

# IPA BEST OF HEALTH SHOW 2017

ENTRY PACK



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# 1. OVERVIEW

The IPA Best of Health Show awards the best creativity in healthcare advertising.

This advertising embraces the promotion of brands to both healthcare professionals and consumers. Formed in 1995, the awards are now steered by the IPA Healthcare Group, comprised of a number of IPA member healthcare agencies, who look to identify, develop and promote best practise in the industry.

This year we have introduced two new categories under the Craft medium: **Excellence in Data** and **Excellence in Innovation**, which have been added to recognise the best in healthcare innovation and creative use of data.

Please visit our **Categories** page for more information.

Our partner for the Pip Award for Young Creative Talent is **MeeTwo Education**. This partnership is facilitated by **Pimp My Cause**.

## 2. KEY DATES

**29th June**

Open for entries

**4th August**

Earlybird entry deadline

**25th August**

Final entry deadline

**October (TBC)**

Shortlist announced

**November (TBC)**

Awards ceremony

## 3. ENTRY PROCESS

All entries must be submitted via the online entry system. Offline entries will not be accepted.

1. Check categories, media and entry requirements.
2. Collate all information, including entry title, in-market date, client and credits and an optional entry summary\* (up to 150 words)
3. Prepare media for submission (accepted file types: .mov, .jpg .jpeg, .png, and .mp3).
4. Register an account on the online entry system.
5. Create entries, check terms and conditions and upload media.
6. Finalise pending entries and pay online.

\* The Entry Summary field should include any cultural or market context for your entry, or any other information you feel the judges may need to know.

## 4. JUDGES

### Convenor of Judges

Diana Janicki, Executive Creative Director  
TBWA WorldHealth London

The 2017 Judging Panel will be confirmed shortly.

Please stay up to date via our website.

## 5. JUDGING PROCESS

There are two rounds of judging for the Best of Health Show. The first round is online. The panel of judges views all the entries and selects which work makes it through to the second round.

The second round is a judging day held in London. Judges decide which entries are to be shortlisted and will allocate Bronze, Silver or Gold awards.

Further discussion is held to decide on whether to award three Best of Show Awards from the highest scoring entries in each entry stream: Consumer, Healthcare professional and B2B. The Pip Award finalists will also be decided.

If the judges decide entries are worthy of the Best of Show accolade, they will present the entrants with a golden apple trophy.

### **The Shortlist**

Please note that only entrants with an entry nominated for Gold, Silver or Bronze awards will be contacted. The person named as contact on the entry will be notified on a date to be confirmed.

## 6. ENTRY CATEGORIES

### BUSINESS TO BUSINESS

#### **Film**

A moving image distributed in-house, online, and/or via digital screens to enhance corporate image and business engagement.

#### **Direct & Promo**

Content that aims to engage businesses in a one-to-one relationship and/or cause a direct response. These may include printed promotional materials, email, packaging and other sales aids.

#### **Digital & Interactive**

Content that connects with businesses via digital platforms including websites, microsites, apps, banners and other interactive technologies.

#### **Out of Home & Experiential**

Conference/event communications, demonstrations and stunts that connect businesses to a product or service.



## CONSUMER

### **UK Integrated Campaign (3+ mediums)**

An integrated campaign, comprising executions across three or more channels. Must have run exclusively in the UK.

### **International Integrated Campaign (3+ mediums)**

An integrated campaign, comprising executions across three or more channels. Must have run outside the UK, however, could have originated within the UK.

### **Print**

A single execution that has appeared in published printed media e.g. magazines, newspapers, wellbeing supplements etc.

### **Print Campaign**

A campaign of two or more executions that have appeared in published printed media e.g. magazines, newspapers, wellbeing supplements etc.

### **Film**

A single moving image execution transmitted via television, online, and/or other digital screens.

### **Film Campaign**

Two or more moving image executions transmitted via television, online, and/or other digital screens.

### **Direct & Promo**

A single execution that aims to engage consumers/patients in a one-to-one relationship and/or cause a direct response. These may include printed promotional materials, email, packaging and other sales aids.

### **Direct & Promo Campaign**

A campaign with two or more executions that aim to engage consumers/patients in a one-to-one relationship and/or cause a direct response. These may include printed promotional materials, email, packaging and other sales aids.

