



THE
BRITISH ARROWS
2024

RULES OF ENTRY

"The British Arrows is the largest awards show dedicated entirely to celebrating and rewarding excellence in British moving image advertising (and it's always the most fun!). We are very much looking forward to enjoying the best of British creative and craft in your 2023 submissions."

SIMON COOPER

Chair of British Arrows

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THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2024

There are different eligibility criteria for each set of awards, so please ensure you read them carefully.

By entering The British Arrows 2024 you agree to the Rules of Entry below.

We strongly advise entrants to call the British Arrows office on 0207 734 6962, if you have any questions during the entry process. Once the entry has been finalised it cannot be refunded.

GENERAL RULES FOR ARROWS AND CRAFT ENTRIES

ENTRY DATES		NO EXTENSIONS ARE POSSIBLE TO THESE DEADLINES
EARLY BIRD OPENS: CLOSES:	A DISCOUNT OF 10% IS APPLIED DURING THIS PERIOD Mon 2nd Oct 2023 Sun 29th Oct 2023	4 weeks
STANDARD OPENS: CLOSES:	Mon 30th Oct 2023 Sun 17th Dec 2023	7 weeks
LATE OPENS: CLOSES:	AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD Mon 18th Dec 2023 Wed 10th Jan 2024	4 weeks

FEES

All prices are quoted without VAT

1 – 10 entries	£395 per entry
11 + entries	£320 per entry
Campaign*	£575 for all content within the same entry (Arrows only)
Music Video*	£175 per entry (Craft only)
Freelancer*	£175 per entry (Craft only)
Early bird	10% discount per entry
Late entry	+£50 per entry

* Not included within the 11+ discount

ELIGIBILITY

Content previously entered into the British Arrows, in any form, is not eligible. Content previously entered into the Young Arrows will be accepted as long as it meets the eligibility period.

Only the aired or published version is eligible. Director's cuts and trailers for television programmes (which rely only on actual programming material) are NOT eligible.

All linear content entered must have been approved for broadcast where necessary by governing bodies such as Clearcast or BBFC. Legal subtitles needed for broadcast approval cannot be removed from the content entered into the awards. In the event of a dispute, you might be asked to show evidence of approval documentation. Where regulatory bodies have requested changes to be made to any content - either prior to or after transmission - only the amended version may be entered. Any version which has been precluded or excluded from transmission by a regulatory body is thereafter considered ineligible.

British Arrows does not stipulate a minimum number of paid for placements for an entry to become acceptable but the jury may ask for written proof of the media schedule.

All final eligibility decisions rest with the jury and no discussions around their decisions will be entered into with any entrant.

THE IMPACT AWARD SPECIFIC RULES & ELIGIBILITY

Entries for THE IMPACT AWARD category are eligible under the following criteria:

- » The content was aired/published anywhere in the world using paid-for media.
 - » The content was aired/published for the first time between 1st January 2023 and 31st December 2023.
 - » Either the advertising agency or production company are headquartered in the UK, or have UK-based offices from which this particular content was made.
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ARROWS SPECIFIC RULES & ELIGIBILITY

Entries for ARROWS categories (excluding the International category) are eligible under the following criteria:

- » The content was aired/published to a UK audience using paid-for media.
- » The content was aired/published for the first time between 1st January 2023 and 31st December 2023.
- » Either the advertising agency or production company are headquartered in the UK, or have UK-based offices from which this particular content was made.

Entries for the International category are eligible under the following criteria:

- » The content was aired/published internationally only using paid-for media (i.e. never shown in the UK).
 - » The content was aired/published for the first time between 1st January 2023 and 31st December 2023.
-

CRAFT SPECIFIC RULES & ELIGIBILITY

Entries for the CRAFT categories are eligible under the following criteria:

- » The content was aired/published anywhere in the world using paid-for media.
- » The content was aired/published for the first time between 1st January 2023 and 31st December 2023.
- » The nominee is British or a permanent resident in the UK, OR the agency, production company, post-production, VFX or audio facility for whom they work are headquartered in the UK, or have UK-based offices from which this particular content was made.

