

## **SECTION A WORLD WINNER TELEVISION (FREE)**

**Open to grand prix or gold winning TV commercials awarded during the year ended July 31st 2010. Entrants must show name and date of competition and details of prize awarded. Gold Award winners at the 2009 Shark Awards are also eligible. This category is FREE to enter.**

## **SECTION B INTERNATIONAL TELEVISION (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

### **B1. Alcoholic Drinks and Non-Alcoholic**

Lager; Ales; Stout; Non-Alcoholic Beer; Cider; Breweries, Spirits; Fortified Wine; Alco-Pops & RTDs, Wine (inc non-alcoholic); Sherry; Port. Soft Drinks; Cordials; Mixers; Beverages; Health Drinks; Milk; Juices; Smoothies; Coffee; Tea; Mineral Water.

### **B2. Food and Confectionery**

Soup; Butter; Margarine; Spreads; Bread; Fresh Frozen and Canned Foods; Meat and Poultry; Fruit and Vegetables; Baby Foods; Cheese; Yoghurt; Cream; Dairy Products, Desserts; Pastry and Puddings; Flour and Baking Powders; Pet Food; Breakfast Cereals, Biscuits; Cakes; Sugar Confectionery; Chocolate; Ice Cream; Chewing Gum; Crisps; Snack Foods.

### **B3. Household Maintenance/Appliances**

Adhesives; Abrasives; Bleaches; Soaps and Detergents; Polishes; Household Appliances; Furniture; Carpets; Lighting; Paints; Wall Coverings; Heaters; Insecticides and Air Fresheners; Kitchen Utensils; Food Mixers; Bathroom Equipment; Garden and Pool Equipment; Domestic Fuels; Farming Equipment; Seed; Fertilisers.

### **B4. Cosmetics, Toiletries, Medical, Fashion**

Cosmetics; Powders and Lotions; Lipstick; Face cream; Perfumes; Toilet Water; Baby Nappies; Toilet Soaps; Talcum Powder; Paper Tissues and Cotton Wool; Sprays and Lacquers; Sanitary Towels, Toilet Paper; Shampoos; Rinses; Tints; Razors and Razor Blades; Drugs; Branded Medicine; Dressings; Suntan Preparations; Contact Lenses and Spectacles; Sunglasses, Clothing, including: Suits; Dresses; Skirts; Lingerie; Swim wear; Shirts; Footwear; Jewellery; Watches; Accessories; Fashion Houses and Brands.

## **SECTION B INTERNATIONAL TELEVISION (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

### **B5. Automotive**

Motorcycles; Bicycles; Cars; Vans; Trucks; Tyres; Scooters; Batteries and Plugs; Safety Belts; Tools and Accessories: Petrol Stations and Garages; Petrol and Oils; Car Polishes; Antifreeze; Anti-theft Devices. Automobile Associations; Breakdown Services.

**B6. Retail Services and Financial Services**

High Street Retailers; DIY Merchants; Supermarket Chains; Shopping Malls; Mail Order Companies & Catalogues; Holiday Companies, Banks; Building Societies; Insurance Companies & Policies; Financial Advisors; Investments; Stock Brokers; Private Health Insurance.

**B7. Telecommunications**

Telephones & Telcos; Fax; Internet; E-Mail; Video Conferencing; Wireless Applications & Devices; Mobile Phones; Blackberry; Bluetooth; Web Service Providers; Broadband Services.

**SECTION B INTERNATIONAL TELEVISION (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

**B8. Corporate Image**

Company Corporate Statements (not promoting brands as such); Sponsorship of competitions and events; Religious Festivals; Seasonal Messages; Company Mergers; Company Floatation's; Annual Reports; Self Promos; Recruitment;

**B9. Media & Entertainment/Home Leisure Equipment/ Outdoor Leisure Activities**

Newspapers and Magazines; Books; Exhibitions; Theatre; Films; DVD Releases; CD & Album Releases; Concerts; Broadcasters; Websites & Search Engines; Ringtones & Wallpaper; Music; Downloads; Radio and Audio Equipment; Photographic Equipment and Films; Hi-Fi and Surround Sound Systems; Television Sets; Plasma Screens; Video Recorders; DVD Players; Digital Cameras; Toys and Games; Game Consoles and Platforms; Video Games; Musical Instruments; I-pods & mp3 players; Leisure Interests and Societies; Health & Fitness Clubs; Sports & Leisure EquipSports & Leisure Equipment; Gardening Equipment; Theme Parks; Camping and Caravanning; Travel Destinations & Tourist Boards; Pubs & Restaurants; Nightclubs; Lotteries.

