



AD RODEO
ANVIL AWARDS

RULES : GUIDELINES : CATEGORIES

2025 ANVIL AWARDS RULES & GUIDELINES

The Anvil Awards celebrates creativity in Calgary, Alberta. Our goal is to elevate our community within the creative industry. Falsifying entries to meet location or requirements result in disqualification. Please be respectful of those who work and contribute to our community by respecting the entry guidelines.

The 2025 Anvil Awards are open to any company or individual located in Calgary, Alberta, engaged in creating and or producing advertising, design/branding, websites, mobile applications, photography or illustrations. All entries must be commercially released in their original form between January 1st, 2024 and December 31st, 2024.

DEADLINE FOR SUBMISSIONS IS JAN 31, 2025 – 12:00 AM MST

ENTRY QUALIFICATIONS

ORGANIZATIONS

All employees from the office and division of the organization must have led, conceptualized and produced the published original work must reside in and work from Calgary, Alberta. Work produced in partnership with an non-Calgary individual or organization (after conception) such as photographers, illustrators, video and sound production houses, etc. are eligible for entry in all categories excluding the relevant Craft categories.

INDEPENDENT / 1-3 TEAM MEMBERS

All team members must have led, conceptualized and produced the published original work must reside in and work from Calgary, Alberta. Work produced in partnership with an non-Calgary individual or organization (after conception) such as photographers, illustrators, video and sound production houses, etc. are eligible for entry in all categories excluding the relevant Craft categories.

ENTRIES

1. All entered work must have been produced in response to an actual brief from a client or approved the client before publication.
2. All entered work must have been available to the public through legal mediums.
3. All entered work must have been made on behalf of a contracted client with their approval and funding. Spec work is not permitted.
4. All entries must be commercially released in their original form between January 1st, 2024 and December 31st, 2024.
5. All entries must be free of agency logos or mention, unless entered in the self-promo category. Judges will have access to all entries submitted as well as written descriptions.
6. Entries must include a single page project summary document. Print out will be posted at an entries showcase event prior to the gala. Must be a high resolution 11"x17" PDF no larger than 25MB

MOREOVER

The Anvil Awards may request proof of initial publication, posting or air date as well as proof of creation or production dates.

Hard copy required with any printed or physical submission permitting size is reasonable.

Submissions that have been previously entered in the Anvil Awards and are materially unchanged will not be eligible.

Entries may be moved into other categories at the judges' discretion without the prior approval or consent of the entrant.

Please ensure no identifying marks or words appear on your entries or in the written submissions.

All entries become property of Ad Rodeo. Ad Rodeo will not be held liable for loss of any entry for any reason. Physical samples will be available for pick-up after judging is completed. The entrant grants permission to Ad Rodeo to show, duplicate or play entries as Ad Rodeo deems appropriate. Ad Rodeo is not responsible for any entrant submission error. The decision of the judging panel and Ad Rodeo is final. The judging committee reserves the right to disqualify material not submitted according to specifications for each category, without notification or refund.

*Ad Rodeo has the right to reject any entries if qualifications are deemed insufficient.

We may request proof of publication and/or hard copies to ensure requirements have been met. If entries are disqualified, entry fees will not be refunded.*

QUESTIONS OR CONCERNS?

Contact the directors of entries & judging at judging@adrodeo.com

2025 ANVIL AWARDS ENTRY CATEGORIES

INTEGRATED CAMPAIGN

1. INTEGRATED CAMPAIGN : OVER \$50,000

Multi-channel advertising campaign over \$50,000. Includes media spend, production and all agency fees. A minimum of three (3) unique mediums to promote a product, service, or brand.

2. INTEGRATED CAMPAIGN : UNDER \$50,000

Multi-channel advertising campaign under \$50,000. A minimum of three unique mediums to promote a product, service, or brand.

PRINT

3. PRINT : POSTER SINGLE

Printed poster for events, products or services. Examples include: wild postings, restobars.

*Physical submission required.

4. PRINT : POSTER SERIES

Printed posters (minimum of 2 unique versions) for events, products or services. Examples include: wild postings, restobars.

*Physical submission required.

5. PRINT : PRINT SINGLE

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

*Physical submission required.

6. PRINT : PRINT SERIES

Paid print media series (minimum of 2 unique versions) placed in publications such as newspapers or magazines.

*Physical submission required.

7. PRINT : DIRECT MARKETING

Printed communication piece used to generate a specific response from a consumer. Examples include: mailers, flyers and promotional offers.

*Physical submission required.

