

campaign  
**BIG**  
global awards

RECOGNIZING THE MOST  
CONSISTENTLY CREATIVE  
AGENCIES WORLDWIDE

2026 ENTRY KIT

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# KEY INFORMATION

## KEY DATES

**FIRST ENTRY DEADLINE – THURSDAY 25 SEPTEMBER 2025**

**SECOND ENTRY DEADLINE – THURSDAY 16 OCTOBER 2025**

**FINAL ENTRY DEADLINE – THURSDAY 23 OCTOBER 2025**

## ENTRY FEES

**FIRST ENTRY RATE – £560+VAT (\$756)**

**SECOND ENTRY RATE – £660+VAT (\$891)**

**FINAL ENTRY RATE – £710+VAT (\$958.50)**

# KEY INFORMATION

## ELIGIBILITY

To ensure entries awarded at the Campaign Big Global Awards are a true reflection of current and relevant global work, we must enforce eligibility dates. We understand that some campaigns can span multiple years. In these cases, you will need to demonstrate a significant change to be eligible.

- The work must have aired, launched or been released to the public for the first time between 1 November 2024 – 31 October 2025. A minimum of two-thirds of the campaign implementation must fall within these dates.
- The same piece of work cannot be submitted into the same category in consecutive years.
- If you are entering work that spanned over two or more years, you will need to provide proof of the progression within the campaign from year to year.

## RULES OF ENTRY

- The work must have been created by an agency (independent or networked) or in-house creative team.
- Campaign entries must consist of a minimum of three executions.
- The work must have run on paid-for media space. Entries into the Giving Back category are eligible if the space was paid for or donated by the media owner.
- You must have the permission of the client/brand-owning company. We may request proof of this permission at any time.
- Work must not have been banned or had a complaint upheld against it prior to the Awards ceremony. We reserve the right to disqualify any entries found to have citations against them, even once shortlisted.

- Entries cannot be withdrawn by entrants after 31 October 2025. Please refer to our Terms & Conditions for more information.
- Entries should be in English - where videos are supplied, English subtitles should be used.

## LEAD IMAGE (MANDATORY)

Entrants are required to upload a lead image.

Images must be 300dpi, landscape, in color and should be uploaded as JPEG or PNG format.

Logos alone are not acceptable images.

*Should your entry reach the shortlist, the image may be used for publication across Campaign Magazine globally and on the awards website.*

## CASE STUDY VIDEOS

Some categories will require a case study film.

Videos should be uploaded as MP4 files and should be no longer than 2 minutes.

We are not looking for statistics or results, just a montage/ case study of the creative work.

# CATEGORIES AND CRITERIA

## CREATIVE EXCELLENCE (NEW)

We believe the Creative Excellence categories really compliment our other categories. They have been developed to ensure the Campaign Big Global Awards remain relevant and current, and showcase the different ways agencies are pushing their creative output for their clients.

### BEST BRAND REPOSITIONING

Amid competition from new brands, established brands need to evolve to meet modern consumer needs. Entries should focus on the delivery of the transformed brand itself, rather than any advertising or marketing created to promote it. Judges will consider the refreshed brand's quality and distinctiveness as well as its ability to cut through.

### BEST IDEA FOR A SOCIAL PURPOSE

Consumers want more from brands than just utility. This category will reward creative ideas that raise awareness or positive sentiment towards a social cause/ issue, and/ or help shift culture or change behavior.

### BEST USE OF AN INFLUENCER/CREATOR OR CELEBRITY

This category awards the most creative campaign that used one or more social media influencers/creators or a celebrity's social platforms to increase the brand's reach. This can be as a standalone initiative or as part of a wider campaign.

### BRANDED CONTENT

This category celebrates the most artistic and powerful storytelling through branded content films that tell a brand's story in a creative, innovative and effective way.

## CREATIVE IDEA FOR A NEW BRAND

Disruptive to the market, new brands are driving consumer choice within every sector of the economy. Achieving cut through is essential and this category will reward those creative ideas for new brands doing just that.

## ORIGINAL IDEA

Commercial creativity manifests itself in many different forms beyond the confines of traditional advertising. This award will be given to the most groundbreaking and original idea.

## INDUSTRY SECTOR CATEGORIES

Being able to showcase the best work from each sector side by side, regardless of media used, allows us to examine the full breadth of creative work produced by the industry.

- Entries must only be submitted into ONE of the nine industry sector categories.
- On the rare occasion the work could sit within two of the industry sectors, please pick which one you think is most suitable.

### AUTOMOTIVE AND TRANSPORT

Awarded to the best creative idea for an automotive or transport brand or service. Including but not limited to car manufacturers, taxi companies, public transport and sustainable travel.

### BANKING AND FINANCE

Awarded to the best creative idea for a bank or other organization in the financial sector.

### ENTERTAINMENT AND LEISURE

Awarded to the best creative idea for an entertainment & leisure brand. Including but not limited to media brands, sports and gaming, museums and galleries, live events, health clubs, gambling and other recreation brands.



# CATEGORIES AND CRITERIA

## FMCG

Awarded to the best creative idea for a consumer retail product or brand. Including but not limited to food and drink (including alcoholic beverages), consumer durables, fashion, health and beauty and other FMCG brands.

## HEALTH AND WELLNESS

Awarded to the best creative idea for a healthcare company. Including but not limited to pharmaceuticals, biotechnology, hospital networks and insurance providers.

## GIVING BACK

Awarded to the best creative idea for a charity, not-for-profit organization, NGO or public sector organization.

