



THE
BRITISH ARROWS
2020

RULES OF ENTRY

*"The 2020 British Arrows show is set to be our biggest yet.
As the largest awards show dedicated to honouring excellence
in British advertising creative and craft,
we are excited to see your work"*

CLARE DONALD & JANI GUEST

Chairs of British Arrows

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THESE RULES OF ENTRY HAVE BEEN UPDATED FOR 2020.

Some of the Rules of Entry differ between **ARROWS** entries and **CRAFT** entries so be sure to understand the difference.

By entering The British Arrows 2020 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 as once the entry has been finalised it cannot be refunded.

GENERAL RULES FOR ARROWS AND CRAFT ENTRIES

ENTRY DATES		
STANDARD OPENS: CLOSES:	Mon 21st Oct 2019 10:00 Fri 13th Dec 2019 17:59	8 weeks
LATE OPENS : CLOSES:	AN ADDITIONAL £50 PER ENTRY IS APPLIED DURING THIS PERIOD Fri 13th Dec 2019 18:00 Fri 10th Jan 2020 18:00	4 weeks
Exception	Tue 31st Dec 2019 12:00 (VR/360/AR & all entries over 3 mins) NO EXTENSIONS TO THIS DEADLINE ARE POSSIBLE	

ELIGIBILITY

All commercials / content entered into The British Arrows 2020 must have:-

- aired, or been broadcast, using paid-for-media
- aired, or been broadcast for the first time between 1st Jan 2019 to 31st Dec 2019 inclusive
- fit the remaining ARROWS or CRAFT specific rules as stated herein

Only the broadcast version is eligible. Legal subtitles needed for broadcast approval cannot be removed from the commercials / content entered into the awards. Director's cuts, music promos and trailers for television programmes (which contain actual programming material) are NOT eligible.

All commercials / content entered must have been approved for broadcast where necessary by governing bodies such as Clearcast or BBFC. In the event of a dispute, you may be asked to show evidence of approval documentation.

Where regulatory bodies have requested changes to be made to any commercial or 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 broadcasts for an entry to become acceptable but the Jury may ask for written proof of the air time schedule.

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

Any content over 3 minutes in length will be viewed in full by all the judges independently online prior to the group judging days. During the group judging days we will play 2 minutes of the entry, from an in point you give us, as a reminder for the judges before voting.

PERMISSIONS

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

- open, view, download, copy, show, distribute or otherwise use your entry for the purposes of judging, presenting and promoting the activities of 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 British Arrows or by a third party authorised by us.

PERMISSIONS
(CONTINUED)

- 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 involved in the creation or production of the entry.

Commercials / content previously entered into the British Arrows, in any form, are not eligible.

CATEGORIES

You can enter the same commercial / 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 6 entries. 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 2020. 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
INTERACTIVE (ARROWS ONLY)
VR / 360 / AR (CRAFT ONLY)

TECHNICAL
SPECIFICATION
FOR ENTRIES

Commercials may be submitted to the awards entry system via any of these ways:-

- use the integrated functionality to search via **clock number**, if it exists within our library
- use the integrated functionality to auto-fill credits and select the content from your **SOURCE Creative** library, if you are a subscriber
- upload your media in accordance with the below specifications:-
NO slates, credits or entrant logos can be included within the uploaded media.
Your media upload will be rejected if it does not comply with our technical specification:-

MAXIMUM FILE SIZE	350MB
RESOLUTION	HD 1920 x 1080
CODEC	H264 Progressive
SOUND	AAC 44KHz
FILE TYPE	.mov or .mp4

The HD version is required for all mediums with the exception of:-

VR / 360 / AR You will provide the experience files on a Hard Drive or via a download link

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 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 COMMERCIALS OR CONTENT

The credits you supply will be printed in the book, projected on the screens on the night 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 going to print.

PAYMENT

Entries will not be judged without payment. All payments must be paid in full by Wed 15th Jan 2020. British Arrows accepts payments via BACS and credit card. We no longer accept cheques.

ARROWS SPECIFIC RULES

FEES

All prices are quoted without VAT.

1 – 10 entries	£375 per entry
11 + entries	£300 per entry
Campaign	£575 for up to 6 pieces of content within the same entry
Late entry	+£50 per entry (please see late entry dates on page 1)

Regardless of who enters and pays for the entry, the advertising agency AND production company will receive an **ARROWS** award.

ELIGIBILITY

- Entries that have been aired or broadcast **in the UK** are eligible under the following criteria:-
 1. Answer YES to **Q1 a), b) and c)**

AND

 2. Answer YES to either **Q2 or Q3 or Q4**
- Entries that have been aired or broadcast **Internationally only** (i.e. never shown in the UK) can be entered into International category (Best International) under the following criteria:-
 1. Answer NO to **Q1 a)**

AND

 2. Answer YES to **Q1 b) and c)**
 3. You do NOT need to answer YES to **Q2 or Q3 or Q4** but please ensure your credits specify any British element
- Entries that have been aired or broadcast **in the UK and/or Internationally** can be entered into The Power of Film Award and/or Best Social Video under the following criteria:-
 1. Answer YES to **Q1 b) and c) ONLY**
 2. You do NOT need to answer **Q1 a)**
 3. You do NOT need to answer YES to **Q2 or Q3 or Q4** but please ensure your credits specify any British element

RULES

Q1. Was this entry:- a) aired, or broadcast, in the UK b) aired, or broadcast using paid-for-media c) aired, or broadcast for the first time, between 1st Jan 2019 to 31st Dec 2019 inclusive	Y / N Y / N Y / N
If NO to b) or c) unfortunately your entry is ineligible	
Q2. Was this entry made by a British* agency?	Y / N
Q3. Was this entry made by a British* production company?	Y / N
Q4. Was this entry post-produced by a British* post-production house or audio facility?	Y / N

* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.

CRAFT SPECIFIC RULES

FEES

All prices are quoted without VAT.

1 – 10 entries	£375 per entry
11 + entries	£300 per entry
Freelancer	£175 per entry
New Director	£175 per entry
Late entry	+£50 per entry (please see late entry dates on page 1)

CRAFT honours the best individuals, rather than companies, who have contributed to an entry. Therefore, your nominee must be the name of an individual/s and not a company.

The physical award will be given to the nominee, not the company who entered the entry. Duplicate awards can be requested after the event.

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

Once an entry has been submitted into the VR / 360 / AR category, it can also be entered into any other CRAFT category i.e. Best Director, Best Original Music, Best VFX, Best Casting etc.

ELIGIBILITY

— Entries that have been aired or broadcast **in the UK and/or Internationally** are eligible for all CRAFT categories under the following criteria:-

1. Answer YES to **Q1 a)** and **b)**
AND
2. Answer YES to either **Q2** or **Q3** or **Q4** or **Q5**

RULES

Q1. Was this entry:- a) aired, or broadcast using paid-for-media b) aired, or broadcast for the first time, between 1st Jan 2019 to 31st Dec 2019 inclusive	Y / N Y / N
If NO to a) or b) unfortunately your entry is ineligible	
Q2. Was this entry made by a British* agency?	Y / N
Q3. Was this entry made by a British* production company?	Y / N
Q4. Was this entry made by a British* post-production house or audio facility?	Y / N
Q5. Is the nominee British OR permanently resident in the UK?	Y / N

* Companies that are headquartered in the UK OR who have UK-based offices from which this particular commercial / content was made.

For any questions, please call the British Arrows office on 0207 734 6962.

We're here to help!