### **Digital & Interactive**

Content that connects with consumers/patients via digital platforms including websites, microsites, apps, banners and other interactive technologies.

### **Social Media**

Creative communications using social media to engage a community of consumers/patients around a product, issue or topic.

### **Out of Home & Experiential**

A single execution created for traditional outdoor channels including billboards, posters, point of sale, plus stunts and live advertising, digital outdoor solutions, events or product launches.

### **Out of Home & Experiential Campaign**

Two or more executions created for traditional outdoor channels including billboards, posters, point of sale, plus stunts and live advertising, digital outdoor solutions, events or product launches.

### **Radio**

A single communications execution that targets consumers/patients via radio, streaming audio content or downloadable audio content.

## HEALTHCARE PROFESSIONAL

### **UK Integrated Campaign (3+ media)**

An integrated campaign, comprising executions across three or more channels. Must have run exclusively in the UK.

### **International Integrated Campaign (3+ media)**

An integrated campaign, comprising executions across three or more channels. Must have run outside the UK, however, could have originated within the UK.

### **Print**

A single execution that has appeared in published printed media e.g. magazines, newspapers, medical journals etc.

### **Print Campaign**

A campaign of two or more executions that have appeared in published printed media e.g. magazines, newspapers, medical journals etc.

### **Film**

A single moving image execution transmitted via television, online, and/or other digital screens.

### **Film Campaign**

Two or more moving image executions transmitted via television, online, and/or other digital screens.

### **Direct & Promo**

A single execution that aims to engage healthcare professionals in a one-to-one relationship and/or cause a direct response. These may include printed promotional materials, email, packaging and other sales aids.

### **Direct & Promo Campaign**

A campaign with two or more executions that aim to engage healthcare professionals in a one-to-one relationship and/or cause a direct response. These may include printed promotional materials, email, packaging and other sales aids.

### **Digital & Interactive**

Content that connects with healthcare professionals via digital platforms including websites, microsites, apps, banners, and other interactive technologies.

### **Social Media**

Creative communications using social media to engage a community of healthcare professionals around a product, issue or topic.

### **Out of Home & Experiential**

A single execution created for traditional outdoor channels including billboards, posters, point of sale, plus stunts and live advertising, digital outdoor solutions, events or conferences.

### **Out of Home & Experiential Campaign**

Two or more executions created for traditional outdoor channels including billboards, posters, point of sale, plus stunts and live advertising, digital outdoor solutions, events or conferences.

# CRAFT

## **Excellence in Art Direction**

Showcasing the best in displays of art direction. Entries can be accepted from any medium

## **Excellence in Copywriting**

Showcasing the best displays of copywriting. Entries can be accepted from any medium

## **Excellence in Illustration & Animation**

Showcasing the best displays of illustration and/or animation. Entries can be accepted from any medium

## **Excellence in Cinematography**

Showcasing the best displays of cinematography from film, TV, video or any moving image mediums.

## **Excellence in Photography**

Showcasing the best displays of photography across the print, OOH, experiential, or non-moving image mediums

## **Excellence in Digital (UI & UX)**

Showcasing the best displays of user interface and user experience across any digital medium.

## **Excellence in Data new**

Showcasing the best in creative application, deployment, visualisation or insight from data.

## **Excellence in Innovation new**

Showcasing the best in healthcare innovation communication or technology

## SPECIAL AWARDS

**Best of Show: Healthcare Professional**

**Best of Show: Consumer**

**Best of Show: Business to Business**

## 7. THE PIP AWARD

[WWW.BESTOFHEALTHSHOW.COM/PIP](http://WWW.BESTOFHEALTHSHOW.COM/PIP)

This is your chance to get your work in front of the leading healthcare communicators in the UK. This is your chance to shine as a future creative leader.

The Pip Award offers a professional development opportunity to work on something outside of your day job. If you are working at an IPA member agency, your entry will equate to **eight CPD hours**.

If your entry is successful, you have the chance to work further with **MeeTwo** to execute the campaign.

