

Chip Shop Awards 2010

Call for Entries



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THE DUAL

Not for Chip Shops as you might think but a creative advertising awards with a twist.

The Chip Shop Awards is an international creative advertising event unlike any other. There are no rules, the work need not have ran, the client need not be yours the only thing it does ask for are great ideas. In fact the awards even suggest that you “Invent Your Own Category”.

In essence the Chip Shop Awards are about fostering and recognising creativity with no boundaries.

These awards are your chance to demonstrate what you can do without any budget or client constraints.

Read on to find out all you need to know about the awards, categories and how to enter.

And if you are intrigued to find out why it’s called the Chip Shop Awards visit – www.chipshopawards.com/pages/thechipshopstory and all will be revealed.

Deadline for entries: **5pm Friday 12 March**

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Who can enter:

- Anyone with a great idea
- Creatives based in the UK
- Creatives based anywhere in the world

Why Enter?

- Demonstrate pure creativity
- Celebrate and highlight the roots of creative advertising
- Compete on an international scale
- To show off what you could do if you had your dream client
- To have your work in front of respected and experienced creatives on the judging panel

Judges

Each year the Chip Shop Awards attract top creative minds onto its judging panel and this year is no exception.

So far this includes;

- Michael Wolff - Michael Wolff & Co
- Dave Trott - CST Advertising
- Mike McKenna - JWT London
- Patrick Baglee - Navyblue
- John Jessup - Leo Burnett
- Steve Vranakis - VCCP
- David Airey - David Airey
- Dan Griffiths - Glue London
- Dave Waters - Watermill

For more information on the judges and to be kept up to date with new judges as they are announced visit -

www.chipshopawards.com/judges

Entry Fees

The standard entry fee is:

£99 + UK VAT (17.5%) for your first entry

£65 + UK VAT (17.5%) for each additional entry thereafter

A special student rate of £49 + UK VAT (17.5%) per entry is available.

How to enter

1. Become a member of the Chip Shop Awards Network - click on the "register" button at www.chipshopawards.com and complete the details.

2. Browse the categories to see what ones you would like to enter

3. Click on "Enter here" button at www.chipshopawards.com and complete the submission details and upload your entry

4. Follow the instructions to make your payment online. Please note all prices are in pound sterling and a currency converter is provided on this page for your information.

5. A confirmation email will be sent to you and a receipt will be issued to you within a few days.

6. If you wish to add more entries at a later date you may do so by signing in, uploading your entry and making payment.

For more information please contact **Kim Baran** on **0141 559 6078** or kim.baran@carnyx.com

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Categories

- **Grand Prix -**
This is a non entered category but all entrants will automatically be considered for this award.
- **Chairman's Award -**
This is a non entered category but all entrants will automatically be considered for this award.
- **Best Use of Plagiarism**
- **Best Use of Shocking Copy**
- **Best Politically Incorrect**
- **Best Use of Bad Taste**
- **Best Work for any Brand you Haven't a Hope of Winning**
- **Best Work for a Client You Have but Haven't a Hope of Running**
- **Best Remake of an Existing Advert**
- **Best Reject -**
for ads that have been rejected by clients but you feel should have run
- **Best Advert Applied to an Unusual Medium**
- **Best Work for a Relative or Friend**
- **Best Use of a Shop Window Postcard Space**
- **Best Consumer Ad or Campaign**
- **Best Public Awareness**
- **Best Business to Business Advert**
- **Best Charity Advert**
- **Best Online Advert**
- **Best Viral**
- **Best Webiste**
- **Best Online Application**
- **Best Idea for an iPhone App**
- **Best Press Advert**
- **Best Mobile Advert**
- **Best Outdoor Advert**
- **Best TV/Cinema Commercial**
- **Best Ambient Media**
- **Best Direct Mail**
- **Best Packaging Design/Point of Sale**
- **Best Corporate Identity**
- **Best Stationery Design**
- **Best Self Promotion**
- **Best Use of Regional Dialect**
- **Invent Your Own Category -**
This can be any category you can think of, as weird and wonderful as you like. Past examples - Best Use of Spandex, Best Use of Sound, Best Use of a Small Transvestite

If you would like to stimulate your ideas and view examples of last years' winners visit www.chipshopawards.com and click on "2009 results"

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NEED NOTS...

- Material entered need not necessarily have been published, displayed, broadcast or mailed.
- Material entered need not necessarily be for your own client.
- Creatives need not hold the intellectual property rights to the brands they intend to enter.
- Carnyx Group Ltd will take responsibility for intellectual property issues in the event the work is to be published.
- The work need not be honest or decent but should as far as possible be legal.
- Entries need not be finished to normal printing or broadcasting standards.

MUSTS...

- All entries must be received by 5pm on Friday 12th March
- Entries can be submitted in all languages on the basis that subtitles, dubbing or a form of translation into the English language is provided, except where no detailed understanding of the written word is important and where the product is recognisable.

WILL NOTS...

- The judges' decisions are final and correspondence will not be entered into regarding entries.
- The organisers will not accept responsibility for any loss or damage of entries.
- Carnyx Group Ltd cannot undertake to return any entries. All material is to be submitted on this understanding.

WILLS...

- The judges will reserve the right to reallocate entries that in their view are incorrectly entered.
- The organisers will reserve the right to retain entries for subsequent publication/exhibition in relation to the awards.
- Work entered on this site will be used for judging.
- Nominated entrants will be contacted after the judging for high res images if required.

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