



“ Until this year we deliberately kept our heads down and stayed away from the awards scene, but the fact that we have grown to be one of the major players in Manchester, we thought it was about time to enter the arena with the result of an immediate Roses Gold. We’ve got a taste for awards now. ”

**David Pye, Creative Director
Refinery Group**

ROSES CREATIVE AWARDS 2012

Call for Entries

Will you be green-fingered or red-faced in 2012?

They say you reap what you sow. So, will you reap a Roses Creative Award in 2012? Well, that all depends. Did you sow the seed of a killer idea last year? Did you tend and nurture that idea until the green shoots of a killer ad began to grow in your grey matter? Did you ensure that idea was bathed daily with bright life-giving inspiration? Did you feed your growing idea with imagination, energy and creativity? Hopefully you pruned away all the bad stuff along the way. And did you smile proudly when you finally presented the fruit of your labours to the adoration and envy of colleagues, clients and competitors alike?

Enter The Roses Creative Awards 2012 and let's sort the Alan Titchmarshes from the Charlie Dimmocks.

Early Bird Discount

Get your work in by 22nd December and you'll receive 20% off the entry fee. Good news for whoever signs the cheques!

Plant your idea today by entering your work online:
www.rosesadvertisingawards.com

Deadline for entries: **5pm Friday 10 February 2012**
www.rosescreativeawards.com

Sponsored by:



Organised by:

Roses Creative Awards 2012

Call for Entries



Who can enter?

Entries are open to all Advertising Agencies, Design Consultancies, Digital Agencies, Direct Mail Companies, Production Companies, Marketing Agencies, PR Consultancies, In-house Creative Teams, In-house Marketing Teams and Media Buying Agencies provided you are based in the UK or Ireland but outside London's M25.

OR you can be based anywhere in the UK including London providing you are producing work for a client whose headquarters are outside the M25

What work is eligible to enter?

Material entered must have been published, displayed, broadcast or mailed between 1st January 2011 and 10th February 2012.

Why enter?

- To win an award
- To stand out from the competition
- To demonstrate your talents and skills to existing and potential clients
- To reassure clients that you are the best company to work with.
- To demonstrate your talent and skills to your boss, rivals and peers
- To gain great PR opportunities
- To boost morale throughout your company and reward your hardworking teams
- To highlight the importance of creative advertising

The Judging Panel

The Roses Creative Awards will be judged by a panel of creatives with extensive expertise in advertising, design and digital including;

- John Mountford, Director - JMS Group
- Danny Brooke - Taylor, Creative Director - DARE
- Mark Padfield, Creative Director - Golley Slater
- Chris Hassell, Director - RALPH
- Steve Long, Creative Director - Gravity London

Visit www.rosesadvertisingawards.com for more information on the judges.

What are the judges looking for?

The panel will be looking for a fresh new idea, something innovative and a concept they wish they had done themselves.

Entry fees

Early bird rate if you enter before 22nd December you will receive a 20% discount on the entry fee = £124.00 +vat for your first entry and £52 + vat for each additional entry.

After the early bird rate is over the entry fee is - £155 + vat for your first entry and £65 + vat for each additional entry.

Entry Deadline

Entries will close on Friday 10th February 2012

For more information please contact **Lyndsay Wilson** on **0141 559 6063** or lyndsay.wilson@carnyx.com

Deadline for entries:
5pm Friday 10 February 2012

Enter at www.rosescreativeawards.com

Roses Creative Awards 2012

Call for Entries



Categories

DIGITAL

1. Website
2. Online Video/Film
3. Online Campaign
4. App

TELEVISION / CINEMA

5. TV/Cinema Campaign (see rule 1)
6. TV/Cinema Commercial £20 or Less
7. TV/Cinema Commercial Under 21 Seconds
8. TV/Cinema Commercial Over 21 Seconds