A production company can nominate a director/craftsperson for a piece of work they crafted prior to being signed with the production company, but the original production company who produced the entry must be credited.

PERMISSIONS

By entering the awards, entrants grant permission for The British Arrows Awards Limited to:

- » Open, view, download, copy, show, distribute or otherwise use your entry for the purposes of judging, presenting and promoting the activities of The British Arrows, in any way we reasonably deem necessary, in the UK and/or other territories throughout the world, whether those activities are undertaken by The British Arrows or by a third party authorised by us.
- » Use your entry in the original format in which it is submitted to us (and/or in any other format), in any mode and/or by any medium we deem reasonably necessary for the permitted purpose set out above.
- » Use your entry, with or without charge, either in public or in private.

By entering these awards the entrant agrees to hold British Arrows harmless of any claims made against them connected to their use of the entry in accordance with the permissions set out above.

By entering these awards the entrant confirms that they have sought and gained permission from the content owner to submit the commercial or content to the British Arrows for awards consideration.

ENTRIES

Entries can come from the advertiser, the advertising agency, the production company, the post-production company, the audio company, a freelancer or individual involved in the creation or production of the entry.

All entries will be viewed in full by all jury members independently online and the resulting shortlist will be reviewed on a second in-person round of voting. During the group judging days we will play up to 2 minutes of each shortlisted entry as a reminder for the judges before discussion and voting to determine the winning content.

Duplicate entries within the same category will only be judged once. We do not give refunds for duplicate entries so we encourage entrants to liaise with other involved companies prior to submitting your entry.

The shortlist will be published on **12th February 2024**.

On the awards night only the highest scoring shortlisted entries will be featured on screen before the winners are announced.

CATEGORIES

You can enter the same content into more than one category across **ARROWS** and **CRAFT**. Awards will be given in every valid category at the jury's discretion.

Each category must achieve a minimum number of 4 entries to become valid. If a category does not achieve the minimum number of entries, The British Arrows team will contact the entrant prior to judging and allow them to:

- » Transfer their entry into another category
- » Withdraw their entry and receive a full refund

ACCEPTED MEDIUMS

The following mediums will be accepted for entries into The British Arrows 2024. When you enter, you will be asked to state which medium/s your entry was created for.

TV
ONLINE
CINEMA
OUT OF HOME
MOBILE
IN-FLIGHT
REAL TIME
EXPERIMENTAL

SUBMISSION INFORMATION AND TECH SPEC

MAXIMUM FILE SIZE	2GB
RESOLUTION	HD 1920 x 1080
CODEC	H264 Progressive
SOUND	AAC 44KHz
FILE TYPE	.mov or .mp4

All content entered must be anonymous. Your media (including any supporting film or written content) will be rejected if it does not also comply with the following guidelines:

- » No slates.
- » No logos (except the brand being advertised).
- » No names of nominees, production personnel, companies or job titles in text or VO.
- » No recognisable people or nominees on screen or identifiable in VO.
- » No on-screen credits - any credits must be blurred, redacted or removed.

PAYMENT

Entries will not be judged without payment. All payments must be paid in full by Fri 12th January 2024. The British Arrows accepts payments via BACS and credit card only.

JURY DECISIONS

All jury decisions are final unless it is subsequently found that an entry has contravened the rules. In such cases, the Directors of The British Arrows reserve the right to withdraw an award and the entering company will bear the full costs of any remedial actions deemed necessary by the Directors to maintain the integrity of the awards scheme.

CREDITS FOR SHORTLISTED CONTENT

The credits you supply will be published in the book of the night, engraved onto any awards, projected on the screens during the show and will be seen live on the website.

Please take the time to ensure all your credits are spelt correctly and the right people are credited. You might be charged if you make amends to your credits within a certain date prior to the show.

British Arrows takes no responsibility for printed/engraved credits that are incorrectly spelt or supplied.

AWARDS

For all ARROWS winning content, regardless of who enters and pays for the entry, there will be 2 awards - one for the advertising agency *and* one for the production company.

