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# HATCH62

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# ABOUT THE HATCH AWARDS

Celebrating its 62nd year, the Hatch Awards is New England's annual award for creative branding and marketing. With award categories ranging from print to video, audio to digital, mobile, and web-based content, the Hatch Awards continue the tradition of celebrating the very best in creative excellence in the region.

## HATCH AWARDS

Date: The Hatch Awards Show will take place the week of June 12, 2023.

Location: TBD

## GUIDELINES

### Call for Entries

**Open:** February 13, 2023, 12:00am EDT

**Close:** March 17, 2023, 5:00pm EDT

### Who May Enter

Any brand or creator responsible for the creation of advertising, design, direct marketing and/or interactive material, such as an advertising agency, in-house agency, design studio, advertiser, publisher, broadcaster, production house, content creator or freelancer. Creator or client must be New England-based.

### What May be Entered

Any advertising, design, direct, or interactive materials first published, broadcast, distributed, or posted between **November 1, 2021 and December 31, 2022**. The creative concept must have roots in New England, whether it be work from a New England-based agency or for a New England-based client.

### Submissions

You may enter your work into as many applicable categories as it belongs. If it does not fit, The Hatch Committee reserves the right to re-categorize any entries. Such entries will be placed into their appropriate category as defined in the Call for Entries. Any piece that is moved by the Committee may be done so without notification.

For all categories, entrants may include a brief video explanation and/or supporting documents in addition to other materials explaining their entry, but it is not required unless stipulated in the specific category entry requirements.

## Entry Pricing (per entry)

**\$225: Non-Member Rate**

**\$175: Ad Club Member Rate**

*Members of The Ad Club can access member-only pricing using the promo code ADCLUBMEMBER during check-out.*

**\$50: Student Rate**

*Students must still be enrolled in school and only have worked in the creative field for no more than one year. Students may only enter in Student Classification sector. Email [hatch@adclub.org](mailto:hatch@adclub.org) to receive the promo code.*

## Judging

All entries are judged by a carefully selected jury of global experts. The judges will be announced shortly. Here's a link to the [Hatch 61 Judges](#). The judges score all work on a numerical scale, so every category **may not** have a winner. There is One Best of Show winner and multiple Gold, Silver, Bronze and Merit winners.

## Hatch Bowls

The Best of Show winner will receive one engraved, glass Hatch bowl. All winners will receive two engraved Hatch bowls per winning entry. You have the opportunity to order additional Hatch Bowls at your own cost from Honor Craft. Email [kconrod@honorcraft.com](mailto:kconrod@honorcraft.com) to do so.

## Questions?

For any questions regarding entries or tickets for The Hatch Awards show, please contact ([hatch@adclub.org](mailto:hatch@adclub.org)).

For any technical issues regarding the Iceberg Platform, please contact [support@icebergapp.com](mailto:support@icebergapp.com)



# AWARD CATEGORIES

## Audio:

- [Podcast](#)
- [Radio Campaign](#)
- [Radio Single Entry](#)

## Branding:

- [Best Use of Branded Content](#)
- [Brands Amplified](#)
- [Identity System](#)
- [Logo Design](#)
- [Personal Branding](#)

## Business Communications:

- [Annual Report](#)
- [Business-to-Business Campaign](#)
- [Business-to-Business Single Entry](#)
- [Company Literature](#)
- [Corporate Communications](#)
- [Public Relations Campaign](#)

## Cause Related:

- [Equity](#)
- [Public Service Campaign](#)
- [Public Service Single Entry](#)
- [Work For Good](#)

## Digital:

- [Advertising Campaign](#)
- [Rich Media Campaign](#)
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## Elements of Advertising:

- [Illustration & Animation](#)
- [Music](#)
- [Special Effects + Photo Editing](#)
- [Typography](#)
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## Experiential:

- [Consumer Activation](#)
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- [Other i.e. AI/AR/VR/Tech](#)

## Media Innovation:

- [Innovative Use of Media Campaign](#)
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- [Unconventional Format](#)

## Mobile + Social:

- [App + Game](#)
- [Campaign Earned](#)
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- [Influencer Campaign](#)
- [Mobile Advertising Campaign](#)
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- [Multi-Platform Social Campaign](#)

## Multi-Platform:

- [Multi-Platform Campaign](#)

## Out-of-Home:

- [Out-of-Home Campaign](#)
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## Print:

- [Consumer Magazine Campaign](#)
- [Consumer Single Entry](#)
- [Newspaper Campaign](#)
- [Newspaper Single Entry](#)
- [Packaging & Point-of-Purchase Campaign](#)
- [Packaging & Point-of-Purchase Single Entry](#)
- [Poster Campaign](#)
- [Poster Single Entry](#)

