

# 2008 YGAward

## Professional Award Entry Kit

US\$20,000 for the YoungGun of the Year  
Professional business coaching with RogenSI for all Gold Bullet Winners

**ENTRY DEADLINE NOW EXTENDED TO  
FRIDAY OCTOBER 31, 2008 – 5PM**



### The Future of Advertising

In advertising, we all start as bottom feeders. We scrounge around looking for any decent brief we can get our hands on. And it's only through sheer determination and hard work that our talent shines and our skills develop. YGAward exists to speed up the process, to assist young creatives and help them to emerge as serious talent early on in their careers.

## Important Entry Information

- 1.** All entry details **MUST** be submitted via the online entry system at [www.ygaward.com](http://www.ygaward.com)
  - 2.** Entry work submission by category:
    - a.** For print, outdoor, maverick, integrated, content & engagement, direct mail, bottom drawer and somethingelse: all work must be submitted physically via mail.
    - b.** For film, radio and web/digital: all work must be uploaded via the YGAward online entry system.
- All specific entry requirements are detailed in this 2008 Award Entry kit.
- 3.** There are **NO** uploading fees for film and web files via YGAward.
  - 4.** All entrants will receive an email notification with an entry summary list after completing entry.
  - 5.** There are 2 ways to pay. After completing your entry details on the online system and locking off the entries for payment, you will be able to print a payment form. You must then:
    - a.** Email / fax it to us or,
    - b.** Include it in the physical entry package (where applicable) in a marked envelope.
  - 6.** You will receive a receipt once payment is processed and your entries approved.

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## 2008 YGAward > Jury

**Craig Davis (Jury Chairman)**

Worldwide Creative Director  
JWT  
London, UK

**Amir Kassaei**

Chief Creative Officer  
DDB Group  
Berlin, Germany

**Kevin Lee**

Executive Creative Director  
Ogilvy & Mather  
Shanghai, China

**Ruy Lindenberg**

Creative Vice President  
Leo Burnett  
Sao Paulo, Brazil

**Matias Ballada**

Creative Director  
Santo  
Buenos Aires, Argentina

**Jeff Anderson**

Art Director  
Droga5  
New York, USA

**Isaac Silvergate**

Copywriter  
Droga5  
New York, USA

**Andy Blood**

Group Executive Creative Director  
TBWA\Whybin\Tequila  
Auckland, New Zealand

**Emma Hill**

Creative Director  
Clemenger BBDO  
Melbourne, Australia

**Micah Walker**

Executive Creative Director  
Publicis Mojo  
Sydney, Australia

## 2008 YGAward > Steps to Enter

### Entry Deadline

All entries must be submitted along with entry fees no later than 5.00pm (Sydney time GMT +10) on **Friday October 31, 2008 (extended deadline)** Entries submitted after October 17, 2008 and within the extended deadline period will be subjected to an additional AUD\$50 penalty fee

### 1> YGAward Eligibility

For an entry to be eligible, at least one person expecting to claim & be acknowledged for the award must have been born after 25 November, 1977. All entries must have been commercially released for the first time between October 13, 2007 and October 17, 2008.

### 2> Select your Categories

A single entry fee applies to each individual entry. A campaign entry fee applies to each campaign (a minimum of 3 executions up to a maximum of 5 executions per campaign). Ensure you are entering your work into the correct category. See complete list of categories in **Section 3**

**Multiple Entries** - You may enter the same piece of work into more than one category. Note that you must supply a copy of the work for each entry you make (if you are uploading your work online you need only supply one copy of the work, just enter the ID number of your previously uploaded file and we will transfer a copy into the relevant entries).

### 3> Submit your entry information online via [www.ygaward.com](http://www.ygaward.com)

This is applicable to all entries. Please ensure that all credits are listed correctly. The eligible creatives' credited in the YGAward Entry System will be used for winners and finalists announcements. All winners and finalists will be contacted to supply full credits. Any amendments will incur an AUD\$50 admin fee.

### 4> Prepare your entry correctly

See "Preparation of Entries" in **Section 6**. Depending on the category, work will need to be submitted either online or physically via mail.

#### Submitting work online: For film, radio and web/digital categories

You will be able to upload your entry file once you have completed the online entry form. The "Preparation of Entries" in **Section 6** details how to format your entries for digital upload.

