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2018 Dates

Open for Entries
22nd January

Final Deadline
11th May

Judging
22nd – 23rd May

Ceremony
24th May

2018 Entry Guide

Everything about entering Caples

Rewarding work that works.
Caples.org



Why Enter

Client Relations

If you have any difficulties with your entries, someone at Caples can help awards@caples.org

Results

The Caples Awards has always tried to promote creativity to the client community as an important business tool. And while creativity is the single most important criteria of judgement, results are important too.

Explanations

What makes The Caples Awards different is that the jury's views on why an entry was given an award will be published in the Book of the Show and any entrant can receive feedback as to why their work did or did not win.

Promoting creativity

In 2018, The Caples Awards plans to take presentations of the winners to conferences, seminars, agencies and client companies:

- to use the inspiring work from the show to inspire marketers.
- to offer proof that great ideas lead to great results.

Free to the winning clients

And to offer proof that great ideas are effective ideas, The Caples Awards 2018 Book of the Show will be given free to the Marketing Director responsible for every winning piece of work.

PR value

Recorded for posterity

One copy of The Caples Awards 2018 Book of the Show will also be made available to the the agency or team responsible for any winning campaign. The Caples Awards 2018 presentation will be made available to any agency that requests it, in order to inspire staff or clients. The Caples Awards will try to secure local press coverage of the winning work.

Community

The Caples Awards offers a chance for creative leaders to meet and share pain with others of their ilk. For three days, top Executive Creative Directors and Chief Creative Officers look at great work, discuss the themes and consider the direction of travel for advertising today. If you would like to be considered as a judge in 2019, contact patrick@caples.org



For creative people

The Caples Awards is an awards show managed by creative people for creative people, who know how darned difficult it is to create work that works. Win a Caples award and you win the recognition of your peers. Every jury comprises the Executive Creative Directors and Chief Creative Officers of some of the world's most respected agencies.

Legacy

The Caples Awards has existed for 40 years, serving to honour response-oriented creative work from around the world.

Costs

The entry costs of The Caples Awards are £300 GBP per single entry and £350 for campaign entries, lower than most other international awards shows. To help reduce costs of entering we have reduced the number of categories.



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2018 Entry Guide

Awards Categories





Why Enter

Awards Categories

Creative Directors around the world have told us they are under increasing pressure from CEOs and CFOs to keep awards budgets under control.

To help reduce costs and keep Caples simple, the number of categories has been reduced by half. In addition, any entry from a subscriber to Directory magazine qualifies for a £50 reduction in entry fees. Any campaign or execution which has been showcased in Directory magazine Issues 41, 42, 43, 44, 45 or 46 also qualifies for a £50 reduction in entry fees. (Subscribers to Directory who have also had work published in Directory do not qualify for both £50 reductions).

A single execution can be entered to win an individual Caples award. Multiple executions that make up a campaign (up to 10 executions) can be entered to win a Caples campaign award. Individual executions and campaigns can be entered in more than one category, if appropriate.



Ambient/Guerilla/Outdoor

Single entry

Multiple entry (campaign)

To include any idea using out-of-home marketing, stunts, special builds, 3D installations, street art, events, pop-up activities intended to elicit some form of response.

Example from Directory 44. DM9DDB Sao Paulo. Walmart "Price on the Jersey".

www.directnewideas.com/magazine/?id=2349

Branded Content

Single entry

Multiple entry (campaign)

To include scripted and acted films, virals, unscripted films, documentaries, UGC, interactive films, livestream broadcast of an event on any channel, content captured at a live event and shared, immersive experiences including 360 video, VR and AR.

Also, any branded game or live show or live experience.

Also, any idea successfully using native advertising, PR or branded print magazines.

Example from Directory 45. Forsman & Bodenfors. Swedish Tourism.

www.directnewideas.com/magazine/?id=2395

Digital B to C

Single entry

Multiple entry (campaign)

To include websites, microsites, apps, digital platforms, installations or projections, connected entities, banners, pop-ups, take-overs, online video ads, films, widgets, tools or digital services, apps, games and email. Also, social media, campaigns using search and social messaging and video platforms.