CRAFT honours the best individuals rather than companies who have contributed to an entry. Therefore, your nominee must be an individual/s and not a company, unless specified. The physical award will be given to the nominee, not the company who entered the piece of content.

Duplicate awards can be ordered after the show night at additional cost. The engravings on any duplicate awards cannot be amended.

AD NET ZERO

At The British Arrows, we want to help Ad Net Zero help our industry deliver on its full potential to support businesses and people to deal with the climate emergency and build a more sustainable future.

Ad Net Zero is the advertising industry's drive to reduce the carbon impact of developing, producing and running advertising to real net zero by 2030.

We will be asking you to provide a footprint of the production of each entry for research purposes only, using the [AdGreen](#) calculator. This is not mandatory and will not be brought into the judging process, however it enables The British Arrows to consider what future entry criteria might look like, and how we can further support the shift towards more sustainable production.

"The climate emergency is the most pressing issue affecting us all, and our advertising industry can play a huge role in driving positive change" Ad Net Zero





THE
BRITISH ARROWS
2024

LIST OF
ARROWS & CRAFT
CATEGORIES

HOW WE JUDGE ENTRIES

- Our juries are made up of a curated balance of Client, Agency and Production, Post-production and Audio experts
- The jury selection is undertaken each year by The Board collaboratively with the Jury Chairs
- All entries are viewed in advance of the jury gathering in person to select the final winners
- During judging, The British Arrows allows for, and encourages the jury to debate and deliberate the entered work
- The British Arrows consults with industry experts to ensure that judging criteria is fair, relevant and robust

THE IMPACT AWARD

THE IMPACT AWARD

Awarded to the agency and production company

Commercials that have used the medium of film to deliver a powerful message that has a positive impact on society with the intention of inspiring real change, and portrays an authentic reflection of the issue

- This is open to UK and International entries

MANDATORY SUPPORTING INFORMATION

- Please provide information on how this commercial positively impacted perceptions/action towards the social issue. All supplied information should be anonymous - no entrant or companies names should appear on the supporting document. (500 words max)

OPTIONAL SUPPORTING FILM

- A case study or 'behind the scenes' support film no longer than 2 minutes
 - No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial
-

ARROWS CATEGORIES

ALCOHOLIC DRINKS

Awarded to the agency and production company

Includes:

- Beer
 - Spirits
 - Wine
 - Other alcoholic beverages
-

AUTOMOTIVE

Awarded to the agency and production company

Includes:

- Automotive products
 - Oil
 - Tyres
 - Vehicles
-

BRANDED ENTERTAINMENT

Awarded to the agency and production company

Content created and crafted to build awareness of a brand by associating it with the cultural values of entertainment. The content will deliver value to the audience beyond just promoting the brand. It will be content that is entertaining, informative, or emotionally resonant, while subtly incorporating the brand's message, values, or products

- Maximum of 3 films per entry to be uploaded as separate films

Includes:

FILM

- Scripted or unscripted short film or documentary where a brand collaborates with filmmakers to integrate their products, services, or messaging within a film's content. This approach aims to create a seamless and organic integration of the brand's elements into the story, setting, or characters of the film

TV

An individual or a series of TV programmes that have been brand funded and highlights seamless integration and alignment of brand and content

SOCIAL/ONLINE

A single or series of scripted or unscripted online videos with a brand strategically or physically integrated into the script/storyline. This can include creative and innovative use of content creators, streamers and influencers to portray a brand message and drive engagement

OPTIONAL SUPPORTING STATEMENT (500 WORDS MAX)

- No entrant logos, credits, company or personal names from the entrant or makers of the commercial to be included on the statement

ARROWS CATEGORIES

CHARITY & PUBLIC SERVICE

Awarded to the agency and production company

Includes:

- Charities
 - Government, NGO's or Military Announcements
 - Public Service Announcements
-

DIGITAL SERVICES, ELECTRONICS, COMPUTER GAMES & TOYS

Awarded to the agency and production company

Includes:

- Cameras
 - Computer games
 - Toys
 - Computer hardware including web browsers & systems
 - Computer software
 - Household appliances
 - Telecommunication products, networks & services
-