#### Submitting work physically with entry labels: for Print, Outdoor, Maverick, Integrated, Content & Engagement, Direct Mail, Bottom Drawer and Something Else

Each entry you send us must have the correct label attached. Labels for your entries are created from the information you enter online via YGAward - just print out the forms and affix to the back of each entry with removable tape. Package your entries carefully to avoid damage during transit; however do consider the environmental waste. Please ensure the address label is attached to the outside of your package with multiple packages clearly numbered in sequence, for example, 1 of 4, 2 of 4 etc. All entry preparation details by category are in "Preparation of Entries" **Section 6**.

### 5> Payment

See "Entry Fees" & "Payment" pages for more details. Once you have completed your entry details online and are ready to submit, complete the payment form. Payment may be made by bank transfer or credit card. If sending physical work, please ensure that payment is included in the package with your entries. If uploading your work, you can email / fax the completed PDF Payment form to YGAward.

### 6> Members

Members receive 1 free single entry. To become a YoungGuns member go to [www.ygaward.com](http://www.ygaward.com) and follow the membership prompts. You will require your membership number to qualify for the free entry.

### 7> Customs

A Customs Invoice should be clearly marked: "FESTIVAL MATERIAL - NO COMMERCIAL VALUE" If your courier requires a value to be indicated, this should be purely nominal - for example \$1 per tape or board). If you overvalue your entry by writing a larger amount on your customs declaration, it will attract customs duties and YGAward will not be responsible for clearance of entries through Customs.

### 8> Delivery of Physical Entries

Entries that have not been uploaded to the entry system should be sent to the following address:

YoungGuns International Advertising Award  
Level 1, 299 Elizabeth Street  
SYDNEY NSW 2000  
AUSTRALIA

## 2008 YGAward > Divisions & Categories

### A. TV/Cinema

- A1\_ TV less than 30 seconds
- A2\_ TV 30 seconds
- A3\_ TV more than 30 seconds
- A4\_ Cinema commercials (any length)
- A5\_ Television commercials, Public & Community Service
- A6\_ Cinema commercials, Public & Community Service

### B. TV/Cinema Campaigns

- B1\_ TV campaigns less than 30 seconds (each commercial)
- B2\_ TV campaigns 30 seconds
- B3\_ TV campaigns more than 30 seconds, or of differing lengths
- B4\_ Cinema campaigns (any length)
- B5\_ Television campaigns, Public & Community Service
- B6\_ Cinema campaigns, Public & Community Service

### C. TV/Cinema Crafts

- C1\_ Direction
- C2\_ Editing
- C3\_ Animation
- C4\_ Special effects
- C5\_ Sound design
- C6\_ Music composition
- C7\_ Cinematography

### D. Radio

- D1\_ Radio up to and including 30 seconds
- D2\_ Radio over 30 seconds

### E. Radio Campaigns

- E1\_ Radio campaigns (any length)

### F. Art Direction

- F1\_ Individual
- F2\_ Campaigns

### G. Copywriting

- G1\_ Individual
- G2\_ Campaigns
- G3\_ Best Headline

### H. Print Advertising

- H1\_ Consumer magazines
- H2\_ Newspapers

H3\_ Trade & professional magazines

H4\_ Public & Community Service

### J. Print Advertising Campaigns

- J1\_ Consumer magazine campaigns
- J2\_ Newspaper campaigns
- J3\_ Trade & professional magazine campaigns
- J4\_ Public & Community Service campaigns

### K. Print Crafts

- K1\_ Illustration
- K2\_ Photography
- K3\_ Typography
- K4\_ Retouching

### L. Outdoor/Posters

- L1\_ Outdoor supersites & spectaculars
- L2\_ Street furniture including ciltlights & superlites
- L3\_ Transit including buses, taxis, trains
- L4\_ Outdoor posters (any size)
- L5\_ Outdoor posters community service & charity (any size)
- L6\_ Outdoor general (other executions to those listed above)
- L7\_ Promo Posters

### M. Outdoor/Poster Campaigns

- M1\_ Outdoor campaigns (can be a mixture of different mediums)