Example from Directory 43. BETC Paris, Canal+ The Young Pope, "Almen":

www.directnewideas.com/magazine/?id=2253

Digital B to B

Single entry

Multiple entry (campaign)

To include websites, microsites, apps, digital platforms, installations or projections, connected entities, banners, pop-ups, take-overs, online video ads, films, widgets, tools or digital services, apps and games. Also, social media, campaigns using search and social messaging and video platforms.

Example from Directory 44. Ogilvy Paris, IBM Watson, "Chef Watson":

www.directnewideas.com/magazine/?id=2341



Direct Mail B to C

Individual items of flat mail or dimensional mail of low to high volumes, including doordrops, hand-delivered items and bill stuffers.

Example from Directory 42. JWT London, Glasgow School of Art, "Ash to Art"

www.directnewideas.com/magazine/?id=2188

Direct mail B to B

Individual items of flat mail or dimensional mail of low to high volumes, including doordrops, hand-delivered items and bill stuffers.

Example from Directory 44. Epsilon Self-Promo mailing, "Spring in a Can":

www.directnewideas.com/magazine/?id=2329

Innovation

Any individual idea that delivers a new way for brands to engage with customers, or that brings a new solution to a marketing problem, using beacons, facial-recognition technology, voice search, VR or AR, wearable technology etc.

Example from Directory 45. DDB Brussels, Belgian Marketing Association, "Pearl. The first AI Advertising Jury":

www.directnewideas.com/magazine/?id=2422

Integrated

Multiple entry (campaign)

To include any campaign that works across different paid-for channels, social media platforms etc to include PR, editorial, events and branded activity.

Example from Directory 43. Droga5 New York, Chase Ink, "The Ripple Doughnut":

www.directnewideas.com/magazine/?id=2270

Mobile

Single entry

Multiple entry (campaign)

To include any example of mobile/tablet/connected device app, SMS solution, location-based idea, video, banner or social media video designed specifically for a hand-held medium.

Example from Directory 45. King James Group Johannesburg, Sanlam, "Uk'shona Kwelanga Whatsapp Drama Series":

www.directnewideas.com/magazine/?id=2416

Not for Profit

Single entry

Multiple entry (campaign)

To include any video, online, offline experience, mailing, print, direct response TV execution or campaign produced for a charity, NGO or cause-related action.

Example from Directory 44. Y&R Brazil, Santa Casa de São Paulo, "The Rewearable Dress":

www.directnewideas.com/magazine/?id=2346



Traditional media

Single entry

Multiple entry (campaign)

To include any example of print communication, from press advertising, inserts, wrap-arounds, annual reports, brochures and leaflets, either B to C or B to B.

Radio advertising or podcast.

TV advertising, including Bumper, PreRoll and TrueView advertising

Example from Directory 43. AMV BBDO for National Counter-Terrorism Police, "Code Severe":
www.directnewideas.com/magazine/?id=2251

Radical new strategy

To include any major change of direction for a brand, any radically new media solution, adoption of new technology or attempt at market disruption.

Example from Directory 44. Energy BBDO Chicago, Bayer Aspirin, "HeroSmiths":
www.directnewideas.com/magazine/?id=2358

Please note

Most other international awards shows have a plethora of sub-categories. In Digital alone there can be Best Email, Best Banner, Best Use of Social Media, Best Use of Search, Best Digital Performance, Best Online Video, Best Website, Best Example of UX, Best Game Design, Best Platform or App and so on and so on. We have reduced Digital to just B to C and B to B

However, the judges are not mandated to award a Gold, Silver and Bronze in each category. They may choose to award as many Golds, Silvers and/or Bronzes as they see fit. The jury will then place your work in the relevant sub-category. Thus, if you enter an email into Digital B to C and the judges are impressed with the creativity of your idea, you may win a **Caples Gold – Digital – Best Email**

Still not clear?

Ask julie@caples.org
for help or call +44 (0)1622 541515.



Why no Craft awards?

