



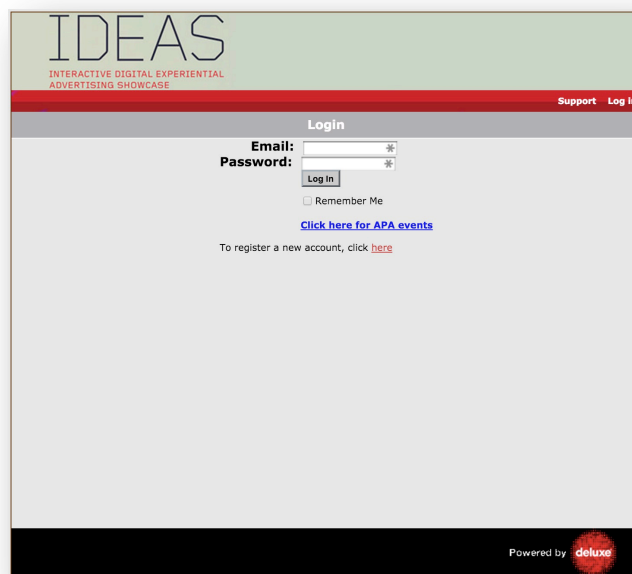
# Online Submissions Guide

## IDEAS: Submissions Guide

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This guide will walk you through the steps required to submit your entries online for the APA IDEAS Showcase.

Begin by using your web browser to navigate to [www.apashow.co.uk](http://www.apashow.co.uk)

The screenshot shows the IDEAS login page. At the top, the word "IDEAS" is displayed in a large, stylized font, with the subtitle "INTERACTIVE DIGITAL EXPERIENTIAL ADVERTISING SHOWCASE" below it. To the right of the header, there are links for "Support" and "Log in". The main content area is titled "Login" and contains fields for "Email:" and "Password:". Below these fields is a "Log in" button, a "Remember Me" checkbox, and a link "Click here for APA events". At the bottom of the login section, it says "To register a new account, click [here](#)". The footer of the page indicates it is "Powered by deluxe".

Click the link to register a new account, and then fill out the New User Account details.

The screenshot shows the IDEAS registration form. The title "Register" is at the top. The form contains several fields: "First Name:", "Surname:", "Company:", "Email Address:", "Confirm Email Address:", and "Phone:". Each field has a text input box and an asterisk (\*) indicating it is a mandatory field. Below the "Phone:" field, there is a note "(include country and area codes)". At the bottom of the form, there is a "Submit" button and a legend entry "\* Specifies mandatory field".

You will receive an email confirming that your account has been created and also giving notification of your password.

If you submitted an entry to IDEAS or the APA Show in a previous year then you will already be registered on the system. If this is the case, just use your existing password from last year, or click the "Forgotten Password Request" link to reset the password on your account.


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Return to the home page and log in. You will be greeted by the APA site Information Page.

IDEAS  
INTERACTIVE DIGITAL EXPERIENTIAL  
ADVERTISING SHOWCASE

Support

**IDEAS SHOWCASE 2016**  
  
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 **22nd 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.  
  
**CALL FOR ENTRIES**  
Enter online from - **15th December 2015**  
Closing date for entries - **15th January 2016**  
UK agencies and production companies may enter commercials they have made for consideration.  
  
**ELIGIBILITY DATES**  
A film of up to two minutes explaining the interactive project you wish to enter, are eligible for the APA Collection provided that the production company, vfx company, editing company, sound design or music production company credited for the commercial is an APA member and was first aired/shown in any media between **1st January 2015 and 10th January 2016**.  
**Commercials that have been made or aired overseas are also eligible provided that the production company, VFX company, editing, sound design or music production company credited for the commercial is an APA member.**  
  
**TECHNICAL REQUIREMENTS**  
Commercials have to be submitted as according to the following spec:  
**Video: h.264 / AVC**  
**Bitrate: 15Mbps**  
**Frame Size: 1024x576 square pixel**  
**Frame Rate: 25fps**  
**Audio: AAC audio 320Kbps**  
**Container: mp4 wrapper (.mp4 file)**  
  
NOTE - Files that do not meet the spec may need to be resubmitted at an additional cost.  
  
**SUBMIT ENTRY**  
To submit an entry please follow the instructions in the [Online Submission Guide](#).  
If, after reading the guide, you experience difficulties with your submission please contact [louis@a-p-a.net](mailto:louis@a-p-a.net) on 020 7434 2651  
  
**COST**  
The entry fee is £50 plus VAT per file. Once you upload your file(s) successfully you will receive an automated e-mail informing you an invoice will be sent to your email address.  
If you are paying by cheque please make payable to:  
APA,  
Address:  
Louis Barron  
47 Beak Street  
London  
W1F 9SE  
We do not accept credit card payments.  
Any queries please contact [Claudia@a-p-a.net](mailto:Claudia@a-p-a.net) or on 020 7434 2651  
  
**SUPPORT**  
If you have any difficulties uploading your commercial(s) please contact:  
Email: [Louis.Barron](mailto:Louis.Barron)  
Tel: +44 (0) 20 7434 2651.  
  
