

## ENTRY KIT

CLOSING DATE FOR ENTRIES  
5pm Monday 30 January 2012  
[australiancreative.com.au](http://australiancreative.com.au)

~~CREATIVE~~

**HOTSHOTS**  
**HOP 11**

# ABOUT HOTSHOP11

The Hotshop Awards can be summed up in four words: Show Us Something Different! The awards aim to uncover the companies and individuals who are creating truly innovative solutions for their clients by pioneering fresh styles, techniques and strategies across a range of disciplines including advertising, design, digital, post production, animation, production, sound and photography. We're looking for exemplary craftsmanship and execution, but we're also looking for innovative thinking - dynamic thinkers who aren't afraid to experiment or break the rules. This year the awards are divided into three types:

## FOR COMPANIES

Organisations will be judged by their performance and output for the year. A selection of work will need to be supplied for judging. See categories for more details.

## FOR INDIVIDUALS

In these three categories a selection of work by the entrant will need to be supplied for judging. See categories for more detail.

## FOR WORK

In these three categories entries should be a single piece of work or series of works comprising a campaign on a single theme. See categories for more detail.

## HOW TO ENTER

- \* All entries should be structured according to the criteria and should consist of a written document and examples of the work as outlined under each category.
- \* Written documents must be no longer than 300 words, printed on single sided A4 pages and bound or stapled.
- \* The title of work, name of client and launch/appearance date must be clearly shown on each piece of supporting material.

## WRITTEN DOCUMENT (categories 1-8)

### YOUR COMPANY

In no more than 300 words, outline your company philosophy and a summary of achievements in 2011. This should be treated as a sales pitch and should outline why your company is deserving of the award.

## ELIGIBILITY (categories 1-8)

- \* Entrant companies must be based in Australia or New Zealand.
- \* All work entered must have appeared during the 2011 calendar year.
- \* All work submitted must have been for client organisations.
- \* Additional eligibility requirements are shown under each category heading.



# HOTSHOP11

# CATEGORIES

## AWARDS FOR COMPANIES

### 1. ADVERTISING

#### ELIGIBILITY

Companies entering this category must be advertising agencies. The majority of the company's business must derive from creating advertising for client organisations.

#### YOUR WORK

Compile a selection of your agency's best work of the year. Include a mix of campaigns in different media to demonstrate your agency's ability to work across a broad mix of media. A maximum of 10 pieces of work in total may be submitted and can be individual pieces or part of a campaign.

- \* For examples of work in TV, cinema, digital and viral, copy to DVD and provide six copies. A maximum of 5 minutes of footage may be submitted.
- \* For examples of radio/audio files, please save to CD and provide six copies.
- \* For examples of print work, outdoor and DM, please supply images mounted on A3 board, maximum 8 boards. Provide one copy of each board.

### 2. ANIMATION

#### ELIGIBILITY

Companies entering this category must be animation companies. The majority of the company's business must derive from creating animation for clients.

#### YOUR WORK

Select your company's best work of the year. To demonstrate the scope of your work you can include a mix of animation created for commercials, TV station promos, interstitials, short film, TV and feature films. A maximum of 5 minutes of footage may be submitted.

- \* For examples of work in TV, cinema, and digital, copy to DVD and provide six copies.

### 3. BROADCAST DESIGN

#### ELIGIBILITY

Companies entering this category must be broadcast companies. The majority of the company's business must derive from creating broadcast design for clients.

#### YOUR WORK

Select your company's best work of the year. To demonstrate the scope of your work you can include a mix of broadcast design created for commercials, TV station promos, interstitials, short film, TV and feature films. A maximum of 5 minutes of footage may be submitted.

- \* For examples of work in TV, cinema, and digital, copy to DVD and provide six copies. For examples of broadcast/audio files, save to CD and provide six copies.

### 4. GRAPHIC DESIGN

#### ELIGIBILITY

Companies entering this category must be graphic design companies. The majority of the company's business must derive from creating design for clients.

#### YOUR WORK

Select your company's best graphic design work of the year. Include a mix of work to demonstrate your ability to work across different media.

- \* For examples of digital work, copy to DVD and provide six copies.
- \* For examples of print work, outdoor and DM, please supply images mounted on A3 board, maximum 10 boards. Provide one copy of each board.
- \* For examples of online design, supply a list of website URLs in word format and save to CD. Also include descriptions of your company's involvement.

The judging panel of top designers will be looking for companies that are putting design on the map by offering unique, insightful solutions that push the boundaries of graphic design.

### 5. DIGITAL/ONLINE

#### ELIGIBILITY

Companies entering this category must work primarily in the digital/online arena. The majority of the company's business must derive from creating client-based projects.

