



BRITISH ARROWS

---

**RULES OF ENTRY**

---

*" For 50 years, the British Arrows has stood as a beacon for creativity, craft, and the unique brilliance of British advertising. It's more than an awards show — it's a celebration of the ideas, the people, and the bold storytelling that continue to shape our industry. As we mark this milestone year, we honour the legacy of those who've come before and look ahead with excitement to the next generation of creative excellence."*

.....

**SIMON COOPER**

Chair of British Arrows

## THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2026

There are different eligibility criteria for each set of awards, so please ensure you read them carefully.

By entering The British Arrows 2026 you agree to the Rules of Entry below.

We strongly advise entrants to call the British Arrows office on 0207 734 6962, if you have any questions during the entry process. Once the entry has been finalised it cannot be refunded.

## GENERAL RULES FOR ARROWS AND CRAFT ENTRIES

ENTRY DATES			NO EXTENSIONS ARE POSSIBLE TO THESE DEADLINES
<b>EARLY BIRD</b> OPENS: CLOSES:	<b>A DISCOUNT OF 10% IS APPLIED DURING THIS PERIOD</b> Mon 3rd Nov 2025 Mon 17th Nov 2025		2 weeks
<b>STANDARD</b> OPENS: CLOSES:	Tue 18th Nov 2025 Mon 15th Dec 2025		4 weeks
<b>LATE</b> OPENS: CLOSES:	<b>AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD</b> Tue 16th Dec 2025 Wed 7th Jan 2026		3 weeks

## FEES

All prices are quoted without VAT

1 – 10 entries	£450 per entry
11 + entries	£375 per entry
The John Webster Award (UK Campaign)*	£595 for all content within the same entry (Arrows only)
Freelancer*	£225 per entry (Craft only)
Early bird	10% discount per entry
Late entry	+£50 per entry

\* Not included within the 11+ discount

## ELIGIBILITY

Content previously entered into the British Arrows, in any form, is not eligible. Content previously entered into the Young Arrows will be accepted as long as it meets the eligibility period.

Only the aired or published version is eligible. Director's cuts and trailers for television programmes are NOT eligible.

All linear content entered must have been approved for broadcast where necessary by governing bodies such as Clearcast or BBFC. Legal subtitles needed for broadcast approval cannot be removed from the content entered into the awards. In the event of a dispute, you might be asked to show evidence of approval documentation. Where regulatory bodies have requested changes to be made to any content - either prior to or after transmission - only the amended version may be entered. Any version which has been precluded or excluded from transmission by a regulatory body is thereafter considered ineligible.

British Arrows does not stipulate a minimum number of paid for placements for an entry to become acceptable but the jury may ask for written proof of the media schedule.

All final eligibility decisions rest with the jury and no discussions around their decisions will be entered into with any entrant.

# THE IMPACT AWARD SPECIFIC RULES & ELIGIBILITY

Entries for THE IMPACT AWARD category are eligible under the following criteria:

- » The content was aired/published anywhere in the world using paid-for media.
  - » The content was aired/published for the first time between 1st January 2025 and 31st December 2025.
  - » Either the advertising agency or production company are headquartered in the UK, or have UK-based offices from which this particular content was made.
- 

## ARROWS SPECIFIC RULES & ELIGIBILITY

Entries for ARROWS categories (excluding the International category) are eligible under the following criteria:

- » The content was aired/published to a UK audience using paid-for media.
- » The content was aired/published for the first time between 1st January 2025 and 31st December 2025.
- » Either the advertising agency or production company are headquartered in the UK, or have UK-based offices from which this particular content was made.

Entries for the International category are eligible under the following criteria:

- » The content was aired/published internationally only using paid-for media (i.e. never shown in the UK).
  - » The content was aired/published for the first time between 1st January 2025 and 31st December 2025.
- 

## CRAFT SPECIFIC RULES & ELIGIBILITY

Entries for the CRAFT categories are eligible under the following criteria:

- » The content was aired/published anywhere in the world using paid-for media.
- » The content was aired/published for the first time between 1st January 2025 and 31st December 2025.
- » The nominee is British or a permanent resident in the UK, OR the agency, production company, post-production, VFX or audio facility for whom they work are headquartered in the UK, or have UK-based offices from which this particular content was made.

