



THE  
BRITISH ARROWS

21 | 22

---

RULES OF ENTRY

---

*"As the largest awards show dedicated to honouring excellence in British moving image advertising, we are excited to see all the work created during the challenging two years for our 2021/22 show"*

**CLARE DONALD & JANI GUEST**

Chairs of British Arrows

.....

## THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2021/22

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

By entering The British Arrows 2021/22 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 as 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 4th Oct 2021 00:00 Sun 31st Oct 2021 23:59	4 weeks
<b>STANDARD</b> OPENS: CLOSES:	Mon 1st Nov 2021 00:00 Sun 19th Dec 2021 23:59	7 weeks
<b>LATE</b> OPENS: CLOSES:	<b>AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD</b> Mon 20th Dec 2021 00:00 Wed 11th Jan 2022 23:59	5 weeks

## FEES

All prices are quoted without VAT

1 – 10 entries	£375 per entry
11 + entries	£300 per entry
Campaign*	£575 for all content within the same entry (Arrows only)
Freelancer*	£175 per entry (Craft only)
Young Arrows*	Free of charge for 2021 22 (Young Arrows 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. This does not include content entered into the 2020 Made in Lockdown Award which is eligible if it fits the remaining rules herein.

Only the aired or published version is eligible. Director's cuts, music promos and trailers for television programmes (which contain 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 AWARDS SPECIFIC RULES & ELIGIBILITY

Entries for THE INCLUSION AND SUSTAINABLE IMPACT AWARD categories 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 2020 and 31st December 2021 (an extended eligibility period due to the impact of Covid-19 during 2020).
- » 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 SOCIAL 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 2020 and 31st December 2021 (an extended eligibility period due to the impact of Covid-19 during 2020).
- » Either the advertising agency or production company are headquartered in the UK, or have UK-based offices from which this particular content was made.

---

## 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 2020 and 31st December 2021 (an extended eligibility period due to the impact of Covid-19 during 2020).
- » 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 2020 and 31st December 2021 (an extended eligibility period due to the impact of Covid-19 during 2020).

---

## 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 2020 and 31st December 2021 (an extended eligibility period due to the impact of Covid-19 during 2020).
- » 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.

---

## YOUNG ARROWS SPECIFIC RULES & ELIGIBILITY

Entries for THE YOUNG ARROWS 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 2020 and 31st December 2021 (an extended eligibility period due to the impact of Covid-19 during 2020).
- » The nominee is British or has the right to work in the UK.
- » The nominee must not have worked in their nominated discipline for longer than two years at the point that the content was produced.

# 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.

---

# 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

---

# ACCEPTED MEDIUMS

The following mediums will be accepted for entries into The British Arrows 2021/22. 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 14th Jan 2022. 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, engraved onto any awards, projected on the screens on the night 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.

---

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