#### YOUR WORK

Select your company's best work of the year. Include a mix of work to demonstrate your versatility.

- \* For examples of website design and development, supply a list of URLs in word format and save to CD. Include descriptions of your company's involvement.
- \* For examples of work in digital design, TV and cinema, copy to DVD and provide six copies.

### 6. PRODUCTION

#### ELIGIBILITY

Companies entering this category must be production companies. The majority of the company's business must derive from creating production for clients.

#### YOUR WORK

Select your company's best work of the year. Include a variety of types of work to demonstrate your versatility. A maximum of 5 minutes of footage may be supplied. You may provide a brief description of each piece of work if you feel it needs explanation. This should be supplied on a separate piece of A4 paper.

- \* Examples of work in TV, cinemas, and digital, should be copied to DVD. Six copies are required. For examples of broadcast/audio files, copy to CD and provide six copies.

## 7. POST PRODUCTION & VFX

### ELIGIBILITY

Companies entering this category must be post production companies. The majority of the company's business must derive from creating post production for clients.

### YOUR WORK

Select your company's best work of the year. Include a mix of post production and visual effects created for TV commercials, TV series, short films, video clips and feature films to demonstrate the scope of your work. A maximum of 5 minutes of footage may be supplied. You may provide a brief description of each piece of work if you feel it needs explanation. Supply this on a separate piece of A4 paper.

For all examples of work in TV, cinema, and digital, copy to DVD and provide six copies.

## 8. SOUND & MUSIC

### ELIGIBILITY

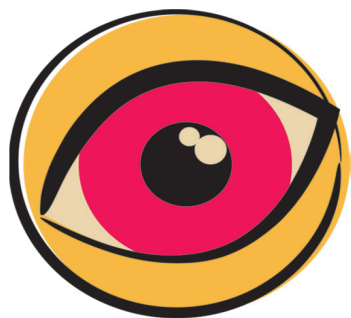
Companies entering this category must be sound production companies. The majority of the company's business must derive from creating sound and music for clients.

### YOUR WORK

Select your company's best work of the year. Include a mix of original music composition, sound design and music arrangements for clients in advertising, film, television, radio, etc. A maximum of 5 minutes of material may be supplied.

\* For examples of work in TV, cinema, and digital, copy to DVD and provide six copies. For examples of broadcast/ audio files, copy to CD and provide six copies.

The judges will be looking for music and sound design that is unique and original and makes a significant and noticeable contribution to the impact of a TVC, radio ad or piece of film.



## AWARDS FOR INDIVIDUALS

## 9. ILLUSTRATOR OF THE YEAR

### ELIGIBILITY

Open to individual illustrators operating in the commercial arena.

### YOUR WORK

Compile a portfolio of your best work for 2011. This should consist of up to 10 illustrations and must be supplied mounted on A3 board, maximum 10 boards. Provide one copy of each board. Ensure you select a mix of commercial and personal illustrations to demonstrate your style, interests, themes, techniques and diversity. You may also provide a brief description of what each job entailed, if you feel it needs explanation. Supply this on a separate piece of A4 paper.

The judges will be looking for illustrators who are pioneering fresh styles, techniques and approaches and who add genuinely creative solutions to marketing objectives.

## 10. PHOTOGRAPHER OF THE YEAR

### ELIGIBILITY

Entries will be accepted from individual photographers or photographic agents on their behalf. Photographers should be operating in the commercial arena.

### YOUR WORK

Compile a portfolio of your best work for 2011. This should consist of up to 10 images and must be supplied mounted on A3 board, maximum 10 boards. Provide one copy of each board.

Ensure you select a mix of commercial and personal photography to illustrate your style, interests, themes, techniques and diversity. You may also provide a brief description of what each job entailed, if you feel it needs explanation. Supply this on a separate piece of A4 paper. The judges will be looking for photographers who are pioneering fresh styles, techniques and approaches and who add genuinely creative solutions to marketing objectives.

## 11. YOUNG CREATIVE ACHIEVER OF THE YEAR

Entries for this award should be nominations from employers wishing to reward talented young employees. The nominee must be employed in a creative capacity in any organisation relevant to categories 1 to 10 above.

### HOW TO NOMINATE

In no more than 300 words, outline why your company is nominating the person for the Young Creative Achiever Award. Please supply your statement on an A4 word document and supply six copies. The judges will be looking for an individual who has worked in the industry for no more than three years, is quickly excelling in his or her chosen field, and whose work is pioneering a fresh style and new wave of thinking.

### THE WORK

Select up to 5 examples of the individual's work. Refer to the above category entry requirements, which will determine how to send in the work according to the relevant industry.