The Caples Awards is a show managed by creative people for creative people. Every juror is a creative director or Chief Creative Officer. It is assumed that the work most worthy of winning will always be crafted to the highest of standards. That said, the jury will select from all the winners three skills-related Caples awards:

- Best Copy
- Best Art Direction
- Best design
- Best in Show

Andi Emerson Award

In honour of the founder of The Caples Awards, the President of the jury may choose whomsoever she wishes to be the recipient of the Andi Emerson Award, recognising the one person she feels has done most to promote creativity in advertising and marketing communications in 2017.



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2018 Entry Guide

How to enter





The 2018 Caples Awards

How to enter

1. Go to caples.org/submissions

Step 1 enter all your details
& select entry categories

Step 2 confirm if your campaign
featured in directory or not

Step 3 if it wasn't in directory,
add the campaign details

Step 4 upload your campaign
assets. Imagery should be hi-res
JPEGs. Film/video should be .mp4.
Max 75mb for any single item - if
larger, either downsample or send
using Dropbox or WeTransfer.
com to julie@caples.org

2. Alternatively

Download the Guide and
complete the entry form by
hand and send with images/
video to julie@caples.org

3. Pay

Either at caples.org/submissions,
when you will be emailed a
receipt. Or by emailing [dorte@](mailto:dorte@caples.org)
[caples.org](mailto:dorte@caples.org) who will invoice you.

5. If you have had work in Directory

To make it even easier to enter The
Caples Awards, if you have had a
campaign accepted for publication

in Directory Issues 41, 42, 43, 44,
45 or 46 then we will use your
submission to the magazine. No
need for you to do anything except
write in the BACKGROUND box of
the entry form the Issue Number
of the magazine in which your
work appeared. We'll use your
submission to the magazine. No
need to do anything except tell us
which categories you want to enter.
If your work has appeared in any of
these issues of Directory, **we'll do
the entry form for you + £50 price
reductions** on any ideas showcased
in Directory in the last 15 months.

Requirements

Boards should be in hi-res JPEG form,
preferably 10MB minimum. Videos should
be .mp4 format only. All images, videos
and completed submission forms should
be uploaded at caples.org/submissions

If entrants believe the physical entity of their
Direct Mail piece will help the jurors get a
better idea of its quality and/or delivery,
it should be packaged and sent to:

Julie Charlton
Awards Submissions
The Caples Awards Ltd.
Tottington Barn
352 Rochester Road
Aylesford Kent
ME20 7ED UK



The 2018 Caples Awards

Costs

Single entry

£300.00 GBP

Multiple entry

£350.00 GBP

Radical new strategy entry

£350.00 GBP

Special friends

£50 fee reduction for any entry submission made by an agency that is a current subscriber to Directory magazine.

£50 fee reduction for any entry submission of a campaign or idea accepted for publication in Directory Issues 41-46.

Pay

By credit or debit card (Visa, Mastercard, American Express) at caples.org/submissions, when you will be emailed a receipt. Or by emailing dorte@directnewideas.com and asking to be invoiced.

Please note – even though we do usually ask for payment within 28 days, if we haven't got your money actually in the bank on Monday May 21st, your work won't get judged.



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The 2018 Caples Awards

The Caples Awards Entry Form

Rewarding work that works.
Caples.org



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Caples Awards Entry Form

Your Details

First name

Agency

Last name

Agency address & telephone number

Email

Phone

Directory Discount

To qualify for the £50 entry fee discount, indicate here whether you are a subscriber to Directory OR in which recent issue of Directory magazine the campaign was featured.

Entry Categories

Please select at least one entry category

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Ambient/Guerilla/Outdoor | <input checked="" type="checkbox"/> Direct mail B to C | <input checked="" type="checkbox"/> Mobile |
| <input checked="" type="checkbox"/> Branded content | <input checked="" type="checkbox"/> Direct mail B to B | <input checked="" type="checkbox"/> Not for Profit |
| <input checked="" type="checkbox"/> Digital B to C | <input checked="" type="checkbox"/> Innovation | <input checked="" type="checkbox"/> Traditional media |
| <input checked="" type="checkbox"/> Digital B to B | <input checked="" type="checkbox"/> Integrated | <input checked="" type="checkbox"/> Radical new strategy |



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Caples Awards Entry Form

Campaign Details

Client

Media

Product

Country

Title

Date of Campaign

Background

If your campaign has featured in Directory Issues 41-46, write the Issue number here and we'll take the details from there.