ENTERTAINMENT & SPORT PROMOTIONS

Awarded to the agency and production company

Includes:

- Books
 - Cinema and radio station promotions
 - Digital Platforms
 - Magazines
 - Music Platforms
 - Newspapers
 - Sports Event Promotions
 - Television
-

FASHION & APPAREL

Awarded to the agency and production company

Includes:

- Fashion brands
 - Sports apparel/brands
 - Fashion accessories and jewellery
-

FINANCIAL & CORPORATE SERVICES

Awarded to the agency and production company

Includes:

- Banking
 - Building societies
 - Corporate advertising
 - Gambling
 - Insurance
 - Post Office
 - Price comparison
 - Recruitment
 - Utilities
-

FOOD & NON-ALCOHOLIC DRINKS

Awarded to the agency and production company

Includes:

- Breads and cereals
- Canned food
- Cereal-based energy bars
- Confectionery
- Dairy products
- Dried food
- Food related products
- Frozen food
- Non-alcoholic drinks
- Water

ARROWS CATEGORIES

HOUSEHOLD GOODS

Awarded to the agency and production company

Includes:

- Detergents
- Gardening
- Miscellaneous Consumer Products
- Pet Products
- Pharmaceutical Goods
- Soaps
- Toiletries
- Wellness Products

INTEGRATED CAMPAIGN

This award goes to the advertising agency and the production company

The campaign must have included a key moving image element

MANDATORY SUPPORT FILM

- A case study no longer than 2 minutes outlining the different advertising methods that were brought together across multiple platforms
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

INTERNATIONAL THE NON-BRITISH ARROW

Awarded to the agency and production company

This is for commercials/content never shown in the UK

RETAILERS

Awarded to the agency and production company

Includes:

- Department stores
- Restaurants
- Shopping centres

SEASONAL CELEBRATIONS ***NEW**

This award goes to the agency and production company

Includes but not limited to:

- Back to School
- Christmas
- Easter
- Father's Day
- Halloween
- Mother's Day
- St. Patrick's Day
- Valentine's Day
- All other religious holidays

SOCIAL MEDIA ***UPDATED**

This award goes to the agency and production company/creator

This category recognises the most innovative use of film created for a brand specifically for use on a social media platform only

- Please do not enter films that have been aired on other mediums
- Films entered in the Branded Entertainment category can also be entered in this category

ARROWS CATEGORIES

THE GREEN ARROW

***NEW**

This award goes to the agency and production company

This award is for a piece of work that promotes a shift towards sustainability, excelling in creativity, impact and influence. Your main upload will be the film content that aired or was published. Entries will be judged on how well the creative concept encourages the viewer to shift to a more sustainable behaviour, attitude, or lifestyle to help support the planet.

This can include but is not limited to campaigns that encourage people and organisations to reduce their net carbon emissions; to campaigns that encourage the purchase of goods with sustainable features or that use less non-renewable energy in their manufacture. Campaigns that encourage people and organisations to reduce waste reaching oceans and rivers or projects to help preserve and protect natural resources and wildlife.

MANDATORY SUPPORTING STATEMENT (500 WORDS MAX)

— A supporting statement highlighting the actual/intended impact of the commercial. You should include details on the problem/behaviour issue you were trying to resolve, and the behaviour change you were trying to affect. Include any insights that helped develop a more sustainable approach resulting in the final idea. Provide a short summary of any evidence that a shift in thinking was achieved.

— No entrant logos, credits, company or personal names from the entrant or makers of the commercial to be included on the statement.

OPTIONAL SUPPORTING FILM

— A case study or 'behind the scenes' support film no longer than 2 minutes.

— No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial.

TRANSPORT & TOURISM

Awarded to the agency and production company

Includes:

- Leisure
- Tourism
- Transport
- Travel

BEST UP TO & INCLUDING 15 SECOND COMMERCIAL

***UPDATED**

Awarded to the agency and production company

— Content from any medium can be entered into the "Best of" categories and the main upload should be the film content that aired or was published.

