

THE
2016
CROWBAR
AWARDS



Entry Kit

Organised by Association of Accredited Advertising Agents Singapore

Who is Eligible?

All full-time students currently enrolled in any school, or who graduated in 2016, are eligible to submit entries to the 2016 Crowbar Awards. We leave it to each school to define what constitutes a “full-time student.”

Your entries must be produced during the course of your enrollment in school or produced during your school attachment/internship period with a company or agency. Please note that your work must be of your original ideas and produced solely by yourself. Work that is found to be unoriginal or to be adaptations of existing advertising material in terms of concept, layout or subject matter will be disqualified.

Best of Show and Category Crowbar Winners (Advertising, Design, Interactive, Film, Photography) from previous Crowbar Awards are eligible. However, entries submitted for previous Crowbar Awards are NOT eligible.

What is the Entry Fee?

S\$69.55 (inclusive of GST)

*All Singaporeans & Permanent Residents enjoy a funding of \$32.50 per entry (Nett \$37.05) International Students (Non Singaporeans/Permanent Residents) \$69.55 per entry (inclusive of GST).

Modes of Payment

Entries will not be processed unless payment is received in full, together with the entry. Please note that all fees paid are not refundable under any circumstances.

Payment options:

1. In-person

> Cash payments made at 4As office.

2. Via mail

> Local cheques drawn on a Singapore bank payable to The 4As Limited.

> Bank drafts made out in Singapore dollars payable to The 4As Limited (for overseas students).

> Remittance by telegraphic transfer (for overseas students.)

All bank charges, foreign or local, will be borne by the remitter.

*Receipts for entries will be issued upon payment

*Funding is available to Singapore Citizens & Permanent Residents.

Categories & Submission

A.

A1. Posters (Transit)

- In or on buses, taxis and trains.

A2. Posters (Non-transit)

- Outdoors, billboards, in-store, in trains or bus stations.

A3. Print/Press

(Newspapers & Magazines, B&W or Colour)

A4. TVC: Fully produced TVCs

A5. TVC: Storyboards

- Drawn storyboards with scripts.

A6. Radio: Fully produced radio commercials

A7. Radio

(Scripts)

A8. Promo and Activation **NEW**

- An encompassing activity designed to create immediate activation and/or offer for the sales of a product or service.

- This may be done using sampling, tie-ins, competitions, events, in-store advertising, exhibitions and other promotional vehicles, such as digital media.

A9. Direct

- Includes campaigns led by direct marketing, digital direct communications, (e.g. banners, social media, emails) that target specific markets or elicit a direct response from consumer mail.

A10. Media

- The creative use of media, and demonstration of how the core ideas understand the target market, the innovative implementation of media strategies across different platforms.

- Entries should demonstrate how media can be used cleverly and meaningfully to communicate a brand's message and achieve its communication objectives.

A11. Integrated Campaign

- An advertising or marketing campaign that is carried across a minimum of 3 different types of media.

- Media can be Internet, Mobile, TV, Radio, Direct Mail, Ambient Media, Interactive Media, Press/Print and Posters, or others.

- Should be using the same creative concept to deliver a consistent message across different types of media.

A12. Innovation **NEW**

- This category is for breakthrough technology and innovation that would help brands to communicate with their consumers in a way that has never been done before. It may stand alone as a significant innovation in its own right.

ADVERTISING

Categories &
Submission

A.

Print Craft

(Posters/Press)

All entries will be judged based on the craft and execution applied within the advertisement.

A13. Copywriting

A14. Art Direction

A15. Photography

A16. Illustration

A17. Typography

TVC Craft

Only eligible for fully produced TVCs, and not storyboards. Short films and documentaries are not allowed.

A18. Animation

(Must have elements of computer graphics in the TVC)

A19. Art Direction

(e.g. Props, wardrobe, set design, background)

A20. Directing

A21. Editing

A22. Cinematography

(e.g. framing of scenes, camera angles)

A23. Soundtrack and Music

(No copyrighted music is allowed - it has to be original)

A24. Work **promoting Social Responsibility** that falls under any of the above sub categories

ADVERTISING

**Submission
Requirements**

All entries must be submitted in CDs/DVDs. **Each CD/DVD must be properly named and labeled, clearly indicating the title and category code (e.g. A01) of each entry. Please use only one CD/DVD per entry.**

Advertising entries must include:

I. A short synopsis on your work, of not more than 100 words. Provide an introduction to what your work is about – summarise your big idea and what you aim to achieve with it. Please submit this in MS Word (.doc) format.