### N. Maverick Media

- N1\_ Up to and including 3 executions
- N2\_ More than 3 executions

### O. Digital - Individual

- O1\_ Online advertising (e.g. banners, boxes, buttons, interstitials, text links, pop-ups)
- O2\_ Rich Media Advertising
- O3\_ Online games
- O4\_ Micro sites
- O5\_ Consumer Websites
- O6\_ Business-to-Business Websites
- O7\_ Art & entertainment websites

O8\_ Direct Response

O9\_ Innovative Use of Technology

O10\_ Mobile / Wireless

O11\_ Viral

O12\_ Webspots

O14\_ Self promotional digital Media

O15\_ Public & Community Service

### P. Digital Campaigns

- P1\_ Digital Campaigns (can be a mixture of different mediums)

### Q. Interactive

- Q1\_ Console games
- Q2\_ Installations and Experimental media (Including kiosks, virtual projections, digital exhibitions)
- Q3\_ Public & Community Service

### R. Content and Engagement

- R1\_ Campaigns

### S. Music Videos

- S1\_ Direction
- S2\_ Editing
- S3\_ Animation
- S4\_ Special effects
- S5\_ Cinematography

### T. Integrated

- T1\_ Integrated Campaigns

### U. Direct Mail

- U1\_ Low volume mailings (niche market, up to 10,000 approx)
- U2\_ High volume mailings (mass market, over 10,000 approx)
- U3\_ Inserts
- U4\_ Public & Community Service
- U5\_ Field Marketing

### V. Bottom Drawer

- V1\_ Bottom Drawer

### W. Something Else

- W1\_ Something Else

### X. Quit In Style

- X1\_ Craft in Quit in Style

## 2008 YGAward > Entry Prices

All prices are in Australian dollars -AUD\$.

### Single entry fee – AUD\$300 per submission

NOTE: *The entry requirements are detailed in the “Presentation of Entries” section*

TV/Cinema

TV/Cinema Crafts

Radio

Print Advertising

Art Direction

Print Crafts

Outdoor/Posters

Maverick Media (up to and including 3 executions)

Digital

Interactive

Music Videos

Direct Mail

### Campaign entry fee – AUD\$400 per submission

NOTE: *The entry requirements are detailed in the “Presentation of Entries” section*

NOTE: *The number of executions per campaign is detailed in the “Presentation of Entries” section*

TV/Cinema Campaigns

Radio Campaigns

Print Advertising Campaigns

Art Direction Campaigns

Outdoor/Poster Campaigns

Maverick Media (more than 3 executions)

Digital Campaigns

SomethingElse

### Integrated Campaigns, & Content and Engagement entry fee – AUD\$500 per submission

NOTE: *The entry requirements are detailed in the “Presentation of Entries” section*

### CopyWriting – see fees below

NOTE: *The entry requirements are detailed in the “Presentation of Entries” section*

G1 – Individual – AUD\$300 entry fee per submission

G2 – Campaigns – AUD\$400 entry fee per submission

G3 – Best Headline – AUD\$200 entry fee per submission

X.Quit in Style – please refer to [www.quitinstyle.com](http://www.quitinstyle.com) for all information. No fee required.

### Bottom Drawer entry fee – AUD\$100 per submission

NOTE: *The entry requirements are detailed in the “Presentation of Entries” section*

### Advertising Student Award

NOTE: See *Student Entry Kit PDF* on YoungGuns website ([www.ygaward.com](http://www.ygaward.com))

### Creative Brief

NOTE: See *Creative Brief section* on YoungGuns website ([www.ygaward.com](http://www.ygaward.com))

*Australian Government Goods & Services Tax (GST) of 10% must be applied in addition to the Entry Fees listed above for Australian residents only.*

## 2008 YGAward > Payment

### How To Pay

Payment can be made by credit card or bank transfer.

\*Australian Government Goods & Services Tax (GST) of 10% must be applied in addition to the Entry Fees listed in Section 4 – “Entry Fees”, **for Australian residents only.**

### Credit/Debit Cards

Payment can be made by Mastercard or Visa Card only.

### Bank Transfers

Payment can be made by transfer directly into YoungGuns' bank account. If paying by bank transfer, please enclose a copy of your transfer receipt with your payment form.

Please either use; the entrant name, or agency / country as an identifier on the bank transfer.

