

Advertising Awards



**The Cannes Lions
International Festival of Creativity**

www.canneslions.com

The largest gathering of worldwide advertising professionals, designers, digital innovators and marketers.

Every year in June, over 10,000 professionals from over 90 countries visit to celebrate the best of creativity in brand communication, discuss industry issues and to network.

Inspired by the International Film Festival, staged in Cannes since the late 1940s, a group of cinema screen advertising contractors belonging to the Screen Advertising World Association felt the makers of advertising films should be similarly recognised.

So they established the International Advertising Film Festival, the first of which took place in Venice, Italy, in September 1954, with 187 film entries from 14 countries. The lion of the Piazza San Marco in Venice was the inspiration for the Lion trophy.





Cannes Lions juries are drawn from experts in each field from around the world. They judge submissions in Film, Film Craft, Media, Press, Outdoor, Cyber, Promo & Activation, Direct, Design, Radio, Mobile, Branded Content & Entertainment, PR, Creative Effectiveness, Titanium, Integrated, Strategy and Innovation.

The Festival launched a new category called the Innovation Lions in 2013. It was created to “honour the technology and innovation which facilitates creativity”.

“Cannes is the only global, cross discipline show, covering advertising, design, digital, media, promo, effectiveness, and everything else besides. It doesn’t aggregate the scores of other shows, so you can’t inflate your ranking on the back of just one or two pieces of work. If you are number one at Cannes, you’ve done it the hard way, the proper way, the only way.”

John O’Keeffe

WPP Worldwide Creative Director



D&AD

www.dandad.org

“D&AD exists to stimulate, enable
and award creative excellence in
design and advertising.”

Design and Art Direction (formerly known as British Design & Art Direction) is a British educational charity which exists to promote excellence in design and advertising. Their brand guidelines includes the words “Benchmarking and rewarding great ideas that are well executed and appropriate”.

D&AD was founded in 1962 by a group of London-based designers and art directors including David Bailey, Terence Donovan, Alan Fletcher and Colin Forbes (who designed the original D&AD logo). The group was dedicated to celebrating creative communication, rewarding its practitioners, and raising standards across the industry.

Initiated by Sir John Hegarty of BBH, the Student Awards were launched in 1977. Bridging the gap between college and work, the awards present students with real world briefs to tackle.

D&AD's educational programmes continued to grow in 1978 when Dave Trott set up the D&AD Advertising Workshops. They aim to inspire and broaden understanding of advertising and help prepare participants for their first jobs.

The Student Awards have become an increasingly international event with entries coming from colleges in over 40 countries.

There are professional awards in May which are open to industry, and student awards known as 'New Blood'. The annual D&AD Awards are highly respected, and regarded as a major international event in the world of design and advertising.

The Pencil Lineup

Wood Pencil (formerly In Book)

The equivalent to a bronze award. The best in advertising and design from the year, worthy of a place in the D&AD Annual.



The Pencil Lineup

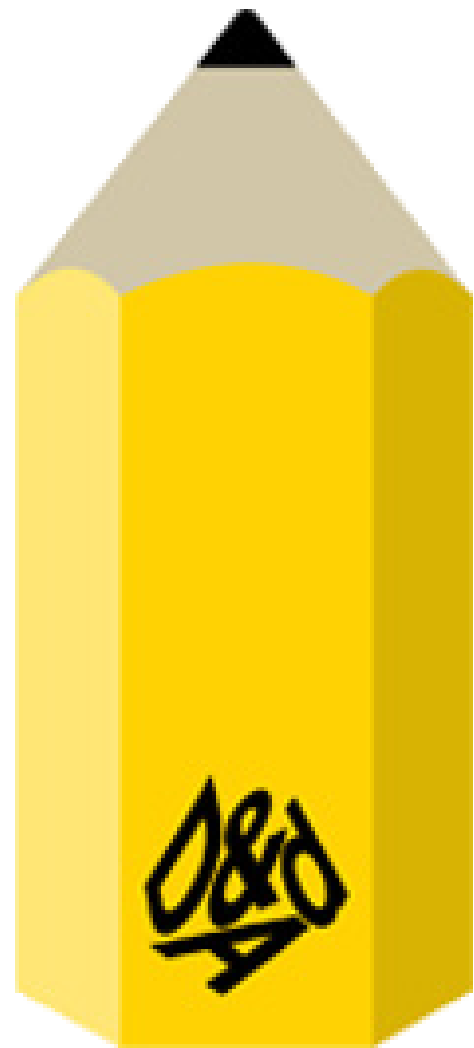
Graphite Pencil (formerly Nomination)

The equivalent to a silver award.
Stand-out work, beautifully
executed with an original and
inspiring idea at its core.