II. A digital version of the work – containing up to 10 images per entry.

(Poster/Print/Storyboard/Presentation Board)

Not applicable to categories A4/A6/A7

Specifications: JPEG (.jpg) format, 300dpi, RGB, Longest side 420mm

*Please submit all your entries in hard and soft copy (DVD/CD) at 4As, by June 27. Additionally, you are required to upload your work to Google Drive. Please organise your work systematically into Folders, and include the shareable links in your Synopsis Document – you must indicate clearly which entry each link is for.

In addition, the following categories must submit the following:**A4. Advertising – TVC: Fully produced**

1. Digital files in either
 - > MOV
 - or
 - > MPEG4 (.mp4) format

Each TVC should not exceed 3 minutes. Max 350MB.

2. A full transcript of the finished version of each TVC typed in MS Word (.doc) format.

If the original language of the TVC is not English, a full transcript of the finished version must be submitted in English. These scripts will be read by the Jury, and must be written accurately and in full. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances in the Entry Form. All entries must be submitted in the original language of the ad.

A5. Advertising – TVC: Storyboard

1. A storyboard (soft copy) at least A2 portrait size, 420mm x 594mm, inclusive of 4mm border in JPEG (.jpg) format, 300dpi, RGB

A6. Advertising – Radio: Fully produced

1. One digital file strictly in MPEG3 (.mp3) format, bit rate 64kps, compression ratio 22:1. File size should not exceed 1MB. No other formats will be accepted.

If you are submitting more than one digital file within the same entry, please ensure they are compiled into one zip file.

2. A full transcript of the finished version typed in MS Word (.doc) format. This applies to **A7** as well.

If the original language of the radio ad is not English, a full transcript of the finished version of each radio ad must be submitted in English. These scripts will be read by the Jury, and must be written accurately and in full. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances in the Entry Form. All entries must be submitted in the original language of the ad.

A8. Promo and Activation**A9. Direct****A10. Media****A11. Integrated Campaign****A12: Innovation**

A presentation of the entire campaign/work showing the insight, idea and execution in any of these formats:

- > PowerPoint slides (.ppt)
- > A2 Landscape board in JPEG (.jpg) format, 300dpi, RGB, 420mm x 594mm
- > Case Film in MP4 or MOV format. Please provide the URL to the video with entry title as the video

*If the elements are not in English, please provide written English translations/subtitles.

**Judging
Criteria**

Categories A1-A12:

Strategy

30%

Does the entry have a concept that is well suited for its choice of product or services? Does the work have the idea of challenging the conventional marketing situation? And how does the strategy showcased and demonstrated in the work achieve its communication goals?

Execution

30%

How well is the work brought to life through the execution and craft? Do the execution and craft help to captivate and engage the intended target audience?

Creativity/Originality

40%

This is the overall judgement of the work to mark its level of originality in the idea and the relevance of the strategy in the idea. Entries should show uniqueness, break new ground, show innovation and imagination, or challenge conventional wisdom in terms of idea and strategy to achieve its communication goals.

Categories A13-A24:

Strategy

30%

Does the entry have a concept that is well suited for its choice of product or services? Does the work have the idea of challenging the conventional marketing situation? And how does the strategy showcased and demonstrated in the work achieve its communication goals?

Execution

40%

How well is the work brought to life through the execution and craft? Do the execution and craft help to captivate and engage the intended target audience?

Creativity/Originality

30%

This is the overall judgement of the work to mark its level of originality in the idea and the relevance of the strategy in the idea. Entries should show uniqueness, break new ground, show innovation and imagination, or challenge conventional wisdom in terms of idea and strategy to achieve its communication goals.

Categories &
Submission

B.

B1. Corporate & Brand Identity

- Symbols, logos, stationary, CI etc.

B2. Packaging

- Product packaging, etc.