All bank transfers incur an AUD\$10 fee.

*Please make transfers to:*

YoungGuns Pty Ltd  
Westpac Banking Corporation  
341 George Street  
SYDNEY NSW 2000  
AUSTRALIA  
Account Number: 349 401  
BSB Number: 032 000  
SWIFT CODE: WPACAU2S

## 2008 YGAward > Presentation of Entries

### PRINT

The below instructions apply to the following divisions:

**Art Direction, Copywriting, Print Advertising, Print Advertising Campaigns, Print Crafts**

### **ENTRY TO THESE DIVISIONS REQUIRES WORK TO BE PHYSICALLY SUBMITTED**

You will receive pre-printed labels after completing your online entry forms. You must print out these labels, attach them to the back of your mounted board/s, and send them with a copy of your entry form.

- You **MUST** submit in printed form. Ads should be trimmed as they appeared in the publication, without any credit lines.
- Flush mount on black lightweight card (maximum size 76cm x 50cm). Foam board **WILL NOT** be accepted.
- Each mounted entry must carry a label on the reverse side stating only the entry name, category entered, and ID number allocated by the entry system.

### **Additional Campaign Entry Requirements**

- Each item in a campaign must be clearly marked in order of sequence e.g. 1 of 4, 2 of 4 etc. Do not mount complete magazines or newspapers onto card
- For campaigns, tape each ad together accordion style reading from left to right horizontally, as a single unit. Number each ad within the sequence with the ID number allocated by the entry system.

### **Additional Digital File Requirements**

- You will be contacted for digital files either:
  - o If there is any issue with your entry submission or,
  - o Should you be a winner or finalist

### **Non English Language Entries**

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

### **Packaging**

- Whilst it is important that you carefully pack your entry to YGAward to avoid damage in transit, please consider the environment by not overwrapping; for example, each entry separately.

## 2008 YGAward > Presentation of Entries

### FILM

The below instructions apply to the following divisions:

**TV / Cinema, TV / Cinema Campaigns, TV / Cinema Crafts, Music Videos, and Web Spots (O\_12) and Viral (O\_11).**

### **ENTRY TO THESE DIVISIONS REQUIRES FILE UPLOADS**

Once you have completed the online entry form, you will be prompted to upload your entry file.

You must upload an mpeg2 and a Quicktime for each entry you are submitting.

Ensure uploaded file titles match the entry title of the submission.

- mpeg2 - 720 x 576 (pixels)  
*(ensure that the mpeg2 file has audio and video combined properly within the one file submitted)*
- Quicktime - 320 x 240 (pixels)  
*(A Quicktime should be 10mb per second, and an mpeg2, 1mb per second. E.g., for a 30 second commercial the QuickTime will be around 3mb and the mpeg 30mb)*

Please ensure you do not include a clock in your encode.

### **Non English Language Entries**

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.
- Subtitles or voice over is preferable. Otherwise ensure a translation is included in the "description" field in the online entry submission.

## 2008 YGAward > Presentation of Entries

### OUTDOOR/POSTER & MAVERICK MEDIA

The below instructions apply to the following divisions:

**Outdoor/Posters, Outdoor/Poster Campaigns, Maverick Media\***

**ENTRY TO THESE DIVISIONS REQUIRES WORK TO BE PHYSICALLY SUBMITTED**

You will receive pre-printed labels after completing your online entry forms. You must print out these labels, attach them to the back of your mounted board/s and send them with a copy of your entry form.

- You **MUST** supply one proof or photograph in situ and artwork of the actual Outdoor/Poster or Maverick Media site, mounted on A2 or A3 size black lightweight card.
- Foam board **WILL NOT** be accepted,
- Each mounted entry must carry a label on the reverse side stating only the entry name, category entered, and entry number allocated by the entry system.
- Please paste the summary of the campaign objective/creative brief on the back of the board. This will help the judges in the scoring process. Summaries must not exceed one page.

#### Additional Campaign Entry Requirements

- Each item in a campaign must be clearly marked in order of sequence e.g. 1 of 4, 2 of 4 etc.
- For campaigns, tape each ad together accordion style reading from left to right horizontally, as a single unit. Number each ad within the sequence with the ID number allocated by the entry system.

