show, duplicate or play entries as Ad Rodeo deems appropriate. Ad Rodeo is not responsible for any entrant submission error. The decision of the judging panel and Ad Rodeo is final. The judging committee reserves the right to disqualify material not submitted according to specifications for each category, without notification or refund.

*Ad Rodeo has the right to reject any entries if qualifications are deemed insufficient.

We may request proof of publication and/or hard copies to ensure requirements have been met. If entries are disqualified, entry fees will not be refunded.*

QUESTIONS OR CONCERNS?

Contact the directors of entries & judging at judging@adrodeo.com

2024 ANVIL AWARDS ENTRY CATEGORIES

1, 2. **INTEGRATED CAMPAIGN**

1. **INTEGRATED CAMPAIGN : OVER \$50,000**

Multi-channel advertising campaign over \$50,000. Includes media spend, production and all agency fees. A minimum of three (3) unique mediums to promote a product, service, or brand.

2. **INTEGRATED CAMPAIGN : UNDER \$50,000**

Multi-channel advertising campaign under \$50,000. A minimum of three unique mediums to promote a product, service, or brand.

3-7. **PRINT**

3. **PRINT : POSTER SINGLE**

Printed poster for events, products or services. Examples include: wild postings, restobars.

*Physical submission required.

4. **PRINT : POSTER SERIES**

Printed posters (minimum of 2 unique versions) for events, products or services. Examples include: wild postings, restobars.

*Physical submission required.

5. **PRINT : PRINT SINGLE**

Paid print media single placed in publications such as newspapers or magazines.

*Physical submission/tear sheet required.

6. **PRINT : PRINT SERIES**

Paid print media series (minimum of 2 unique versions) placed in publications such as newspapers or magazines.

*Physical submission required.

7. **PRINT : DIRECT MARKETING**

Printed communication piece used to generate a specific response from a consumer. Examples include: mailers and promotional offers.

Physical submission required.

8, 9. **OUT-OF-HOME**

8. **OUT-OF-HOME : SINGLE**

Print or digital single execution specifically designed to reach consumers in a public physical space. Examples include: print or digital billboards, transit shelters, murals, vehicle wraps and interior transit ads.

9. **OUT-OF-HOME : SERIES**

Print or digital series (minimum of 2 unique versions) of executions specifically designed to reach consumers in a public physical space. Examples include: print or digital billboards, transit shelters, murals, vehicle wraps and interior transit ads.

12-16. **DESIGN**

12. **DESIGN : ANNUAL REPORT**

Print, digital or broadcast annual report for any publicly traded, private or non-profit organization.

*Hard copy required with print submission.

13. **DESIGN : IDENTITY SYSTEM**

New or redesigned comprehensive brand identity system involving print or digital components with various executions. Examples include combinations of: logos, wordmarks, monograms, graphic standards document, custom typeface, business cards, stationery, website, social media, environmental, etc.

14. **DESIGN : LOGO/WORDMARK**

New or redesigned visual identity. Must be currently in use by the brand/client.

15. **DESIGN : BROCHURE, CATALOGUE, OR BOOK**

Print or digital brochure or catalogue format for a product, exhibition, service or institution.

*Hard copy required with print submission.

16. **DESIGN : PACKAGING**

Packaging or labeling of a consumer product.

*Physical product and packaging required with submission.

17-23. **DIGITAL**

17. **DIGITAL : SOCIAL MEDIA SINGLE**

Work created specifically for social media. Examples include: Facebook, Twitter, Pinterest, Snapchat etc.

18. **DIGITAL : SOCIAL MEDIA SERIES**

Work created specifically for social media as a campaign or series (minimum of 2 unique versions). Examples include: Facebook, Twitter, Pinterest, Snapchat Instagram etc.

19. **DIGITAL : MICROSITE OR CAMPAIGN WEBSITE**

Temporary campaign, event or promotion specific stand-alone website.

20. **DIGITAL : ONLINE DISPLAY SINGLE/SERIES**

Static, animated or interactive online banner ad single or series. Examples include: desktop and mobile. Social media placements should be entered in DIGITAL : SOCIAL MEDIA SINGLE OR SERIES

21. **DIGITAL : WEBSITE**

Website created for a product, service or brand not tied to a specific campaign, contest or special promotion. *Excludes entries submitted in the DIGITAL : MICROSITE OR CAMPAIGN WEBSITE category.

22. **DIGITAL : MOBILE APPLICATION**

Interactive smartphone or tablet experience including games, apps and other mobile entertainment.