B3. Editorial Publication

- Books, magazines, annual reports, newspapers

B4. Below-the-Line Collaterals

- Point of sale, leaflets, catalogues, annual reports, brochures

B5. Typography

B6. Illustration

B7. Others

(Includes digital, EDMs, 3D product, environmental, fashion design with elements of applied graphics /graphic design)

B8. Work **promoting Social Responsibility** that falls under any of the above sub categories.

DESIGN

**Submission
Requirements**

All entries must be submitted in CDs/DVDs. **Each CD/DVD must be properly named and labeled, clearly indicating the title and category code (e.g. A01) of each entry. Please use only one CD/DVD per entry.**

All design entries must include:

I. A short synopsis on your work, of not more than 100 words. Please submit this in MS Word (.doc) format.

II. A storyboard (soft copy) at least A2 portrait size, 420mm x 594mm, inclusive of 4mm border in JPEG (.jpg) format, 300dpi, RGB

III. A digital version of the entry. Specifications: JPEG (.jpg) format, 300dpi, RGB, Longest side 4800px Max 10MB

*Please submit all your entries in hard and soft copy (DVD/CD) at 4As, by June 27. Additionally, you are required to upload your work to Google Drive. Please organise your work systematically into Folders, and include the shareable links in your Synopsis Document - you must indicate clearly which entry each link is for.

DESIGN

In addition, the following categories must submit the following:

B2. Packaging,

B3. Editorial Publication

B7. Others (Includes 3D product design, environmental design)

I. Editorial Publication entries submitted in digital formats must include up to 15 pages of the book.

II. 3D product design or environmental graphic entries in digital format must not contain more than 10 images.

III. All Packaging, Editorial Publication and 'Others' entries may be submitted to the 4As office in their original formats (3D model or mock-ups).

IV. A presentation of the entire campaign/work to show insights of the ideation process (the thinking from conceptualization to the end product). It must demonstrate how the core idea of the work is developed, executed and communicated to help the judges better understand your entry.

Submissions can be given in PowerPoint slides (.ppt) or a short video in either MP4 or MOV format

**Judging
Criteria****Communication goals for the challenge****30%**

What was the main idea behind the entry? Did this insight lead to clear decision-making on communication channel selection and did it significantly lead or influence how the creative execution was used or developed?

Execution**30%**

How well did the entry bring to life the idea behind the challenge and is there a clear link between the final product and the initial concept?

Creativity**40%**

Did the entry show uniqueness, break new ground, show innovation and imagination or challenge conventional wisdom in terms of idea and strategy to achieve its communication goals?

Categories &
Submission

C.

C1. Portraiture & Fashion

C2. Documentary

C3. Still Life, Nature and Landscape

C4. Conceptual/Narrative

- Series of at least 3 photos based around a central idea/concept

C5. Digital Imaging & Experimental

- Photos that push the boundaries of the photographic medium and craft through digital or analogue manipulation

C6. Work **promoting Social Responsibility** that falls under any of the above sub categories.

PHOTO- GRAPHY

PHOTO- GRAPHY

Submission Requirements

All entries must be submitted in CDs/DVDs. **Each CD/DVD must be properly named and labeled, clearly indicating the title and category code (e.g. A01) of each entry. Please use only one CD/DVD per entry.**

All photography entries must include:

I. A short synopsis of each image, of not more than 100 words. Please submit this in MS Word (.doc) format.

II. A digital version of the entry

(containing up to 10 images each)

Specifications: JPEG (.jpg) format, 300dpi, RGB, Longest side 4800px Max 10MB

III. A brief not exceeding 300 words in MS Word (.doc) format providing an introduction to what the main idea behind the entry is and what it aims to achieve.

*Please submit all your entries in hard and soft copy (DVD/CD) at 4As, by June 27. Additionally, you are required to upload your work to Google Drive. Please organise your work systematically into Folders, and include the shareable links in your Synopsis Document - you must indicate clearly which entry each link is for.

Judging Criteria

Communication goals for the challenge

50%

What was the main idea behind the entry? Did this insight lead to clear decision-making on communication channel selection and did it significantly lead or influence how the creative execution was used or developed?

Execution

20%

How well did the entry bring to life the idea behind the challenge and is there a clear link between the final product and the initial concept?

Creativity

30%

Did the entry show uniqueness, break new ground, show innovation and imagination or challenge conventional wisdom in terms of idea and strategy to achieve its communication goals?