A production company can nominate a director/craftsperson for a piece of work they crafted prior to being signed with the production company, but the original production company who produced the entry must be credited.

---

## GUIDANCE ON AI USE DISCLOSURE

To ensure transparency and fairness in judging, we require all entrants to declare any use of Artificial Intelligence (AI) in their submission. This includes both the creative work itself and any supporting case study materials.

We recognise that AI may play different roles in today's creative process — from idea development and production to presentation and editing. What matters is that its use is openly acknowledged.

Entrants remain fully responsible for:

- » Ensuring all AI-generated elements comply with copyright and licensing laws.
- » Maintaining ethical standards in the use of AI.
- » Accurately describing the extent of AI involvement.

Failure to disclose AI use may result in disqualification.

# PERMISSIONS

By entering the awards, entrants grant permission for The British Arrows Awards Limited to:

- » Open, view, download, copy, show, distribute or otherwise use your entry for the purposes of judging, presenting and promoting the activities of The British Arrows, in any way we reasonably deem necessary, in the UK and/or other territories throughout the world, whether those activities are undertaken by The British Arrows or by a third party authorised by us.
- » Use your entry in the original format in which it is submitted to us (and/or in any other format), in any mode and/or by any medium we deem reasonably necessary for the permitted purpose set out above.
- » Use your entry, with or without charge, either in public or in private.

By entering these awards the entrant agrees to hold British Arrows harmless of any claims made against them connected to their use of the entry in accordance with the permissions set out above.

By entering these awards the entrant confirms that they have sought and gained permission from the content owner to submit the commercial or content to the British Arrows for awards consideration.

---

# ENTRIES

Entries can come from the advertiser, the advertising agency, the production company, the post-production company, the audio company, a freelancer or individual involved in the creation or production of the entry.

All entries will be viewed in full by all jury members independently online and then the resulting shortlist will be reviewed on a second in-person round of voting. During the group judging days we will play up to 2 minutes of each shortlisted entry as a reminder for the judges before discussion and voting to determine the winning content.

Duplicate entries within the same category will only be judged once. We do not give refunds for duplicate entries so we encourage entrants to liaise with other involved companies prior to submitting your entry.

The shortlist will be published on **Monday 9th February 2026**.

On the awards night only the highest scoring shortlisted entries will be featured on screen before the winners are announced.

---

# CATEGORIES

You can enter the same content into more than one category across **ARROWS** and **CRAFT**. Awards will be given in every valid category at the jury's discretion.

Each category must achieve a minimum number of 4 entries to become valid. If a category does not achieve the minimum number of entries, The British Arrows team will contact the entrant prior to judging and allow them to:

- » Transfer their entry into another category
  - » Withdraw their entry and receive a full refund
- 

# ACCEPTED MEDIUMS

The following mediums will be accepted for entries into The British Arrows 2026. When you enter, you will be asked to state which medium/s your entry was created for.

TV  
ONLINE  
CINEMA  
OUT OF HOME  
MOBILE  
IN-FLIGHT  
REAL TIME  
EXPERIMENTAL

# SUBMISSION INFORMATION AND TECH SPEC

MAXIMUM FILE SIZE	2GB
RESOLUTION	HD 1920 x 1080
CODEC	H264 Progressive
SOUND	AAC 44KHz
FILE TYPE	.mov or .mp4

All content entered must be anonymous. Your media (including any supporting film or written content) will be rejected if it does not also comply with the following guidelines:

- » No slates.
- » No logos (except the brand being advertised).
- » No names of nominees, production personnel, companies or job titles in text or VO.
- » No recognisable people or nominees on screen or identifiable in VO.
- » No on-screen credits - any credits must be blurred, redacted or removed.

---

## PAYMENT

**Entries will not be judged without payment.** All payments must be received in full by **Friday 16th January 2026**. The British Arrows accepts payments via BACS and credit card only.

