

CALL FOR ENTRIES

IDEAS

INTERACTIVE DIGITAL EXPERIENTIAL
ADVERTISING SHOWCASE



THE TOP TEN INTERACTIVE ADVERTISING PRODUCTIONS OF THE YEAR FROM APA MEMBERS

IDEAS is a brand new awards scheme which celebrates the very best work in interactive and experiential advertising by APA members.

The showcase, featuring the top ten interactive or experiential productions from APA members, will premier at BAFTA on 22 February 2016, at The Future of Advertising... In One Afternoon.

The IDEAS will then be seen at events around the world, promoting the skills and expertise of APA members who work in this area.

What's eligible

Any interactive or experiential project, including VR, which may have a film element but is not only a film.

Entry format

A film of up to two minutes explaining the interactive project you wish to enter.

Entry deadline

Friday 15 January 2016

Entry fee

£50 + VAT

How to enter

For information on how to enter, please email louis@a-p-a.net

APA

Advertising Producers Association