Categories & Submission

D.

D1. Online Advertising

(including for hand-held mobile devices)

- Banners, EDM, Mobiles Ads.

D2. Applications

(including Mobile Apps for hand held devices)

- Games, Utilities or tools for the web, Facebook, Mobile, Mac, PC, etc.

D3. Websites & Microsites including those for Mobile Devices

D4. Social Media

- Campaigns that make use of social media as its main delivery channel.

D5. Online Film/Video

- Created to advertise products/services and could be in a form of linear or interactive film.

D6. Integrated

- Campaigns with 3 or more elements from the above (i.e. website, banner, social media).

D7. Digital 3D Animations/Virtual Reality Applications

D8. Digital Billboard NEW

D9. Others

- Work that do not fit to any of the above categories. It could be, for example, an interactive outdoor installation, projection mapping, etc.

D10. Work **promoting Social Responsibility** that falls under any of the above sub categories.

INTER
ACTIVE

Submission Requirements

All entries must be submitted in CDs/DVDs. **Each CD/DVD must be properly named and labeled, clearly indicating the title and category code (e.g. A01) of each entry. Please use only one CD/DVD per entry.**

All interactive entries must include:

I. A short synopsis on your work, of not more than 100 words. Provide an introduction to what your work is about – summarise your big idea and what you aim to achieve with it. Please submit this in MS Word (.doc) format.

II. For online entries, please provide a URL to the online site – must be accessible without login or password. Files must be compatible with HTML-supported web browsers. For offline entries, please prepare a demo (PowerPoint or Flash) and upload to a URL.

III. Please name all files as the title of the entry and include all files for all your entries on one dual platform CD-ROM. Files must be able to open in QuickTime, Flash or any HTML supported web browser only.

IV. A presentation of the entire campaign/work showing insight, idea and execution in any of these formats:
> PowerPoint slides (.ppt)
> A2 Landscape board in JPEG (.jpg) format, 300dpi, RGB, 420mm x 594mm
> Case Film in MP4 or MOV format. Please provide the URL to the video with entry title as the video

V. If your entry involves a game/app, please prepare a 10-12 second demo video to show how the interactive entry functions and how the game/app runs in real-time.

*Please submit all your entries in hard and soft copy (DVD/CD) at 4As, by June 27. Additionally, you are required to upload your work to Google Drive. Please organise your work systematically into Folders, and include the shareable links in your Synopsis Document – you must indicate clearly which entry each link is for.

Judging Criteria

Communication goals for the challenge

30%

What was the main idea behind the entry? Did this insight lead to clear decision-making on communication channel selection and did it significantly lead or influence how the creative execution was used or developed?

Execution

30%

How well did the entry bring to life the idea behind the challenge and is there a clear link between the final product and the initial concept?

Creativity

40%

Did the entry show uniqueness, break new ground, show innovation and imagination or challenge conventional wisdom in terms of idea and strategy to achieve its communication goals?

Categories & Submission

E.

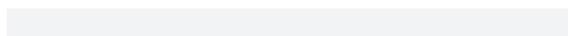
- E1. Short Film: 20 minutes max
- E2. Documentary: 30 minutes max
- E3. 2D Animation: 10 minutes max
- E4. 3D Animation: 10 minutes max
- E5. Music Video: 5 minutes max
- E6. Experimental Film or Animation: 10 minutes max

Film Craft

(All entries under categories E1 to E6 are eligible)

- E7. Animation
(e.g. Character design, illustration style)
- E8. Art Direction
(e.g. Props, wardrobe, set design, background)
- E9. Directing
- E10. Editing
- E11. Cinematography
(e.g. Framing of scenes, camera angles etc.)
- E12. Soundtrack and Music
(No copyrighted music is allowed. It has to be original.)
- E13. Work **promoting Social Responsibility** that falls under any of the above sub categories.