Do you agree to these terms of use?  
☐ Yes ☐ No

Powered by 

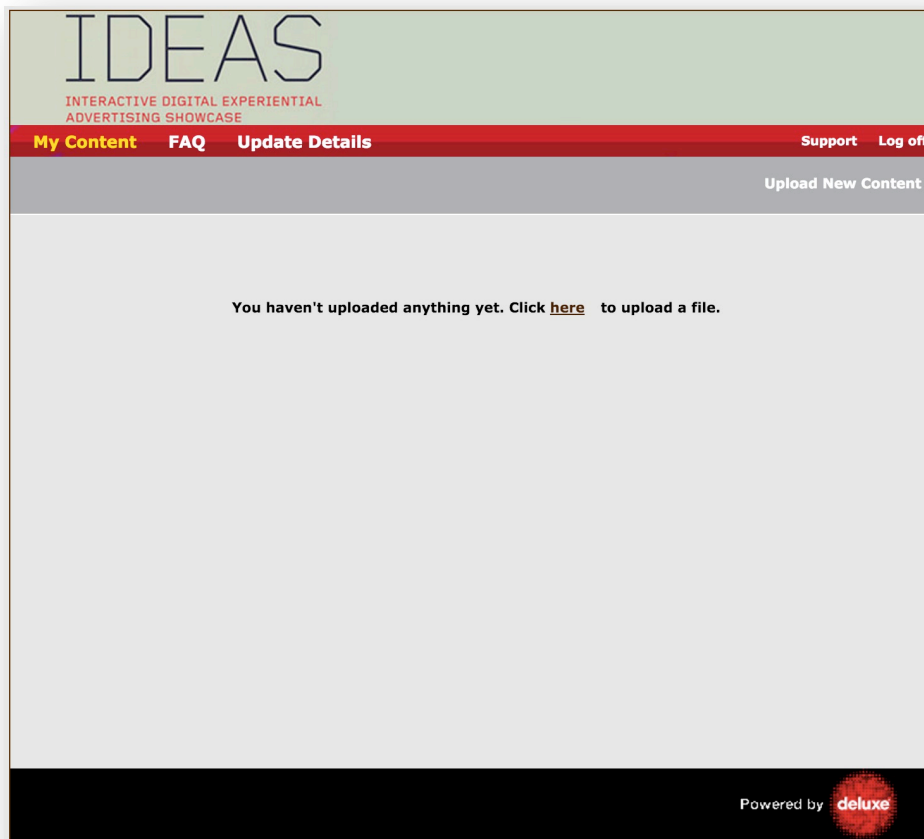
Select “Yes”, then click “Next” to confirm you have read the entry requirements.

You can return to these requirements at any time by going to the “FAQ” tab.

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You will be taken to the “My Content” screen.

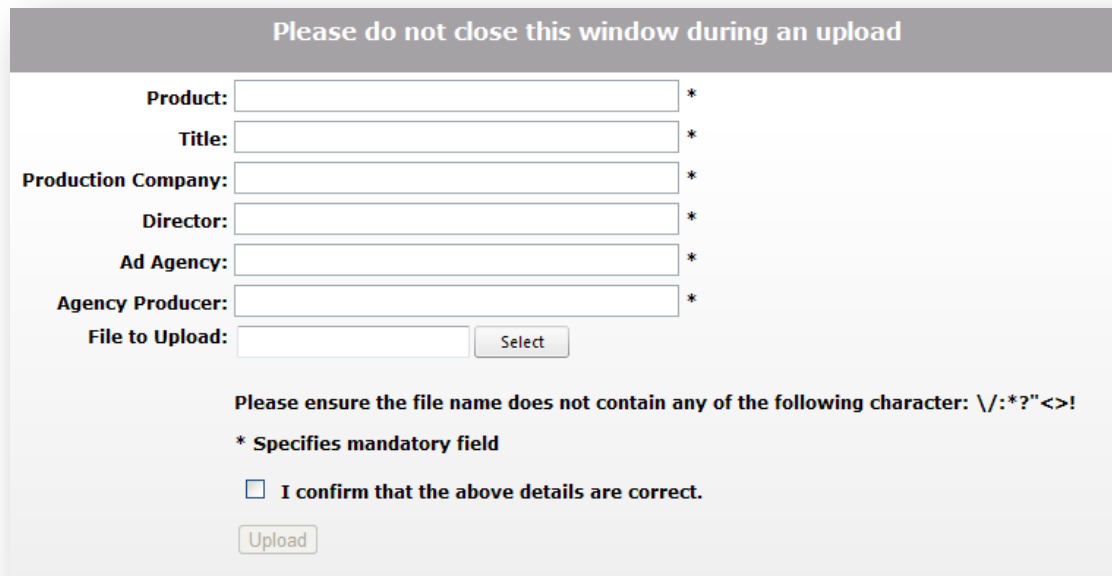


If you haven't uploaded anything yet this screen will be blank, otherwise it will list the entries you have already uploaded to the site.

