



21 E. 26th STREET
5TH FLOOR
NEW YORK, NY 10010

WE CARE ABOUT ADVERTISING. 2010 CALL FOR ENTRIES. DEADLINE FEBRUARY 12.

ENTERING THE SHOWS

1. Visit enteroneshow.org and register with the online system. If you already have an online account there is no need to register again.
2. Click "Create Entry" and begin the entry process. The new online entry system is designed for you to create multiple entries at the same time. You can add to or change your entries at anytime during the process. All entries MUST BE entered online.
3. Upload the required JPEGs for your print entries and video files (if applicable).
4. Select payment. After completing the payment process you will not be able to edit your entries.
5. Print all of the required forms. Make sure that all entry labels are attached to the proper pieces. Your payment and ECD approval form must be included in your entry package.
6. International entrants must make provision for and pay for customs clearance into the United States.
7. Entries will be processed once all artwork has been received and payment has been processed.

Send packages to arrive on or before **February 12, 2010** to:

The One Club for Art & Copy
21 East 26th Street, 5th Floor
New York, NY 10010
Attn: The One Show

For a complete list of rules and instructions, go to www.enteroneshow.org.

INTERNATIONAL ENTRIES

Please attach separate English translations to all international print pieces and enter the translation into the space provided online. Foreign language commercials require subtitles or voice-over.

ELIGIBILITY AND NEW RULES

All work must be published or aired for the first time between January 1, 2009 and February 8, 2010. Publication means the advertisement appeared in a form of mass media exposed to a substantial audience. Work produced on behalf of The One Club or the One Show is not eligible.

To maintain eligibility all entries must be submitted with signed approval from the Executive Creative Director to verify that all work entered is authentic, approved by the client, entered as aired or displayed and is within the spirit of the rules. Client contact is required if requested.

All necessary paperwork will be automatically generated through our online system and must be submitted with your entry packages. The One Club reserves the right to disqualify entries submitted without proper paperwork verifying the creation of the advertisement.

FINALIST NOTIFICATION

Finalists will be notified by email on Monday, April 12th. All finalists must confirm their credits online, upload high-resolution digital images for publication and submit additional copies of work for the One Show traveling exhibitions. All finalists are required to send in a proof of publication or airdate by Friday, April 23, 2010.

ENTRY FEES

Please make sure your work is eligible. Entry fees are non-refundable. The Online Entry System automatically calculates your entry fees according to the chart below. You can print out your own invoices when your transactions are complete.

ONE SHOW

PRINT
Single.....\$300
Campaign.....\$500

OUT-OF-HOME
Single.....\$300
Campaign.....\$500

RADIO
Single.....\$300
Campaign.....\$500

TELEVISION AND VIDEO
Single.....\$400
Campaign.....\$550

MULTIMEDIA
Innovation in Advertising & Marketing
Single.....\$450
Campaign.....\$550

Experiential Advertising.....\$550
Integrated Branding Campaign.....\$700

ONE SHOW DESIGN*
Freelance Single.....\$100*
Freelance Campaign.....\$150*

Single.....\$200
Campaign.....\$250

Broadcast Design Single.....\$300
Broadcast Design Campaign...\$350

*visit www.enteroneshow.org for special eligibility requirements

ONE SHOW INTERACTIVE

Single.....\$300
Campaign.....\$350

Integrated Branding Campaign.....\$700

METHODS OF PAYMENT

1. Checks for the total amount of fees should be made payable to THE ONE SHOW. ALL CHECKS MUST BE IN US DOLLARS DRAWN ON A US BANK.
2. Online payment of AMEX, MC, and

VISA are accepted via Verisign.

3. Offline credit card: The online entry system will automatically generate a printable payment form. Fill this out with your payment information and include in your package with the itemized list.
4. Money Transfer: International entrants may arrange for payment via wire transfer. Please contact The One Club at payment@oneclub.org or call 1-212-979-1900.