FILM



Submission Requirements

All entries must be submitted in CDs/DVDs. **Each CD/DVD must be properly named and labeled, clearly indicating the title and category code (e.g. A01) of each entry. Please use only one CD/DVD per entry.**

All film entries must include:

I. A short synopsis on your work, of not more than 100 words. Please submit this in MS Word (.doc) format.

II. Digital files as follows:
> MPEG4 (H.264) / MOV format, 1280x720 (720p) or 1920x1080 (1080p) all running at 25FPS.
Max file size 350MB

III. A 10-20 seconds snippet of your film entry also in MPEG4 (.mp4) format.

IV. A presentation of the entire campaign/work to show insights of the ideation process (the thinking from conceptualization to the end product). It must demonstrate how the core idea of the work is developed, executed and communicated.

Submissions can be given in PowerPoint slides (.ppt) or a short video.

V. A full transcript or subtitles of the finished version typed in MS Word (.doc) format. If the original language of the film is not English, a full transcript or subtitles must be submitted in English. These scripts will be read by the Jury and must be accurately written and in full. It will be of your own interest to explain or translate any specific word play or local social, cultural or political references and nuances in the Entry Form. All entries must be submitted in the original language.

VI. Digital version of the entry.

(Screenshots/posters/collage)

Specifications: JPEG (.jpg) format, 300dpi, RGB, Longest line 4800px

VII. Each film must be submitted as a separate file. If you are submitting more than one film entry, please ensure you do not compile these entries into one file.

VIII. Film entries must be sent on a PC compatible CD-ROM, preferably a data DVD and not in a video formatted DVD or CD. Please name all files as the title of the entry and include all files for all entries on one CD-ROM.

IX. Scripts may be submitted as well in MS Word (.doc) format and included in the same CD as the entry submitted.

*Please submit all your entries in hard and soft copy (DVD/CD) at 4As, by June 27. Additionally, you are required to upload your work to Google Drive. Please organise your work systematically into Folders, and include the shareable links in your Synopsis Document - you must indicate clearly which entry each link is for.

Judging Criteria

Communication goals for the challenge

30%

What was the main idea behind the entry? Did this insight lead to clear decision-making on communication channel selection and did it significantly lead or influence how the creative execution was used or developed?

Execution

30%

How well did the entry bring to life the idea behind the challenge and is there a clear link between the final product and the initial concept?

Creativity

40%

Did the entry show uniqueness, break new ground, show innovation and imagination or challenge conventional wisdom in terms of idea and strategy to achieve its communication goals?

**Submission
Procedure**

All entries must contain all essential documents/files/materials for each category, as specified in this entry kit. Incomplete entries may be disqualified.

All entries must be submitted in CDs/DVDs. **Each CD/DVD must be properly named and labeled, clearly indicating the title and category code (e.g. A01) of each entry. Please use only one CD/DVD per entry.**

Materials and documents for each entry must be clearly labeled according to campaign name and category entered as follows:

e.g. Category: A10
Title: Quit Smoking
Filename: Cigarettes

Entry Name: A10_Quit_Smoking_Cigarettes.jpg

Note: If you are entering the same entry for multiple sub-categories within the same main category (e.g. A11, A13, A14), you do not need to submit another CD with the same set of files but you will have to indicate on the checklist the same file name and sub-category entered.

However, you will have to submit another set of files for the same work in different CDs if you are entering it in different categories (e.g. A01 and B01).

Entries will only be processed once the official registration form and entry checklist together with full payment are received.

Files should not exceed 100MB in total.

*School branding and names of students are not permissible on entries, or any materials submitted (e.g. Image files, URLs, websites, credits for TVC or Film). Names of students and schools should only appear on the entry forms submitted.

**Important
Dates****Entry deadline:**

27 June

5:00^{PM}
(GMT +8)

Winners' Workshop:

25 May

Career Fair:

May/June

(Exact date will be announced soon on the Crowbar Facebook page.)

Judging:

4-11 July

24-hour Advertising Challenge:

21-22 July

Awards Show:

17 August

SUBMISSION
MISSION

**How is it
done?**

There are 5 major disciplines - Advertising, Design, Photography, Interactive and Film.

Each discipline will be headed by a Head of Jury together with a specialist jury panel consisting of leading local experts in their respective fields. Their role is to judge all the works in their given category and determine who gets into the finals, and eventually which work is deemed to be a Finalist or deserving of a Gold, Silver, Bronze and Best of Category.

There are two rounds of judging:

First round - The jury in each panel will vote in an In/Out system to determine which work will make the shortlist to advance into the final round.