## Student:

- [Student Campaign & Single Entry](#)

**Video:**

- [Online Video Long Form Campaign](#)
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- [Online Video Short Form Campaign](#)
- [Online Video Short Form Single Entry](#)
- [TV & VOD 30 Seconds and Under Campaign](#)
- [TV & VOD 30 Seconds and Under Single Entry](#)
- [TV & VOD 60 Seconds or Over Campaign](#)
- [TV & VOD 60 Seconds or Over Single Entry](#)
- [TV or VOD Campaign, Varying Lengths](#)

**Website:**

- [Editorial Website](#)
- [Product/Goods/Service/eCommerce Website](#)
- [Self Promo Website](#)
- [Social Network/Community Website](#)

**Specialty Awards:**

- [Best of Show](#)
- [The In-House Creative Excellence Award](#)
- [The Next Gen Award](#)

# AWARD CLASSIFICATIONS & CATEGORIES DEFINITIONS

## Audio: Podcast

A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

### Accepted Media:

- Audio: .MP3 PLUS the script

## Audio: Radio Campaign

Commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted)

### Accepted Media:

- Audio: .MP3 PLUS the script

## Audio: Radio Single Entry

Individual commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted)

### Accepted Media:

- Audio: .MP3 PLUS the script

## Branding: Best Use of Branded Content

Creative executions that fuse advertising and editorial content as a way to communicate a brand's message or values to its target audience. Branded Content can appear in any media form. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Branding: Brands Amplified

Show us how you blew up a brand's awareness, and the fresh ideas you brought to a business. Podcasts, TikTok, branded entertainment, emerging technologies, media partnerships... any creative or media execution whose goal was to amplify a brand message or platform. This category recognizes big thinking, big ideas, and big awareness.

### Required:

- At least 1 but no more than 10 JPEG or PNG stills that best represent your work

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats are accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.

## Branding: Identity System

At least three but no more than six examples of a corporate or brand identity system including name, symbol or logo, color palette, image, tagline, or other elements that connect the user with the brand experience no matter what type of interaction they have. Entries can include photography, video, illustration, graphics, and animation, or can move beyond the visual to engage the other senses.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Accepted Media:

- Case study video ( 3 minutes or less) or case study PDF

## Branding: Logo Design

Logo designed for any company or brand.

### Accepted Media:

- Print: PDF or JPEG

## Branding: Personal Branding

At least one, but no more than five, self-promotion creative executions in any media for an individual or freelance professional. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Business Communications: Annual Report

Print or digital annual report for a company, including non-profit organizations.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Business Communications: Business to Business Campaign

At least three, but no more than five, creative messages designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, advertising agencies, etc. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Business Communications: Business to Business Single Entry

Creative messaging designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, advertising agencies, etc. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Business Communications: Company Literature

At least one, but no more than five print or digital brochures, sales kit, catalogs or materials for any audience or company.

### Accepted Media:

- Print: PDF or JPEG
- Interactive: URL PLUS login information for password-protected sites

## Business Communications: Corporate Communications

At least one, but no more than five, creative executions developed for managing and orchestrating all internal and external communications aimed at promoting or reaching a goal for the company.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Business Communications: Public Relations Campaign

Integrated campaign that achieved positive results, including changing public opinion or action for a company, product or individual through a creative communications and media relations strategy.

### Required:

- Written explanation of the big idea and how it was executed, including its purpose, and how it worked to change a habit or opinion
- At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.



## Cause Related: Equity

The creative communications industry has the power to influence culture to become more equitable and inclusive. Any form of advertising that allows historically marginalized people to see themselves reflected authentically in the stories, or works to correct a misperception, including, but not limited to: ageism, gender, LGBTQ+, racial, social or equity for persons with disabilities.

### Required:

- Written explanation of the big idea and how it was executed, including its purpose, and how it worked to influence culture to be more equitable.
- At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

### Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting the work.

## Cause Related: Public Service Campaign

At least three, but no more than five, creative executions produced for a non-profit organization for the purpose of the public good. Public Service does not attempt to sell product or promote a corporate image. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Cause Related: Public Service Single Entry

Any creative execution produced for a non-profit organization for the purpose of the public good. Public Service does not attempt to sell a product or promote a corporate image. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Cause Related: Work For Good

Creative that mobilizes people behind a shared purpose. Any form of marketing on behalf of a brand or for a greater cause that worked to change a habit or change an opinion, and created positive results.

### Required:

- Written explanation of the big idea and how it was executed, including its purpose, and how it worked to change a habit or opinion.
- At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

### Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.