OUT-OF-HOME

8. OUT-OF-HOME : SINGLE

Print or digital single execution specifically designed to reach consumers in a public physical space. Examples include: print or digital billboards, transit shelters, murals, vehicle wraps and interior transit ads.

9. OUT-OF-HOME : SERIES

Print or digital series (minimum of 2 unique versions) of executions specifically designed to reach consumers in a public physical space. Examples include: print or digital billboards, transit shelters, murals, vehicle wraps and interior transit ads.

BRANDED ENVIRONMENT

10. BRANDED ENVIRONMENT : PERMANENT

Branded environment designed to be a permanent installation. Examples include: Retail store graphics and interior design.

11. BRANDED ENVIRONMENT : TEMPORARY

Branded environment designed to be in use for under 12 months, or for a special event or temporary retail experience.

DESIGN

12. DESIGN : ANNUAL REPORT

Print, digital or broadcast annual report for any publicly traded, private or non-profit organization.

*Physical submission required.

13. DESIGN : IDENTITY SYSTEM

New or redesigned comprehensive brand identity system involving print or digital components with various executions. Examples include combinations of: logos, wordmarks, monograms, graphic standards document, custom typeface, business cards, stationery, website, social media, environmental, etc.

14. DESIGN : IDENTITY SYSTEM SMALL BUSINESS >15K

New or redesigned comprehensive brand identity system involving print or digital components with various executions. Examples include combinations of: logos, wordmarks, monograms, graphic standards document, custom typeface, business cards, stationery, website, social media, environmental, etc. All delivered under \$15,000

15. DESIGN : LOGO/WORDMARK

New or redesigned visual identity. Must be currently in use by the brand/client.

**16. DESIGN : LOGO/WORDMARK
SMALL BUSINESS >15K**

New or redesigned visual identity. Must be currently in use by the brand/client. and fall under a small business category with the project all being delivered under \$15,000.

**17. DESIGN : BROCHURE,
CATALOGUE, BOOK OR OTHER**

Print or digital brochure or catalogue format for a product, exhibition, service, institution etc.

*Physical submission required.

18. DESIGN : PACKAGING

Packaging or labeling of a consumer product.

*Physical submission required.

19. DESIGN : PACKAGING - BEVERAGE

Packaging or labeling of a beverage associated consumer product.

*Physical product and packaging required with submission.

20. DESIGN : PACKAGING - FOOD

Packaging or labeling of a food related consumer product.

*Physical product and packaging required with submission.

DIGITAL

21. DIGITAL : SOCIAL MEDIA SINGLE

Work created specifically for social media.

Examples include: Facebook, Twitter, Pinterest, Snapchat etc.

22. DIGITAL : SOCIAL MEDIA SERIES

Work created specifically for social media as a campaign or series (minimum of 2 unique versions). Examples include: Facebook, Twitter, Pinterest, Snapchat Instagram etc.

**23. DIGITAL : MICROSITE OR
CAMPAIGN WEBSITE**

Temporary campaign, event or promotion specific stand-alone website.

**24. DIGITAL : ONLINE DISPLAY
SINGLE/SERIES**

Static, animated or interactive online banner ad single or series. Examples include: desktop and mobile. Social media placements should be entered in DIGITAL : SOCIAL MEDIA SINGLE OR SERIES

25. DIGITAL : WEBSITE >25K

Website created for a product, service or brand not tied to a specific campaign, contest or special promotion all delivered under \$25,000.

26. DIGITAL : WEBSITE

Website created for a product, service or brand not tied to a specific campaign, contest or special promotion. *Excludes entries submitted in the DIGITAL : MICROSITE OR CAMPAIGN WEBSITE category.

27. DIGITAL : MOBILE APPLICATION

Interactive smartphone or tablet experience including games, apps and other mobile entertainment.

**28. DIGITAL :
INNOVATIVE TECHNOLOGY**

Creation of new technology or innovative use of existing technology to reach and engage with consumers in a novel way. Examples Include: Metaverse, avatars, Virtual Reality, augmented reality etc. Excludes entries in the DIGITAL : SOCIAL MEDIA categories.

AUDIO

**29. AUDIO: BROADCAST OR
STREAMING : SINGLE**

Radio single broadcast on commercial radio and/ or digital streaming service or podcast.

**30. AUDIO: BROADCAST OR
STREAMING : SERIES**

Radio series (minimum of 2 unique versions) broadcast on commercial radio and/or digital streaming service or podcast.

**31. AUDIO : MUSIC OR
SOUND DESIGN**

Music or sound design created for video, app or experience.