Final round - The same panel will come together to review the shortlisted entries. They will then score the shortlisted entries again to establish the rankings of the work in each category.

Each entry will receive marks weighed based on the judging criteria unique to each category, of which the cumulative score will make up the total vote. This final score will then determine whether the entry qualifies for a Finalist, Gold, Silver or Bronze award based on a grade scale.

The jury will get to view all the medal winners again after the tabulation is done in the event there is a dispute or if further deliberation is required.

**Best of
Category
Selection**

All Best of Category winners will automatically be in the running for the Best of Show Crowbar Awards.

Head of juries for the respective disciplines will convene together with the Crowbar Chairman to determine the Best of Show winner among the Best of Category winners.

Similar to the Best of Category selection process, the Best of Show is determined through a vote by consensus. However, if all jury members are comfortable with not electing a Best of Show winner or if there is no Best of Category awarded, then there will be no Best of Show winner for that year.

**School
Rankings**

The school ranking will be computed based on the following:

- Gold** - 20 points
- Silver** - 10 points
- Bronze** - 5 points
- Finalist** - 1 point

Schools will be ranked based on the total aggregate score of winning entries by their students.

J U D G I N G

Prizes**Best of Category**

- > Crowbar Trophy
- > **\$500**
Cash Prize

Best of Show

- > Best of Show Trophy
- > **\$1000**
Cash Prize

Category Crowbar winners will be awarded a Best of Category Crowbar and will automatically be contenders for the Best of Show Crowbar.

While we do accept group entries, there will only be one (1) Crowbar Trophy and one (1) Cash Prize awarded per winning category. Certificates will be awarded to all team members should a group or team win any category.

AWARDS

**Important
Notes**

- > The 4As is not liable for any cheques missing in the post.
- > All all fees paid are not refundable under any circumstances.
- > The 4As reserves the right to use or reproduce all entered work in all of its events and publications - this includes the Crowbar Awards book.
- > Submitted entries will not be returned
- > There will only be one winner for each top prize (Best of Show/Best of Category)
- > While we do accept group entries, we will only be giving out 1 Crowbar Trophy and 1 Cash Prize per Best of Show/Best of Category win.
- > For every winning group entry, certificates will be presented to every member of the group.
- > Credits on the certificate will be printed as per the Entry Form. No amendments will be allowed after submission.

F Y I

Contact

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Monday - Friday (9AM - 5:30PM)

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events@4as.org.sg

Websites

www.crowbar.com.sg
facebook.com/crowbarawards
youtube.com/thecrowbarawards

Crowbar Membership

The Crowbar Awards

Crowbar Membership is free to all Students participating in The 2016 Crowbar Awards.

If you would like to register as a Crowbar Member, please go to www.4as.org.sg > Membership > Registration

Some benefits for Crowbar Members:

1. Network with the Professionals at The 4As events
2. Employment opportunities
3. Uploading of portfolios

For updates on other programmes, please contact Michael at michael@4As.org.sg

*1. Please provide your personal phone numbers and email addresses when filling out the entry form.

2. By virtue of your participation in the Crowbar Awards, this places you on the name list for the Big Crowbar Break, the ad industry's first Mentoring and Placement Program. This name list comprises your contact details eg. phone numbers and email address). This list is being sent to agencies and companies seeking to employ and/or mentor young talent. If you do not wish to be on this list, please write in to michael@4As.org.sg and we will remove your name from it.

F Y I
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Frequently
Asked
Questions

What is the nearest MRT Station to the 4As office?

Clarke Quay MRT Station.

What is a campaign?

A campaign is a series of ads for one product carrying the same concept throughout. It should consist of no less than 3 and no more than 6 items.

What is an integrated campaign?

An integrated campaign is one that uses 3 or more types of media to deliver a consistent message in one single campaign (radio, bus-stop posters, newspaper ads etc.) for a product/service.

I have entered and won (Best of Show/Best of Category) in this competition before. Can I enter again?

Yes, you can! Best of Show and Best of Category winners from previous Crowbar Awards are eligible. However, previously submitted entries are NOT eligible.

Can I make up a product or service for my ads?

Yes, you can make up a product or service. It does not have to be a real company or brand.

Is there a limit to the number of entries I can send in?