#### Additional Digital File Requirements

- You will be contacted for digital files either:
  - o If there is any issue with your entry submission or,
  - o Should you be a winner or finalist

#### Non English Language Entries

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

#### Packaging

- Whilst it is important that you carefully pack your entry to YGAward to avoid damage in transit, please consider the environment by not overwrapping; for example, each entry separately.

*\*The Maverick Media category accommodates ideas that have appeared in unusual and unconventional places. Can be referred to as "Ambient Media"*

## 2008 YGAward > Presentation of Entries

### DIGITAL

The below instructions apply to the following divisions:

**Digital Individual and Campaigns (except web spots & viral – for these see FILM ENTRY instruction page)**

#### **ENTRY TO THESE DIVISIONS REQUIRES FILE UPLOADS**

In these categories all creative components of the work will be considered.

- Please provide URL, user name and password (if appropriate) for each entry that leads the viewer straight into your entry.
- Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by the jury at a later time.
- Launch pages are permitted only if there is STRICTLY no agency branding or reference to anyone who worked on the entry.
- Do not supply launch pages leading to more than one entry.
- Synopsis: each entry must include a summary of the campaign objective or creative brief. This will help the judges in the scoring process.
- The synopsis may be entered in 2 ways:
  - o included on the launch page or,
  - o as a 2 minute (maximum) video as an Mpeg2 file uploaded with the entry

#### **Other Entry Considerations**

- For O9 – Innovative Use of Technology and O10 – Mobile / Wireless it is recommended that a 2 minute (maximum) video as an Mpeg2 file be uploaded with any other supporting material. All JPEGs must be 300dpi, CMYK or RGB mode at A4 size

#### **Non English Language Entries**

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

## 2008 YGAward > Presentation of Entries

### INTERACTIVE

The below instructions apply to the following division:  
**Interactive**

### ENTRY TO THIS DIVISION REQUIRES FILE UPLOADS

In these categories all creative components of the work will be considered.

- Please provide URL, user name and password (if appropriate) for each entry that leads the viewer straight into your entry.
- Entries which cannot be accessed for judging due to long periods of server downtime will not be considered by the jury at a later time.
- Launch pages are permitted only if there is STRICTLY no agency branding or reference to anyone who worked on the entry.
- Do not supply launch pages leading to more than one entry.
- Synopsis: each entry must include a summary of the campaign objective or creative brief. This will help the judges in the scoring process.
- The synopsis may be entered in 2 ways:
  - o included on the launch page or,
  - o as a 2 minute (maximum) video as an Mpeg2 file uploaded with the entry

### Non English Language Entries

Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance

## 2008 YGAward > Presentation of Entries

### RADIO

The below instructions apply to the following divisions:

#### Radio and Radio Campaigns

#### ENTRY TO THESE DIVISIONS REQUIRES FILE UPLOADS

Once you have completed the online entry form, you will be prompted to upload your entry file.

- You must upload an MP3 or WAV file for each entry you are submitting.
- NO OTHER FORMATS WILL BE ACCEPTED.
- When completing the online entry form, you will be prompted to provide a summary of the campaign objective / creative brief for the ad. This will help the judges in the scoring process.

#### Non English Language Entries

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

## 2008 YGAward > Presentation of Entries

### INTEGRATED

The below instructions apply to the following division:

#### Integrated

#### ENTRY TO THIS DIVISION REQUIRES WORK TO BE PHYSICALLY SUBMITTED

#### Integrated Campaigns will be judged on the following:

- The quality and freshness of the Idea.
- The implementation of the idea working across different media channels, with 3 - 9 ads, in at least 3 different advertising mediums.
- The 3 minute (maximum) video presentation.
- All entries must relate to one single advertising campaign. Entries relating to more than one advertising campaign (even if promoting the same product) must be entered separately.

You will receive pre-printed labels after completing your online entry forms. You must print out these labels, attach them to your entry and additional material, and send them with a copy of your entry form.