- Enter as an individual or in a team of up to four people.
- Download the brief (including pamphlet for background information & logo for use in your entry if required).
- Package up your best idea beautifully into a two-minute case film.
- Get permission from a representative from the agency management team to enter (e.g. ECD, MD).
- Submit your entry including: film, any supporting text (up to 500 words) or images, a photo of yourself or the team and submit payment.

Please carefully check that you adhere and agree to the **Terms and Conditions** for the Pip Award before entering.

## THE BRIEF

**MeeToo Education Ltd** is an award-winning social enterprise that was set up to support the growing number of teenagers that suffer from mild to moderate anxiety on a daily basis.

There are excellent support services for young people who have reached crisis point but there is a critical shortage of effective, scalable and affordable, early intervention solutions. We believe young people should be encouraged to change their behaviour so that they proactively seek mental wellness and are empowered to seek support and advice before problems escalate to crisis.

MeeTwo has created an **innovative new app** which allows young people to ask difficult questions, share anxieties and help each other with the kinds of everyday anxieties that can inhibit their capacity to learn and enjoy life.

Please visit our website to download the full 2017 Pip Brief.

You can enter either as an individual or a team (who are all under 30 at 1st August 2017). Entrants are required to submit a two-minute case film which will showcase their creative idea in the best possible way and explain the rationale behind the response. (N.B. The idea does not need to be a 'film' itself, but rather presented to the judges within the format of a case study film). Although not mandatory, entrants may also supply up to 500 words and up to three image files.

The work will be judged by the same creative experts who form the judging panel the Best of Health Show. Finalists will be selected and showcased at the ceremony in November. If the judges decide that an entry is worthy of the Pip Award, they will present the entrants with the trophy at the show.



# 8. MATERIAL REQUIREMENTS

## BUSINESS TO BUSINESS

### Film

#### Mandatory:

- 1 film file (mov) of the advertisement as it aired. Case films are not accepted.
- 1 image (300dpi JPEG/PNG) taken from the film to represent the entry.

#### Optional:

- If the film is longer than 90 seconds, a short edit (mov under 60 seconds) must be supplied.

### Direct & Promo

#### Mandatory:

- 1 image (300dpi JPEG/PNG) of the creative execution.

#### Optional:

- Up to 3 additional images (JPEG/PNG) of the creative execution.

### Digital & Interactive

#### Mandatory:

- 1 image (300dpi JPEG/PNG) of the creative execution.

#### Optional:

- 2-minute film (.mov) showcasing the media in action.
- Up to 5 additional images (JPEG/PNG) of the creative execution.

### Out of Home & Experiential

#### Mandatory:

- 1 image (300dpi JPEG/PNG) of the creative execution.

#### Optional:

- 2-minute case film (.mov) that demonstrate the experience of the media execution.

## CONSUMER

### UK Integrated Campaign (3+ mediums)

#### Mandatory:

- 2-minute case film (.mov) that conveys all elements of the creative campaign.
- 1 image (300dpi JPEG/PNG) demonstrating the creative execution.

#### Optional:

- 1,000 word (max.) written submission explaining the campaign rationale. This may be submitted as the “Entry Summary” or as a PDF.
- Up to 5 additional creative images (JPEG/PNG) of the campaign.

### International Integrated Campaign (3+ mediums)

#### Mandatory:

- 2-minute case film (.mov) that conveys all elements of the creative campaign.
- 1 image (300dpi JPEG/PNG) demonstrating the creative execution.

#### Optional:

- 1,000 word (max.) written submission explaining the campaign rationale. This may be submitted as the “Entry Summary” or as a PDF.
- Up to 5 additional creative images (JPEG/PNG) of the campaign.

### Print

#### Mandatory:

- 1 image (300dpi JPEG/PNG) of the creative execution.

### Print Campaign

#### Mandatory:

- 2 images (300dpi JPEG/PNG) of the creative executions.

#### Optional:

- Up to 4 additional images (JPEG/PNG) of the creative executions.

### Film

#### Mandatory:

- 1 film file (mov) of the advertisement as it aired. Case films are not accepted.
- 1 image (300dpi JPEG/PNG) taken from the film to represent the entry.

#### Optional:

- If the film is longer than 90 seconds, a short edit (mov under 60 seconds) must be supplied.