**B10. Public Service and Social Welfare**

Emergency Appeals, Charities, Funds; NGO's; Government Information Services; Forces Recruitment; Road & Public Safety; Environment & Animal Welfare; Health and Hygiene; State Education; State Employment Organisations; Election Campaigns & Political Advertising.

**B11. Miscellaneous**

**SECTION C INTERNATIONAL TELEVISION SERIES (€325 Entry Fee)**

**Entries must consist of three commercials advertising the same product or service using the same concept or production technique and should be entered in the order in which they are to be screened.**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

C1. International TV Campaign

#### **SECTION D IRISH TELEVISION COMMERCIAL (€255 Entry Fee)**

**Open to TV commercials made by Irish advertising agencies, first shown between July 31st 2009 and July 31st 2010 on Irish Television.**

D1. Irish TV Any Length

#### **SECTION E IRISH TELEVISION SERIES (€325 Entry Fee)**

**A series shall comprise 2/3 commercials the same product or service using the same production technique and should the order in which they are to be screened.**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

E1. Irish TV Campaign

#### **SECTION F IRISH CRAFT AWARDS (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

- F1. Best Direction
- F2. Best Use of Music/Sound Design
- F3. Best Post Production/Special Effects
- F4. Best Editing
- F5. Best Animation

#### **SECTION G CINEMA (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July**

**31st 2009 and July 31st 2010.**

Commercials made for cinema alone or adapted for cinema from TV commercials.

G1. Cinema

## **SECTION H WORLD WINNER RADIO (FREE) S**

**Open to gold or grand prix winning radio commercials awarded during between July 31st 2009 and July 31st 2010. Entries must show name and date of competition and details of prize awarded. Winners of Premier Awards/ Grand Prix Radio or Irish Grand Prix at the 46th Shark Awards 2009 are also eligible.**

**This category is FREE to enter**

## **SECTION I INTERNATIONAL RADIO (€255/€325 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

- I1. Commercials in English of 30 seconds or less. (€255 Entry Fee)
- I2. Commercials in English over 30 seconds but not longer than 240 seconds. (€255 Entry Fee)
- I3. Radio Series: Entries must comprise of 3 commercials advertising the same product or service, using the same concept or production technique. (€325 Entry Fee)

## **SECTION J IRISH RADIO (€255/€325 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

- J1. Irish Commercials in English Any Length (€255 Entry Fee)
- J2. Irish Radio Series: Entries must comprise of 3 commercials advertising the same product or service, using the same concept or production technique. (€325 Entry Fee)

## **SECTION K TELEVISION IDENTs & STINGS (€255/€325 Entry Fee)**

**Entries must consist of work that has appeared in Public between July**

**31st 2009 and July 31st 2010.**

K1. Station Idents & Stings (including Sponsorship Stings) (€255 single entry fee/€325 campaign entry)

#### **SECTION L INTERNATIONAL CRAFT AWARDS (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

- L1. Best Direction
- L2. Best Use of Music
- L3. Best Post Production/Special Effects
- L4. Best Sound Design
- L5. Best Editing
- L6. Best Animation
- L7. Best writing (Brian Cronin Award)

#### **SECTION M THE NEW DIRECTORS AWARD (€95 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

M1. International

Open to new directors only. Entrants must not be directing commercials for more than 2 years. Entry to be no more than 7 minutes long and should contain at least one commercial, but clips from short films/promos/programmes/demos etc also acceptable. Clearance must be obtained from any advertiser featured.

M2: Irish

Open to Irish new directors only. Entrants must not be directing commercials for more than 2 years. Entry to be no more than 7 minutes long and should contain at least one commercial, but clips from short films/promos/programmes/ demos etc also acceptable. Clearance must be obtained from any advertiser featured.

#### **SECTION N VIRAL CAMPAIGNS (€255/€325 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

N1. Viral advertising campaigns created specifically for the Web (€255 for

single entry/€325 for campaign)

N2. Viral campaigns adapted from existing television or cinema advertising (€255 for single/€325 for campaign)

## **SECTION P LOW BUDGET TELEVISION COMMERCIALS (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

**Commercials should have been produced at an inclusive cost to the advertiser of not more than €/\$50,000 and should not have been produced as part of a larger campaign.**

### **P1. Low Budget**

## **SECTION Q THE BABY SHARK, YOUNG CREATIVES AWARD (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

This award honours creative excellence in young creative teams. Awards are made on the basis of the creative concept and not on the basis of production values. Speculative work may not be submitted. Entries may only be made by agency teams and/or freelancers with less than three years experience. A declaration to that effect must be signed by the agency Creative Director and sent to the Festival Office as part of your entry submission.