All Integrated Campaign entries, including any with an Interactive component, MUST be made into a 3 minute (maximum) video presentation and submitted as Mpeg2 on a DVD or PC compatible CD

#### Material to illustrate your submission

This should include samples, brochures, product packs, leaflets, photographs, point of sale materials etc. as appropriate. All materials should be supplied in the following formats:

- Proofs or photos must not be larger than A3 in size (29cm x 42cm).
- All JPEGS must be 300dpi, CMYK or RGB mode at A4 size (maximum).
- All video material should be submitted as Mpeg2 on a DVD or PC compatible CD.
- All audio files should be submitted as MP3 files on PC compatible CD.
- All websites or online materials must be submitted via a URL, even if only posted temporarily for the purpose of the judging.
- Please make sure that any material provided can be easily understood and shown to the jury.

#### Non English Language Entries

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

#### Winners and Finalists

- Should your entry be a winner or finalist and included in the YGAward online showcase, you will be able to provide a 5 minute maximum video presentation for the showcase if you wish.

## 2008 YGAward > Presentation of Entries

### CONTENT AND ENGAGEMENT\*

The below instructions apply to the following division:

#### Content and Engagement Campaigns

#### ENTRY TO THIS DIVISION REQUIRES WORK TO BE PHYSICALLY SUBMITTED

#### Content and Engagement Campaigns will be judged on the following:

- Innovation through seamless creative and media that lead to unique content and consumer engagement.
- The 3 minute video presentation.
- All entries must relate to one single advertising campaign. Entries relating to more than one advertising campaign (even if promoting the same product) must be entered separately.

You will receive pre-printed labels after completing your online entry forms. You must print out these labels, attach them to your entry and additional material, and send them with a copy of your entry form.

All Content and Engagement Campaign entries, including any with an Interactive component, MUST be made into a 3 minute (maximum) video presentation and submitted as Mpeg2 on a DVD or PC compatible CD

#### Material to illustrate your submission

This should include samples, brochures, product packs, leaflets, photographs, point of sale materials etc. as appropriate. All materials should be supplied in the following formats:

- Proofs or photos must not be larger than A3 in size (29cm x 42cm)
- All JPEGS must be 300dpi, CMYK or RGB mode at A4 size (maximum).
- All video material should be submitted as Mpeg2 on a DVD or PC compatible CD.
- All audio files should be submitted as MP3 files on PC compatible CD.
- All websites or online materials must be submitted via a URL, even if only posted temporarily for the purpose of the judging.
- Please make sure that any material provided can be easily understood and shown to the jury.

#### Non English Language Entries

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

#### **\*What is Content and Engagement?**

*This category deals with the creation of content and its engagement with the consumer. The content can be advertiser funded, or organically consumer generated. It is not traditional "interruptive" advertising but rather "coercive", the consumer desires to be involved.*

*Any questions contact [livia@ygaward.com](mailto:livia@ygaward.com)*

## 2008 YGAward > Presentation of Entries

### DIRECT MAIL

The below instructions apply to the following division:

#### Direct Mail

#### ENTRY TO THIS DIVISION REQUIRES WORK TO BE PHYSICALLY SUBMITTED

The Direct Mail division is for single entries only.

#### Direct Mail will be judged on the following:

- Purely on the concept / idea.
- Strategy, results etc. do not form a component of the judges' scoring.

You will receive pre-printed labels after completing your online entry forms. You must print out these labels, attach them to your mounted board/s and send them with a copy of your entry form.

- Supply one proof or photograph of the actual Direct Mail piece, mounted on A3 size black lightweight card.
- Each mounted entry must carry a label on the reverse side stating only the entry name, category entered and the ID number allocated by the entry system.
- Please paste the summary of the campaign objective/creative brief on the back of the board. This will help the judges in the scoring process. Summaries must not exceed one page.
- Also on the back of the board, mount a plastic pocket containing one sample of the entry so that it can be easily accessed by the judges. This sample must be submitted the way it was originally mailed or published. All items to be submitted in printed form and not enhanced in any way.

#### Additional Digital File Requirements

- You will be contacted for digital files either:
  - o If there is any issue with your entry submission or,
  - o Should you be a winner or finalist

#### Non English Language Entries

- Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

#### Packaging

- Whilst it is important that you carefully pack your entry to YGAward to avoid damage in transit, please consider the environment by not overwrapping; for example, each entry separately.

## 2008 YGAward > Presentation of Entries

### **SOMETHINGELSE**

The below instructions apply to the following division:

#### **SomethingElse**

This category is for any entry that does not fit snugly into any of the other categories.