## AWARDS FOR WORK

## 12. IN-HOUSE CAMPAIGN OF THE YEAR

### CRITERIA

This award is for the best self-promotional, in-house campaign or piece of work by a company or individual promoting itself in 2011.

### THE ENTRY

Outline in no more than 300 words the aims and results of the work. For campaigns, select up to 5 component examples. Refer to the listed category entry requirements if in doubt about how to submit material.

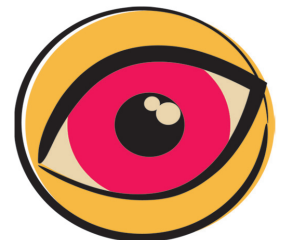
## 13. IDEA OF THE YEAR

This award is for the best creative idea of the year. It must have a commercial application and be put into action during calendar 2011. It can be a piece of marketing strategy, a single piece of work or an integrated campaign.

Outline in no more than 300 words the idea's aims, implementation and results. Select between one and five examples to illustrate a campaign. Refer to the listed category entry requirements if in doubt about how to submit material.

### Don't forget..

..agencies that win in the Hotshop Awards earn points for the AdNews Agency Rankings. Details at [adnews.com.au/rankings](http://adnews.com.au/rankings)



# HOTSHOP11 ENTRY FORM

## CATEGORY (tick one)

- 1. ADVERTISING
- 2. ANIMATION
- 3. BROADCAST DESIGN
- 4. DIGITAL/ONLINE
- 5. GRAPHIC DESIGN
- 6. PRODUCTION
- 7. POST PRODUCTION & VFX
- 8. SOUND & MUSIC
- 9. ILLUSTRATOR OF THE YEAR
- 10. PHOTOGRAPHER OF THE YEAR
- 11. YOUNG ACHIEVER OF THE YEAR
- 12. IN-HOUSE CAMPAIGN OF THE YEAR
- 13. IDEA OF THE YEAR

## ENTRY DETAILS

Entrant Company/Individual .....

Contact Person .....

Address .....

Telephone .....

Fax .....

Email .....

## ENTRY COSTS

**For categories 1-8:**

\$150 plus GST = \$165 per entry

**For categories 9-13:**

\$50 plus GST = \$55 per entry

## PAYMENT BY CREDIT CARD

Amex  Visa  Mastercard (tick one)

Card Number .....

Card Holder's Name .....

Expiry Date .....

Signature .....

Please note a 3.2% charge will be incurred for payments made via AMEX and a 1.8% charge applies for VISA and Mastercard payments.

## PAYMENT BY CHEQUE

Cheques should be made out to Two de Force

## CLOSING DATE FOR ENTRIES

**5pm Monday 30 January 2012**

### SEND ENTRIES WITH PAYMENT TO:

Hotshop Awards  
c/o Two de Force  
229 Commonwealth Street  
Surry Hills NSW 2010

### INQUIRIES:

Contact Jessica Havard  
Ph: 02 9281 8788  
Email: [jessica@twodeforce.com.au](mailto:jessica@twodeforce.com.au)

## CHECKLIST

- \* Two copies of the entry form with each entry.
- \* Six copies of the written document.
- \* Copies of the relevant supporting material.
- \* One CD of website links in word format, where applicable.
- \* One CD with 4 high-res JPEG images of your work for inclusion in Hotshop Awards winners' write-up in Australian Creative Magazine.
- \* Payment.

### TERMS AND CONDITIONS

- \* Entry fees are non-refundable and can be paid by cheque or credit card.
- \* Entries will not be considered for judging if payment is not received with the entry.
- \* All files supplied on DVD and CD must be playable on both Mac and PC.
- \* CD-Roms or emailed pdfs of your print work will not be accepted.
- \* Entries will not be returned to entrants at the conclusion of the awards.
- \* The judges decisions are final.
- \* Australian Creative reserves the right to move an entry into another category if it believes it is suitable to do so.
- \* The entrant agrees that Australian Creative magazine will not accept responsibility for errors or omissions reproduced in the winners supplement or on the Australian Creative website.
- \* Entries must not exceed the allocated word count, maximum supporting material specification or maximum time specification, and may not be accepted if they exceed maximums.
- \* Finalists and winners will be covered in Australian Creative magazine and/or its accompanying award winners supplement, and on the Australian Creative website. Information published about the entries will taken from the entry forms. If there is any specific information in your entry that is sensitive and should not be published please make this clear at the time you submit your entry.
- \* Finalists will be notified in March 2012 and may be asked to provide hi-res files of entered work for display in the winners supplement.
- \* Winners will be announced in late March in the April/May 2012 edition of Australian Creative.

# HOTSHOP11