

# 2026 Entry Kit



Adelaide  
Advertising  
Design  
Club

Since 1975



# Introduction

Welcome to the 49th Annual AADC Awards, it's great to have you.

There are five major categories in which to enter work:

1. Advertising
2. Design
3. Craft
4. For Good
5. Student

Within each of these major categories there are numerous sub-categories designed to enable the broadest, but most relevant disciplines of the local advertising and design industry to be represented, for professionals and students alike.

Added detail and short explanations have been included where appropriate, to help give all entrants the best chance of correctly submitting work.

Where relevant, you may submit a written description of your entry totalling no more than 200 words. If, in your judgement, you feel as though a supporting explanation video is required, its duration must be no longer than 2 minutes.

Please note, AADC and this award event represents the interests of the commercial creative communications industry and is not a vehicle to promote the fine arts or amateur productions (except in the case of student entries).

The overall intention of the awards is to celebrate and promote excellence in creativity and in doing so, encourage the highest possible creative standards.

The following page details Eligibility Criteria for the 2026 Awards.

## Key Dates

### Entries Open

Wednesday 1 July 2026 12:01am

### On-Time Entries Close

Friday 31 July 2026 11:59pm

### Late Entries Close

Friday 7 August 2026 11:59pm

### Awards Night

22 October 2026 (mark your calendars!)

## Entry Fees

### Individual

\$140

### Campaign

\$170

### Late Entries

Entry Fee +\$60

### Students

Free!



# Eligibility Criteria

## **2026 Awards Eligibility**

Work which had a first publish/airing date on or between 1 January 2025 and 30 June 2026 is eligible for entry.

Work that has been submitted in previous years is not eligible for entry.

Entrants must be the creator or craftsperson responsible for the entry. Multiple names can be entered if more than one person is the creator or craftsperson responsible.

To enter, you must be an AADC member and resident of South Australia. If you're not yet a member, or want to check your membership, you can sign up here: [aadc.com.au/about/membership](http://aadc.com.au/about/membership).

Work submitted will be cross-checked for eligibility.

## **Use of AI and Emerging Technology**

2026 marks the first year that AI-assisted work is officially eligible for entry into the AADC Awards.

As technology continues to evolve, we recognise that artificial intelligence is becoming an increasingly common tool within the creative process. Consistent with our long-held belief that great work is defined by human creativity, judgement and craft, AI-assisted work will be assessed alongside all other entries.

To ensure transparency and provide judges with appropriate context, entrants will be required to complete a series of AI disclosure questions as part of the entry process. These questions will outline the role AI played in the development and execution of the work.

The information provided will not automatically advantage or disadvantage an entry. Rather, it will assist judges in understanding the extent and purpose of AI's involvement, and in evaluating the level of human contribution, creative thinking and craft demonstrated in the final outcome.



# Award Levels

	<b>Professional</b>	<b>Student</b>
<b>Finalist</b>	All work deemed worthy of judging for an Award is categorised as Finalist and listed as a Finalist by AADC.	All work deemed worthy of judging for an Award is categorised as Finalist and listed as a Finalist by AADC.
<b>Award</b>	Entries that achieve high enough aggregate scores are elevated from Finalist to Award status, with winning entries each receiving a trophy.	Entries that achieve high enough aggregate scores are elevated from Finalist to Award status, with winning entries each receiving a certificate.
<b>Chairs</b>	<b>Master’s Chair</b>  Winners of the Craft category are eligible to win the Master’s Chair for best overall entry.	<b>Student of the Year</b>  Winners of the Student category are eligible to become Student of the Year for best overall entry.
	<b>Gold Chair</b>  Winners of the Advertising category are eligible to win the Gold Chair for best overall idea.	
	<b>Rita Siow Design Chair</b>  Winners of the Design category are eligible to win the Rita Siow Design Chair for best overall entry.	
	<b>Chair for Good</b>  Winners of the For Good category are eligible to win the Chair For Good for best overall entry.	



# Advertising

Promoting a business, product, message or brand through channels such as, but not limited to TV, Digital, Radio, Print, Installation or Outdoor, in order to change attitude or behaviour, sell something or create brand awareness.

Judges will be looking for brilliantly executed, exceptional creative ideas that clearly demonstrate an understanding of the consumer's behaviour with the media they consume.

*\*Work in this category can only be entered by the key creator/s of the idea such as the copywriter and/or art director.*



# Audio

## Recognising excellence in radio commercials and all audio content.

### **Radio Commercial (A.01)**

A commercial of any duration broadcast on a radio station, platform or streaming device.