## **Film Campaign**

### **Mandatory:**

- 2 films (movs) of the advertisements as they aired. Case films are not accepted.
- 1 image (300dpi JPEG/PNG) taken from the one of the films to represent the entry.

### **Optional:**

- 4 additional films from the campaign as they aired. Case films are not accepted.
- If the films are longer than 90 seconds, a short edit of at least one of the films (mov under 60 seconds) must be supplied.

## **Direct & Promo**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- Up to 3 additional images (JPEG/PNG) of the creative execution.

## **Direct & Promo Campaign**

### **Mandatory:**

- 2 images (300dpi JPEG/PNG) of the creative executions.

### **Optional:**

- Up to 4 additional images (JPEG/PNG) of the creative executions.

## **Digital & Interactive**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution

### **Optional:**

- 2-minute film (.mov) showcasing the media in action.
- Up to 5 additional images (JPEG/PNG) of the creative execution.

## **Social Media**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 2-minute case film (mov) that demonstrates how social media drives the creative campaign (recommended).
- Up to 5 additional images (JPEG/PNG) of the creative execution.

## **Out of Home & Experiential**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 2-minute case film (.mov) that demonstrate the experience of the media execution.

## **Out of Home & Experiential Campaign**

### **Mandatory:**

- 2 images (300 dpi JPEG/PNG) of the creative executions.

### **Optional:**

- Up to 4 additional images (JPEG/PNG) of the creative executions.
- 2-minute case film (.mov) that demonstrate the experience of the media execution.

## **Radio**

### **Mandatory:**

- 1 audio file (MP3) of the advertisement as it aired.
- 1 image (300 dpi JPEG/PNG) from the campaign or a company logo to represent the entry.

## HEALTHCARE PROFESSIONAL

### UK Integrated Campaign (3+ media)

#### Mandatory:

- 2-minute case film (.mov) that conveys all elements of the creative campaign.
- 1 image (300dpi JPEG/PNG) demonstrating the creative execution.

#### Optional:

- 1,000 word (max.) written submission explaining the campaign rationale.
- Up to 5 additional creative images (JPEG/PNG) of the campaign.

### International Integrated Campaign (3+ media)

#### Mandatory:

- 2-minute case film (.mov) that conveys all elements of the creative campaign.
- 1 image (300dpi JPEG/PNG) demonstrating the creative execution.

#### Optional:

- 1,000 word (max.) written submission explaining the campaign rationale.
- Up to 5 additional creative images (JPEG/PNG) of the campaign.

### Print

#### Mandatory:

- 1 image (300dpi JPEG/PNG) of the creative execution.

### Print Campaign

#### Mandatory:

- 2 images (300dpi JPEG/PNG) of the creative executions.

#### Optional:

- Up to 4 additional images (JPEG/PNG) of the creative executions.

### Film

#### Mandatory:

- 1 film file (mov) of the advertisement as it aired. Case films are not accepted.
- 1 image (300dpi JPEG/PNG) taken from the film to represent the entry.

#### Optional:

- If the film is longer than 90 seconds, a short edit (mov under 60 seconds) must be supplied.

## **Film Campaign**

### **Mandatory:**

- 2 films (movs) of the advertisements as they aired. Case films are not accepted.
- 1 image (300dpi JPEG/PNG) taken from the one of the films to represent the entry.

### **Optional:**

- 4 additional films from the campaign as they aired. Case films are not accepted.
- If the films are longer than 90 seconds, a short edit of at least one of the films (mov under 60 seconds) must be supplied.

## **Direct & Promo**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- Up to 3 additional images (JPEG/PNG) of the creative execution.

## **Direct & Promo Campaign**

### **Mandatory:**

- 2 images (300dpi JPEG/PNG) of the creative executions.

### **Optional:**

- Up to 4 additional images (JPEG/PNG) of the creative executions.

## **Digital & Interactive**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 2-minute film (.mov) showcasing the media in action.
- Up to 5 additional images (JPEG/PNG) of the creative execution.

## **Social Media**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 2-minute case film (mov) that demonstrates how social media drives the creative campaign (recommended).
- Up to 5 additional images (JPEG/PNG) of the creative execution.