Creative ideas that raise awareness of a social cause/issue, and/or help shift culture or change behavior are also eligible to enter this category.

*Entries into the Charity category are also eligible if the space was paid for or donated by the media owner, who can vouch for the rate card equivalent value.*

## RETAIL

Awarded to the best creative idea for a retailer. Including but not limited to eCommerce, department stores and supermarkets, restaurants and fast food.

## TRAVEL AND TOURISM

Awarded to the best creative idea for a hospitality or holiday travel company. Including but not limited to airlines, tourism boards, travel bureaus, online booking platforms, hotels.

## UTILITIES AND SERVICES

Awarded to the best creative idea for consumer or B2B services. Including but not limited to utilities, telecoms and internet, legal, online platforms, ticketing sites, social media and IT.

## MEDIA CHANNEL CATEGORIES

The Media channel categories will showcase the very best work in any given media channel with one outright winner.

### 30 SECOND TV AD

Awarded to the best creative TV ad of 30 seconds or less. This should be an original 30 second ad rather than a cut down.

- Criteria considered during judging will predominantly be the idea and execution.

Compulsory material:

- 30 second film (maximum)

### AUDIO

Awarded to the best creative idea in audio. Includes any form of radio broadcast and internet advertising, streaming audio content, downloadable content and podcasts.

- Criteria considered during judging will predominantly be the idea and the execution.
- The same piece of work can only be entered once into Audio. The exception is where a single execution that is part of a campaign of executions is entered individually. Please give both submissions different titles.
- Campaign entries must consist of a minimum of three executions.

Compulsory material:

- MP3 original version
- Script

# CATEGORIES AND CRITERIA

## EXPERIENTIAL

Awarded to the best creative experience idea. Includes live events, pop-ups, brand activations, festivals and immersive experiences.

- Criteria considered during judging will predominantly be the idea and the execution.
- The same campaign can only be entered once into Experiential.
- Only campaign entries will be considered.

Compulsory material:

- Case study film (*no longer than 2 minutes*)
- Minimum of 2 in situ shots

Optional supporting material:

- Additional imagery
- Supporting links to websites/ social posts

## CUSTOMER EXPERIENCE

Awarded to the best creative customer experience idea.

- The quality of the idea and execution will be the most important criteria for the judges.
- The same work can only be entered once into Customer Experience.

Highly recommended material:

- Case study film (*no longer than 2 minutes*)

Optional supporting material:

- Additional video
- Additional imagery
- Supporting links to websites/ social posts

## DESIGN

Awarded to the best creative design idea.

- The quality of the idea and execution will be the most important criteria for the judges.
- The same work can only be entered once into Design.

Highly recommended material:

- Case study film (*no longer than 2 minutes*)

Optional supporting material:

- Additional video
- Additional imagery
- Supporting links to websites/ social posts

## FILM

Awarded to the best creative idea in film advertising. Includes TV ads, cinema, idents, branded documentaries and brand films.

- Criteria considered during judging will predominantly be the idea and the execution.
- The same piece of work can only be entered once into Film. The exception is where a single execution that is part of a campaign of executions is entered individually. Please give both submissions different titles.
- Campaign entries must consist of a minimum of three executions.

Compulsory material:

- Film
- Film still in a JPEG format

# CATEGORIES AND CRITERIA

## GAMING

Awarded to the best creative idea using in-game technology. Campaigns entered into this category will have utilized the comms opportunities of any type of gaming platform (including console games, PC games, social or mobile gaming) to reach audiences in new and exciting ways.

- The quality of the idea and execution will be the most important criteria for the judges.

Compulsory material:

- Case study film (*no longer than 2 minutes*)

## INTEGRATED

Awarded to the best creative portfolio across multiple channels.

Campaigns into this category must make use of at least two different media channels.

- Only campaign entries will be accepted.
- The same campaign can only be entered once into Integrated.
- Campaigns must consist of a minimum of three executions.

Compulsory material:

- Case study film (*no longer than 2 minutes*)

## OUT OF HOME

Awarded to the best creative idea in out of home advertising. Includes 6-sheets, 48-sheets, 96-sheets, giant posters, digital and interactive posters, cross tracks, bus sides, taxis, ambient posters and special builds.

- Criteria considered during judging will predominantly be the idea and the execution
- The same piece of work can only be entered once into Out of Home. The exception is where a single execution that is part of a campaign of executions is entered individually. Please give both submissions different titles.
- Campaign entries must consist of a minimum of three executions.

Compulsory material:

- In situ shot in JPEG/PDF format

Optional supporting material:

- Case study film (*no longer than 2 minutes*)

## PRINT

Awarded to the best creative idea in print advertising. Includes advertising in local and national press, business and consumer magazines, inserts, wraps and covers.

- Criteria considered during judging will predominantly be the idea and the execution.
- The same piece of work can only be entered once into Print. The exception is where a single execution that is part of a campaign of executions is entered individually. Please give both submissions different titles.
- Campaign entries must consist of a minimum of three executions.

Highly recommended material:

- In situ shots

Optional supporting material:

- Case study film (*no longer than 2 minutes*)



# CATEGORIES AND CRITERIA

## SOCIAL

Awarded to the best creative social idea. Includes online viral film, digital advertising, streaming video, photo sharing and gifs.

- The same piece of work can only be entered once into Social. The exception is where a single execution that is part of a campaign of executions is entered individually. Please give both submissions different titles.
- Campaign entries must consist of a minimum of three executions.

Compulsory material:

- Case study film(*no longer than 2 minutes*)

## CONTACT US

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