



THE  
BRITISH ARROWS  
21 | 22

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LIST OF  
ARROWS & CRAFT  
CATEGORIES

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HOW WE JUDGE ENTRIES

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- Our juries are made up of a curated balance of Client, Agency and Production, Post-production and Audio experts
- The jury is chosen by the British Arrows Board and signed off by the Chair of each Jury
- All entries are viewed remotely over a two week period. The jury then gathers 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 AWARDS

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

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## THE INCLUSION IMPACT AWARD

**\*NEW**

### **Awarded to the agency and production company**

This award is introduced to celebrate outstanding creative work which also promotes Diversity, Equity and Inclusion (DEI) both on screen and in agency and production staffing behind-the-scenes. Your main upload will be the film content that aired or was published. The supporting information for entries will need to demonstrate that issues of DEI (i.e. racial and ethnic diversity, gender diversity, ageism, cognitive or physical abilities, positive body image, discrimination, negative stereotypes, etc.), in any way those might manifest in the specific market for which the work is made, have been seriously considered and implemented in the work

Entries will be judged on:

- Excellence in idea and execution
- How they have addressed DEI issues when creating the teams involved in the work both on screen and behind-the-scenes

### **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

### **MANDATORY WRITTEN SUPPORTING INFORMATION**

- Behind the scenes - Please provide the percentage of agency and production company individuals directly involved in this commercial who are part of underrepresented groups (i.e. women and other marginalized genders, racial or ethnic groups, LGBTQ+, and people with cognitive or physical differences)
  - On screen - Please demonstrate how this commercial communicates authentically with the target audience through casting, language, script and storytelling
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## THE SUSTAINABLE IMPACT AWARD

**\*NEW**

### **Awarded 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
- The sustainability measures and procedures that were included/undertaken for the production of the content.

Entrants will need to provide their sustainability credentials as well as those of the brand, and provide examples of how sustainability was reflected in the development of the script, and how any decisions made to reduce carbon were factored into the production

You may also include any KPIs used to measure the overall success in encouraging a sustainable behaviour/attitude and/or your overall carbon footprint calculation for consideration

### **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

### **MANDATORY WRITTEN SUPPORTING INFORMATION**

- Was a sustainable approach requested in the original brief from the client? If so, how? If not, explain how you persuaded them into thinking and acting sustainably?
- How was sustainability reflected in the development of the script?
- How was sustainability factored in when you moved into production?
- Please give 3 examples of decisions that were made to reduce carbon.
- What sustainable production elements did you control?
- How did you influence/inspire all teams involved in the production to improve their ongoing sustainability?
- Please provide the sustainability policy of the agency, production company and client, including net zero carbon targets for all, and whether each is a b-corp, part of science-based targets etc.
- What KPIs/metrics did you use to measure your success in encouraging a sustainable behaviour or attitude? (Optional)
- Using a carbon calculator, such as that provided by Adgreen, what was the overall footprint of the production? (Optional)

**THE SOCIAL  
IMPACT AWARD**

(Formerly The Power of Film)

**\*NEW**

**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
- This is also now open to charities and public bodies

**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

**MANDATORY SUPPORTING INFORMATION**

- Please provide information on how this commercial positively impacted perceptions/action towards the social issue. (500 words max)

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## ARROWS CATEGORIES

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**ALCOHOLIC DRINKS**

Includes:

- Alcohol

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**AUTOMOTIVE**

Includes:

- Automotive products
- Oil
- Tyres
- Vehicles

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**BRANDED  
ENTERTAINMENT**

Includes:

- Branded online short films or short documentaries
- Coverage of live brand-funded events / stunts, which were made in conjunction with a moving image commercial or content
- Real-time projects

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**CHARITY & PUBLIC  
SERVICE**

Includes:

- Charities
- Messages in the public interest

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**DIGITAL SERVICES,  
ELECTRONICS,  
COMPUTER GAMES  
& TOYS**

Includes:

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

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**ENTERTAINMENT &  
SPORT PROMOTIONS**

Includes:

- Cinema and radio station promotions
- Sports event promotions
- Magazines
- Music (this does not include music promos)
- Newspapers
- Television

# ARROWS CATEGORIES

## FASHION & APPAREL

Includes:

- Fashion brands
  - Sports apparel/brands
  - Fashion accessories and jewellery
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## FINANCIAL & CORPORATE SERVICES

Includes:

- Banking
  - Building societies
  - Corporate advertising
  - Gambling
  - Insurance
  - Post Office
  - Price comparison
  - Recruitment
  - Utilities
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## FOOD & NON-ALCOHOLIC DRINKS

