



# 2025 ICE Awards Information Package

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## **CALL FOR ENTRIES**

April 14 to 5 pm AST, Friday, June 6

## **ENTRY FEES**

Early-bird pricing offers a 25% discount and expires on May 16. After May 16, entry fees will return to their regular amount:

Single Entry: \$150.00

Campaign: \$200.00

Click here to enter:

<https://2025ICEawards.iceberg.app>

## **ELIGIBILITY**

The ICE Awards are open to any company or individual located in one or more of the four Atlantic provinces (i.e. New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island) engaged in creating and/or producing advertising, design pieces, websites, mobile applications, social media campaigns, photography or illustration.

- All entries must have been first published, posted or aired between January 1, 2024 and June 1, 2025.
- Work previously submitted for ICE is NOT eligible for re-entry.
- Every entry, including film and audio, MUST include a high resolution digital still for potential publication in the ICE Awards Annual (Annual includes Gold, Silver and Merit recognitions).
- All entries must have been conceived and created in Atlantic Canada.
- Case Studies (either story boards or video) are NOT required. Entries are judged primarily on the work itself; case studies are considered background material that may or may not be referenced by the Jury.
- If you are submitting a case study video, it must have a MAXIMUM length of 2 minutes.
- ICE Awards may request proof of initial publication, posting or airdate, as well as proof of creation or production dates.
- Entries may be moved into other categories at the judges' discretion without the prior approval or consent of the entrant.
- Entries may be disqualified if not submitted according to the specifications.
- Please ensure no agency identifying marks appear on your entries.
- A written English translation must accompany any French language submission. Entries without translation to English will not be eligible for judging.
- ICE Awards are not responsible for any entrant submission error. The decision of the jury and ICE Awards is FINAL.
- The jury reserves the right to disqualify material not submitted according to specifications for each category, without notification or refund.
- The entrant grants permission to show, duplicate, or play entries as ICE Awards deems appropriate.

- In the event of duplicate entries, the first submission received will be accepted. No refunds will be issued so please check with your partners / agencies.

## **SUBMISSION GUIDELINES**

All entries are submitted digitally only. Hi-res, final files are to be submitted for judging. Use multiple page PDFs to condense entries instead of single page submissions.

### **Main Entry Files**

Required:

**The creative work, as published, is your Main Entry and MUST be submitted as a standalone file separate from any supporting documentation such as case studies.** The judges base their decisions on the work itself; case studies and other supporting documentation are secondary considerations.

Every entry **MUST** include a high-res digital still for potential publication in the ICE Awards Annual (Gold, Silver and Merit winners are included in the Annual)

Permitted:

**SINGLE** | Main entry to consist of 1 File: A single ad, design or promotional unit such as a print ad, advertorial piece, website, logo, package, poster, TV, radio spot, etc.

**CAMPAIGN** | Main entry can consist of up to 8 files from an entire campaign to promote an event, brand, product, service or business.

Not permitted:

Any files submitted should not identify the entrant information, except for self-promotion work.

### **Entry Support Materials**

Required:

For French or non-English entries: English translations of important text (i.e. headlines, entry title) must be included to ensure they are given complete and fair consideration by the entire jury.

Permitted:

Case studies: Unless otherwise specified, case studies (storyboard or video) are **NOT** required as outcomes are not a criteria for judges in scoring. Case studies are supporting documentation which may or may not be viewed by the judges. and Case study videos should be no more than 2 minutes in length. **REMINDER:** You must include the original published creative as separate files from any supporting documentation.

Explanatory notes for the judges: Although not recommended (except where noted in a category), brief descriptions/explanations of up to 50 words may be added – separate from the work itself - for clarity for the judges

Not permitted:

Entrant information: Do not add a watermark identifying the entrant on either the Main Entry Files or Support Files/URLs. **EXCEPTION:** self-promotion work is exempt.

## Acceptable File Formats

### Stills

File Format: PDF (recommended), JPG, PNG, GIF

File Size: 8-inches (or 2400 pixels) on the longest dimension

Resolution: Min. 300 DPI

Colour Mode: RGB

File Limit: Max. 5 MB per file (images/PDF).

### Audio & Video

File Format: MP3, MP4, URL to a Video sharing site.

File Size: Max. 80 MB.

Sub-Titles/Scripts: Include sub-titles for non-English ads to the video, or upload translations as a support file.

IMPORTANT re MP4: The system will resize video files to 800px wide keeping aspect ratio.

URL: Include an active URL. Ensure it remains active until August 2025. File sharing sites are OK. Password-protected URLs are not allowed.