## **Out of Home & Experiential**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 2-minute case film (.mov) that demonstrate the experience of the media execution.

## **Out of Home & Experiential Campaign**

### **Mandatory:**

- 2 images (300 dpi JPEG/PNG) of the creative executions.

### **Optional:**

- Up to 4 additional images (JPEG/PNG) of the creative executions.
- 2-minute case film (.mov) that demonstrate the experience of the media execution.

# CRAFT

## **Excellence in Art Direction**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 1 film file (mov) of the advertisement as it aired.

## **Excellence in Copywriting**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution, or company logo if radio only.
- 1 pdf of the copy/script.

### **Optional:**

- 1 film file (mov) of the advertisement as it aired.
- 1 audio file (mp3) of the advertisement as it aired.

## **Excellence in Illustration & Animation**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.

### **Optional:**

- 1 additional image (300dpi JPEG/PNG) of the creative execution.
- 1 film file (mov) of the advertisement as it aired (if animation only).

## **Excellence in Cinematography**

### **Mandatory:**

- 1 film file (mov) of the advertisement as it aired. Case films are not accepted.
- 1 image (300dpi JPEG/PNG) taken from the film to represent the entry.

### **Optional:**

- If the film is longer than 90 seconds, a short edit (mov under 60 seconds) must be supplied.

## **Excellence in Photography**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.



## **Excellence in Digital (UI & UX)**

### **Mandatory:**

- 2-minute case film (.mov) that demonstrates the experience of the media execution.
- 1 image (300dpi JPEG/PNG) of the creative execution.

## **Excellence in Data**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.
- 1000 words (max.) description, submitted as the “Entry Summary” or as a PDF, and/or a 2-minute case film (.mov)

### **Optional:**

- Up to 5 additional images (JPEG/PNG) of the creative executions.

## **Excellence in Innovation**

### **Mandatory:**

- 1 image (300dpi JPEG/PNG) of the creative execution.
- 1000 words (max.) description, submitted as the “Entry Summary” or as a PDF, and/or a 2-minute case film (.mov)

### **Optional:**

- Up to 5 additional images (JPEG/PNG) of the creative executions.

## 9. ENTRY FEES

Prices are for all entries before 1700 BST on Friday 4th August 2017.

### Single Entry Fees

£100 + 20% VAT for IPA members

£150 + 20% VAT for non-member agencies

### Campaign Entry Fees

£150 + 20% VAT for IPA members

£200 + 20% VAT for non-member agencies

Entries received after the first entry deadline of 1700 BST on Friday 4th August 2017 but before the final entry deadline of 1700 BST Friday 25th August will be subject to an additional fee of £50 + VAT (representing an administration charge for processing later entries).

### Pip Award

£50 + 20% VAT for IPA members

£75 + 20% VAT for Non-member agencies

Entries received after the first entry deadline of 1700 BST on Friday 4th August 2017 but before the final entry deadline of 1700 BST Friday 25th August will be subject to an additional fee of £25 + VAT (representing an additional administration charge for processing later entries).

# 10. ENTRY RULES

- Before entering, please read and adhere to the full **Terms and Conditions**.
- Earlybird entries to be received by 17:00 (BST) Friday 4th August; price based on category of entry and IPA member status. See **'Entry fees'** for prices. Entries received after this date, but before the final entry deadline on 17:00 (BST) Friday 25th August, will incur a higher fee.
- Entrants must provide high-resolution digital copies of all entries and must adhere to the media description for each category.
- One 300dpi image file must be supplied to represent the entry for Show purposes. In the case of film entries this might be a screen shot from the film. In the case of integrated or campaign entries, this might be one key image from the campaign or it might be a 'campaign board', consisting of the various creative executions from the campaign presented together.
- All creative work entered must be submitted to the Best of Health Show exactly as it was published, aired or executed and may not be edited or modified for the purposes of an awards entry. Where entries are not in English, a full English translated must be supplied. This can be included as subtitles where applicable or within the 'Entry Summary' field on the 'Credits' page.
- All agency branding or slates must be removed from entries. However, if you feel that the jury need to be aware of the cultural context behind your creative idea, please supply an explanation in the entry description section of the 'Entry Summary' field of the 'Credits' page.
- If a film runs for more than 90 seconds, please submit either an edited version of the film which is shorter than 60 seconds or a 60 second clip from the film that will be used for Show purposes

# 11. TERMS AND CONDITIONS

Please note: If you are entering the Pip Award, please refer to the separate Pip Terms and Conditions further down the page.