Q1. TV, Cinema, Radio, Viral

## **SECTION R INTERNATIONAL PRINT (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

### **R1. Alcoholic Drinks and Non-Alcoholic Drinks**

Lager; Ales; Stout; Non-Alcoholic Beer; Cider; Breweries, Spirits; Fortified Wine; Alco-Pops & RTDs, Wine (inc non-alcoholic); Sherry; Port, Soft Drinks; Cordials; Mixers; Beverages; Health Drinks; Milk; Juices; Smoothies; Coffee; Tea; Mineral Water.

### **R2. Food and Confectionery**

Soup; Butter; Margarine; Spreads; Bread; Fresh Frozen and Canned Foods; Meat and Poultry; Fruit and Vegetables; Baby Foods; Cheese; Yoghurt; Cream; Dairy Products, Desserts; Pastry and Puddings; Flour and Baking

Powders; Pet Food; Breakfast Cereals, Biscuits; Cakes; Sugar Confectionery; Chocolate; Ice Cream; Chewing Gum; Crisps; Snack Foods.

#### R3. Household Maintenance/ Appliances

Adhesives; Abrasives; Bleaches; Soaps and Detergents; Polishes; Household Appliances; Furniture; Carpets; Lighting; Paints; Wall Coverings; Heaters; Insecticides and Air Fresheners; Kitchen Utensils; Food Mixers; Bathroom Equipment; Garden and Pool Equipment; Domestic Fuels; Farming Equipment; Seed; Fertilisers.

#### R4. Automotive

Motorcycles; Bicycles; Cars; Vans; Trucks; Tyres; Scooters; Batteries and Plugs; Safety Belts; Tools and Accessories; Petrol Stations and Garages; Petrol and Oils; Car Polishes; Antifreeze; Anti-theft Devices. Automobile Associations; Breakdown Services.

#### R5. Cosmetics, Toiletries, Medical and Fashion

Cosmetics; Powders and Lotions; Lipstick; Face cream; Perfumes; Toilet Water; Baby Nappies; Toilet Soaps; Talcum Powder; Paper Tissues and Cotton Wool; Sprays and Lacquers; Sanitary Towels, Toilet Paper; Shampoos; Rinses; Tints; Razors and Razor Blades; Drugs; Branded Medicine; Dressings; Suntan Preparations; Contact Lenses and Spectacles; Sunglasses, Clothing, including: Suits; Dresses; Skirts; Lingerie; Swim wear; Shirts; Footwear; Jewellery; Watches; Accessories; Fashion Houses and Brands.

#### R6. Retail Services and Financial Services

High Street Retailers; DIY Merchants; Supermarket Chains; Shopping Malls; Mail Order Companies & Catalogues; Holiday Companies, Banks; Building Societies; Insurance Companies & Policies; Financial Advisors; Investments; Stock Brokers; Private Health Insurance.

#### R7. Telecommunications

Telephones & Telcos; Fax; Internet; E-Mail; Video Conferencing; Wireless Applications & Devices; Mobile Phones; Blackberry; Bluetooth; Web Service Providers; Broadband Services.

#### R8. Corporate Image

Company Corporate Statements (not promoting brands as such); Sponsorship of competitions and events; Religious Festivals; Seasonal Messages; Company Mergers; Company Floatation's; Annual Reports; Self Promos; Recruitment;

#### R9. Media & Entertainment/Home Leisure Equipment/ Outdoor Leisure Activities

Newspapers and Magazines; Books; Exhibitions; Theatre; Films; DVD Releases; CD & Album Releases; Concerts; Broadcasters; Websites & Search Engines; Ringtones & Wallpaper; Music; Downloads; Radio and Audio Equipment; Photographic Equipment and Films; Hi-Fi and Surround Sound Systems; Television Sets; Plasma Screens; Video Recorders; DVD Players; Digital Cameras; Toys and Games; Game Consoles and Platforms; Video Games; Musical Instruments; I-pods & mp3 players; Leisure Interests and Societies; Health & Fitness Clubs; Sports & Leisure Equipment; Gardening Equipment; Theme Parks; Camping and Caravanning; Travel Destinations & Tourist Boards; Pubs & Restaurants; Nightclubs; Lotteries.