## Digital: Advertising Campaign

At least three, but no more than five, digital ads of any size, designed for web.

### Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

## Digital: Rich Media Campaign

At least three, but no more than five, rich media banners, interstitials and superstitials, any size media unit, that use rich media (Flash, rollover/click-to-expand technologies, video, etc.) to encourage interaction.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

## Digital: Rich Media Single Entry

Rich media banners, interstitials and superstitials, any size media unit, that use rich media (Flash, rollover/click to-expand technologies, video, etc.) to encourage interaction.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

## Elements of Advertising: Illustration & Animation

Entries in any media type featuring outstanding executions of Illustration or Animation as a key component to the creative.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script,
- Interactive: URL PLUS login information for password-protected sites

## Elements of Advertising: Music

Entries featuring outstanding use of original or positioned Music as a key component to the creative.

### Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Elements of Advertising: Special Effects & Photo Editing

Entries in any media type featuring outstanding executions of Special Effects or Photo Editing as a key component to the creative.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Elements of Advertising: Typography

Any design for brand & communication, packaging, print/ publishing, outdoor work.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Elements of Advertising: Videography

Entries featuring outstanding Videography as a key component to the creative.

### Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Experiential: Consumer Activation

Creative activations that target a physical interaction or engagement between a brand and its target audience (the consumer), with the goal of eliciting an emotion, action, or response. Entries in this category could include guerilla, mobile, pop-up, sports, and entertainment activations. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Experiential: Live or Virtual Event

Live or virtual events that create engagement between a brand and its target audience (the consumer). The goal of the engagement is to elicit an emotion, action, or response from the target audience. Entries in this category would include events such as conferences, product launches, and special events. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

## Experiential: Other i.e. AI/AR/VR/Tech

Any physical environment, space, or immersive experience that connects the brand with the consumer and pushes the bounds of technology, that does not categorize as a Live Event or Consumer Activation. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites
- Case Study Video (max 3 minutes), or PDF

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Media Innovation: Innovative Use of Media Campaign

At least three, but no more than five pieces that use media vehicles in a new or exciting way to execute their message. In this category the medium is very much part of the creative. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Case Study Video (max 3 minutes), or PDF
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

## Media Innovation: Innovative Use of Media Single Entry

A single piece that uses a media vehicle in a new or exciting way to execute its message. In this category the medium is very much part of the creative. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Case Study Video (max 3 minutes), or PDF
- Video: .MOV or .MPG (no slates) PLUS the script

## Media Innovation: Unconventional Format

This category is specifically designed for “big idea” branding projects and formats that don’t necessarily fit into other categories. Entries in this category must be larger brand ideas that go beyond traditional advertising (i.e., something that will take the judges by surprise). [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Case Study Video (max 3 minutes), or PDF
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Mobile/Social: App + Game

At least one, but no more than five, interactive apps developed specifically for mobile media across the same creative campaign. Including mobile, desktop, social and apps. Games created with the purpose of promoting a brand, product or service

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Mobile/Social: Campaign Earned

Social media programs that did not receive paid placement or a budget, and received only organic reach. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

### Accepted Media:

- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Mobile/Social: Campaign Paid

Paid social media advertising, which received paid placements or boosts. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

### Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Mobile/Social: Influencer Campaign

At least three, but no more than five social initiatives or executions that utilize a celebrity, social ambassador, or social influencer in order to engage.

### Accepted Media:

- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites,

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Mobile/Social: Mobile Advertising Campaign

At least three, but no more than five, mobile first creative executions developed.

### Accepted Media:

- Interactive: URL PLUS login information for password protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

## Mobile/Social: Mobile Advertising Single Entry

Mobile First creative execution developed.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Mobile/Social: Multi-Social Platform Campaign

Social media campaigns that span multiple social platforms, and are comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

### Accepted Media:

- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Multi-Platform: Multi-Platform Campaign

Campaigns involving multiple formats (i.e. print, television, interactive, viral, video, social, radio, etc.) that fall under a singular, cohesive brand message promoting any one company, product, or service, including public service. Submissions must be a cohesive integrated idea across various formats. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3
- Interactive: URL PLUS login information for password-protected sites

### Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

## Out of Home: Out of Home Campaign

At least three, but no more than five, pieces of printed or digital outdoors and transit posters, billboards, 2-sheets, car cards, TDI posters, bumper stickers or advertising posters.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Interactive: URL PLUS login information for password-protected sites

## Out of Home: Out of Home Single Entry

Printed or digital outdoor and transit posters, individual billboard, 2-sheets, car cards, TDI posters, bumper stickers or advertising posters.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Interactive: URL PLUS login information for password-protected sites

## Print: Consumer Magazine Campaign

At least three, but no more than five magazine ads, in any size, appearing in general consumer magazines.