### **Podcasts and Branded Audio (A.04)**

A single or series of podcasts integrating a brand into its content on behalf of a paid client and existing on audio platforms including radio, streaming platforms, podcast services and program sponsorship.

### **Radio Campaign (A.02)**

A campaign of at least 3 commercials broadcast on a radio station, platform or streaming device.

### **Best Use of Music (A.05)**

When the use of original or existing music is central to the advertising idea.

### **Innovative use of radio (A.03)**

Ground-breaking ideas that push the boundaries of the medium by using it in a new way to promote a business, brand, product or service.



# Digital

## Recognising excellence in commercial communications across digital channels.

### Website (A.6)

A website or microsite created to promote a brand, product, service, or message. Judges will assess entries on clarity of user journeys, user interface quality, creativity in interactive elements, and overall effectiveness in delivering an engaging, seamless, and intuitive user experience.

### Social Media Campaign (A.10)

A campaign of at least 3 executions in the form of an ad, sponsored post, competition or app on platforms including YouTube, Facebook, Snapchat, Instagram and TikTok.

### Digital Advertising (A.7)

A single advertisement appearing as a display or native ad in formats including, but not limited to banners, med-recs, pop-ups and page takeovers.

### Integrated Digital Campaign (A.11)

A digital-only campaign of at least 3 ads utilising at least 3 different digital platforms (i.e. website, banner and social media). *\*Do not include non-digital components in this category.*

### Digital Advertising Campaign (A.8)

A campaign of at least 3 ads appearing as display or native ads in formats including banners, med-recs, pop-ups and page takeovers.

### AR & VR (A.12)

Digital advertising using technologies including VR, AR and 360.

### Social Media (A.9)

A single execution in the form of an ad, sponsored post, competition or app on platforms including YouTube, Facebook, Snapchat, Instagram and TikTok.

### Apps (A.13)

A branded application developed for mobile or digital platforms. Judges will evaluate entries based on the app's usability, innovation in functionality, intuitive navigation, consistency of user interface design, and effectiveness in meeting user needs or solving user problems. Entrants must provide a functional link or method for judges to experience the app directly.

*\*Please ensure a link is provided for judges to download the app.*



# Direct Marketing

Recognising creative that speaks to an individual. Judges are looking for personalised work that differentiates from mass-media communications.

## **Direct Mail (A.14)**

Any digital or physical mailing targeting a specific audience in the form of a letter, postcard, eDM, greeting card, invitation, sample, pop-up, outer envelope, brochures and other collateral.

## **Direct Response Advertising (A.16)**

A print or digital piece of communication designed specifically to elicit a direct response from the specified audience. It must be more than a message directing a person to a website. It should be an invitation to respond in a more active way (i.e. complete this survey, attend this event, join this movement, etc).

*\*To be eligible in this category each piece of work must have a specific and measurable call to action.*

## **Dimensional Direct Mail (A.15)**

A physical mailing targeting a specific audience in the form of an object, product, device or product sample.



# Entertainment

Recognising the excellence in commercial communication through a diverse range of channels.

## Music Promos (A.17)

Live action and animated music videos promoting a brand, musician or musical act that leverages the media format to communicate with consumers.

## Games (A.20)

A board game, VR, AR, online, social, mobile, app, console, computer or other digital game demonstrating how the brand, product or service is an integral component of the gameplay and gaming content.

## Branded Video (A.18)

A non-fiction film or video of up to 3-minutes to promote a brand, product or service aired on television, cinema or online.

## Live Broadcast (A.21)

A branded live broadcast or stream of an event via any channel including live-streaming platforms, television, cinema and online content.

## Branded Content (A.19)

The promotion of a brand, product, service or message via the creation of content entirely funded or produced by the advertiser in formats including television, film, online, video games and events.

*\*By way of example, the series of short films called The Hire for BMW and the Red Bull Air Race are examples of Branded Content as opposed to a Product Placement or Event Sponsorship.*



# Film & Video

Recognising the excellence is commercial communication through the combination of moving pictures and audio.

## Television Commercial (A.22)

A single commercial of any length, aired on Free-to-air, SVOD or BVOD.

## Cinema Commercial Campaign (A.25)

A campaign of at least 3 commercials of any length, aired at an indoor or outdoor cinema.

## Television Commercial Campaign (A.23)

At least 3 commercials of any length, aired on Free-to-air, SVOD or BVOD.

## Digital Video Commercial (A.26)

A single video commercial of up to a maximum 3-minute duration to promote a brand, product, service or message.