1. By submitting your entry to the Best of Health Show 2017 (the “BoH Competition”), you agree to be bound by these Terms and Conditions.
2. Entry instructions form part of these Terms and Conditions. Entries submitted without the requisite fee, with incomplete information, or found to contain invalid information, shall be deemed invalid entries.
3. The BoH Competition is open to any entity primarily responsible for the creation of the work that is the subject of the entry. This includes brands and agencies. Entrants may be based anywhere worldwide.
4. The subject of any entry need not be in the English language. However, if this is the case then a sufficient English translation must be provided with the entry.
5. There is no limit to the number of entries that entrants can submit.
6. The BoH Competition is open for entries from 0930 hours BST on 29th June 2017 (“Start Date”).
7. An entry fee, as listed in the 2017 BoH Entry Pack, is required in order to enter the BoH Competition. Fees vary by date of entry (with the additional fee representing an additional administration charge for processing later entries), category of entry and IPA member status. Payment of fees can be made using any of the following methods: invoice and bank transfer OR Credit Card (using Pay Now – SAGEPAY).
8. No entries received after 1700 hours BST on 25th August 2017 (the “Closing Date”) will be accepted for entry. Entries submitted without fees fully cleared prior to the end of the Closing Date will be deemed invalid entries.

9. Entries must have been commercially published on behalf of a client between 1st January 2016 and 25th August 2017. Unpublished work is not eligible for entry. Enter the competition online by creating an online account and submitting the online entry form together with the required media attachments, as listed in the 2017 BoH Entry Pack, by the closing date.
10. The Promoter will not accept responsibility for competition entries that are lost, mislaid, damaged or delayed, regardless of cause, for example, as a result of equipment failure, technical malfunction, systems computer hardware or software failure of any kind.
11. The IPA reserves the right to request a corresponding media schedule in order to confirm eligibility of any particular entry.
12. Entry fees are non-refundable under any circumstances.
13. Submitted materials become the property of the IPA, may be disposed of and will not be returned. The Promoter does not claim ownership of any intellectual property rights in your competition entry.
14. The winners of the 2017 BoH Competition will be announced on the awards night, to take place in November 2017.
15. All winners will be awarded either bronze, silver or gold stature, with trophies awarded to selected best of show entries.
16. Submitted entries are judged on their creative standard. The judges' decision is final and no correspondence shall be entered into. For details of the judging panel, please see our website <http://www.bestofhealthshow.com/judges/2017>
17. The Promoter's decision in all matters relating to the BoH Competition is final and binding and no correspondence or discussion will be entered into.

18. By entering the competition, entrants grant the IPA a non-exclusive, irrevocable, perpetual, worldwide licence to reproduce the submitted work for any purpose, including (without limitation) publishing and exhibiting electronically and in print format, in order to promote the Best of Health Awards Show and/or the IPA. Entrants warrant that they have the right to grant such a licence, and where necessary have sought the permission of relevant third party rights holders, including any brand that is the subject of an entry.
19. Personal data provided by entrants must be accurate and will be used to inform winners, for an Awards Show supplement, certificates and other related promotions and prizes.
20. If you are the winner of the competition, you agree that the Promoter may use your name and image to announce the winner of this competition and for any reasonable and related promotional purposes.
21. By entering the competition, you agree that any personal information provided by you with the competition entry may be held and used only by the Promoter or its agents and suppliers to administer the competition.
22. Entrants must not submit any work that has been subject to an upheld ASA adjudication, (or an upheld adjudication from any equivalent body, in any territory, including the MRHA, PAGB or ABPI).
23. The IPA reserves the right to refuse to accept or to disqualify any entry which, in its sole discretion, is, or is likely to be, in any way illegal.
24. Entrants warrant that they have the right from any relevant third parties (including any clients and third party contributors) to submit the work to the Promoter for the purposes set out in these terms and conditions; and any material submitted is not obscene, offensive, defamatory of any person or otherwise illegal (including without limitation, material included in any fly posting) and does not infringe the rights of any third party.