---

## JURY DECISIONS

All jury decisions are final unless it is subsequently found that an entry has contravened the rules. In such cases, the Directors of The British Arrows reserve the right to withdraw an award and the entering company will bear the full costs of any remedial actions deemed necessary by the Directors to maintain the integrity of the awards scheme.

---

## CREDITS FOR SHORTLISTED CONTENT

The credits you supply will be published in the book of the night, engraved onto any awards, projected on the screens during the show and will be seen live on the website.

Please take the time to ensure all your credits are spelt correctly and the right people are credited. You might be charged if you make amends to your credits within a certain date prior to the show.

British Arrows takes no responsibility for printed/engraved credits that are incorrectly spelt or supplied.

---

## AWARDS

For all ARROWS winning content, regardless of who enters and pays for the entry, there will be 2 awards - one for the advertising agency *and* one for the production company.

CRAFT honours the best individuals rather than companies who have contributed to an entry. Therefore, your nominee must be an individual/s and not a company, unless specified. The physical award will be given to the nominee, not the company who entered the piece of content. Only one award is manufactured per Craft category.

Duplicate awards can be ordered after the show night at additional cost. The engravings on any duplicate awards cannot be amended from the original.

# AD NET ZERO

At The British Arrows, we want to help Ad Net Zero help our industry deliver on its full potential to support businesses and people to deal with the climate emergency and build a more sustainable future.

Ad Net Zero is the advertising industry's drive to reduce the carbon impact of developing, producing and running advertising to real net zero by 2030.

We will be asking you to provide a footprint of the production for each entry and to answer some general questions on emissions reductions initiatives for each piece of work (Arrows categories only). These are optional questions but will be made available to jurors for consideration during the judging process.

*"The climate emergency is the most pressing issue affecting us all, and our advertising industry can play a huge role in driving positive change"* Ad Net Zero



The logo features a large, gold-outlined number '50'. Above the zero is a stylized graphic of three arrows pointing upwards, also in gold. Below the number, the words 'BRITISH ARROWS' are written in a gold, sans-serif, all-caps font.

# 50 BRITISH ARROWS

---

## LIST OF ARROWS & CRAFT CATEGORIES

---

## HOW WE JUDGE ENTRIES

---

- Our juries are made up of a curated balance of Client, Agency, Production, Post-production, and Audio experts
- The jury selection is undertaken each year by The Board collaboratively with the Jury Chairs
- All entries are viewed in advance of the jury gathering in person to select the final winners
- All entries are judged blind - no credit information or nominee names are shared with the jury during the winners selection process
- During judging, The British Arrows allows for, and encourages the jury to debate and deliberate the entered work
- The British Arrows consults with industry experts to ensure that judging criteria is fair, relevant and robust

# THE IMPACT AWARD

---

## THE IMPACT AWARD

### **Awarded to the agency and production company**

This is open to UK and International entries. Commercials that have used the medium of film to deliver a powerful message that has a positive impact on society with the intention of inspiring real change, and portrays an authentic reflection of the issue.

### **MANDATORY SUPPORTING INFORMATION**

- Please provide information on how this commercial positively impacted perceptions/action towards the social issue. All supplied information should be anonymous - no entrant or companies names should appear on the supporting document. (500 words max)

### **OPTIONAL SUPPORTING FILM**

- A case study or 'behind the scenes' support film no longer than 2 minutes
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## ARROWS CATEGORIES

---

### **AUTOMOTIVE**

### **Awarded to the agency and production company**

Includes:

- Automotive products
- Oil
- Tyres
- Vehicles

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.