PRESS

9. Press Ad
10. Press Campaign (see rule 1)

PRINT

11. Recruitment Advert
12. Financial, Professional & Trade Advert
13. Food & Drink Advert
14. Public Sector Advert
15. Retail Advert

RADIO

16. Radio Campaign (see rule 1)
17. Radio Commercial of 30 Seconds or Less
18. Radio Commercial Over 30 Seconds

DESIGN

19. Annual Report
20. Publications
21. Corporate / Promotional Literature
22. Corporate Identity
23. Stationery
24. Packaging
25. Poster
26. Use of Visual Design
27. Exhibition/Point of Sale

CRAFT

28. The Chris Bowen Awards for Best Copywriting
29. Art Direction
30. Use of Typography
31. Use of Illustration/Animation
32. Use of Photography

OUTDOOR

33. Outdoor Campaign
34. 6, 4 or Smaller Sheet
35. 48 or 96 Sheet Poster
36. Unusual Size or Special Build

OTHER

37. Ambient Media/Stunts (see rule 2)
38. Direct Mail
39. Charity Advertisement (see rule 3)
40. House Advert/Self Promotion (rule 4)
41. Most Creative Use of Media (see rule 5)
42. Low Budget (see rule 2)
43. Integrated Campaign (see rule 7)

CREATIVE STRATEGY

44. Advertising Strategy
45. Digital Strategy
46. Design Strategy
47. Best PR Strategy

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Roses Creative Awards 2012

Call for Entries



How to enter

- Register and create an account.
- Decide what categories you are going to enter (complete the form at the end of this document indicating which categories you will be entering). You may enter as many categories as you like but each must be treated as a separate entry and payment made for each.
- Enter information about your entry (client name, title of entry etc) in the boxes provided. Please also include a 100 word summary on your submission.
- Upload hi-res images of your work (**this is important as these images are shown online and during the show if nominated**) - you will also have to send in mounted artwork etc for judging via post. You must also include (do not glue) an entry form to the back of your posted work. See submission formats section below for details on the different categories.
- Once you are happy with your entries proceed to the "submit and pay" section.
- Enter your payment details and confirm your entry.
- Once payment is processed you will be sent a confirmation email and a receipt will be posted out to you.
- If you wish to pay by cheque, please leave your entries in your basket, post a cheque payable to Carnyx Group to Lyndsay Wilson, Roses Creative Awards, 4th Floor, 26 Gallowgate, Glasgow, G1 5AB and we will submit your report when your payment is received.

- If you want to add any more submissions later you can go back into your account and repeat the previous steps above
- All entries must be made by the deadline on **Friday 10th February**.
- NOTE: entries and payment should be made online at www.rosescreativeawards.com and hard copies posted in for judging. All hard copies must include an individual entry form stuck (**do not glue**) to the back of each entry. See below for details.

Submission formats

Once you have paid online and entered your entry details you must supply your work in the following formats.

If posting these should be sent to Lyndsay Wilson, Roses Creative Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

All posted entries MUST include an individual entry form, loosely attached (do not glue) to the back of the entry material. You will find this entry form at the back of this document.

Press Upload images on the website with your entry and post mounted artwork (board being no bigger than A2 size) plus individual entry form loosely attached to the address above.

Radio Upload an Mpeg on the website plus email your typed script to lyndsay.wilson@carnyx.com

TV/cinema Upload a AVI, MPEG, MOV or WMV file on the website with your entry plus **3 screen grabs/stills** or post a

DVD of your advert plus individual entry form loosely attached to the address above.

Outdoor Upload images on the website with your entry and post mounted artwork (board being no bigger than A2 size) plus individual entry form loosely attached to the address above.

Craft Upload images on the website with your entry and post mounted artwork (board being no bigger than A2 size) plus individual entry form loosely attached to the address above.

Digital Supplied as URL or AVI, MPEG, MOV or WMV uploaded onto the website.

Other (including charity, house ad/self promotion/creative use of media, Ambient, Low Budget and integrated) Supply as above depending on the format of the entry you are submitting into each category. E.g upload details on the website and post in mounted artwork plus individual entry form loosely attached for judging.