The Pencil Lineup

Yellow Pencil



The iconic D&AD Yellow Pencil, awarded only to the most outstanding work that achieves true creative excellence.

The Pencil Lineup

White Pencil



Awarded to Yellow Pencil-
worthy work that demonstrates
the power to affect real and
positive change in the world
through creative thinking.

The Pencil Lineup

Black Pencil

The ultimate creative accolade for work that is truly groundbreaking in its field. Only a handful of Black Pencils are awarded each year (if any).



The Black Pencil is particularly coveted as they are given for 'outstanding' work and usually only one or two given out each year although in 2003 none were awarded.

A new benchmark was set when a double Black Pencil was awarded to AMV BBDO's 'Surfer' for Guinness in 1999. This was matched 5 years later by 'Grrr', Wieden + Kennedy London's work for Honda UK.



Most Awarded

Presented to the top advertising agencies, design studios, production companies and clients of the year.



IPA Effectiveness Awards

www.ipa.co.uk/effectiveness

www.theadmission.co.uk

The Institute of Practitioners in Advertising (IPA) is the trade body and professional institute for agencies in the UK's advertising, media and marketing communications industry, covering the creative, digital marketing, direct marketing, healthcare, media, out-of-home advertising, sales promotion and sponsorship sectors. It currently has over 300 agency members.

To win an IPA Effectiveness Award is to achieve the highest recognition by senior clients and agency peers. The Awards set the global benchmark for excellence in effective communications by requiring entrants to prove their marketing communications have generated a payback to clients and industry experts.



For more than three decades, the Awards have been a platform to build authors' reputations, display agency expertise and showcase new learning. The resulting body of more than 1,200 awards cases amassed by the IPA is a uniquely credible resource used by marketers looking for examples of successful commercial creativity.

The Awards are open to any communications agency, media owner or advertiser worldwide and entries can feature campaigns involving any product category, country or size of budget.

The IPA Effectiveness Awards are recognised by agencies and clients as the world's most rigorous award scheme because entrants have to prove their communications strategies have worked in hard business terms. The scheme has also been imitated by eight other countries worldwide since the UK launch in 1980.



The Campaign Big Awards

www.campaignbigawards.com

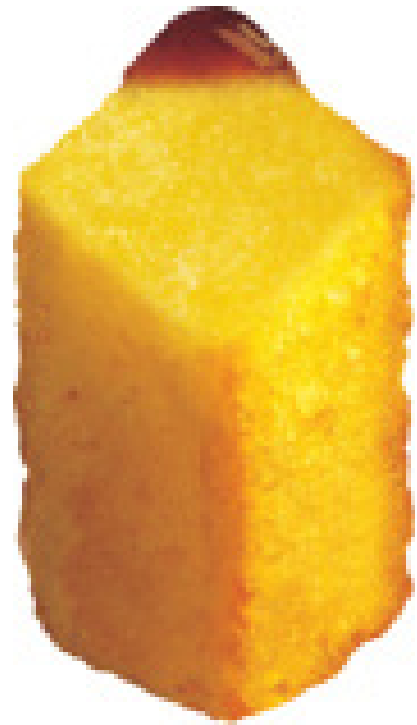
Campaign is the leading weekly magazine in the UK for the advertising and communications industry and undoubtedly the hottest source of advertising, media and communications. It is known as the 'industry bible'.

The Campaign Big Awards aims to champion and celebrate the very best work, in any and all media. This approach brings together the brightest agencies and the smartest clients from across the advertising spectrum to applaud and reward British advertising.