# ARROWS CATEGORIES

## BRANDED ENTERTAINMENT

### **Awarded to the agency and production company**

Content created and crafted to build awareness of a brand by associating it with the cultural values of entertainment. The content will deliver value to the audience beyond just promoting the brand. It will be content that is entertaining, informative, or emotionally resonant, while subtly incorporating the brand's message, values, or products

— Maximum of 3 films per entry to be uploaded as separately

Includes:

#### **FILM**

— Scripted or unscripted short film or documentary where a brand collaborates with filmmakers to integrate their products, services, or messaging within a film's content. This approach aims to create a seamless and organic integration of the brand's elements into the story, setting, or characters of the film

#### **TV**

— An individual or a series of TV programmes that have been brand funded and highlights seamless integration and alignment of brand and content

#### **SOCIAL/ONLINE**

— A single or series of scripted or unscripted online videos with a brand strategically or physically integrated into the script/storyline. This can include creative and innovative use of content creators, streamers and influencers to portray a brand message and drive engagement

#### **OPTIONAL SUPPORTING INFORMATION**

— No entrant logos, credits, company or personal names from the entrant or makers of the commercial to be included on the statement

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work?

If yes, please can you provide the number of tonnes.

---

## CHARITY & PUBLIC SERVICE

### **Awarded to the agency and production company**

Includes:

- Charities
- Government, NGO's or Military announcements
- Public Service Announcements

#### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work?

If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## **DIGITAL SERVICES, ELECTRONICS, COMPUTER GAMES & TOYS**

### **Awarded to the agency and production company**

Includes:

- Cameras
- Computer games
- Toys
- Computer hardware including web browsers & systems
- Computer software
- Household appliances
- Telecommunication products, networks & services

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## **ENTERTAINMENT & SPORT PROMOTIONS**

### **Awarded to the agency and production company**

Includes:

- Books
- Cinema and radio station promotions
- Digital Platforms
- Magazines
- Music Platforms
- Newspapers
- Sports Event Promotions
- Television

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## FASHION & APPAREL

### **Awarded to the agency and production company**

Includes:

- Fashion brands
- Sports apparel/brands
- Fashion accessories and jewellery

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work?

If yes, please can you provide the number of tonnes.

---

## FINANCIAL & CORPORATE SERVICES

### **Awarded to the agency and production company**

Includes:

- Banking
- Building societies
- Corporate advertising
- Financial services
- Gambling
- Insurance
- Post Office
- Price comparison
- Recruitment
- Utilities

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work?

If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## FOOD & DRINKS

### Awarded to the agency and production company

Includes:

- Breads and cereals
- Beer
- Canned food
- Cereal-based energy bars
- Confectionery
- Dairy products
- Dried food
- Food related products
- Frozen food
- Non-alcoholic drinks
- Spirits
- Wine

### OPTIONAL SUPPORTING INFORMATION

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work?

If yes, please can you provide the number of tonnes.

---

## HOUSEHOLD GOODS

### Awarded to the agency and production company

Includes:

- Detergents
- Gardening
- Miscellaneous Consumer Products
- Pet Products
- Pharmaceutical Goods
- Soaps
- Toiletries
- Wellness Products

### OPTIONAL SUPPORTING INFORMATION

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work?

If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## INTEGRATED CAMPAIGN

### **Awarded to the agency and production company**

The central idea connects across a variety of media.

The campaign must have included a key moving image element.

### **MANDATORY SUPPORT FILM**

- A case study no longer than 2 minutes outlining the different advertising methods that were brought together across multiple platforms
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## INTERNATIONAL THE NON-BRITISH ARROW

### **Awarded to the agency and production company**

This is for commercials/content never shown in the UK.

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## RETAILERS

### **Awarded to the agency and production company**

Includes:

- Department stores
- Restaurants
- Shopping centres
- Shops
- Storage

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## SEASONAL CELEBRATIONS

### **Awarded the agency and production company**

Includes but not limited to:

- Back to School
- Christmas
- Easter
- Father's Day
- Halloween
- Mother's Day
- St. Patrick's Day
- Valentine's Day
- All other religious holidays

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## SOCIAL MEDIA

**\*UPDATED**

### **Awarded to the agency and production company/creator**

This category recognises the most innovative use of film created for a brand specifically for use on a social media platform only.