— Best Up to & Including 15 Second Commercial entries can include sponsor idents, break bumpers and open/closing spots.

BEST UP TO 30 SECOND COMMERCIAL

BEST OVER 30 AND UP TO & INCLUDING 60 SECOND COMMERCIAL

BEST OVER 60 AND UP TO & INCLUDING 90 SECOND COMMERCIAL

BEST OVER 90 SECOND COMMERCIAL

CAMPAIGNS

UK CAMPAIGN

THE JOHN WEBSTER AWARD

Awarded to the agency and production company

— Themed films for the same product or service where the entry will be judged as an entire campaign rather than as individual commercials.

— A minimum of 3 and a maximum of 8 per entry to be uploaded as separate films.

CRAFT CATEGORIES

For any questions, please call the British Arrows office on 0207 734 6962. We're here to help!

AGENCY

WRITING

The award goes to the writer/writing team

- This award is for writing the script for a commercial/content
- The jury will be assessing plot, character, dialogue and voice-over
- Please note that an award-winning script does not necessarily have to include dialogue or voice-over

PRODUCTION

ACHIEVEMENT IN PRODUCTION

The award goes to the advertising agency producer, the production and/or VFX company producer

- This award is for production that has been pushed far above-and-beyond in delivering the director's vision and achieved that aim with incredible results
- The dedication and craft of producers and teams who went the extra mile and then some, is recognised in this award

MANDATORY SUPPORTING INFORMATION

- A supporting paragraph highlighting your journey, obstacles faced and conquered, including any budget restraints, technical issues, complexities, etc. All supplied information should be anonymous - no entrant or companies names should appear on the supporting document. (500 words max)

OPTIONAL SUPPORTING FILM

- A 'making of' or 'behind the scenes' support film no longer than 2 minutes
 - No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial
-

CASTING

The award goes to the casting director(s)

- This award is for a casting director's craft in choosing exactly the right in-vision actor or voice-over artist for a role
 - The kind of casting that elevates a piece of film with a performance and/or persona that no one else could have delivered
-

CINEMATOGRAPHY

The award goes to the cinematographer

- The jury will be looking at everything from camera work and shot composition to shooting style, lighting and technique
-

DIRECTOR - THE FRANK BUDGEN AWARD

The award goes to the director

- Submit a single piece of work, not a showreel

LIVE-ACTION ENTRIES

- The jury will consider all aspects of the director's craft from bringing a script to life with great casting, set design, location, wardrobe, shooting and post production

ANIMATED ENTRIES

- The jury will consider all aspects of the director's craft which are specific to animation namely: design, style, technique, composition, characterisation (where appropriate), animation specific communication of the brief and direction of production and/or post production

CRAFT CATEGORIES

INNOVATIVE USE OF REAL-TIME & 3D ***NEW**

This award goes to the artist(s)

This new category encompasses the creative and ground-breaking application of any real-time technologies and 3D elements to deliver dynamic and engaging brand advertising, content and experiences that transcend the traditional boundaries of moving image advertising.

Includes:

- Games
- Interactive experiences
- VR, XR, AR
- Virtual production and in-cinema realtime VFX

MANDATORY SUPPORT FILM

- A VFX details film - 'making of' or walk through supporting film no longer than 2 minutes, specially highlighting the use of technology they jury will be judging
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

MUSIC VIDEO

The award goes to the director

- The jury will be recognising excellence in music video direction and production promoting a band or artist. The jury will consider all aspects of the creation of the content.

PRODUCTION DESIGN

The award goes to the production designer

- The jury will be looking at how the production design has brought the piece to life. This can be everything from location, set design and model making to innovative ideas that add value and contribute to the production of a stunning piece of film

STYLING

The award goes to the Costume Designer or the Head of Make-Up, Hair & Prosthetics

- This award is for the specialist in costume design, hair, make-up and prosthetics whose craft turns actors into the roles they are playing with complete credibility, combining traditional craft and state-of-the-art techniques to create stunning visual results