### Accepted Media:

- Print: PDF or JPEG

## Print: Consumer Magazine Single Entry

Single magazine ads, any size, appearing in general consumer magazines.

### Accepted Media:

- Print: PDF or JPEG

## Print: Newspaper Campaign

At least three, but no more than five, single newspaper ads, any size.

### Accepted Media:

- Print: PDF or JPEG

## Print: Newspaper Single Entry

Single newspaper ads, any size.

### Accepted Media:

- Print: PDF or JPEG

## Print: Packaging & Point of Purchase Campaign

At least three, but no more than five, creative executions designed to stimulate on-site or online purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional or freestanding displays for any audience.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Interactive: URL PLUS login information for password-protected sites

## Print: Packaging & Point of Purchase Single Entry

Physical creative messaging designed to stimulate on-site or online purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional, digital, or freestanding displays for any audience.

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Print: Poster Campaign

At least three, but no more than five, posters with a creatively related concept.

### Accepted Media:

- Print: PDF or JPEG

## Print: Poster Single Entry

Individual poster with a creatively related concept.

### Accepted Media:

- Print: PDF or JPEG



## Student: Student Campaign & Single Entry

Campaign or single entry of work in any media. All work submitted in these categories must be speculative. All students still enrolled in college are eligible. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Entrants in this category cannot have worked in the creative field or more than 1 year. [All Media]

### Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

## Video: Online Video Long Form Campaign

A campaign comprised of at least three, but no more than five videos 1 minute in length or longer produced exclusively for digital media on behalf of a brand or organization.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: Online Video Long Form Single Entry

A single video 1 minute in length or longer produced exclusively for digital media on behalf of a brand or organization.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: Online Video Short Form Campaign

A campaign comprised of at least three, but no more than five videos under 1 minute in length produced exclusively for digital media on behalf of a brand or organization.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: Online Video Short Form Single Entry

A single video 1 minute in length or longer produced exclusively for digital media on behalf of a brand or organization.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: TV & VOD 30 Seconds and Under Campaign

A campaign comprised of at least three, but no more than five, commercial spots 30 seconds or under airing on television or video-on-demand platforms.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: TV & VOD 30 Seconds and Under Single Entry

A single commercial spots 30 seconds or under airing on television or video-on-demand platforms.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: TV & VOD 60 Seconds and Over Campaign

A campaign comprised of at least three, but no more than five, commercial spots 60 seconds or over airing on television or video-on-demand platforms. Any entry over 30 seconds can be entered in this category.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: TV & VOD 60 Seconds and Over Single Entry

A single commercial spots 60 seconds or over airing on television or video-on-demand platforms. Any entry over 30 seconds can be entered in this category.

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Video: TV or VOD Campaign, Varying Lengths

A campaign comprised of at least two, but no more than five, commercial spots of varying lengths airing on TV or video-on-demand platforms

### Accepted Media:

- Video: .MOV or .MPG (no slates)

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

## Website: Editorial Website

A website or blog created to distribute a non-tangible product including news, advice, opinions, reviews and/or independent editorial.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

## Website: Product/Goods/Service/eCommerce Website

A website created for the primary purpose of explaining and selling products and/or services. Tangible or virtual products or services including electronics, cars, clothing, footwear, equipment, applications, games and/or software. Site must include the ability to purchase the product and/or service.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

## Website: Self Promo Website

A website created by an agency, individual or group for the purposes of promoting themselves.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

## Website: Social Network/Community Website

A website created to bring together a group of people to engage in dialog and/or collaborative experiences.

### Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

## Specialty Awards: Best of Show

The Best of Show is awarded to the entry with the highest score by the judges. In the event of a tie, the judges will rescore the top entries.

## Specialty Awards: The In-House Creative Excellence Award

The number of in-house agencies has grown dramatically over the past few years and many big ideas are now hatched there. The talented creative and marketing teams deserve special recognition. This recognition will be awarded based on the judges scores of work entered into the Hatch62 Award categories

## Specialty Awards: The Next Gen Award

The only thing more important than The Hatch Award's history is its future. Nominate a student or interns who exemplifies the next generation of thinking. This is their work either in school or created while at an internship. These are not full-time agency employees. There is no charge for this entry.

### Required:

- Written entry that details why you believe they represent the next generation of New England advertising.

### Strongly Recommended:

- Portfolio or pieces of work from the person you are nominating.

### Additional Accepted Media:

- Up to 10 images. JPEG or PNG format.
- Up to 10 videos. MOV and MP4 formats accepted. No slates or credits.
- 1 PDF
- Up to 5 URLs