When entering into this category, please use your discretion on required format based on the entry requirements already detailed in this PDF for various categories. Select the most suitable, or combination of for your entry.

Please include a summary of no more than 1 x A4 page to assist with the judges' comprehension of the entry.

If you have any questions or doubts please contact [Livia@ygaward.com](mailto:Livia@ygaward.com) for assistance.

#### **Non English Language Entries**

Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

### **BOTTOM DRAWER**

The below instructions apply to the following division:

#### **Bottom Drawer**

Entries into this category are **NOT** eligible for YoungGun of the Year.

This category is for ideas so good you cannot believe they were rejected by your creative director or client, so you went ahead and mocked it up anyway.

Depending on the media channel for the idea, use the relevant entry requirements detailed in this PDF for that category.

The entry will be judged on the idea only.

#### **Non English Language Entries**

Entries that are not in English should be accompanied by a translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural reference or nuance.

## 2008 YGAward > Presentation of Entries

### QUIT IN STYLE

The below instructions apply to the following divisions:  
**Quit in Style**

Entries into this category are **NOT** eligible for YoungGun of the Year.

There is a special edition Matt Black Bullet trophy for this division.

For all explanations and details in regard to this category please go to  
[www.quitinstyle.com](http://www.quitinstyle.com)

For any further clarification please contact [livia@ygaward.com](mailto:livia@ygaward.com)



## 2008 YGAward > Presentation of Entries

### WHERE TO SEND YOUR ENTRIES

Entries that cannot be uploaded to the entry system for the Print, Outdoor, Integrated, Content & Engagement, Direct Mail, Bottom Drawer and SomethingElse Divisions must be sent to the following address:

YoungGuns International Advertising Award  
Level 1, 299 Elizabeth Street  
Sydney NSW 2000  
AUSTRALIA

### For further information & enquiries regarding your entries, contact:

Livia Ostojich  
Tel: +612 9340 8911  
Fax: +612 8251 0097  
Email: [livia@ygaward.com](mailto:livia@ygaward.com)  
Cell / mobile: +61 (0) 416 256 222

### For technical enquiries relating to uploading your work.

Contact Lighthouse Interactive on:  
[david@lighthouseinteractive.com](mailto:david@lighthouseinteractive.com)

## 2008 YGAward > FAQ's

### **When do entries open for the 2008 YGAward?**

Entries are now open.

### **Can you add me to your mailing list?**

Yes. If you wish to be added to our mailing list go to [www.ygaward.com](http://www.ygaward.com) and click to join our mailing list

### **What is the 2008 deadline for entry?**

All entries must be submitted along with entry fees no later than 5.00pm (Sydney time GMT +10) on **Friday October 31, 2008. (extended deadline)**

Entries submitted after October 17 2008, will be subjected to an additional AUD\$50 penalty fee, even when submitted within an extended entry period.

### **Do I have to pay when I enter or will you send me a bill?**

We cannot process your entry until we receive your payment. We will not send you a bill. You must calculate your entry fees and submit a payment form; electing to pay by credit card or bank transfer. Please include proof of your bank transfer payment with your entry package, or fax the bank transfer confirmation as soon as you have it.

### **What methods of payment are accepted?**

VISA, MasterCard, Bank transfer. Cheques are not accepted.

### **When will I receive my receipt?**

An invoice will only be posted to you after your entries have been validated and fully processed. Invoices will be issued in the name of the invoice company, which you will need to check and, if necessary, amend when you complete the payment form. Please ensure this information is correct.

### **What do I do if I want to cancel an entry?**

All requests to withdraw an entry must be made in writing. If you withdraw an entry before the deadline for entries, you can expect a full refund. Any extension to the entry deadline does not affect the refund deadline. After this date you will not be refunded. Please note, even if you want to withdraw, we cannot remove any entries from the Festival after **Friday October 31, 2008 (extended deadline)**

### **When will I know if I have won?**

Shortlisted work will be announced on Monday December 1, 2008.

Winners of Gold, Silver and Bronze bullets will be announced on Monday December 8, 2008.