VIDEO

**32. VIDEO: BROADCAST TV/CINEMA :
SINGLE**

Video single animated or live-action with paid media placements on broadcast television or cinema.

**33. VIDEO: BROADCAST TV/CINEMA :
SERIES**

Video series animated or live-action with paid media placements on broadcast television or cinema.

**34. VIDEO: NON-BROADCAST/
ONLINE : LONG FORM :
SINGLE/SERIES**

Non-broadcast animated or live-action video(s) longer than 90 seconds. Unpaid media placements only.

**35. VIDEO: NON-BROADCAST/
ONLINE : SHORT FORM:
SINGLE/SERIES**

Non-broadcast animated or live-action video(s) not to exceed 90 seconds in length. Unpaid media placements only.

PHOTOGRAPHY

36. PHOTOGRAPHY : SINGLE

Photo single for use in advertising or editorial application that effectively elevates the concept.

37. PHOTOGRAPHY : SERIES

Photo series for use in advertising or editorial application that effectively elevates the concept.

ILLUSTRATION

38. ILLUSTRATION : SINGLE

Best single illustration single using a traditional or digital medium that effectively elevates the concept.

39. ILLUSTRATION : SERIES

Illustration series using a traditional or digital medium that effectively elevates the concept.

40. SELF-PROMOTION

Promotion in any medium produced by an agency or individual with the sole intended purpose of self-promotion.

*Entries in this category cannot be submitted into any other category.

*Hard copy required with any printed or physical submission permitting size is reasonable.

41. BUSINESS-TO-BUSINESS

Creative in any medium on behalf of a business promoting products and services to another business, rather than individual consumers. Single or series.

42. NON-TRADITIONAL

Any execution outside of traditional media placements. Must be a non-paid media placement. Examples include: guerrilla tactics, stunts, product interactions, installations and ambient advertising.

MEDIA

43. MEDIA : INTEGRATED MEDIA PLAN

Media strategy supporting an advertising campaign that uses a minimum of three different mediums to promote a product, event, service or brand.

EFFECTIVENESS

44. LOW-BUDGET BREAKTHROUGHS: UNDER \$100,000

This category showcases creativity and effectiveness in leveraging limited resources to make a significant impact.

Evidence of high ROI or significant outcomes relative to spend.

Innovative approaches to media, messaging, or audience engagement.

46. HIGH-BUDGET EXCELLENCE: OVER \$100,000

This category rewards strategic use of resources to maximize reach, creativity, and effectiveness.

Evidence of substantial impact, such as brand awareness, market share growth, or sales uplift.

Demonstration of excellence in creative execution and media strategy.

47. PURPOSE-DRIVEN (NOT-FOR-PROFIT) IMPACT

This category highlights the power of advertising to drive positive change.

Must be for a registered not-for-profit or charitable initiative. Work entered here can't be entered in other effectiveness categories

Evidence of meaningful impact, such as increased donations, volunteerism, or awareness.

Alignment of creative strategy with the organization's mission and values.

48. ANVIL FOR GOOD

Creative in any medium on behalf of a charity or not-for-profit organization completed pro bono by an agency or individual.

*Entries in this category cannot be submitted into any other category.

*Hard copy required with any printed or physical submission permitting size is reasonable.

49. FEARLESS CLIENT

Creative done on behalf of a client that pushes the boundaries of our industry norms in a thoughtful way.

*Hard copy required with any printed or physical submission permitting size is reasonable.

50. **STUDENT AWARD**

Work created by a student enrolled in a Calgary post-secondary education program (not within an agency internship). Entries can be on behalf of an individual or group.

*Hard copy required with any printed or physical submission permitting size is reasonable.

51. **OTHER**

Didn't find a category that fits your work? submit in here and we will properly place your entry into the correct category..

CRAFT

LOCALS ONLY! Creators and suppliers located outside of Calgary are excluded from entering the craft category.

52. **ART DIRECTION**

Highest level of craft Art Direction in any medium

53. **COPYWRITING**

Highest level of craft copywriting in any medium.

54. **ILLUSTRATION**

Highest level of craft illustration in any medium.

55. **PHOTOGRAPHY**

Highest level of craft photography in any medium.

56. **CINEMATOGRAPHY AND VIDEOGRAPHY**

Highest level of craft within the video medium.

57. **ANIMATION/DIGITAL MOTION**

Highest level of craft animation/digital motion in any medium

58. **MUSIC OR SOUND DESIGN**

Highest level of music or sound design craft in any medium.