25. Entrants will indemnify the Promoter against all liabilities, costs, expenses, damages and losses (including any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other reasonable professional costs and expenses) suffered or incurred by us arising out of or in connection with any breach of the warranties in clause 25 above.
26. If there is any reason to believe that there has been a breach of these terms and conditions, the Promoter may, at its sole discretion, reserve the right to exclude you from participating in the competition.
27. The Promoter reserves the right to cancel, amend, terminate or temporarily suspend the BoH Competition at any time with no liability to any entrant or any third party.
28. These Terms and Conditions shall be governed by, and construed in accordance with, the law of England and Wales and the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this agreement or its subject matter.
29. The Promoter is The Institute of Practitioners in Advertising (IPA), a corporation incorporated by Royal Charter (with registered number RC000884), whose principal office is at 44 Belgrave Square, London, SW1X 8QS.

## PIP AWARD TERMS & CONDITIONS

1. By submitting an entry to the Best of Health Pip Award (“the Pip Competition”), entrants agree to be bound by these Terms and Conditions.
2. Entry instructions form part of these Terms and Conditions. Entries submitted without requisite fee, with incomplete information, found to contain invalid information, or otherwise deemed to be in violation of these Terms and Conditions, shall be deemed invalid entries.
3. You must be working (as an employee or in a freelance capacity) for a creative communications agency specialising in healthcare (or between the Start Date and Closing Date of the Pip Competition). Persons who are full time students between the Start Date and Closing Date may not enter.
4. The Pip Competition is open for entries from 09:30 hours BST on 29<sup>th</sup> June 2017 (“Start Date”).
5. An entry fee, as listed in the 2017 BoH Entry Pack, is required in order to enter the Pip Competition. Fees vary by date of entry (with the additional fee representing an additional administration charge for processing later entries), category of entry and IPA member status. Payment of fees can be made using any of the following methods: invoice and bank transfer OR Credit Card (using Pay Now – SAGEPAY).
6. No entries received after 1700 hours BST on 25<sup>th</sup> August 2017 (the “Closing Date”) will be accepted for entry. Entries submitted without fees fully cleared prior to the end of the Closing Date will be deemed invalid entries.
7. Entrants may enter either as an individual in their own right, or as part of a team of up to four people, provided all work is for the same agency between the Start Date and the Closing Date of the Pip Competition. Individuals may be part of only one team. Entrants may not enter both as an individual and as part of a team. One entry per person or team.



8. All entrants must be aged under 30 at 1st August 2017. Each entrant's date of birth will be requested as part of the entry process. Prior to the judging, the Promoter may contact each entrant and require them to supply valid evidence to support this, such as a scanned copy of a form of formal identification (for example, passport or driving license).
9. The Pip Competition is global in scope. Entrants may reside in any territory and need not have worked for a UK agency. However, entries submitted must be in English, and, to the best of each entrant's knowledge, be compliant with the UK CAP and BCAP Codes (accessible at [cap.org.uk](http://cap.org.uk)).
10. To enter, entrants must submit a maximum 120 second video to answer a brief which is accessible at [www.bestofhealthshow.com/pip](http://www.bestofhealthshow.com/pip). They may also supply up to three image files and up to 500 words of written text, though these elements are not mandatory. A photograph image of the entrant / team is also required. Materials must be submitted via the entry portal accessible from [bestofhealthshow.com](http://bestofhealthshow.com).
11. Once submitted, entries cannot be amended. Whilst entrants may withdraw entries, no refunds will be given under any circumstances.
12. Subject to clauses 13 and 17, the ownership of copyright within entries remains the property of the relevant entrants.
13. The ownership of the intellectual property of the Client, as provided in the Brief, remains with the Client. The Client grants the entrants a royalty free, non-exclusive, freely revocable licence to use and amend the Client intellectual property, solely for the purposes of creating and entering an entry into this Pip Competition.
14. The winners of the 2017 Pip Competition will be announced on Best of Health 2017 awards night, to take place in November 2017.
15. The winners of the 2017 Pip Competition will be awarded certificates and a trophy, and will be put in touch with the Client to discuss potential future collaboration.