300 words max



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Idea

Blank white area for writing the idea.

300 words max



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Results

300 words max



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Please Note The minimum resolution for all jpegs is 300dpi. If you are submitting DM, we welcome hard copies of the work. (N.B.We cannot be responsible for any excess charges incurred by customs. All packages should be labeled 'For cultural purposes only' and must not be valued at more than £10 sterling (or local equivalent).

Team involved

[Empty white box for team involvement details]



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Caples Awards Entry Form

Payment Details

Card Type



VISA



Card Number

Expiry Date

Name on Card

CVC / Three Digits



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2018 Entry Guide

Rules is rules





Caples 2018

Rules

1. All work submitted should have been published or broadcast between September 1st 2016 and the competition closing date of Friday 11th May 2018. (The reason we are extending the eligibility period to eighteen months is because campaigns created in late 2016 may only have been able to reconcile their results in 2017.)
2. Only campaigns that have been accepted for publication and have been showcased in Directory magazine issues 41, 42, 43, 44, 45 and 46 qualify for the £50 entry fee discount.
3. All entries must be submitted using The Caples Awards standard entry submission form, which asks for the idea to be described in terms of: 1. Background. 2. Idea. 3. Results. Presentation boards in JPG 'landscape' format are welcomed but not mandatory. Video case studies (either .mov or MP4) are also helpful but should not be longer than 2 minutes.
4. All entries will be judged online and given marks by the individual judges. All work that reaches Finalist standard will be brought back and discussed by the jurors before further voting.
5. If entrants believe the physical sample of their campaign would help the jury in their deliberations, the sample(s) should be mailed to The Caples Awards office, Tottington Barn, 352 Rochester Road, Aylesford, Kent ME20 7ED.
6. In uploading entries to The Caples Awards online or by submitting entries in any other way, entrants thereby agree to pay all the relevant entry fees, which must be paid by Friday May 18th. Failure to pay will result in work being withdrawn.
7. Any campaign which is withdrawn after being submitted and received by The Caples Awards forfeits the entry fees payable.
8. 20% VAT is payable on entries from all UK-based individuals or agencies. Entries from other countries are exempt from VAT though entrants from EU countries are required to provide their VAT registration numbers.



9. Entry fees can be paid online at caples.org/pay. Or by cheque payable to The Caples Awards Ltd. Or by bank transfer. To arrange the method that suits you best, email dorte@thecaples.org.

10. The Caples is an award show that celebrates creativity. Entries will be judged for their originality and inventiveness. Results are, of course, important but they do not in themselves determine whether a campaign wins an award.

11. The winners of the Best in Show Award, Most Radical Strategy Award, Best Art Direction Award, Best Copywriting Award, Best Design Award and all Gold Awards will each be given a Caples trophy. All winners will also receive certificates.

Replica Gold trophies as well as Silver and Bronze trophies may be purchased from The Caples shop ([link](#)) as may Gold, Silver, Bronze and Finalist certificates.

12. It is not the case that there has to be a Gold, a Silver and a Bronze winner in each category.

If the jury decides that none of the work in any category merits any award, Gold, Silver or Bronze, then they have the right to make no awards in that category.

13. If the work is of a sufficiently high standard in any category, the judges may award as many Golds, Silvers and Bronzes as they see fit.

14. It may be that the judges ask for proof of eligibility. In other words, the work should have been produced in response to a brief and was approved by and paid for by a client. The judges will not want to reward work that has been produced purely for the purpose of entering awards shows.

15. The judges' decisions are final.

16. Every entrant is entitled to juror feedback within one month of the awards show on Thursday May 24th as to why their submitted work did or did not win an award.

17. All entrants give permission to The Caples Awards Ltd to use their entry materials in any publications, videos, exhibitions and roadshows The Caples Awards Ltd may deem necessary to help promote the awards. The Caples Awards Ltd is not responsible for the payment of royalties or other charges against the activities mentioned. Each entrant agrees to not hold The Caples Awards liable against any claims concerning the material submitted.

