



AN ADVERTISING

AWARDS SHOW,

BUT THE PROCEEDS ARE

DONATED TO SUPPORT

WOMEN'S RIGHTS.

**100% OF ENTRIES ARE DONATED DIRECTLY
TO CHARITY AND ARE TAX DEDUCTIBLE.**

ENTRIES ARE OPEN UNTIL APRIL 15, 2023

**The cost of each entry in
any category is \$125.**

Categories

FILM

Celebrates the storytelling, creativity and mastery of the moving image. From TV to online media, we are looking for brilliant brand storytelling meant for the screen.

Best in Film

The best of the best in innovative, surprising, and unique storytelling in films.

Cinematography

The best use of artistic choices, composition, camerawork, style, and film techniques to convey the subject or brand purpose of a film.

Copywriting & Scriptwriting

Rewarding the best use of writing to create and communicate the film's intent & brand messaging in dialogue, actions, or scene setting.

Art Direction

Focuses on the aesthetic choices made to create the overall look and feel of a film.

Online & Social

The best use of digital features available on various social media platforms, websites, and other online mediums to bring a film to life.

Culture & Context

The best use of film to help affect cultural change or become part of the cultural conversation.

Animation

The best use of animation style, technique, and design for a brand.

Casting

The best choice of talent to help bring a branded film to life – including actors, performers, voice over artists, animals, celebrities, etc.

PRINT & OOH

Focuses on the creativity & craftsmanship in published media or public spaces that communicates a message or immerses consumers in an experience.

Billboards

Best creative use of a large-scale outdoor print medium.

Experiential & Contextual

Best creative use of space, location, or surrounding to further emphasize the brand messaging of a visual format.

Digital Screens

Best use of a digital, visual medium to strengthen brand messaging in OOH.

Publications

The best visual expression of a brand's messaging and/or product in a publication.

Adapted Print

The most innovative and original use of a printed medium or the creation of a new one.

ENGAGEMENT

Focuses on strategic and creative work that directly engages consumers and impacts culture.

Direct

The best in strategic, targeted, and data-driven creativity that produces measurable results.

Media

The best use of creativity within a strategic media plan, to help broaden a brand's reach or engage a specific target audience.

Public Relations

The best use of strategy-driven creativity to garner earned media and affect the cultural and societal perception of a brand.

Social

The best use of creativity within and in partnership with social platforms to engage consumers directly.

Partnerships & Collaborations

The best use of strategic influencer marketing or brand partnerships to help promote a brand, product, or service.

Creative Data

The best use of data and analytics to create unique insights and strategies, resulting in innovative and unique creative expressions.

ENTERTAINMENT

Focuses on work that blurs the lines between advertising and entertainment. The work should go beyond traditional product placement or sponsorship to engage consumers.

Moving Image

The best use of film to create unique and surprising branded content – outside of traditional media.

Music

The best use of creativity within the music industry to create engaging and entertaining content for brands.

Sport

The best use of creativity, strategic partnerships and placements within sporting events and promotions to create surprising branded content.

Gaming

The best creative integration of brand messaging within gaming platforms and products.

Digital & Social

The best use of strategic influencer marketing or platform partnerships to help create new and creative content.

FOR GOOD

Focuses on the use of creativity to shift culture, create change and positively impact the world. This includes awareness, product design, and eco-friendly production techniques that go beyond brand purpose.

Social Change

Rewarding creativity helps to positively affect cultural or societal change.

Healthcare

Rewarding creativity and innovation in healthcare to help better people's lives.

Sustainable Development Goals

Rewarding creative solutions and innovative ideas that create lasting change in people's day-to-day lives as [outlined by the United Nations](#).

Environmental Change

Rewarding creativity that helps to positively affect and improve the environment.

DESIGN

Focuses on the innovation, creativity, and skill that goes into translating ideas into visual, graphic, spatial, and textual expressions, across all mediums.

Branding

The design of branding systems and individual elements, such as branded identities, logos & icons, brand refreshes, and other ownable design forms.

Packaging Design

Innovative design for all types of packaging, from beauty to perishables.

Digital Design

Design that creates amazing user experiences for digital products, platforms and services.

Product Design

The design of industrial products made for both consumers and businesses.

INNOVATION IN CRAFT

Focuses on the most innovative techniques and skills to create new and groundbreaking executions within a medium. The work will be judged on the level of skill, innovation, and creativity used to bring an idea to the next level.

Innovation in Digital Craft

The best use of a specific digital medium to create groundbreaking creativity for a brand.

Innovation in Film Craft

Rewarding any new and groundbreaking innovations, techniques and styles with the film medium.

Innovation in Design Craft

Rewarding new and unconventional design techniques and styles across all digital and printed, visual mediums.

**AS OF 2023,
WE ARE THE ONLY SHOW
THAT DONATES ITS PROCEEDS.**

Have questions?

**Please email us at
info@thegailawards.com**