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To submit a file, click the “Upload New Content” link.



You must fill in all the fields, then click “Select” and browse for the file you want to upload.

Note if your material is currently being held on a service such as ‘Beam’ or ‘Chillibean’ you will first need to use those services to email yourself a copy of your file. Save this file to your local hard drive and then browse to it as above.

It is important that your file conforms to the specification in the entry requirements:

### Video

- h.264 / AVC 15Mbps
- 1024x576 square pixel
- 25fps

### Audio

- AAC audio 320Kbps

### Container

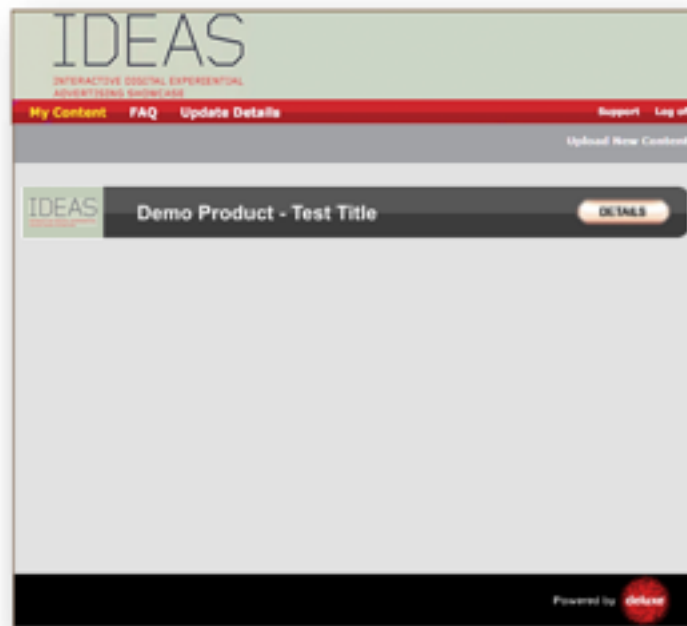
- mp4 wrapper (.mp4 file)

If you fail to supply a file with the correct specification and with good enough quality, you may be required to resubmit your material which will incur additional costs.

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Once uploaded, information about your clip is displayed in the My Content screen. Note that this system does not offer previewing of clips for submitting users.



You will receive a confirmation email to confirm that your file has been successfully uploaded.

Once received, your entry will be reviewed to ensure that the file meets the required spec and is of acceptable quality.

You will then receive a further email to confirm whether your entry has been approved. If it has not been approved, you should re-encode the file to the correct specification and try submitting again.

Note: The technical review will not happen immediately. It may take more than one working day. Technical approval confirms that the material you have submitted is good enough quality for viewing in the initial judging rounds. If your material does not conform to the technical requirements you may be contacted at a later date to resubmit your material even if it was initially approved at this stage.

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You can change your password using the 'Update Details' tab.

The screenshot shows the IDEAS website interface. At the top, the logo 'IDEAS' is displayed in a large, outlined font, with the tagline 'INTERACTIVE DIGITAL EXPERIENTIAL ADVERTISING SHOWCASE' underneath. A red navigation bar contains the links 'My Content', 'FAQ', 'Update Details' (highlighted in yellow), 'Support', and 'Log off'. Below this, a grey header bar reads 'User Management'. The main content area is titled 'User Information' and contains a form with the following fields: 'First Name:', 'Surname:', 'Company:', 'Email:', 'Phone:', and 'Password:'. Each field has a text input box and an asterisk (\*) indicating it is mandatory. The 'Password' field also includes a small icon of a key. Below the form, there is a 'Save' button. At the bottom right of the page, it says 'Powered by deluxe' with a red circular logo.

IDEAS  
INTERACTIVE DIGITAL EXPERIENTIAL  
ADVERTISING SHOWCASE

**My Content** **FAQ** **Update Details** **Support** **Log off**

**User Management**

User Information

**First Name:**  \*

**Surname:**  \*

**Company:**  \*

**Email:**

**Phone:**

**Password:**  \*

*Leave blank if you do not want to update the password*  
*\* Specifies mandatory fields*

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