LEGAL

All entries become the property of The One Club for Art & Copy, Inc., and will not be returned. The One Club will require proof of publication for all entries. The Club has the right to request additional proof of publication and/or air date to be submitted within 15 days of the request.

The entrant also grants permission to The One Club to show, copy or play the entries at such times as The Club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into the One Show. If any network or local television or radio station shall agree to telecast a news or other program relating to the One Show, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of the One Show as stated in this Call for Entry. Decisions of judges on all matters during judging, including qualifications and categories, are final. After judging all disputes will be decided by The One Club Board of Directors. The One Club reserves the right to disqualify work that is proven to be plagiarized or fraudulent based upon a final decision by The One Club Board of Directors.

THE ONE SHOW: The premiere international advertising award show sets the industry standard for creative advertising in print, television, radio, outdoor, innovative marketing, integrated branding and branded content. Each year, work is judged by an international jury of award-winning art directors, copy-writers and creative directors. All finalists will be published in the 2010 annual, *The One Show: Advertising Best Print, Radio and TV*.

CATEGORIES

1. Newspaper

- A) Full Page or Spread: Single
- B) Full Page or Spread: Campaign

2. Magazine

- Supplements should be entered here
- One complete supplement is the same as one single ad.
- A) Color: Full Page or Spread: Single
- B) Color: Full Page or Spread: Campaign

3. Small Space Print

- Includes newspaper and magazine
- Less than a page for magazines, ¼ page for newspaper
- A) Black and White or Color: Single
- B) Black and White or Color: Campaign

4. Outdoor

- Includes traditional billboards, transit, street furniture, kiosks and outdoor electronic ads.
- A) Single
- B) Campaign

5. Trade

- A) Full Page or Spread: Single
- B) Full Page or Spread: Campaign

6. Collateral

- A) Posters, P.O.P and In-Store: Single

- B) Posters, P.O.P. and In-Store: Campaign
- C) Promotion (Agencies creating work for individuals)
- D) Self-promotion (Agencies or individuals creating work promoting themselves)

Public Service/Political/Educational

Public Service applies to any work produced on behalf of a cause for a non-profit organization or NGO, regardless of whether the producers of the work were compensated monetarily. This category includes educational advertising.

7. Public Service/Political

- A) Newspaper or Magazine: Single
- B) Newspaper or Magazine: Campaign
- C) Outdoor and Posters: Single
- D) Outdoor and Posters: Campaign
- E) Collateral (Brochures and Direct Mail): Single
- F) Collateral (Brochures and Direct Mail): Campaign

Public Service/Political Radio

- G) Single
- H) Campaign

Public Service/Political Television

- I) Single
- J) Campaign

ONE SHOW INTERACTIVE: Because the digital world moves too fast for a once-a-year deadline, One Show Interactive has moved to a new quarterly entry system. Each quarter, finalists will be chosen to move on to the final Interactive judging where Pencil winners will be determined. Quarterly winners are assured placement in the One Show Interactive annual. Built around five basic media types, the below categories have been updated to be more flexible and easier to use.

1. Websites & Microsites: Single

- A) Branded Games
- B) Consumer Goods
- Goods with a life span of less than 3 years. Includes household products, personal electronics, clothing, footwear, food, etc.
- C) Corporate Website
- D) Craft - Interface design
- The aesthetic feel and usability of a website's user interface.
- E) Craft - Typography
- The design and arrangement of type-faces, point size, line length and spacing between characters.
- F) Craft - Sound Design
- G) Durable Goods
- Goods lasting 3 or more years. Includes cars, furnishings, appliances, business equipment etc.
- H) E-Commerce
- I) Public Service/Non-Profit
- J) Self-Promotion

K) Services

- Includes non-tangible products such as news, advice, opinion, reviews, consulting, etc.
- L) Social Networks/Community
- A website or mobile application/site created to bring together a community of people electronically.