## Recommended Best Practices

Entries are judged online. Here's how to help the judges:

- A multi-page PDF is preferred over multiple, individual PDF files.
- More is NOT better. Curate your images to the maximum indicated for each category.
- Give judges the full picture at-a-glance. Use a multi-page PDF to show multiple views of 3D pieces, zoom in on small print or details and show complex/novel work in the context of the audience.
- Where supporting information **is requested**, it is preferable to include it within a multi-page PDF as your Main Entry File.
- Look at your entry on a smaller-screen and ensure all-important details are legible at that size, as that's how a judge may be viewing it.

## JUDGING

The ICE Awards uses a blind judging format, whereby the entrants' names will not be revealed to the judges until the Awards Ceremony.

To ensure complete impartiality, judging will be carried out by up to six independent judges from outside Atlantic Canada. No judge is affiliated with a regional agency to the best of the ICE Awards' Judging Committee's knowledge. Judges are industry-recognized professionals who are selected based on their credentials and experience with advertising creative and/or graphic design.

Submissions will be evaluated based on the creative strength of the idea or concept, as well as the quality of the execution. There are three award levels in most categories: Gold (physical award), Silver (may receive a physical award) and Merit (no physical award).

For the Craft category, there is no Gold, Silver or Merit – it is a single-tiered recognition for exceptional work.

Fearless Client is also a single award, for the client who demonstrates an outstanding appetite for risk.

Best of Show Award goes to one entry chosen by judges from all eligible categories based on its creative excellence.

## **CATEGORIES**

### **Integrated**

*Any Integrated Campaigns done for charities or nonprofits should ONLY be entered into the Public Service category.*

### **Integrated Campaign**

Any advertising campaign that uses a minimum of three different mediums/platforms to promote a product, service, or brand. (case study not required but recommended).

### **Film**

*Any Film entries done for charities or nonprofits should ONLY be entered into the Public Service category.*

### **TV Single (30 Seconds or Under)**

Any single advertisement on broadcast television. Please provide video stills with entry.

### **TV Single (Over 30 Seconds / Longform)**

Any advertisement single on broadcast television. Please provide video stills with entry.

### **TV Campaign (30 Seconds or Under)**

Any advertisement campaign on broadcast television. Please provide video stills with entry.

### **TV Campaign (Over 30 Seconds / Longform)**

Any advertisement campaign on broadcast television. Please provide video stills with entry.

### **Breakthrough on a Budget**

Any TV/Film single or campaign making an impact on a \$10k or less budget. Please note your total budget and limitations in your submission.

## **Digital**

*Any Digital work done for charities or nonprofits should ONLY be entered in the Public Service category.*

### **Online Video Single (30 Seconds or Under)**

Any video created specifically for online. If this single also aired on TV it is not eligible in this Digital category, and should be entered in Film.

### **Online Video Single (Over 30 Seconds / Longform)**

Any video created specifically for online. If this single also aired on TV it is not eligible in this Digital category, and should be entered in Film.

### **Online Video Campaign (30 Seconds or Under)**

Any video campaign created specifically for online. If this campaign also aired on TV it is not eligible in this Digital category, and should be entered in Film.

### **Online Video Campaign (Over 30 Seconds / Longform)**

Any video campaign created specifically for online. If this campaign also aired on TV it is not eligible in this Digital category, and should be entered in Film.

## **Social Media**

Any campaign using social media platforms to drive, enhance or spread awareness to a brand. Includes the use of influencers.

## **User-Generated Content**

Any campaign that encourages an audience to contribute/collaborate with a brand initiative or campaign by any means online.

## **Online Display Campaign**

Static or interactive online banner ad campaign. Examples include: desktop and mobile.

## **Website**

Any website for a product, service, brand or specific advertising campaign or promotion.

## **(NEW) UI/UX**

Exceptional user interface (UI) and user experience (UX) design that enhances usability, accessibility, and engagement. Entries should demonstrate intuitive navigation, seamless interactions, and visually compelling design that improves user experience.

## **Apps/Mobile/games**

Any mobile apps, mobile-first experience or program using gamification. Entries will be judged based on design and functionality.

## **Out of Home**

*Any Out of Home work done for charities or nonprofits should ONLY be entered into the Public Service category.*

### **Out of Home Single**

Any paid media single to reach consumers outside of their homes. Examples include: billboards, transit shelters, digital screens, street furniture, poster etc.

### **Out of Home Campaign**

Any paid media campaign to reach consumers outside of their homes. Examples include: billboards, transit shelters, digital screens, street furniture, posters, etc.

### **Ambient**

Non-standard format advertising that cannot be separated from its environment. Executions include but are not limited to: non-traditional outdoor advertising, floor advertising, wraps, wall murals, coasters, clings on mirrors, etc.

### **Experiential**

Any out of home program created to ensure consumers have a direct experience with a brand through live events, guerrilla marketing, merchandising, samplings, stunts, sponsorships, competitions, etc.