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Roses Creative Awards 2012

Call for Entries



Category rules

1. A campaign is made up of three or more entries except a television campaign which is made up of two entries.
2. Only entries with a minimum media spend of £3000 will be accepted. Adverts not meeting these criteria may enter the 'Low Budget', 'Best Viral', 'Best Online Advertisement or Campaign' and 'Best Ambient Media / Stunt' categories only. The only exceptions to this are adverts carried out as a 'one-off' for a major client. which may be entered into any category as appropriate.
3. Best charity advertisement can be of any advertising or direct marketing discipline and may NOT be entered into any other categories.
4. Best House Advert/Self Promotion is open to all companies (excluding inside M25) who actively trade within the advertising, design, marketing and promotion industry, provided the work is produced for themselves.
5. Supply artwork in accordance with guidelines in submission formats and also include a brief explaining the media used and how it was creative.
6. Best Integrated Campaign is made up of 3 entries 1. above the line 1. Digital and 1 non other of any discipline.

General rules

10. Material entered must have been published, displayed, broadcast or mailed between 1st January 2011 and 10th February 2012.
11. Work entered into previous Roses Awards will NOT be eligible.
12. Only entries made within the early bird discount time frame will receive the 20% discount, while MiNetwork members receive 10% discount throughout the entry period.
13. All submissions posted for judging must be accompanied by an individual entry form, please ensure that the forms are attached loosely to the back of the entries.
14. As the judging will be anonymous, please ensure your branding is not shown on your submissions.
15. Work entered into more than one category must be treated as a completely separate entry and payment made for each.
16. The same advert cannot be entered into more than three categories under any one discipline.
17. All entries must be supplied in the specification stated in submission formats. Entries must be received by no later than 5pm Friday 10th February 2012. Please note that we cannot guarantee that entries received after this deadline will be considered.

18. Entries are open to all Advertising Agencies, Design Consultancies, Digital Agencies, Direct Mail Companies, Production Companies, Marketing Agencies, PR Consultancies, In-house Creative Teams, In-house Marketing Teams and Media Buying Agencies provided they are based in the UK or Ireland but outside London's M25.
19. The judges reserve the right to re-allocate entries that in their view are incorrectly entered.
20. The Organisers reserve the right to retain entries for subsequent publication/exhibition in relation to the awards.
21. The organisers reserve the right to verify that all entries have been commercially produced for a commercial client. Proof of publication or transmission may be requested.
22. Unfortunately due to the volume of entries, correspondence or feedback can be given regarding entries.
23. The judge's decision is final.
24. Entering work is at your own risk – entries cannot be returned. Whilst every care will be taken in the storage of entries, the organisers will not accept responsibility for loss or damage of entries.
25. All entries submitted should conform to the British Codes of Advertising and Sales Promotion. Any entry that has a complaint upheld against it by the Advertising Standards Authority will be disqualified.

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Roses Creative Awards 2012

Individual Entry Form



To be completed for each piece of work entered (photocopies are acceptable). All information given may be published therefore please state clearly.

*these sections must be completed

Please tick this box to confirm you have submitted and paid for your entries online and this work has to be put forward to the judging panel

*Submitting Company:

*Category Number:

*Category Name:

*Client:

Clients Name and Email:

*Title of entry:

Website Address (Digital category only):

Complete as appropriate

Art Director:

Copywriter:

Typographer:

Photographer:

Illustrator:

Production Company:

Other:

*Date first published/mailed/transmitted/distributed:

*Title of Medium (e.g. The Drum):

Roses Creative Awards 2012

Category selection form

Please complete this page - indicating the categories you are entering - and return ASAP by fax or email to
e: lyndsay.wilson@carnyx.com f: 0141 559 6050



DIGITAL

- 1. Website
- 2. Online Video/Film
- 3. Online Campaign
- 4. App

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