2. Mobile Applications/Sites: Single

- A) Augmented Reality
- The merging of a real world environment with computer generated imagery.
- B) Branded Games
- C) Consumer Goods
- D) Corporate Website
- E) Durable Goods
- F) Public Service/Non-Profit
- G) E-Commerce
- H) Self-Promotion
- I) Services
- J) Social Networks/Community

3. Interactive Advertising: Single or Campaign

- A) Augmented Reality
- B,C) Banners - Fixed Space
- Entries must be contained within the banners' fixed border and cannot extend beyond that space.
- D,E) Banners - Dynamic
- Rollover and click expanding banners, rich media banners, pop-ups, interstitials, audio and video skyscraper, etc.
- F,G) Environmental/Experiential
- Includes installations, events and competitions.
- H,I) Other Interactive Media
- Includes offline media such as games, applications, and kiosk or media which doesn't fit into any other category
- J,K) Public Service/Non-Profit
- L,M) Self-Promotion

4. Online Films and Video: Single or Campaign

- A,B) Events & Live Webcasts

12. Branded Content

- Includes cable, cinema, Internet and environmental
- A) Single
- B) Campaign

13. Innovation in Advertising

- This category may include not for profit clients.
- Includes innovative work done in a traditional medium such as print, television and radio.
- A) Single
- B) Campaign

14. Experiential Advertising (New Category)

- Relates to any work in which the consumer is given the opportunity to create a unique and personal experience with a product or service. This includes brand related events and competitions.
- A) Single

15. Integrated Branding

- Must consist of 6-10 pieces with a minimum of 3 different mediums.
- Includes work done for not for profit clients.
- A) Integrated Branding Campaign

C,D) Short Form

- A narrative or informational piece three minutes long or less
- E,F) Long Form or Series
- A narrative or informational piece more than three minutes long.
- G,H) Public Service
- Events, videos or branded content dedicated to the public good whether for a charity, non-profit or NGO.
- I,J) Self-Promotion
- K,L) Video Remixes/Mashups
- Work derived from combining and modifying existing digital text, graphics, audio, video, or animation.

5. Integrated Branding

- A) 360°
- Campaigns containing 3-10 pieces spanning across a combination of online and traditional media.
- B) Online
- Campaigns containing 3-10 pieces spanning across multiple online media.

ONE SHOW DESIGN: In 2010, One Show Design celebrates its 10th year of honoring excellence in graphic design. One Show Design is pleased to announce a reduced fee for freelance graphic designers*. Starting this year, individual, freelancers will be able to enter the competition at a reduced rate. One Show Design is also adding the category of "Typography in Design", to award the time-honored tradition of typography.

1. Branding

- A) Annual Report
- B) Booklet/Brochure
- C) Logo/Trademark Design: Single Only

2. Corporate Identity

- Business cards, letterhead, envelopes, etc.
- A) Single
- B) Campaign

3. Package Design

- A) Single
- B) Campaign

4. Industrial Design

- A) Single
- B) Campaign

5. Collateral Design

- A) Posters, P.O.P. and In-Store - Single

- B) Posters, P.O.P. and In-Store - Campaign
- C) Promotion (Agencies creating work for individuals) - Single
- D) Self-promotion (Agencies or individuals creating work promoting themselves) - Single Only

6. Spatial Design

- Design of indoor and outdoor spaces. Billboards should be entered into the Outdoor category.
- A) Single
- B) Campaign

7. Outdoor

- Includes traditional billboards, transit, street furniture, kiosks and outdoor electronic ads.
- A) Single
- B) Campaign

8. Publication Design

- A) Book Design
- B) Magazine Design

9. Direct Mail

- Advertising or promotional pieces sent by mail, including 3-D work.
- A) Single
- B) Campaign

10. Broadcast Design -

- Note: not eligible for freelance fee
- Network ID, typography, interstitials, music videos, broadcast design, branded content, etc.
- A) Single
- B) Campaign

* Visit www.enteroneshow.org for special eligibility requirements
Call for Entry created by Berghs School of Communication. Student mentoring by Matt Ian.