### **Point of Purchase**

Any piece of communication with a direct connection and proximity to point of sale with the intent of swaying last-minute purchasing decisions, could be posters

## **Print**

- *For 2025, there is NO COST for entries in the Print category. They are being sponsored by Atlantic Business Magazine.*
- *Any Print work done for charities or nonprofits should ONLY be entered into the Public Service category.*

### **Print Single**

Paid print media single placed in publications such as newspapers or magazines.

### **Print Campaign**

Paid print media campaigns placed in publications such as newspapers or magazines.

## **Design**

### **Logo**

Any logo design for an existing or new brand/company.

**Brand Identity**

Any full brand identity package extending a brand design to a number of components and touch points.

**(NEW) Brand Refresh**

The work must be a rebranding of an existing organization, product or service and should express the brand through multiple platforms. Work cannot be entered in both the identity system and brand refresh categories. Submission requirements:

Context Description should include strategy rationale.

A minimum of one and a maximum of five images; one image must show a before and after to demonstrate the brand's transformation.

**Packaging**

Any packaging design or labeling of a consumer product.

**(NEW) Brochure/ Print Collateral**

Printed marketing/business materials, which may include a single execution or multiple items.

**(NEW) Corporate Reporting**

Communications materials from a brand or business, including annual reports (print and/or digital) and other corporate reports.

**(NEW) Poster**

Any single or series of posters with design used as the main elements.

**(NEW) Digital Design**

Design for a digital or online space only, including but not limited to, AI, Data Visualization, digital experiences for products or services, use of emerging technology.

**Typography**

Any use of typography within a design project to achieve the brand's desired intent/communicate campaign messaging. May include compelling use of existing typefaces, original typeface design, or illustrated lettering.

**Spatial/Environment**

The design/creation of a brand's visual identity and experience. Examples include but are not limited to: storefronts, retail spaces, restaurants, office interiors.

**Radio / Digital Audio**

*Any Radio Digital work done for charities or nonprofits should ONLY be entered into the Public Service category.*



**Radio/Digital Audio Single**

Any radio/audio advertising single broadcast on commercial radio or audio streaming platforms. Please provide a script with your entry.

**Radio/Digital Audio Campaign**

Any radio/audio advertising campaign broadcast on commercial radio or audio streaming platforms. Please provide scripts with your entry.

**(NEW) Podcast/branded content**

Any single or podcast series demonstrating the most effective and creative incorporation of branded content by a brand, agency or organization. Please provide audio files, links to content.

**Public Service**

- *This category includes any work done for the greater good of the community, usually through non-profit organizations, charities, community associations, sustainability efforts, environmental initiatives, and cultural groups.*
- *Unless specifically stated, you can enter Public Service work in other categories that suit a piece of work (ex: Craft, Design, Other, Fearless Client, Videography, etc.)*

**Integrated Campaign**

Any paid campaign that uses a minimum of three different mediums to promote a product, service or brand.

**TV Ads (Single or Series)**

Any paid advertisement campaign or single on broadcast television. Please provide video stills with entry.

**Radio/Digital Ads (Single or Series)**

Any paid radio/audio campaign or single broadcast on commercial radio or audio streaming platforms. Please provide a script with your entry.

**Out of Home (Single or Series)**

Any paid media to reach consumers outside of their homes. Examples include but are not limited to: billboards, transit shelters, digital screens, street furniture, ambient and experiential efforts.

**Print (Single or Series)**

Any paid print media placed in publications such as newspapers or magazines.

**Digital (Single or Series)**

Includes any work in online video, social media, online display ads, websites, apps/mobile.

## **Other**

### **Self-Promotion**

Any work in any medium created solely to promote an agency's or individual's own brand or services. *Work entered in this category cannot be entered in any other category.*

### **Direct**

Any advertising program that targets a specific audience. Includes pieces delivered via mail, messenger, handouts, postings, etc.

### **Public Relations**

Any work or campaign that uses PR as a creative tool to reach the masses. Judges will be looking for innovative and creative 'PR first' ideas – those which prioritize the effective use of PR strategy to communicate the brand message.

### **Reactive Advertising**

Any campaign that uses the popularity of a specific news story, viral video or event in popular culture to generate maximum positive coverage for a brand in real time.

### **Promo (Single or Series)**

Any communication or program that incites the target to directly participate or interact with the brand (e.g. stunts, sampling, coupons, live events).

### **Sustainability**

A creatively compelling piece of work that takes an active stance in representing the values of sustainability. Please also include info on how the work was created to reduce waste and minimize the project's carbon footprint. A case summary document is required.

## **Media (NEW)**

### **(NEW) Use of New/Emerging Media**

Best, most creative, innovative, or highly effective use of new or emerging media. Provide a summary of how it was used within an advertising or marketing campaign.

### **(NEW) Small Budget Media Plan**

Best, most innovative, and effective or creative use of media across a minimum of three channels with a small media budget. Please provide budget plan and breakdown.

