CAMPAIGN NAME

NOTE You can either declare for an entire campaign, or single piece of work. The campaign name must match the campaign name listed on each entry covered by this declaration form.

ADVERTISER

BRAND

ENTRANT ORGANISATION

POSTAL ADDRESS

TELEPHONE

CATEGORIES Please tick every category that you've entered work from this campaign into.

CRAFT

FILM	1.	Casting	☐
	2.	Production Design	☐
	3.	Cinematography	☐
	4.	Editing	☐
	5.	Animation	☐
	6.	Visual Effects	☐
	7.	Direction	☐
SOUND	8.	Original Composition	☐
	9.	Best Use of Existing Music	☐
	10.	Best Use of Adapted Music	☐
	11.	Sound Design	☐

ADVERTISING

ART DIRECTION	12.	Digital	☐
	13.	Experiential	☐
	14.	Print	☐
	15.	OOH	☐
	16.	Campaign	☐
COPYWRITING	17.	Film & Video	☐
	18.	Print	☐
	19.	OOH	☐
	20.	Radio	☐
	21.	Digital	☐
	22.	Other	☐
DESIGN	23.	360	☐
	24.	Product Tech	☐
	25.	Product Non-Tech	☐
	26.	Experience	☐
	27.	Publication	☐
	28.	Image	☐
DIGITAL CRAFT	29.	Apps & Platforms	☐
	30.	User Experience Design	☐
	31.	User Interface Design	☐
	32.	Game Design	☐
	33.	Website	☐
TV, CINEMA OR VOD	34.	Less than 30 seconds	☐
	35.	30 seconds	☐
	36.	Over 30 seconds	☐
	37.	Campaigns	☐
	38.	Long Form	☐
	39.	Innovation in TV, Cinema or VOD	☐
BRANDED CONTENT	40.	TV & Broadcast - Less than 90 seconds	☐
	41.	TV & Broadcast - Over 90 seconds	☐
	42.	Branded Content Campaign	☐
	43.	Music Content	☐
	44.	Innovation in Branded Content	☐
PRINT	45.	Magazine	☐
	46.	Newspaper	☐
	47.	Print - Campaign	☐
	48.	Innovation in Print	☐
OUT OF HOME	49.	Standard	☐
	50.	Special Build	☐
	51.	Non-traditional	☐
	52.	Interactive	☐
	53.	Campaign	☐
	54.	Transit	☐
	55.	Innovation in OOH	☐
RADIO & AUDIO	56.	30 seconds or less	☐
	57.	Over 30 seconds	☐
	58.	Campaigns	☐
	59.	Innovative Use of Radio & Audio	☐
	60.	Longform Radio	☐
DIRECT	61.	Physical	☐
	62.	Digital	☐
	63.	Broadcast	☐
	64.	Campaign	☐
	65.	Creative Use of Data in Direct	☐
	66.	Innovation in Direct	☐
RETAIL	67.	In-store Print	☐
	68.	In-store Digital	☐
	69.	Out of store Print	☐
	70.	Out of store Digital	☐
	71.	Creative Promotional Experience	☐
	72.	Purchase Experience	☐
	73.	Innovation in Retail	☐
DIGITAL ADVERTISING	74.	Online Advertising	☐
	75.	Digital & Interactive Campaign	☐
	76.	Tech-Driven Creative	☐
	77.	Use of Data in Digital	☐
	78.	Innovation in Digital	☐
PR/ EXPERIENTIAL	79.	Brand Experience & Activation - Single	☐
	80.	Live Experience - Single	☐
	81.	Brand Experience & Activation - Integrated Campaign	☐
	82.	PR - Single	☐
	83.	PR - Campaign	☐
	84.	Innovation in PR	☐
SOCIAL MEDIA	85.	Social Media Campaigns	☐
	86.	Influence	☐
	87.	Social Video	☐
	88.	UGC/Co-Created	☐
	89.	Tactical	☐
	90.	Innovation in Social	☐
MEDIA	91.	Creative Use of Media - Single	☐
	92.	Creative Use of Media - Campaign	☐
CHARITY	93.	Magazine & Newspaper or OOH	☐
	94.	Direct	☐
	95.	PR	☐
	96.	Brand Activation	☐
	97.	Digital	☐
	98.	TV, Cinema or VOD	☐
	99.	Social Media	☐
	100.	Radio	☐
	101.	Campaign	☐
	102.	Creative Use of Media	☐
	103.	Innovation in Charity	☐
BUSINESS TO BUSINESS	104.	Business to Business	☐
GLOBAL MAKERS	105.	Global Makers	☐
FOR GOOD	106.	Positive Change - Commercial	☐
	107.	Positive Change - Government or NGO	☐
INTEGRATED	108.	Integrated	☐

SPECIAL AWARDS

ENTERED CATEGORIES	109.	Craft Emerging Talent	☐
	110.	Advertising Emerging Talent	☐

CONDITIONS OF ENTRY

By submitting an entry, you agree to the following conditions:

- The decision of the judging panel is final. No discussion or correspondence will be entered into.
- The Comms Council accepts no responsibility for errors, omissions, or for work that is lost or damaged in any way.
- As entrant, you confirm that you have the rights, and indemnifies the Comms Council against any claims, to all images, music and other materials included in your entry, including case study videos.
- This includes, but is not limited to, use on websites, partner websites, and other public platforms.
- As entrant you confirm that you have client permission to enter the Award Show. Any subsequent amendments, withdrawals or changes as a result of client requests will be at entrant's risk and cost.
- You confirm that there have been no ASA complaints upheld against the work entered, nor has the entered work been withdrawn from market in response to an ASA complaint. You confirm that should such a complaint be made during the entry time period, the entrant is compelled to alert AXIS and the work will be withdrawn without refund.
- By entering, you grant the Comms Council permission to display your work at the AXIS Awards and in other context associated with the Awards. The Comms Council reserves the right to use submitted material at any time for promotional, historical, or editorial purposes, including on its websites and in publications.
- Credits will be published as determined appropriate by the Comms Council.

DECLARATION

I have read and agree to the terms and conditions for entry into the Comms Council AXIS Awards 2027. I understand that failure to comply with these terms and conditions will result in disqualification from the Awards.

I am authorised to represent my company and sign this declaration on behalf of the company.

SIGNED

NAME DATE

JOB TITLE