

# Chip Shop Awards 2012

## Call for Entries



Other awards demand that your ad is client-approved and has run. But to win a Chip, we expect only one thing from you: Brilliance.

At the Chip Shops, anything's possible. If you haven't got a client, just invent or borrow one. Choose your medium without worrying about the realities. Forget about budgets. Enjoy yourself. And if you can't find a category that fits your concept, invent your own.

And if you are intrigued to find out why it's called the Chip Shop Awards go to [chipshopawards.com](http://chipshopawards.com) and click on "about".

Supported by:

**adforum.**  
com

Organised by:

**THE FILM**

Deadline for entries: **Friday 16th March**

Contact Katy Thomson on +44 (0)141 559 6062 or

[katy.thomson@carnyx.com](mailto:katy.thomson@carnyx.com)

Enter at [www.chipshopawards.com](http://www.chipshopawards.com)

Follow on twitter @chipshopawards

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### Who can enter:

- Anyone with a brilliant idea
- Anyone 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](http://www.chipshopawards.com/judges)

### Entry Fees

#### Early bird rate:

Enter before 20 January and receive 20% off your entries.

#### 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.

**Please note:** one ad is classed as one entry, unless it's being entered into the campaign category.

### How to enter

- "sign up" to become a member of Chip Shop Awards at [www.chipshopawards.com](http://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.
- You can also sign in with your twitter/facebook 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 and a currency converter is provided on this page for your information.
- A confirmation email will be sent to you and a receipt will be issued to you within a few days
- 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 **Katy Thomson** on **+44 (0)141 559 6062** or [katy.thomson@carnyx.com](mailto:katy.thomson@carnyx.com)

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- **Grand Prix (The Big Chip)** - 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.

### New category for 2012

- **Best Use of Annoying Jingle**
- **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 Advert Applied to a Mobile Medium** - e.g. modes of transport
- **Best Outdoor Advert**
- **Best Ambient Media**
- **Best Work for a Relative or Friend**
- **Best Use of a Shop Window Postcard Space**
- **Best Consumer Ad or Campaign**
- **Best Business to Business Advert**
- **Best Press Advert**
- **Best Public Awareness**
- **Best Charity Advert**
- **Best Online Advert**
- **Best Viral**

- **Best App**
- **Best TV/Cinema Commercial**
- **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 previous winners visit [www.chipshopawards.com](http://www.chipshopawards.com)

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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.
- 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...

- To receive the Early Bird Rate entries must be entered and paid for by 20th January
- All entries must be received Friday 16th 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.
- Carnyx Group Ltd will take responsibility for intellectual property issues in the event the work is to be published.

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