16. Being an award entrant or winner does not guarantee that the entry will be executed by the Client. However, entrants agree to have their contact details shared with the Client by the Promoter, in the event that they want to contact any entrants with a view to executing all or part of any entry after and outside of the Pip Competition. The Promoter shall have no liability or involvement in any such arrangement, the terms of which shall be agreed solely between the Client and the entrant(s).
17. Entrants grant the Promoter, its agents and any other party associated with the running of the Pip Competition, a non-exclusive, freely assignable, perpetual, worldwide royalty-free license in any intellectual property rights or other rights vested in the entry enabling use of the entry for the purposes of running and promoting this Competition, including (without limitation) publishing and exhibiting electronically and in print format in order to promote the Best of Health Awards, the Pip Competition, or the IPA. Entrants agree to waive all moral rights in relation to the entry.
18. Entries must not contain any elements that are or are likely to be perceived as: offensive, of an explicit sexual nature, graphically violent, sexist, racist, homophobic, commercially sensitive, defamatory, or contain otherwise illegal, unacceptable or inappropriate references or materials.
19. If you are the winner of the competition, you agree that the Promoter may use your name and image to announce the winner of this competition and for any reasonable and related promotional purposes.
20. By entering the competition, you agree that any personal information provided by you with the competition entry may be held and used only by the Promoter or its agents and suppliers to administer the competition.

21. All valid entries will be assessed on an anonymous basis, by the Best of Health Awards Show 2017 judging panel, via an online judging round to create a shortlist and then on a judging day to be held on 26<sup>th</sup> September 2017 (the “Selection Date”). The panel will assess all valid entries. A shortlist of entries that the majority considers in its subjective opinion to have answered the brief in the most relevant way shall be deemed finalists. Provided the standard of entry is high enough, the judging panel will award one of the finalists the ‘Pip Award’. Finalist entrant videos will be shown at the awards ceremony to an audience of industry professionals as well as to the Client in November 2017. Should there be an award-winning entry amongst them, the entrant / team of entrants will be presented with the ‘Pip Award’ trophy.
22. The Promoter reserves the right to cancel, amend, terminate or temporarily suspend the Pip Competition at any time with no liability to any entrant or any third party.
23. If for any reason any aspect of the Pip Competition does not function correctly, whether by means of infection by computer virus, network failure, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of the Promoter that corrupts or affects the administration, integrity or fairness of the Pip Competition, then the Promoter may at its sole discretion cancel, modify or suspend the Pip Competition and/or invalidate affected entries.
24. The Promoter and its associated agencies and companies accept no liability for any loss, expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with the Pip Competition other than such liability that cannot be excluded by law including death or personal injury caused by negligence, where liability shall be limited to the minimum permissible by law.

25. If there are reasonable grounds to believe that there has been a breach of these Terms and Conditions by entrant, The Promoter may, at its sole discretion invalidate the relevant entry and disqualify the entrant from the Pip Competition, irrespective of the stage in the Pip Competition reached.
26. The Promoter's decision in all matters relating to the Pip Competition is final and binding and no correspondence or discussion will be entered into.
27. Should they win, entrants agree to take part for free in any publicity for the Pip Competition and or the Best of Health Show as requested by the Promoter.
28. Names and counties of residence of winner(s) will be available after the event on the Promoter's website.
29. Entrants must seek the permission of the agency for which they work, or worked when creating the entry, before entering the Pip Competition. Details of a named senior Agency approver must be supplied (MD, CEO, ECD etc) with the entry. Aside from age verification, if there is any validation required about an entrant's, or entry's, eligibility, this person may be contacted.
30. This Competition is subject to English law and the exclusive jurisdiction of the English courts.
31. The Promoter is The Institute of Practitioners In Advertising (IPA), a corporation incorporated by Royal Charter (with registered number RC000884), whose principal office is at 44 Belgrave Square, London, SW1X 8QS.
32. The Client is MeeTwo Education Ltd, a registered company (09764411) in England and Wales and a member of Social Enterprise UK

## 12. CONTACT

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