

# DECLARATION FORM

## 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 / AGENCY

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
COPYWRITING	16. Film & Video 17. Print 18. OOH 19. Radio 20. Digital 21. Other
DESIGN	22. 360 23. Product Tech 24. Product Non-Tech 25. Experience 26. Publication 27. Image
DIGITAL CRAFT	28. Apps & Platforms 29. User Experience Design 30. User Interface Design 31. Game Design 32. Website
TV, CINEMA OR VOD	33. Less than 30 seconds 34. 30 seconds 35. Over 30 seconds 36. Campaigns 37. Long Form 38. Innovation in TV, Cinema or VOD
BRANDED CONTENT	39. TV & Broadcast - Less than 90 seconds 40. TV & Broadcast - Over 90 seconds 41. Branded Content Campaign 42. Music Content 43. Innovation in Branded Content
PRINT	44. Magazine 45. Newspaper 46. Print - Campaign 47. Innovation in Print
OUT OF HOME	48. Standard 49. Special Build 50. Non-traditional 51. Interactive 52. Campaign 53. Transit 54. Innovation in OOH

RADIO & AUDIO	55. 30 seconds or less 56. Over 30 seconds 57. Campaigns 58. Innovative Use of Radio & Audio 59. Longform Radio
DIRECT	60. Physical 61. Digital 62. Broadcast 63. Campaign 64. Creative Use of Data in Direct 65. Innovation in Direct
RETAIL	66. In-store Print 67. In-store Digital 68. Out of store Print 69. Out of store Digital 70. Creative Promotional Experience 71. Purchase Experience 72. Innovation in Retail
DIGITAL ADVERTISING	73. Online Advertising 74. Digital & Interactive Campaign 75. Tech-Driven Creative 76. Use of Data in Digital 77. Innovation in Digital
PR/ EXPERIENTIAL	78. Brand Experience & Activation - Single 79. Live Experience - Single 80. Brand Experience & Activation - Integrated Campaign 81. PR - Single 82. PR - Campaign 83. Innovation in PR
SOCIAL MEDIA	84. Social Media Campaigns 85. Influence 86. Social Video 87. UGC/Co-Created 88. Tactical 89. Innovation in Social
MEDIA	90. Creative Use of Media - Single 91. Creative Use of Media - Campaign
CHARITY	92. Magazine & Newspaper or OOH 93. Direct 94. PR 95. Brand Activation 96. Digital 97. TV, Cinema or VOD 98. Social Media 99. Radio 100. Campaign 101. Creative Use of Media 102. Innovation in Charity
FOR GOOD	103. Positive Change Commercial
INTEGRATED	104. Integrated

### SPECIAL AWARDS

ENTERED CATEGORIES	105. Craft Emerging Talent 106. Advertising Emerging Talent 108. Agency of the Year
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## 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.
- 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 2026. 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	DATE
NAME	
JOB TITLE	