- Maximum of 3 films per entry to be uploaded as separately
- Please do not enter films that have been aired on other mediums
- Films entered in the Branded Entertainment category can also be entered in this category

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand's overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## THE GREEN ARROW

### **Awarded to the agency and production company**

This award is for a piece of work that promotes a shift towards sustainability, excelling in creativity, impact and influence. Your main upload will be the film content that aired or was published. Entries will be judged on how well the creative concept encourages the viewer to shift to a more sustainable behaviour, attitude, or lifestyle to help support the planet, along with any information you can provide to detail how the campaign fits with the brand and/or agency's sustainability strategy.

#### **MANDATORY SUPPORTING STATEMENT (500 WORDS MAX)**

— A supporting statement highlighting the actual/intended impact of the commercial. You should include details on the problem/behaviour issue you were trying to resolve, and the behaviour change you were trying to affect. Include any insights that helped the final idea develop a more sustainable approach. Provide a short summary of any evidence that a shift in thinking was achieved.

— No entrant logos, credits, company or personal names from the entrant or makers of the commercial to be included on the statement

— How did this campaign relate to the brand's overarching sustainability strategy?

#### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- the support of more sustainable products, services and behaviours

You should outline the benchmark used for measurement.

Within your entry, did you track how many tonnes of CO<sub>2</sub>e were removed as a result of this work?

If yes, please can you provide the number of tonnes

#### **OPTIONAL SUPPORTING FILM**

— A case study or 'behind the scenes' support film no longer than 2 minutes

— No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

---

## TRANSPORT & TOURISM

### **Awarded to the agency and production company**

Includes:

- Leisure
- Tourism
- Transport
- Travel

#### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
  - Your advertising production
  - Media planning and buying
  - You should outline the benchmarks used for measurement.
  - The support of more sustainable products, services or behaviours.
  - How did this campaign relate to brand's overarching sustainability strategy?
  - Within your entry, did you track how many tonnes of CO<sub>2</sub>e were removed as a result of this work?
- If yes, please can you provide the number of tonnes.

# ARROWS CATEGORIES

## **BEST UP TO & INCLUDING 15 SECOND COMMERCIAL**

## **BEST UP TO 30 SECOND COMMERCIAL**

## **BEST OVER 30 AND UP TO & INCLUDING 90 SECOND COMMERCIAL**

## **BEST OVER 90 SECOND COMMERCIAL**

### **Awarded to the agency and production company**

- Content from any medium can be entered into the “Best of” categories and the main upload should be the film content that aired or was published
- Best Up to & Including 15 Second Commercial entries can include sponsor idents, break bumpers and open/closing spots

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand’s overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

# CAMPAIGNS

## **UK CAMPAIGN THE JOHN WEBSTER AWARD**

### **Awarded to the agency and production company**

- Themed films for the same product or service where the entry will be judged as an entire campaign rather than as individual commercials
- A minimum of 3 and a maximum of 8 per entry to be uploaded as separate films

### **OPTIONAL SUPPORTING INFORMATION**

The following information will be available to jurors during judging and may be used in the selection process and jury debate in the event of a tie.

Please provide details on emissions reduction initiatives for this piece of work in the following areas, with specific measurements/impact info where possible on:

- Your advertising business operations
- Your advertising production
- Media planning and buying
- You should outline the benchmarks used for measurement.
- The support of more sustainable products, services or behaviours.
- How did this campaign relate to brand’s overarching sustainability strategy?
- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.



# CRAFT CATEGORIES

For any questions, please call the British Arrows office on 0207 734 6962. We're here to help!

## AGENCY

---

### WRITING

#### Awarded to the writer/writing team

- This award is for writing the script for a commercial/content
- The jury will be assessing plot, character, dialogue and voice-over
- Please note that an award-winning script does not necessarily have to include dialogue or voice-over

#### OPTIONAL SUPPORTING INFORMATION

- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.
- 

## PRODUCTION

### ACHIEVEMENT IN PRODUCTION

#### Awarded to the advertising agency producer, the production and/or VFX company producer

- This award is for production that has been pushed far above-and-beyond in delivering the director's vision and achieved that aim with incredible results
- The dedication and craft of producers and teams who went the extra mile and then some, is recognised in this award