#### R10. Public Service and Social Welfare

Emergency Appeals, Charities, Funds; NGO's; Government Information Services; Forces Recruitment; Road & Public Safety; Environment & Animal Welfare; Health and Hygiene; State Education; State Employment Organisations; Election Campaigns & Political Advertising.

R11. Miscellaneous

R12. WORLDWINNER PRINT

## **SECTION S INTERNATIONAL PRINT CAMPAIGN (€325 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

Entries must consist of three PRINT ads advertising the same product or service using the same concept or production technique and should be entered in the order in which they are to be shown.

S1. International PRINT Campaign

## **SECTION T INTERNATIONAL OUTDOOR (€255 Entry Fee)**

**Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.**

T1. Alcoholic Drinks and Non-Alcoholic Drinks

Lager; Ales; Stout; Non-Alcoholic Beer; Cider; Breweries, Spirits; Fortified Wine; Alco-Pops & RTDs, Wine (inc non-alcoholic); Sherry; Port, Soft Drinks; Cordials; Mixers; Beverages; Health Drinks; Milk; Juices; Smoothies; Coffee; Tea; Mineral Water.

T3. Food and Confectionery

Soup; Butter; Margarine; Spreads; Bread; Fresh Frozen and Canned Foods; Meat and Poultry; Fruit and Vegetables; Baby Foods; Cheese; Yoghurt; Cream; Dairy Products, Desserts; Pastry and Puddings; Flour and Baking Powders; Pet Food; Breakfast Cereals, Biscuits; Cakes; Sugar Confectionery; Chocolate; Ice Cream; Chewing Gum; Crisps; Snack Foods.

T3. Household Maintenance/ Appliances

Adhesives; Abrasives; Bleaches; Soaps and Detergents; Polishes; Household Appliances; Furniture; Carpets; Lighting; Paints; Wall Coverings; Heaters; Insecticides and Air Fresheners; Kitchen Utensils; Food Mixers; Bathroom Equipment; Garden and Pool Equipment; Domestic Fuels; Farming Equipment; Seed; Fertilisers.

T4. Cosmetics, Toiletries, Medical and Fashion

Cosmetics; Powders and Lotions; Lipstick; Face cream; Perfumes; Toilet Water; Baby Nappies; Toilet Soaps; Talcum Powder; Paper Tissues and Cotton Wool; Sprays and Lacquers; Sanitary Towels, Toilet Paper; Shampoos; Rinses; Tints; Razors and Razor Blades; Drugs; Branded Medicine; Dressings; Suntan Preparations; Contact Lenses and Spectacles; Sunglasses, Clothing, including: Suits; Dresses: Skirts; Lingerie; Swim wear; Shirts; Footwear; Jewellery; Watches; Accessories; Fashion Houses and Brands.

#### T5. Automotive

Motorcycles; Bicycles; Cars; Vans; Trucks; Tyres; Scooters; Batteries and Plugs; Safety Belts; Tools and Accessories; Petrol Stations and Garages; Petrol and Oils; Car Polishes; Antifreeze; Anti-theft Devices. Automobile Associations; Breakdown Services.

### **SECTION T INTERNATIONAL OUTDOOR (€255 Entry Fee)**

#### T6. Retail Services and Financial Services

High Street Retailers; DIY Merchants; Supermarket Chains; Shopping Malls; Mail Order Companies & Catalogues; Holiday Companies, Banks; Building Societies; Insurance Companies & Policies; Financial Advisors; Investments; Stock Brokers; Private Health Insurance.

#### T7. Telecommunications

Telephones & Telcos; Fax; Internet; E-Mail; Video Conferencing; Wireless Applications & Devices; Mobile Phones; Blackberry; Bluetooth; Web Service Providers; Broadband Services.

#### T8. Corporate Image

Company Corporate Statements (not promoting brands as such); Sponsorship of competitions and events; Religious Festivals; Seasonal Messages; Company Mergers; Company Floatation's; Annual Reports; Self Promos; Recruitment;

#### T9. Media & Entertainment/Home Leisure Equipment/ Outdoor Leisure Activities

Newspapers and Magazines; Books; Exhibitions; Theatre; Films; DVD Releases; CD & Album Releases; Concerts; Broadcasters; Websites & Search Engines; Ringtones & Wallpaper; Music; Downloads; Radio and Audio Equipment; Photographic Equipment and Films; Hi-Fi and Surround Sound Systems; Television Sets; Plasma Screens; Video Recorders; DVD Players; Digital Cameras; Toys and Games; Game Consoles and Platforms; Video Games; Musical Instruments; I-pods & mp3 players; Leisure Interests and Societies; Health & Fitness Clubs; Sports & Leisure Equipment; Gardening Equipment; Theme Parks; Camping and Caravanning; Travel Destinations & Tourist Boards; Pubs & Restaurants; Nightclubs; Lotteries.