*\*Careful consideration should be given to the medium, particularly in regard to screen size (mobile viewing) and audio. For example, a cinema commercial reformatted to run online, is unlikely to be an ideal example of a Digital Video Commercial.*

## Cinema Commercial (A.24)

A single commercial of any length, aired at an indoor or outdoor cinema.

## Digital Video Campaign (A.27)

A campaign of at least 3 video commercials of up to a maximum of 3-minute duration each to promote a brand, product, service or message.

*\*Careful consideration should be given to the medium, particularly in regard to screen size (mobile viewing) and audio. For example, a cinema commercial reformatted to run online, is unlikely to be an ideal example of a Digital Video Commercial.*



# Integrated

The cohesive combination of different, multiple channels to create a single, unified campaign.

## **Integrated Campaign (A.28)**

A fully integrated campaign of at least 3 elements utilising at least 3 different channels including, but not limited to, television, radio, press, website, banner, app, event and direct mail.



# Press

Excellence in commercial communications in the press.

**Newspaper and Magazine (A.29)**

A single advertisement of any size in consumer or trade press.

**Supplement, Insert or Wrap (A.31)**

Insert, lift-out section, supplement or wrap of an entire publication in consumer or trade press.

**Newspaper and Magazine Campaign (A.30)**

A campaign of at least 3 advertisements of any size in consumer or trade press.



# Outdoor & Poster

Recognising excellence in static, moving, print and digital, outdoor and indoor advertising.

**Large Format Outdoor (A.32)**

A single outdoor advertisement appearing on a conventional outdoor poster site, including billboards, supersites, spectaculars and digital billboards.

**Indoor (A.35)**

A single indoor advertisement appearing indoors, in the likes of shopping centres, stadiums, cinemas or theatres. The advertisement can be printed or digital.

**Small Format Outdoor (A.33)**

A single outdoor advertisement appearing on adshels, metrolites, street furniture, special builds and posters, in print or digital formats.

**Campaign (A.36)**

A campaign of at least 3 advertisements can be made of advertisements from the same format (i.e. 3 x adshels) or a combination of formats (i.e. 1 x adshel, 1 x spectacular and 1 x bus).

**Transit & Mobile (A.34)**

A single outdoor advertisement appearing on buses, trams, trains, taxis and towed billboards.



# Promotional & Experiential

Immersive activities designed to create interaction and consumer engagement.

## **Events (A.37)**

A brand-owned event, experience, or activation held in a public place. It can be a stand-alone event or a smaller activation within a larger event, including public events, brand-owned festivals, concerts, venue takeovers, trade shows and product demonstrations at an event.

## **Installations (A.39)**

Indoor or outdoor, temporary or permanent displays that draw people together to connect with the brand in a shared experience, including pop-up stores, venue takeovers, kiosks, trade stands and street art.

## **Ambient and Guerrilla (A.38)**

A live, out-of-home experience or activation witnessed by an audience including live performances, guerrilla marketing, street stunts, flash mobs, etc.

## **Best use of Technology (A.40)**

Brand experiences where the audiences' experience is enhanced through the use of existing or new technology such as AR, VR, mobile, social media interaction, multi-screens, etc.



# Design

Promoting a business, product, message or brand through channels such as, but not limited to TV, Digital, Radio, Print, Installation or Outdoor, in order to change attitude or behaviour, sell something or create brand awareness.

Recognising exceptional design developed from a deep understanding of consumer psychology to communicate ideas and experiences.



# Identity

## **Brand Identity: Large Corporate (B.01)**

A brand identity for a large (50+ staff), organisation, product or service incorporating at least 3 elements and executed across multiple platforms.

## **Character & Mascot Design (B.04)**

Design of characters and mascots that convey the values and attributes of a specific brand.

## **Brand Identity: Small Boutique (B.02)**

A brand identity for a small (1-49 staff), organisation, product or service incorporating at least 3 elements and executed across multiple platforms.

## **Brand Expression (B.05)**

The expression of brand identity through various mediums. For example: sound, animation, clothing, experiential, 3D rendering, etc

## **Logo Design (B.03)**

Logos, symbols, trademarks and icons designed to convey a brand concept and signify a specific idea to its audience.

## **Self Promotion (B.06)**

Design of self promotional items in any medium; print, digital, experiential or product.



# Print Design & Marketing

## **Brochures & Flyers (B.07)**

The design of a single item in the form of a brochure, leaflet, annual report, manual, program, booklet, etc.

## **Posters (B.09)**

The design of a poster promoting a brand, a product, an idea, or a service.