23. **DIGITAL : INNOVATIVE TECHNOLOGY**

Creation of new technology or innovative use of existing technology to reach and engage with consumers in a novel way. Examples Include: Metaverse, avatars, Virtual Reality, augmented reality etc.

Excludes entries in the DIGITAL : SOCIAL MEDIA categories.

10, 11. **BRANDED ENVIRONMENT**

10. **BRANDED ENVIRONMENT : PERMANENT**

Branded environment designed to be a permanent installation. Examples include: Retail store graphics and interior design.

11. **BRANDED ENVIRONMENT : TEMPORARY**

Branded environment designed to be in use for under 12 months, or for a special event or temporary retail experience.

24, 26. **AUDIO**

24. **AUDIO: BROADCAST OR STREAMING : SINGLE**

Radio single broadcast on commercial radio and/ or digital streaming service or podcast.

25. **AUDIO: BROADCAST OR STREAMING : SERIES**

Radio series (minimum of 2 unique versions) broadcast on commercial radio and/or digital streaming service or podcast.

26. **AUDIO : MUSIC OR SOUND DESIGN**

Music or sound design created for video, app or experience.

27-30. VIDEO

27. VIDEO: BROADCAST TV/CINEMA : SINGLE

Video single animated or live-action with paid media placements on broadcast television or cinema.

28. VIDEO: BROADCAST TV/CINEMA : SERIES

Video series animated or live-action with paid media placements on broadcast television or cinema.

29. VIDEO: NON-BROADCAST/ ONLINE : LONG FORM : SINGLE/SERIES

Non-broadcast animated or live-action video(s) longer than 90 seconds. Unpaid media placements only.

30. VIDEO: NON-BROADCAST/ ONLINE : SHORT FORM: SINGLE/SERIES

Non-broadcast animated or live-action video(s) not to exceed 90 seconds in length. Unpaid media placements only.

31,32. PHOTOGRAPHY

31. PHOTOGRAPHY : SINGLE

Photo single for use in advertising or editorial application that effectively elevates the concept.

32. PHOTOGRAPHY : SERIES

Photo series for use in advertising or editorial application that effectively elevates the concept.

33, 34. ILLUSTRATION

33. ILLUSTRATION : SINGLE

Best single illustration single using a traditional or digital medium that effectively elevates the concept.

34. ILLUSTRATION : SERIES

Illustration series using a traditional or digital medium that effectively elevates the concept.

35. SELF-PROMOTION

Promotion in any medium produced by an agency or individual with the sole intended purpose of self-promotion.

*Entries in this category cannot be submitted into any other category.

*Hard copy required with any printed or physical submission permitting size is reasonable.

36. NON-TRADITIONAL

Any execution outside of traditional media placements. Must be a non-paid media placement. Examples include: guerrilla tactics, stunts, product interactions, installations and ambient advertising.

37. MEDIA

37. MEDIA : INTEGRATED MEDIA PLAN

Media strategy supporting an advertising campaign that uses a minimum of three different mediums to promote a product, event, service or brand.

38. **ANVIL FOR GOOD**

Creative in any medium on behalf of a charity or not-for-profit organization completed pro bono by an agency or individual.

*Entries in this category cannot be submitted in any other category other than the Craft Categories.

*Hard copy required with any printed or physical submission permitting size is reasonable.

39. **FEARLESS CLIENT**

Creative done on behalf of a client that pushes the boundaries of our industry norms in a thoughtful way.

*Hard copy required with any printed or physical submission permitting size is reasonable.

40. **STUDENT AWARD**

Work created by a student enrolled in a Calgary post-secondary education program (not within an agency internship). Entries can be on behalf of an individual or group.

*Hard copy required with any printed or physical submission permitting size is reasonable.

41-47. **CRAFT**

LOCALS ONLY! Creators and suppliers located outside of Calgary are excluded from entering the craft category.

41. **ART DIRECTION**

Highest level of craft Art Direction in any medium

42. **COPYWRITING**

Highest level of craft copywriting in any medium.

43. **ILLUSTRATION**

Highest level of craft illustration in any medium.

44. **PHOTOGRAPHY**

Highest level of craft photography in any medium.

45. **CINEMATOGRAPHY AND VIDEOGRAPHY**

Highest level of craft within the video medium.

46. **ANIMATION/DIGITAL MOTION**

Highest level of craft animation/digital motion in any medium

47. **MUSIC OR SOUND DESIGN**

Highest level of music or sound design craft in any medium.

48. **DESIGN**

Highest level of craft design in any medium