### **(NEW) Integrated Media Plan**

Best, most innovative, and effective or creative use of media across a minimum of three channels.

### **(NEW) Content Marketing/Use of Influencers or Creators**

Best use of influencers or creators to create branded content. Entry should describe overall campaign strategy and how content was used to effectively engage across various social media

and digital platforms

**(NEW) Data/Insights-Driven Media Strategy**

This category recognizes the use of data insights to drive the success of a campaign. Entries should showcase how the discovery of valuable insights through data analysis led to increased effectiveness of the campaign. This could include the use of data to inform campaign strategy, target audiences, personalize messaging, optimize media placements, or improve overall performance.

**(NEW) Media Partner Collab/Sponsorship**

Recognizes exceptional collaborations between brands and media partners that leverage sponsorship opportunities to amplify reach, enhance brand visibility, and create meaningful audience engagement. Submissions should demonstrate how strategic partnerships have been utilized to craft a cohesive narrative that resonates with target demographics and drives measurable results.

**(NEW) ROI/ROAS**

Recognizes outstanding media campaigns that have achieved exceptional return on investment (ROI) or return on advertising spend (ROAS). Entrants must demonstrate how their strategic media planning and execution delivered measurable results, showcasing the effectiveness of their advertising spend in driving revenue, engagement, or other key performance indicators.

**Craft**

There are no award tiers (ex: Merit, Silver, Gold). Just a single award tier for work that stood out specifically in their respective disciplines. If an agency is entering on behalf of a production company, please ensure there are no dual entries.

**Art Direction**

Recognizing any campaign or work that displays excellence in Art Direction.

**Copywriting**

Recognizing any campaign or work that displays excellence in Copywriting.

**Illustration**

Recognizing any campaign or work that displays excellence in illustration.

**Photography**

Recognizing flawless and arresting images - evocative captures that show an original eye and vision.

**Animation**

Recognizing use of animation in a broadcast and non-broadcast video, on television or online. To be entered by or on behalf of the production studio or animator.

**(NEW) Editing**

Recognizing the artistry and expertise required to create a seamless and riveting cut. A case summary document or video is optional but recommended if the project entailed innovation in approach, process or techniques to accomplish.

**(NEW) Cinematography**

Recognizing the art and science of beautiful film composition - framing, lighting, angles and movement. A case summary document or video is optional but recommended if the project entailed innovation in approach, process or techniques to accomplish.

**(NEW) Film Direction**

Recognizing excellence in storytelling decision-making and the vision and skills required to create a brilliant piece of film. A case summary document or video is optional but recommended if the project entailed innovation in approach, process or techniques to accomplish.

**(NEW) Motion + Visual Effects**

Best use of motion design or visual effects in any medium.

**(NEW) Music + Sound Design**

Recognizing a brilliant match of music to message to create a compelling, memorable experience. Spans original composition and new versions of existing music, to clever and evocative use of existing tracks. Spans all aspects of soundtrack & audio effects.

**Fearless Client**

This single award recognizes an advertiser or brand that demonstrates a tolerance for risk, and an appreciation for creativity that pushes boundaries. Please include a one-page written nomination as well as the relative creative. If the work is entered in other categories, please note the details and send it along with the nomination.

**Young Creatives Competition**

This brief-based competition is open to students and creatives under 30 years of age who live in one of the four Atlantic provinces (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador). More details to come.

**Best of Show**

This is not a submittable category and will be decided by the jury. It will be awarded to a single piece of work that stands out above all other entries based on its creative excellence.

**Hall of Fame (NEW)**

The ICE Hall of Fame award honours and celebrates individuals whose influence helped build and advance Atlantic Canada's creative marketing and advertising industry. These are individuals

whose work helped raise the bar across the region, inspiring Atlantic Canadian creatives to produce global calibre work. The kind that can win anywhere, but could only come from here.

### **Eligibility**

Nominees can work/have worked in any industry sector: creating and/or producing marketing, advertising, design pieces, websites, mobile applications, social media campaigns, photography or illustration. Nominees can be retired or still working.

In addition, they should:

- Have a substantial body of work
- Had a lasting impact on Atlantic Canada's creative community
- Have given back to the regional creative community (can include, but is not limited to: time, money, knowledge sharing, industry involvement)

We anticipate inducting no more than two individuals per year, though there may be more than two in 2025 (the inaugural year).

Award winners will be announced and recognized during the ICE Awards Gala, and their achievements archived on the ICE website.

### **To Enter**

- There is no entry fee.
- Submit a one-page summary (maximum 500 words) to the Hall of Fame selection committee c/o [dchafe@atlanticbusinessmagazine.ca](mailto:dchafe@atlanticbusinessmagazine.ca)
- Your submission should identify how your nominee has had the impact described under the eligibility criteria.
- Entry deadline: June 13, 2025 (no extensions)