#### MANDATORY SUPPORTING INFORMATION

- A supporting paragraph highlighting your journey, obstacles faced and conquered, including any budget restraints, technical issues, complexities, etc. All supplied information should be anonymous - no entrant or companies names should appear on the supporting document. (500 words max)

#### OPTIONAL SUPPORTING INFORMATION

- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

#### OPTIONAL SUPPORTING FILM

- A 'making of' or 'behind the scenes' support film no longer than 2 minutes
  - No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial
- 

### CASTING

#### Awarded to the casting director(s)

- This award is for a casting director's craft in choosing exactly the right in-vision actor or voice-over artist for a role
  - The kind of casting that elevates a piece of film with a performance and/or persona that no one else could have delivered
- 

### CINEMATOGRAPHY

#### Awarded to the cinematographer

- The jury will be looking at everything from camera work and shot composition to shooting style, lighting and technique
- 

### DIRECTOR - THE FRANK BUDGEN AWARD

#### Awarded to the director

- Submit a single piece of work, not a showreel

#### LIVE-ACTION ENTRIES

- The jury will consider all aspects of the director's craft from bringing a script to life with great casting, set design, location, wardrobe, shooting and post production

#### ANIMATED ENTRIES

- The jury will consider all aspects of the director's craft which are specific to animation namely: design, style, technique, composition, characterisation (where appropriate), animation specific communication of the brief and direction of production and/or post production

#### OPTIONAL SUPPORTING INFORMATION

- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

# CRAFT CATEGORIES

## INNOVATIVE USE OF TECHNOLOGY

### **Awarded to the lead artist(s)/technologist**

This category celebrates the use of technology to invent or enhance new forms of storytelling and engagement for any screen environment.

The content should encompass the creative and ground-breaking application of any technologies to deliver dynamic and engaging brand advertising and experience that transcend the traditional boundaries of moving image advertising.

Includes:

- All Interactive experiences
- Retail, B2B and B2C and virtual activations
- Virtual production and in-cinema realtime VFX
- Moving digital signage/3D billboards

### **MANDATORY SUPPORT FILM**

— A VFX details film - 'making of' or walk through supporting film no longer than 2 minutes, specially highlighting the creation of the experience and the technology they jury will be judging

— No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

### **OPTIONAL SUPPORTING INFORMATION**

— Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## MUSIC VIDEO

### **Awarded to the director**

**Music Videos are only accepted in the Music Video category.**

— The jury will be recognising excellence in music video direction and production promoting a band or artist. The jury will consider all aspects of the creation of the content.

### **OPTIONAL SUPPORTING INFORMATION**

— Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

---

## PRODUCTION DESIGN

### **Awarded to the production designer**

— The jury will be looking at how the production design has brought the piece to life. This can be everything from location, set design and model making to innovative ideas that add value and contribute to the production of a stunning piece of film

---

## STYLING

### **Awarded to the costume designer or the head of make-up, hair & prosthetics**

— This award is for the specialist in costume design, hair, make-up and prosthetics whose craft turns actors into the roles they are playing with complete credibility, combining traditional craft and state-of-the-art techniques to create stunning visual results

# CRAFT CATEGORIES

## POST PRODUCTION

---

### ANIMATION: 2D & STOP MOTION

#### Awarded to the animation team

- This award recognises the craft of 2D or Stop-Motion animation using any technique where it constitutes the main body of the film, not a secondary or post-production element. It includes a variety of art and design styles and techniques such as:
- **Traditional 2D Animation:** Creating animated sequences by hand-drawing each frame utilising traditional ink and paint techniques.
- **Digital 2D Animation:** Creation of animation using computer software to draw, colour, and manipulate images using software such as Adobe Animate, After Effects or Toon Boom.
- **Physical Stop-Motion Animation:** Technique where physical objects such as puppets, 3-dimensional objects or models are manipulated frame by frame in camera to create the illusion of movement.