POST PRODUCTION

ANIMATION: 2D & STOP MOTION

The award goes to the animation team

- This award is for the craft of 2D or stop-motion animation of any technique where it constitutes the body of the film and not be a secondary or post-production element, including art and design styles and techniques encompassing drawn, painted, frame-by-frame manipulation of images created either by hand using traditional ink and paint techniques; by computer using programmes such as Flash or After Effects; all physical stop-motion, puppets, 3-dimensional models or objects which are animated or manipulated in-camera. This will include any character or non-character puppets and/or models made using any medium and of any size

MANDATORY SUPPORTING FILM

- Animation detail film or a 'making of' support film no longer than 2 minutes, showing the animation techniques
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

CRAFT CATEGORIES

ANIMATION: CGI

The award goes to the animation team

- This award is for the craft of CGI of any technique where it constitutes the body of the film and is not a secondary or post-production element
- This award is also for the illusion of either life or movement through the animator's craft
- This includes all design styles: character, creature, abstract form, environment, liquid, solid object or photoreal element
- The CGI can exist in live action or fully CGI environments

MANDATORY SUPPORTING FILM

- Animation detail film or a 'making of' support film no longer than 2 minutes, specifically highlighting the CGI elements
 - No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial
-

COLOURIST

The award goes to the lead colourist

- This award is for outstanding achievement in the use of colour in a commercial
- The jury will be considering all aspects of the craft and looking for a flawless piece of work that is both visually arresting and individual in style

On the Entry Site you will also be asked to state what camera was used i.e. film or digital

MANDATORY SUPPORTING FILM

- The supporting film has to be a FULL IMAGE SIDE BY SIDE with BEFORE on the left and AFTER on the right
 - For BEFORE, the **LUT** must be a **Rec 709** and not a Log file
 - If the jury feel that the BEFORE has been altered to enhance the AFTER, the entry will be disqualified
 - No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial
-

EDITING

The award goes to the editor

- The jury will be considering all aspects of the craft including pace, timing, storytelling, flow, visual treatment, effects and audio
-

VFX

The award goes to the VFX team

- This award is for outstanding achievement in the use of VFX, created in post-production by combining elements from a variety of sources including live action, practical elements, or CGI
- It includes any image that appears in a commercial that could not be captured in-camera such as matte paintings, miniatures, chroma key footage, stunt work, action sequences, surreal or other-worldly augmentation, and computer-generated elements and images
- This award traditionally favours VFX in live action environments as opposed to fully CGI work

MANDATORY SUPPORTING FILM

- A VFX detail film or a 'making of' support film no longer than 2 minutes, specifically highlighting the VFX elements, which the jury will be voting on
 - No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial
-

AUDIO

CREATIVE USE OF MUSIC

The award goes to the individual, team or company and the individual responsible for the music edit (if different)

- This awards a re-recorded, edited, adapted, synced piece of existing music that compliments and elevates the narrative and visual content
-

ORIGINAL COMPOSITION

The award goes to the composer

- This awards an entirely original and bespoke piece of music commissioned to compliment and elevate the narrative and visual content
-

SOUND DESIGN

The award goes to the sound designer

- This award is for technical excellence and creativity in the craft of sound design
- The jury will be listening for music, SFX, audio treatments and overall cohesion

SPECIAL AWARDS

Special awards cannot be entered into but are awarded by The British Arrows Board based on the criteria below

FELLOWSHIP AWARD A lifetime achievement award presented by The British Arrows Board

ADVERTISER OF EXCELLENCE Awarded to a brand who has demonstrated bravery and championed their agency and production company to push the boundaries of advertising, in a way that's respectful and consensual

COMMERCIAL OF THE YEAR Awarded to the Agency and Production Company of the highest scoring commercial across all Arrows and Craft categories

AGENCY OF THE YEAR Awarded to the Agency who has achieved the highest score across all Arrows and Craft categories plus Commercial of the Year

PRODUCTION COMPANY OF THE YEAR Awarded to the Production Company who has achieved the highest score across all Arrows and Craft categories plus Commercial of the Year

CRAFT COMPANY OF THE YEAR Awarded to the Craft Company who has achieved the highest score across all Arrows and Craft categories plus Commercial of the Year