The Big Awards are now recognised as one of the UK's most important barometers of creative advertising in the UK. As usual, work can be entered across 6 different media platforms (TV, direct, radio, press, outdoor and digital) via 16 different product categories.

They also recognise agencies that have notched up the highest scores in each media category by anointing the Campaign Big Film Agency of the Year, Press Agency of the Year, Outdoor Agency of the Year, Direct Agency of the Year, Interactive Agency of the Year, Radio Agency of the Year and Integrated Agency of the Year.



THE CHIP SHOP AWARDS

CREATIVITY WITH NO LIMITS

The Chip Shop Awards

www.chipshopawards.com

The Chip Shop Awards continue to recognise creativity with no limits and no rules. It's an international creative award, open to anyone with great ideas.

One of the best ways to establish creative reputation is to win awards. But meeting the rules of the 'normal' awards schemes can be difficult - you need to meet criteria such as minimum media spend, dates that work ran, proof that your client approved it and the list goes on.

The Chip Shop Awards are there to recognise that the best ideas don't always fall within the rules. It's all about ideas. Your work does not have to have been broadcast, printed or mailed. The client doesn't even have to be yours. You just need a brilliant idea.



Categories

+ Best Use of Honesty	+ Best Transport	+ Ad Most Likely to Start World War 3
+ Best Award Entry Title	+ Best Use of Ambient	+ Best Ad Which Really Should Run (That Hasn't)
+ Best Use of Celebrity	+ Best Press	+ Best Political
+ Best Retail	+ Best Digital	+ Best Ad Without a Visual
+ Best Leisure	+ Best Stunt or Experience	+ Best Ad from the Future
+ Best Professional Service	+ Best Social	+ Best Shop Window Post Card
+ Best Charity	+ Best Video	+ Best Fake News
+ Best Food and Drink	+ Best Outdoor	+ Best Use of Bad Taste
+ Best Health	+ Best Corporate Identity	+ Best Parody
+ Best Education	+ Best Ad Without a Headline	

Other Awards



Academy Awards

Although there are seven types of annual awards presented by the Academy, the best known is the Academy Award of Merit, more popularly known as the Oscar statuette.

Made of gold-plated britannium on a black metal base, it is 34cm tall, 3.85kg and depicts a knight rendered in Art Deco style holding a crusader's sword, standing on a reel of film with five spokes. The five spokes represent the original branches of the Academy: Actors, Writers, Directors, Producers, and Technicians.



The Brit Awards

The Brit Awards are the British Phonographic Industry's annual pop music awards. Taking the form of Britannia (the national personification of Britain), the trophy has been redesigned by various artists since the BRIT Awards revamp in 2011. Past designers have included millener Philip Treacy and fashion designer Vivienne Westwood and artist Tracey Emin.





The 2020 event takes place 18th February at London's 02 Arena and the award design returns to its' classic Lady Britannia BRIT statuette.

The Turner Prize

The Turner Prize, named after the painter J.M.W. Turner, is an annual prize presented to a British visual artist. Awarding the prize is organised by the Tate gallery.

