

THE  
**BRITISH ARROWS**  
2023

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**RULES OF ENTRY**

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*"We are excited to launch another year of The British Arrows Awards show, honouring excellence in moving image advertising. Yet again we've updated our categories to reflect our ever-evolving industry. We look forward to seeing your ongoing craft and creativity in brand execution."*

**CLARE DONALD & JANI GUEST**

Chairs of British Arrows

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## THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2023

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

By entering The British Arrows 2023 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

<b>ENTRY DATES</b>		<b>NO EXTENSIONS ARE POSSIBLE TO THESE DEADLINES</b>
<b>EARLY BIRD</b> OPENS: CLOSES:	<b>A DISCOUNT OF 10% IS APPLIED DURING THIS PERIOD</b> Mon 3rd Oct 2022 Mon 31st Oct 2022	4 weeks
<b>STANDARD</b> OPENS: CLOSES:	Tue 1st Nov 2022 Mon 19th Dec 2022	7 weeks
<b>LATE</b> OPENS: CLOSES:	<b>AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD</b> Tue 20th Dec 2022 Wed 11th Jan 2023	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.

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

### \*NEW

Music videos are only accepted in the Craft Music Video category and will be rejected in all other categories.

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

## \*UPDATED

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 2022 and 31st December 2022.
  - » 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 2022 and 31st December 2022.
- » 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 2022 and 31st December 2022.
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# 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 2022 and 31st December 2022.
- » The nominee is British or permanently 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.

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# 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.

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# 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 6 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

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# ACCEPTED MEDIUMS

The following mediums will be accepted for entries into The British Arrows 2023. 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.

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## PAYMENT

**Entries will not be judged without payment.** All payments must be paid in full by Fri 13th Jan 2023. The British Arrows accepts payments via BACS and credit card only.

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## 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.

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## 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.

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## 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.

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**For any questions, please call The British Arrows office on 0207 734 6962**

# AD NET ZERO

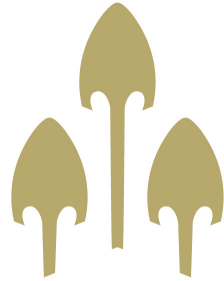
At The British Arrows, we want to help Ad Net Zero help our industry deliver on its full potential to support businesses and people to deal with the climate emergency and build a more sustainable future.

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





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THE

# BRITISH ARROWS

# 2023

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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 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

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## THE IMPACT AWARD \*UPDATED

### **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

### **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. All supplied information should be anonymous - no entrant or companies names should appear on the supporting document. (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**

\*UPDATED

Includes:

— Cinema and radio station promotions

— Sports event promotions

— Magazines

— 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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## IMMERSIVE EXPERIENCES

**\*UPDATED**

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

Recognising the best use of content created using virtual and/or physical methods; the content must revolve around a key moving element that has pushed the boundaries of advertising using a fresh and/or innovative use of media and/or technology in a way that elevates the storytelling or idea

Includes:

- Interactive content (i.e. audience directly interacts with the video timeline and/or narrative)
- Digital 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

## INTERNATIONAL THE NON-BRITISH ARROW

This is for commercials/content never shown in the UK

## RETAILERS

Includes:

- Department stores
- Restaurants
- Shopping centres

## SOCIAL MEDIA **\*NEW**

**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

## TRANSPORT & TOURISM

Includes:

- Leisure
- Tourism
- Transport

## 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 AND UP TO & INCLUDING 90 SECOND COMMERCIAL

## BEST OVER 90 SECOND COMMERCIAL

# CAMPAIGNS

## SPONSORSHIP CAMPAIGN

- This category recognises the best in short films created specifically for sponsoring a TV programme (includes break bumpers and open/closing spots) on any platform or a feature film in cinema (usually not part of the advertising or trailer reels)
- A minimum of 3 and a maximum of 8 per entry to be uploaded as separate films

## 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

**\*UPDATED**

#### The award goes to the producers at the production and/or VFX company and advertising agency

- 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

#### 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. All supplied information should be anonymous - no entrant or companies names should appear on the supporting document. (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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### 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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### MUSIC VIDEO

**\*NEW**

#### The award goes to the director

- For the first time we 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.
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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

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## STYLING \*UPDATED

**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

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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

# CRAFT CATEGORIES

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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

## 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

- 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