CREATIVITY WITH BALLS

THE DRUM CHIP SHOP AWARDS

CALL FOR ENTRIES

enter today: **WWW.CHIPSHOPAWARDS.COM**
Follow us for award updates and news: **@ChipShopAwards**

SPONSORED BY: TINT THE DRUM NETWORK THE DRUM RAR

BE BALLSY!

The Chip Shop Awards are about fostering and recognising creativity - no boundaries, no rules.

Because how do you get recognition for your talent when you haven't had the opportunity or the clients to demonstrate what you can do?

So rather than have anyone bend or break the rules of more exacting awards schemes, we decided the industry needed a platform where anything and everything was allowed. Got an idea that's brilliant but in horrifically bad taste? Enter it. Come up with an ad addressing an unspeakable news story? We want to see it. Know a client will never have the budget for your concept in a million years? Don't let it go to waste.

Whatever you're capable of, don't hold back. It could jumpstart your career as a serial provider of killer ads.

THE DRUM CHIP SHOP AWARDS

For more information please contact:
Hannah Docherty
0141 559 6061
hannah.docherty@thedrum.com

Deadline for entries:
Wednesday 8 March 2017
Enter at: **www.chipshopawards.com**
Follow us: **@chipshopawards**

WHO CAN ENTER

- Anyone with a brilliant idea
- Based anywhere in the world

WHY ENTER?

- To win a coveted 'Chip' award and have your creative work recognised
- To be rewarded for pure creativity
- To compete on an international scale
- To gain UK and international acclaim
- To reap the promotional benefits gained from entering the awards

JUDGES

The judging panel are all creative heavyweights. Which means your idea will not only be taken seriously, but also evaluated professionally.

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

Standard entry fee:
£99 + UK vat for your first entry
£65 + VAT for each additional entry

A special discount rate for students/freelancers is:
£49 + VAT per entry.

HOW TO ENTER

- "sign up" to become a member of Chip Shop Awards at **www.chipshopawards.com** and complete the details to set up your account.
- If you are already a member you can "sign in" with your username and password to get access to your account.
- Browse the categories to see what ones you would like to enter.
- Once you are signed in to your account you will be able to add your submissions.
- Complete the submission details to upload your entry
- Follow the instructions to make your payment online.
- Please note – to receive the discounted rate for your subsequent entries these must be added and paid for at the same time as your first otherwise the site will not calculate your discount. If you do not have your other entries ready, please leave in your basket until you are ready and pay for them all at once.
- Please note all prices are in pound sterling.
- A confirmation email will be sent to you and a receipt will be issued to you within a few days

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CATEGORIES

BEST AD FROM THE FUTURE
One day we'll have hover cars, teleporters and laser-powered toasters. This is your chance to create that great, iconic ad for a future product years before it hits the market.

BEST POLITICAL AD
Pick a party, any party and write the ad that will get them into power. Unless that party's led by Jeb Bush. Seriously.

BEST VANDALISM OF AN EXISTING AD
How could you amend an existing ad to make it better? We're looking for something a bit smarter than just drawing a cock on someone's forehead.

BEST USE OF HONESTY
The ad industry has a terrible reputation for twisting the truth. Show the world some brutal honesty. Or can't you handle the truth?

BEST AD WITHOUT A HEADLINE
Right, Art Directors, ditch your Copywriter and show us how good you are without them.

BEST AD WITHOUT A VISUAL
Copywriters, you don't need that freeloading tosser. They're not even that good at drawing anyway. Show us that you can do the whole job with just a few words.

BEST AD FOR SOMETHING THAT DOESN'T NEED TO BE ADVERTISED
You don't need ads for fresh air, your kidneys or the Higgs Boson. But why should that stop you?

BEST AD FOR A FRIEND OR RELATIVE
This is the very soul of the Chip Shop Awards. Have you managed to get your uncle's plumbing business to say yes to an ad that a multinational would never be brave enough to run? C'mon! We want to see it!

BEST SHAMELESS SELF-PROMOTION
You are the product. Do yourself justice. Simple as that.

BEST USE OF AN ALTERNATIVE MEDIA SPACE
Lasers on the moon? A tattoo on a gallbladder? Graffiti on a private jet? Sometimes the media you choose is what makes the idea great.

BEST REJECTED CONCEPT
If the bloody client didn't appreciate it, maybe our judges will. Or maybe they won't. But the only way you can tell is by sending it our way.

BEST WORK FOR A BRAND YOU HAVEN'T A HOPE IN HELL OF WINNING
Who is your dream client? What would you do for them if you had the chance? Send it to us. Then return to the miserable reality that you'd never get the chance to work for them anyway.

BEST WORK FOR A CLIENT YOU HAVE, BUT HAVEN'T A HOPE IN HELL OF RUNNING
Dig out those amazing ideas you've got tucked away in your bottom drawer and send them to us. Let the world appreciate what the client doesn't.

BEST SHOP WINDOW POSTCARD
Let's go Lo-Fi. And old school. How creative can you be with the cheapest media space of all? This is a popular category! Let those creative juices flow.

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BEST CHARITY AD
Can you help out a charity without showing sad children with flies in their eyes? Please do. Achieving that alone makes the world a slightly better place.

BEST CORPORATE IDENTITY
When most logos are just a font and a colour, there's no lack of opportunity. Pick a corporate identity to improve. Or make up a company and show off your design licks.

BEST USE OF AN ANIMAL
Fluffy and cute, large and ferocious or just ugly and wallowing in its own toilet - the world of nature offers us a world of creative possibilities. Show us.

BEST USE OF A CELEBRITY
Pick anyone in the limelight and use them to sell a product. Anything's better than George Clooney drinking coffee.

BEST USE OF TECH FOR TECH'S SAKE
For those who think that using a piece of technology is the same as having an idea, we're inviting you to come up with the most pointless and cliched digital boondoggle.

BEST PARODY
Time for a bit of healthy satire. Take a famous ad and create a parody for us all to enjoy.

AD MOST LIKELY TO GET THE CHIP SHOP AWARDS IN SHIT CREEK
Uh-oh. It's about to get real. Drop your taste-barrier and let your imagination go feral. We probably won't be able to show the best entries but we'll at least award the best ones.

BEST BRAND APOLOGY AD *(NEW)*
Real brands hold their hands up, admit they've done wrong and hope a shiny ad will help the world forget all about their little mistake. Who do you think should apologise and what's the best strategy?

BEST BREXIT BULLSHIT BUS *(NEW)*
Spread your Brexit agenda by plastering a completely legitimate Brexit 'fact' or promise on the side of a bus. The British people trust buses more than they do politicians and journalists.

CHAIRMAN'S AWARD
Every year we ask the chairman of the jury to pick their favourite entry. This is a prestigious gong to win. You don't need to enter this category. You just have to be brilliant.

GRAND PRIX
This year the public will be voting for their favourite entry. And we'll be announcing the winner in a glamorous continental seaside location. But you probably won't be there.

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DISCLAIMER

It should be assumed The Chip Shop Award entries do not reflect the views, policies or strategies of any organisation living or dead. In fact it has mostly been created without the knowledge of those the work purports to either promote or parody.

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.
- 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 Wednesday 8 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.

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 the website will be used for judging.
- Nominated entrants will be contacted after the judging for high res images if required.
- Carnyx Group Ltd will take responsibility for intellectual property issues in the event the work is to be published.

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