

2015 AICP SHOW & AICP NEXT AWARDS CATEGORIES

Visual Style - The director's use of visual elements: set design, location, art direction, styling, and cinematography.

Performance/Dialogue - The casting and direction of an actor.

Humor - Use of comedic writing, performances, and visuals.

Direction - The directors contribution, encompassing all areas of craft, in bringing imagination, innovation and vision to an idea.

Cinematography - The director of photography's mastery of technique and unique visual style which complements the concept; may include Tabletop.

Animation – Use of animation. May have been produced by, but not limited to CGI/3D, 2D, cel, mixed media, pixellation, photomontage, and stop motion (including clay animation).

Editorial - The editor's contribution to the overall feeling/tone and effectiveness of the commercial.

Design – Excellence in design whether achieved graphically or practically, including but not limited to graphic design, type design, motion graphics and illustration.

Visual Effects - The creation and seamless integration of unique visual elements, including but not limited to photorealism, whether achieved in camera or in post.

Original Music - The original score, jingle, or musical soundtrack.

Sound Design - The inventive and artistic use of sound effects, voices, and/or music elements to match and heighten the visual images.

Licensed Soundtrack – Most creative, impactful use of licensed music whether in a previously released format/performance or as an original adaptation for this usage.

Production - Acknowledging complexities of ambitious yet seemingly effortless executions by the production team as a whole.

Production Design - The originality and style of set design/art direction, location dressing, and wardrobe.

Concept

Agency Art Direction - Originality in concept and visual style.

Copywriting - Originality in concept and language.

Specialty

A single commercial may be entered in only one of these categories.

Public Service Announcement - Commercials produced for non-profit or governmental agencies to disseminate information or promote services which serve the public interest. No commercial products, services or corporate names may be referenced or shown in PSAs. PSAs may not be entered in the Low Budget category.

Low Budget - Work produced for \$75,000 or less (including production, post production, music, and talent). Does not include Public Service Announcements.

Student Commercial - Cannot have aired. Must have been produced in conjunction with a school course at an accredited university (not a continuing education style course), for an actual product or cause. If work is selected, an instructor's signature will be required. Work entered in this category cannot be entered in any other category, and must have been produced within eligibility dates

Overall Excellence

Advertising Excellence/Single Commercial - Exemplifies outstanding quality in all categories of concept and execution. May have aired on any screen.

Advertising Excellence/Campaign – Two or Three commercials in a campaign for the same brand or product which exemplify outstanding quality in all categories of concept and execution. May have aired on any screen.

Advertising Excellence/International - May have aired on any screen outside the United States and been produced by a production company based outside the U.S. Spots in a language other than English must be subtitled in English or alternatively must be accompanied by an English translation.

NEXT AWARDS CATEGORIES

Integrated Campaign - Innovative brand promotion through the use of motion images across all media. Material produced and aired anywhere in the world that exemplifies outstanding quality in all categories of concept and execution. All work must have been commissioned by a client and aired on commercial media. Honorees must be prepared to present their winning campaigns in a special presentation at MoMA in New York.

Experiential - Brand promotion in the moving image created for air in display media, including (but not limited to) kiosks, crowd sourcing, flash mobs, billboards, mobile phones, in-store, place-based, and installations.

Viral/Web Film - Promotion for a brand commissioned by a client, having its first original airing via the Internet.

Website/Microsite - This category honors promotion for a brand via a website or dedicated microsite. The site must contain motion picture imagery, and be commissioned by a client.

Product Integration - This category honors brands which are successfully integrated into entertainment properties. Media includes: mobile phones, gaming, television, and film.

Mobile - This category honors innovative marketing on mobile platforms, including apps and other executions commissioned by a client.

Cause Marketing - The innovative use of media to promote or facilitate a cause, charity or non profit entity.

Social - Brand promotion utilizing social media channels. Must be commissioned by a client.