#### MANDATORY SUPPORTING FILM

- Animation detail film or a 'making of' support film no longer than 2 minutes, showing the animation techniques
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

#### OPTIONAL SUPPORTING INFORMATION

- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.
- 

### ANIMATION: CGI

#### Award to the animation team

- This award is for the craft of CGI of any technique where it constitutes the body of the film and is not a secondary or post-production element
- This award is also for the illusion of either life or movement through the animator's craft
- This includes all design styles: character, creature, abstract form, environment, liquid, solid object or photoreal element
- The CGI can exist in live action or fully CGI environments

#### MANDATORY SUPPORTING FILM

- Animation detail film or a 'making of' support film no longer than 2 minutes, specifically highlighting the CGI elements
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

#### OPTIONAL SUPPORTING INFORMATION

- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.
- 

### COLOURIST \*UPDATED

#### Awarded to the lead colourist

- This award is for outstanding achievement in the use of colour in a commercial
- The jury will be considering all aspects of the craft and looking for a flawless piece of work that is both visually arresting and individual in style

On the entry site you will also be asked to state what camera was used i.e. film or digital

#### MANDATORY SUPPORTING FILM

- The supporting film has to be a FULL IMAGE SIDE BY SIDE without REC 709 applied
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

#### OPTIONAL SUPPORTING STATEMENT

- Please provide a short summary of the intention of the look and feel which lead to the end result e.g. information that helps the jury better understand the colour story and the client involvement, if any. (500 words max.)
- 

### EDITING

#### Awarded to the editor

- The jury will be considering all aspects of the craft including pace, timing, storytelling, flow, visual treatment, effects and audio

# CRAFT CATEGORIES

## VFX

### Awarded to the VFX team

- This award is for outstanding achievement in the use of VFX, created in post-production by combining elements from a variety of sources including live action, practical elements, or CGI
- It includes any image that appears in a commercial that could not be captured in-camera such as matte paintings, miniatures, chroma key footage, stunt work, action sequences, surreal or other-worldly augmentation, and computer-generated elements and images
- This award traditionally favours VFX in live action environments as opposed to fully CGI work

### MANDATORY SUPPORTING FILM

- A VFX detail film or a 'making of' support film no longer than 2 minutes, specifically highlighting the VFX elements, which the jury will be voting on
- No entrant logos, credits, in-vision or recognisable voice-over from the entrant or makers of the commercial

### OPTIONAL SUPPORTING INFORMATION

- Within your entry, did you track how many tonnes of CO2e were removed as a result of this work? If yes, please can you provide the number of tonnes.

## AUDIO

### CREATIVE USE OF MUSIC

#### Award to the individual, team or company and the individual responsible for the music (if different)

- This awards a re-recorded, edited, adapted, synced piece of existing music that compliments and elevates the narrative and visual content

### ORIGINAL COMPOSITION

#### Awarded to the composer

- This awards an entirely original and bespoke piece of music commissioned to compliment and elevate the narrative and visual content

### SOUND DESIGN

#### Awarded to the sound designer

- This award is for technical excellence and creativity in the craft of sound design
- The jury will be listening for SFX, audio treatments and overall cohesion

# SPECIAL AWARDS

Special awards cannot be entered into but are awarded by The British Arrows Board based on the criteria below

<b>FELLOWSHIP AWARD</b>	A lifetime achievement award presented by The British Arrows Board
<b>ADVERTISER OF EXCELLENCE</b>	Awarded to a brand who has demonstrated bravery and championed their agency and production company to push the boundaries of advertising, in a way that's respectful and consensual
<b>COMMERCIAL OF THE YEAR</b>	Awarded to the Agency and Production Company of the highest scoring commercial across all Arrows and Craft categories
<b>AGENCY OF THE YEAR</b>	Awarded to the Agency who has achieved the highest score across all Arrows and Craft categories plus Commercial of the Year
<b>PRODUCTION COMPANY OF THE YEAR</b>	Awarded to the Production Company who has achieved the highest score across all Arrows and Craft categories plus Commercial of the Year
<b>CRAFT COMPANY OF THE YEAR</b>	Awarded to the Craft Companies (Post, Edit and Audio) who have achieved the highest score across all Arrows and Craft categories plus Commercial of the Year