## **Programs & Catalogues (B.08)**

Design of programs and catalogues that present a range of products or events for a specific audience.



# Books & Publications

## **Books & Magazines (B.10)**

The design of editorial spreads, or an entire magazine, newspaper or book.

## **Corporate Publications (B.12)**

Design of corporate publications such as prospectuses, annual reports, corporate profiles, shareholder updates, etc.

## **Cover Design (B.11)**

The design of a cover for a magazine, newspaper, or book.

## **Digital Publications (B.13)**

Design of digital publications including ebooks, PDFs, EDMs, Digital Manuals, Online Guidelines.



# Spatial

## **Signage & Wayfinding (B.14)**

The design of signage and wayfinding for buildings or public spaces.

## **Exhibitions & Installations (B.16)**

The design of a temporary or permanent physical environment or installation. Includes exhibitions, conferences, galleries, or stage sets.

## **Murals & Large Scale Graphics (B.15)**

The design of large scale environmental graphics such as wall murals, branded structures, billboards, etc.

## **Venue Fitouts & Pop-Up Theming (B.17)**

The design of a temporary or permanent physical environment for restaurants, bars, shops, food trucks, pop-up venues, etc.



# Packaging

## **Wine, Beer & Spirits (B.18)**

Design of packaging for a commercially-available wine, beer or spirit product in the form of the physical structure containing the product and/or its label.

## **Miscellaneous Product Packaging (B.20)**

Design of packaging for miscellaneous products in the form of the physical structure containing the product and/or its label. Includes hardware, homeware, pharmaceutical, beauty products, stationery, etc.

## **Fast-Moving Consumer Goods (FMCG), Food & Consumables (B.19)**

Design of packaging for a commercially-available food or consumable product in the form of the physical structure containing the product and/or its label.

## **Specialised Custom Packaging (B.21)**

The design and production of types of packaging that fall outside the norm. Includes custom cardboard construction, innovative label technology, unusual use of materials, etc.



# 3D Object Design

## **3D Object Design (B.22)**

The design of physical commercial products including furniture, technology, clothing, homewares, perfumes, FMCG, hardware and special limited edition products.



# Integrated

## **Integrated Design Campaign (B.23)**

At least 3 separate design elements that together form a cohesive design suite. For example, this could include product, packaging and brand identity.



# Digital Design

## Websites (B.24)

A website or microsite designed to effectively promote a brand, product, service, or message through digital interaction.

Judges will prioritise entries demonstrating exceptional user-centred design, clear and logical information architecture, visual design excellence that enhances usability, and creative interactive elements.

## Apps (B.25)

A branded application crafted for digital platforms or devices.

Judges will assess entries based on user experience (UX) excellence, including ease of use, accessibility, logical user flows, creativity in interaction design, and visual clarity. The app should effectively solve user challenges or significantly enhance the digital experience.

*\*Entrants must provide a link or method for judges to access and fully explore the app's features.*

## Games (B.26)

Design specifically applied to digital games. Applicable to online, console, or device based games.



# Craft

Recognition of the artistry, skill, talent and flair to refine and bring an idea to life.

*\*Work in this category can only be entered by the craftsperson such as the cinematographer, photographer, illustrator, sound engineer or editor. Entrants cannot be those who commission or oversee the production.*



# Art Direction

Recognising excellence in enhancing an idea by crafting its visual effectiveness.

## **Art Direction (C.01)**

The craft of communication enhancement through a combination of visual balance, composition, tone and execution across all visual media channels including television, print, design, direct mail, outdoor and digital.



# Illustration

Recognising the excellence in illustration to bring an idea to life.

**Static (C.02)**

The craft and flair of bringing an idea to life through illustration applied across all static media channels including print advertising, design, direct mail, outdoor and digital.

**Moving Image (C.03)**

The craft and flair of bringing an idea to life through illustration applied across all moving media channels including television, cinema, design, direct mail, digital outdoor and online digital channels.



# Audio Production

Excellence in all audio production and engineering that brings an idea to life.

## Radio Production (C.04)

The craft of radio production and engineering for a commercial aired on a radio station, platform or streaming device.

## Musical Arrangement (C.07)

The craft of re-recording, remixing or adapting an existing musical composition/s for a commercial brand, product or service.

## Television, Cinema & Digital Video Production (C.05)

The craft of audio production and engineering for a commercial aired on Free-to-air, Paid Television, Catch-up TV, online digital video and indoor or outdoor cinema.

## Sound Design (C.08)

The composition, manipulation and creation of audio elements, including sound effects, location recording, voice, etc. and applied to communication for a commercial brand, product or service.