No, there is no limit to the number of entries you can send in. However, you have to pay for EACH entry submitted.

Why must I submit a short synopsis on my work?

The synopsis provides you an opportunity to communicate the concept or purpose of your work to the jury panel, so that they gain a better understanding on the thought processes behind your idea.

Do I need to submit another set of files if I am entering the same work for the same category?

No, you don't. Just indicate the same file name on the checklist. However, you will have to submit another set of files for the same work if you are entering it in different categories (e.g. For categories A01 and B01).

When will the results be released? Will the winners be notified?

The results will be announced at the Awards Show on August 17, and released on the Crowbar Awards website and Facebook page subsequently.

Schools will be informed of shortlisted entries by their students, and their lecturers will be tasked to inform their students accordingly. All shortlisted entries will be listed on the Crowbar Awards Facebook page.

Can we use images from the internet?

You may use Royalty Free stock images or images from the internet that are NOT copyrighted, but these entries should not be entered into categories that are judged on image itself (e.g. Photography, Illustration).

Must I be a final year student to be able to enter this competition?

No, you can enter at any level as long as you are a full time student in a school.

I am an overseas student and would like to take part in this competition. What is the payment mode accepted?

The preferred payment is a Bank Draft. Details of beneficiary can be found on the Payment Form. For Payment via Remittance, all bank charges including the remitting, corresponding and receiving banks are to be paid by the Entrant.

*For best user experience in uploading, please use Firefox browser.

FOR
OFFICIAL
USEProcessed By:
Job No.:
Date:**Fill in the blanks.** Single Entry Campaign Entry - Indicate number of pieces.

	Name of Student(s)	IC/Passport No.*	Email	HP No.
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				

 Secondary School Junior College Foundation Year Year 1 Year 2 Year 3

Address:

*Contact:

*Email:

*Category No.:

*Category Name:

*Title of Entry:

*URL (for videos, interactive & film entries):

Lecturer's Name:

Graduation Date (if within 2016):

***NRIC is a compulsory field for Singapore Citizens and Permanent Residents to meet the criteria for funding.**

By your entry in The Crowbar Awards, you will permit The 4As to communicate with you via email or by phone on any matters related to your participation in the Crowbar Program which shall include communications for participation in other Crowbar activities.

*School:

*School Address:

*Tel:

*Fax:

*Email:

*School Officer:

*Designation:

*Official School Stamp:

*Signature (School Officer):

Date:

Fill in the blanks.

Name:

School:

Address:

Country:

Email:

Contact:

Total No. of Entries:

Fee Per Entry:

Total Entry Fee Enclosed (SGD)

Payment Details

- Banker's draft for SGD (Payable: 'The 4As Limited')
- Cheque (local cheque drawn on a bank in Singapore) for SGD (Payable: 'The 4As Limited')
- Cash (Only applicable if paying in person at the 4As office)
- Remittance by Telegraphic Transfer to the following account:

United Overseas Bank Limited

Orchard Branch (Bank Code 7375, Branch Code 320, Swift Code UOVBSGSG)
 230 Orchard Road, Faber House
 Singapore 238854
 Favouring: The 4As Limited
 A/C No.: 920-350-821-9

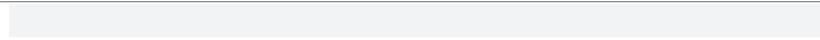
- For bank remittance, it is compulsory to attach a copy of the bank's remittance advice together with the payment form.

Fill in the blanks.

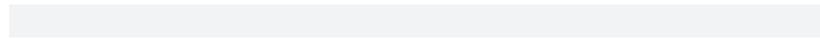
All entrants must complete this checklist - listing category by category each entry submitted.

Category No.	Category Name	Title(s) of Entry	File Name(s)	FOR OFFICIAL USE
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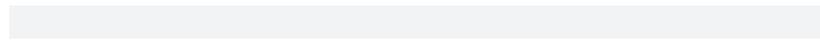
ENTRY



CHECK-



LIST



- Complete your entry form and attach one copy to your entry/CD and another one with the entry checklist.
- Burn your high-resolution, mid-resolution and low-resolution JPEG files onto one CD-Rom.
- Label your CD/DVD cover.
- Tabulate your payment information on the payment form.