Includes:

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

Includes:

- Detergents
  - Gardening
  - Medicine
  - Miscellaneous consumer products
  - Pet products
  - Pharmaceutical goods
  - Soaps
  - Toiletries
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## INNOVATION & IMMERSIVE EXPERIENCES

**This award goes to the creator and the maker**

Content must revolve around a key moving image element that has pushed the boundaries of film advertising using a fresh and/or innovative use of media and/or technology in a way that elevates the storytelling or idea

Includes:

- Social content
- Interactive content (i.e. audience directly interacts with the video timeline and/or narrative)
- Out of home advertising (e.g. bus stops, train stations, tube stations, projections, public spaces)
- Real-time projects
- VR/360/AR projects
- Vertical video
- Physical installations and immersive experiences

### MANDATORY SUPPORT FILM

- A case study or 'walk through' 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

## **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

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## **INTERNATIONAL THE NON-BRITISH ARROW**

This is for commercials/content never shown in the UK

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## **RETAILERS**

Includes:

- Department stores
- Restaurants
- Shopping centres

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## **TRANSPORT & TOURISM**

Includes:

- Leisure
- Tourism
- Transport

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## **BEST UP TO 30 SECOND COMMERCIAL**

- 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 OVER 30 AND UP TO & INCLUDING 60 SECOND COMMERCIAL**

## **BEST OVER 60 SECOND COMMERCIAL**

# CAMPAIGNS

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## **SPONSORSHIP CAMPAIGN**

- Campaign advertising or sponsoring specific programming including break bumpers and opening and closing spots
- A minimum of 3 and a maximum of 8 per entry to be uploaded as separate films

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## **UK CAMPAIGN THE JOHN WEBSTER AWARD**

- 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

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### 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

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### ACHIEVEMENT IN PRODUCTION

**The award goes to the producers at the production company and advertising agency OR Head of SFX**

- 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
- Includes the craft of producing non-computer-generated special effects shot live in studio or on location and captured live in-camera

#### 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

#### MANDATORY SUPPORTING INFORMATION

- A supporting paragraph highlighting your journey, obstacles faced and conquered, including any budget restraints, technical issues, complexities, etc. (500 words max)
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### 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
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### 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
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### COSTUME & WARDROBE

**The award goes to the costume designer**

- This award is for outstanding contribution to the costume and wardrobe on the set of a production, showing innovation and craft skill that goes above the usual and elevates the final piece to new heights
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### 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
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### 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

# CRAFT CATEGORIES

## POST PRODUCTION

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### **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
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### **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
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### **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
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### **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
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### **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

# CRAFT CATEGORIES

## AUDIO

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### **CREATIVE USE OF MUSIC**

**The award goes to an individual, team or company**

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

**This year we are introducing our first Young Arrows awards recognising and celebrating emerging British talent. In their inaugural year they will be free to enter. As the UK and the industry recovers from the global pandemic, it is our intention to launch a full suite of awards for emerging talent in 2022/23**

For all Young Arrows entries you will be required to provide the following:

- Time in role
  - In 500 words, why this person? List significant accomplishments that support the nomination. Please demonstrate how the nominee has contributed to the creation of this work and to your organisation, and list any significant achievements
  - An endorsement of this nominee
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### **YOUNG & EMERGING TALENT AWARD - AGENCY \*NEW**

**This award goes to an individual working for a UK agency**

- Nominees working as creatives or producers within an agency
  - Nominee must not have worked in their nominated discipline for longer than 2 years
  - Nominee can be an employee or freelancer
  - Main entry must be a film the nominee has contributed towards
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### **YOUNG & EMERGING TALENT AWARD - PRODUCTION \*NEW**

**This award goes to an individual working for a UK production company**

- Nominees working as producers or directors within production
  - Nominee must not have worked in their nominated discipline for longer than 2 years
  - Nominee can be an employee or freelancer
  - Main entry must be a film the nominee has contributed towards
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### **YOUNG & EMERGING TALENT AWARD - CRAFT \*NEW**

**This award goes to an individual working in a craft role within UK advertising**

- Nominees across any craft discipline within UK advertising (production design, costume & wardrobe, cinematography, casting, animation, editing, colourist, VFX, sound design, composition)
- Nominee must not have worked in their nominated discipline for longer than 2 years
- Nominee can be an employee or freelancer
- Main entry must be a film the nominee has contributed towards



# 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

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**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

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

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**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

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**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

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**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  
**\*NEW**