## 2008 YGAward > Terms & Conditions

### Regulatory Codes

In consideration of the agreement of The YoungGuns International Advertising Award (YGAward) to consider each entry for YGAward ('Entry') the entrant hereby agrees to the following terms and conditions. Entries which, up to and including the final date of judging, have infringed any of its country of origins laws or voluntary or regulatory codes of practice, are not eligible. It is the responsibility of the entrant to withdraw such work, should an infringement have arisen prior to the Awards Ceremony. If for any reason a winning piece of work has to be withdrawn, all production costs incurred will be charged to the entering company. Entry Fees are not refundable except as stated in these Terms & Conditions.

### Foreign Language Work

Advertising which has been broadcast or printed in the English language is eligible for entry. Commercials which have been dubbed for an English speaking audience are eligible, as are Foreign language commercials which have been sub-titled or executions that have been translated for the benefit of the Awards entry.

### Licence

By submitting an Entry, the entrant hereby grants YGAward, its servants, agents and assigns an irrevocable, royalty free, non exclusive licence throughout the world, to use the Entry in various ways (including without limitation performing, showing, playing, broadcasting, publishing, distributing or transmitting it by wireless, electronic or other means, whether now or hereafter invented, or issuing copies to the public) for the furtherance and promotion of YGAward' activities and goals. These activities will include the promotion and running of the YGAward, educational purposes and the presentation of an advertisement in such ways as YGAward consider appropriate from time to time, including (without limitation) inclusion of the Entry in the YGAward Annual, in a presentation or exhibition, in a film, videotape, CD-ROM, DVD ROM or on an internet site.

### Warranties

By submitting an Entry the entrant warrants that it is entitled to grant the licence referred to above and that it has obtained all necessary permissions and waivers of moral rights from all third parties who have contributed to or commissioned the Entry including (without limitation) the advertiser whose goods or services the Entry promotes, producers, directors, photographers, illustrators, composers and performers together with owners of any trade marks (whether registered or not) which are included in or form part of the Entry.

### Indemnity

In the event of any claim by a third party that any use of an Entry by YGAward infringes any third party rights, by for example (without limitation) constituting a defamation, infringement of intellectual property rights or wrongful use of or disclosure of confidential information, then the entrant who submitted the Entry agrees to indemnify YGAward and hold YGAward harmless from and against all and any such claims and all costs (including without limitation legal costs, expenses, liabilities and damages which arise out of or in connection with such claims).

### YGAward Right to Withdraw Entries

YGAward reserves the right, in its absolute discretion, to withdraw an Entry from the judging process at any time. If YGAward does so and returns the entry fee paid in respect of that Entry, YGAward shall be under no further liability or responsibility to the entrant responsible for submitting that Entry.

### YGAward Entry Criteria

For an entry to be eligible, at least one person expecting to claim & be acknowledged for the award must have been born after 25 November, 1977

## 2008 YGAward > Terms & Conditions

### Questions?

All Correspondence To:  
The Chief Executive Officer  
YoungGuns International Advertising Award  
Level 1, 299 Elizabeth Street  
Sydney NSW 2000  
AUSTRALIA  
Fax: +61 (0)2 9251 0097  
[admin@ygaward.com](mailto:admin@ygaward.com)  
<http://www.ygaward.com>

### Competition Results

Please note that the contact person named in the Entry Information will be contacted with the competition results. It is essential that YGAward are informed if this contact person changes. Please ensure the contact name in the Entry Information and on the Payment Form are the same. Entrants who do not comply with this will not be informed of the results of the competition.

### Property in Entries

All materials which accompany or form part of an Entry will be retained by YGAward and physical property in all artwork, CD, DVD, video tape, audio tape or other item which comprises an Entry will pass to YGAward on receipt by YGAward. Accordingly YGAward will not return any items entered and YGAward cannot in any circumstance accept responsibility for loss or damage to them

### Awards Announcement & Travelling Exhibition

All Gold, Silver & Bronze Bullets will be announced on Monday December 8, 2008. Please refer to [www.ygaward.com](http://www.ygaward.com) for all details.

### Trophies and Certificates

A trophy will be given at no cost to all Gold, Silver and Bronze Bullet winners. One certificate will be given at no cost to all winners and finalists. Duplicate trophies may be ordered at a cost of AUD\$550 each. Additional copies of unframed certificates can be ordered at a cost of AUD\$40 each. Postage is additional to both costs.