## Original Music (C.06)

The scoring, arrangement and production of an original music composition created for a commercial brand, product or service.



# Copywriting

Recognising the excellence of the written word in imaginatively capturing and effectively conveying an idea.

## **Campaign Copy (C.09)**

The craft of the written word across all media channels including print, radio, television, design, direct mail, outdoor and digital.

## **Brand Tone of Voice (C.10)**

The craft of the written word to convey a brand's consistent tone of voice. Includes taglines, positioning statements, brand foundations and key messages.



# Typography

The excellence and understanding of type and type design, and the role it plays in enhancing effective communication.

## **Static (C.11)**

Font creation, type design and the application of type across all static media channels including print, design, direct mail, outdoor and digital.

## **Moving Image (C.12)**

Font creation, type design and the application of type across all moving media channels including television, cinema, design, direct mail, outdoor and digital.



# Film & Video

Recognising the excellence of craft in the filmmaking process. *\*Cannot include director's cuts or agency versions.*

## **Direction (C.13)**

Whether through simplicity or technique, how the art of direction, its planning and execution can amplify a creative idea for a television, cinema or digital video commercial.

## **Visual Effects (C.17)**

The combination of visual elements from separate sources and integrated into the same frame for a television, cinema, digital video commercial, television program and film promotions, television and cinema title sequences.

## **Cinematography (C.14)**

The craft of in-camera cinematography incorporating the style, camerawork, techniques, composition, lighting and other effects for a creative idea for a television, cinema or digital video commercial.

## **Post-Production (C.18)**

Incorporating colour grade, including colour correction and artistic effects and final refinement for a television, cinema, digital video commercial, television program and film promotions, television and cinema title sequences.

## **Editing (C.15)**

Innovation and flair in timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling for a creative idea for a television, cinema or digital video commercial.

## **Casting for Advertising (C.19)**

How the selection of talent makes a significant and powerful impact on the creative idea for a television, cinema or digital video commercial and can include actors, dancers, singers, models, non-professionals, animals and other talent.

## **Animation (C.16)**

2D and 3D animation with characters and environments as a stand-alone piece of work or as an element within a larger execution for a television, cinema or digital video commercial.

## **Film Design & Motion Graphics (C.20)**

Animated graphics and images applied to the moving image for stage graphics, television and cinema title sequences, presentations, animated signage, online animation and environmental installations such as technology walls and stadiums.



# Photography

Celebrating exceptional photography as part of a paid advertising campaign for a brand, product or service.

**Individual (C.21)**

A single photograph in colour or black and white executed in any media including outdoor, posters, print and digital.

**Digital Enhancement & Manipulation (C.23)**

A single photograph that has been significantly enhanced or altered through the application of digital tools.

**Series or Campaign (C.22)**

A minimum of 3 photographs in colour or black and white executed in any media including outdoor, posters, print and digital.



# For Good

An advertising or design piece that promotes, presents, enhances, or supports an initiative that provides a benefit to the greater good. Projects can be done pro bono, or fee for service, or even self initiated. The assessment will be on the intent of the project and the outcome as it relates to that intent.

The project can be in the form of campaigns, posters, advertising, video, corporate identity, packaging etc. Any medium that fits within the usual parameters of advertising or design.

There are five categories in which you may enter your work. Please choose the one most appropriate to you:

- Social Awareness (D.01)
- Health & Wellbeing (D.02)
- Environmental Issue (D.03)
- Diversity & Inclusion (D.04)
- Miscellaneous (D.05)



# Student

An opportunity for students to be recognised for excellence by local industry leaders.

## **Idea (E.01)**

A clear and effective concept that communicates a core proposition in a refreshing and engaging manner.

Can include, but not limited to, advertising-based ideas executed across numerous media channels including Television, Press, Digital, Events, Design, Outdoor and Posters.

\*Entries do not need to be finished pieces (i.e. hand-drawn concepts can be submitted) as the judges are only evaluating the strength of the idea and not the craft of execution.

## **Craft (E.02)**

Excellence in executing and thereby improving the effectiveness of the idea.

Entries can include, but are not limited to, Cinematography, Editing, Illustration, Typography, Photography, Animation and Original Music.

# Good Luck!

If you have a question about the Awards, check out the [Frequently Asked Questions](#) on our website.

If you're still stuck or have a question, feel free to get in touch with us at [awards-support@aadc.com.au](mailto:awards-support@aadc.com.au) and we'll do our best to help.

The support team will aim for a 1 day response time during the entry period, though we encourage you to start your entries before the deadline.



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Since 1975