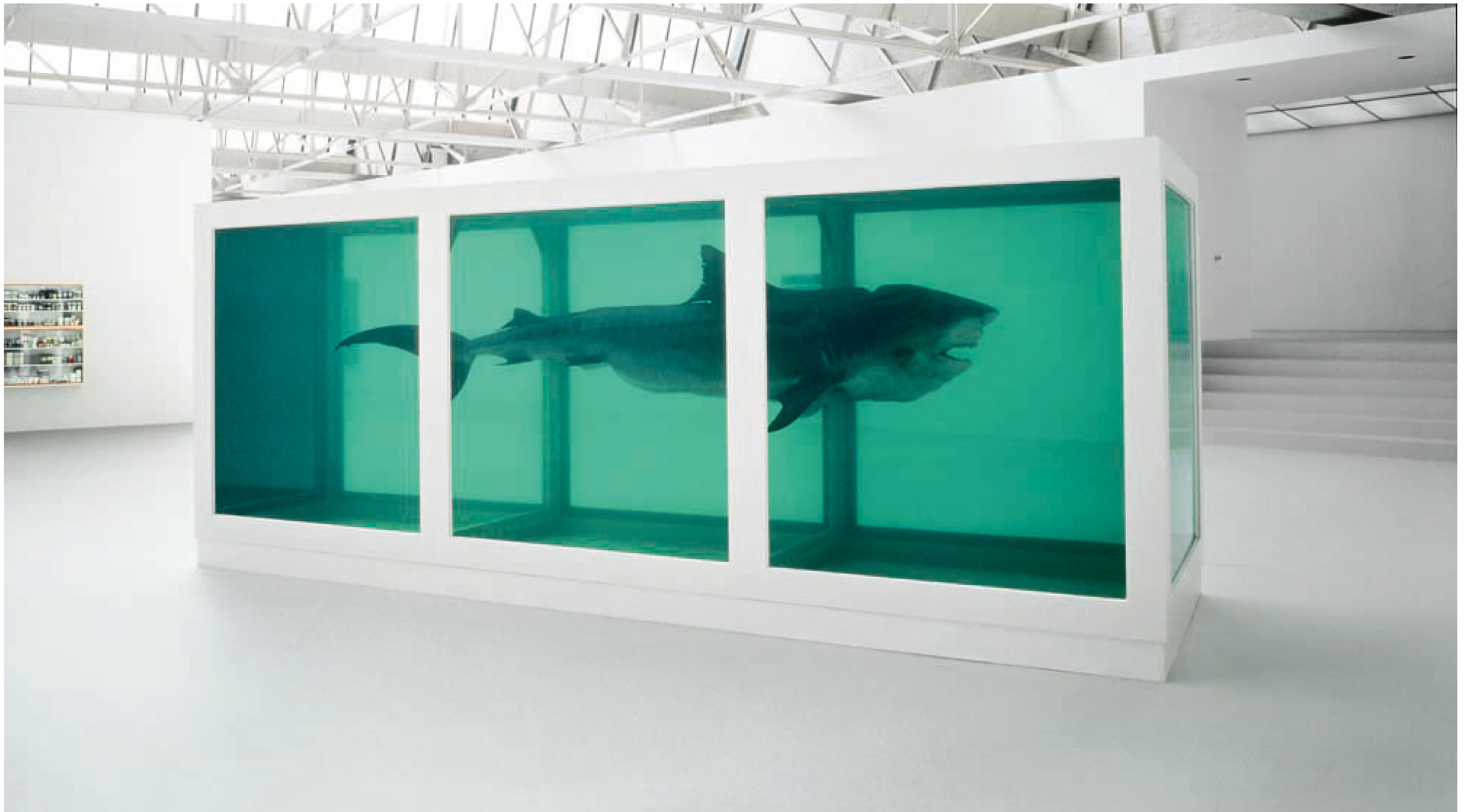
Since its beginnings in 1984 it has become the United Kingdom's most publicised art award. It represents all media, including painters, but it has become associated primarily with conceptual art.

The prize was founded by a group called the Patrons of New Art.

They were formed in 1982 to help buy new art for the Tate Gallery's collection, and to encourage wider interest in contemporary art.

The Patrons wanted a name associated with great British art. They chose J.M.W. Turner (1775–1851) partly because he had wanted to establish a prize for young artists. He also seemed appropriate because his work was controversial in his own day.

It is a controversial event, mainly for the exhibits, such as “*The Physical Impossibility of Death in the Mind of Someone Living*”, a shark in formaldehyde by Damien Hirst, and “*My Bed*”, a dishevelled bed by Tracey Emin.



The Physical Impossibility of Death in the Mind of Someone Living
Damien Hirst



My Bed
Tracey Emin

Controversy has also come from other directions, including a Culture Minister (Kim Howells) criticising exhibits and a guest of honour (Madonna) swearing.

One of the best known prizes for the visual arts in the world, the Turner Prize aims to promote public debate around new developments in contemporary British art. Every other year, the prize leaves Tate Britain and is presented at a venue outside the capital.

An exhibition of work by the four artists shortlisted for Turner Prize 2019 will be at the *Turner Contemporary* in Margate until 12th January 2020. The Turner Prize 2019 will be announced in December.

The trophy?

£25k

**(and the prestige of being the winner
of the Turner Prize!)**

Now a studio exercise ...

... invent an award!