#### T10. Public Service and Social Welfare

Emergency Appeals, Charities, Funds; NGO's; Government Information Services; Forces Recruitment; Road & Public Safety; Environment & Animal Welfare; Health and Hygiene; State Education; State Employment Organisations; Election Campaigns & Political Advertising.

#### T11. Miscellaneous

### **SECTION U INTERNATIONAL OUTDOOR CAMPAIGN (€325 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

Entries must consist of three PRINT ads advertising the same product or

service using the same concept or production technique and should be entered in the order in which they are to be shown.

U1. International Outdoor Campaign

#### **SECTION V INTERNTIONAL AMBIENT (€255 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

- V1. Paid for Space
- V2. Free Space
- V3. Special Build
- V4. Live Event

#### **SECTION CFT INTERNATIONAL PRINT CRAFT (€255 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

- CFT1. Best Art Direction
- CFT2. Best Copywriting
- CFT3. Best Use of Photography
- CFT4. Best Use of Illustration

#### **SECTION W IRISH PRINT (€255/€325 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

- W1. Irish Print Colour or Black and White – Including Trade (€255 Entry Fee)
- W2. Irish Print Campaign (€325 Entry Fee)

#### **SECTION X IRISH OUTDOOR (€255/€325 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

- X1. Irish Outdoor Any Size (€255 Entry Fee)
- X2. Irish Outdoor Campaign Any Size (€325 Entry Fee)

#### **SECTION Y IRISH AMBIENT (€255 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

- Y1. Paid for Space
- Y2. Free Space

**SECTION Z INTERNATIONAL INTEGRATED CAMPAIGN (€325 Entry Fee)**

Entries must consist of three ads advertising the same product or service using the same concept that has been used in at least 3 different media solutions. The campaign should be entered in the order in which it is to be shown. The campaign must have appeared to the public between July 31st 2009 and July 31st 2010.

**Z1. International Integrated Campaign**

**SECTION PR PROMO (€130/€240/€90/€160 Entry Fee)**

Entries must consist of work that has appeared in Public between July 31st 2009 and July 31st 2010.

- PR1. Best Drama (€130 Entry Fee)
- PR2. Best Sports Promo (€130 Entry Fee)
- PR3. Best Entertainment, Comedy, Reality TV or Lifestyle (€130 Entry Fee)
- PR4. Best Film (€130 Entry Fee)
- PR5. Best News, Current Affairs, Factual (€130 Entry Fee)
- PR6. Best Use of Humour (€130 Entry Fee)
- PR7. Best Use of Graphics (€130 Entry Fee)
- PR8. Best Use of Sound (€130 Entry Fee)
- PR9. Best Direction (€130 Entry Fee)
- PR10. Best Editing (€130 Entry Fee)
- PR11. Best Scriptwriting (€130 Entry Fee)
- PR12. Best Sponsorship Sting (€130 Entry Fee)
- PR13. Best Station Ident (€130 Entry Fee)
- PR14. Something for Nothing (Best Low Budget) (€130 Entry Fee)
- PR15. Promo Campaign or Series (€240 Entry Fee)
- PR16. Promo Print (€130 Entry Fee)
- PR17. Best Radio Programme – Series Promotion (€90 Entry Fee)
- PR18. Best Radio Station Promotion (€90 Entry Fee)
- PR19. Best Radio Station ID (€90 Entry Fee)

**SECTION DG DIGITAL (€255 Entry Fee)**

Entries must consist of work that has appeared in Public between July

**31st 2009 and July 31st 2010.**

**DG1. Best Alternative Screen Use – Mobile Phone/Internet**

**THIS CATEGORY IS CURRENTLY UNDER REVIEW. IF YOU HAVE ANY  
SUGGESTIONS  
ON WAYS WE CAN MAKE THIS AREA MORE RELEVANT PLEASE EMAIL  
US AT  
[info@kinsaleshark.com](mailto:info@kinsaleshark.com)**