

# CONQUER YOUR FEARS

THE CROWBAR AWARDS 2025



## 2 | ENTRY GUIDELINES

**This year, the Crowbars return as your arena — not of perfection, but of bold defiance. A safe space to confront your creative fears, to swing hard, fall fast, and rise louder.**

### **CALL FOR ENTRY**

11 August 2025 to 19 October 2025.

### **SUBMISSION PROCESS**

Visit the [Crowbar website](#), which contains the link to the entry submission portal.

Submit your entry via the portal.

Make payment once your entry is completed.

### **ELIGIBILITY**

Any full-time student currently enrolled in any school, in Singapore or overseas, or graduating in 2025, is eligible to submit entries for The Crowbar Awards.

Part-time students from established institutions may also participate, provided that their enrolment can be verified.

Entries submitted must be created during your school enrolment period, or produced during a school attachment or internship with an agency or company.

Your submissions must be based on your own original ideas and executed by yourself or a team of eligible full-time or part-time students. Entries found to be not original, or adapted from existing work (in terms of concept, layout, or subject matter), will be disqualified.

Previous Crowbar Awards winners, including winners of Best of Show or Best of Category, are welcome to enter again, as long as you are still a full-time student. However, previously submitted entries are not allowed. You must submit entirely new work.

Winning entries will contribute points toward their institution's standing in The Crowbar Awards.

### **THE AWARD SHOW THAT MOVES WITH THE TIMES.**

The Crowbar Awards does not ban the use of AI in your entries. We recognise that AI will play a significant role in shaping our industry and will enhance human creativity and productivity.

We have included a checkbox in the <entry submission form> for you to indicate whether AI was used in your entry. This helps ensure all submissions are assessed with transparency and fairness.

### 3 | FEES AND PAYMENT

#### ENTRY FEES

You may enter the same piece of creative work into as many category as you wish, whether they are within the same discipline or across different disciplines. There is no limit to the total number of entries a student may submit. The following fee will be charged for **EACH** entry submitted.

#### SINGAPOREANS / PERMANENT RESIDENTS / INTERNATIONAL STUDENTS

##### AAMS MEMBER

S\$60.00

##### NON-MEMBER

S\$120.00

#### PAYMENT MODES

Please send across the remittance advice to [events@aams.org.sg](mailto:events@aams.org.sg).

##### Bank Transfer

Bank Name: United Overseas Bank Ltd

Bank Address: 230 Orchard Road, #01-230 Faber House, Singapore 238854

Account Name: The AAMS Limited

Account Number: 920-350-821-9

Swift Code: UOVBSGSG

Please quote your name (as per NRIC or Passport), mobile number, email address and the number of entries submitted when making payment. All local and oversea bank charges are to be borne by the remitter.

##### PayNow/PayLah!

UEN: 199304251DA01

Please indicate your entry ID in the description.

## 4 | COMPETITION RULES

1. Entries are to be submitted to the entry submission portal on the [Crowbar website](#), with all required fields completed and payment on **19 October 2025, Sunday, 2359 hours**. Incomplete entries will be disqualified.
2. The entry title must be consistent on all submission documents – submission form, supporting documents and materials.
3. All credit for work submitted are considered final and will not be replaced, amended or removed for any reason. Please ensure all contributing students are credited accordingly with their full names as per NRIC/Passport. The information submitted may be published and/or appear on certificates.
4. School branding and names of students are strictly not permissible on any creative work submitted (e.g. credits for photos, TVC, or film). Names of the students and schools should only appear on the entry submission form. Failure to adhere to this rule will result in disqualification.
5. **All entry fees remitted and tickets purchased are non-negotiable and non-refundable.**
6. Entries are officially accepted and confirmed only when payment is received by AAMS.
7. Entries that are not paid for by the final closing date will be disqualified.
8. **AAMS reserves the right to use or reproduce the work of all entries for Crowbar Awards related activities, and in other industry or education-related activities at such times deemed appropriate.**
9. All participants agree that AAMS will not bear responsibility for errors or omission reproduced in the presentation or the Awards Show official programme.
10. Failure to comply with the above entry rules and conditions may render in automatic disqualification of the entry.

## 5 | GENERAL INFORMATION FOR ALL ENTRIES

### ENTRY INFORMATION

**Client/Brand:** Provide the name of your client or brand (e.g. *Marine Conservation Society*). Entries need not be based on any real client or brand. You may make up your own.

**Campaign Name:** Provide a descriptive name for your entry (e.g. *Save the Whales*).

**Elements:** Each item of creative work is considered an “element”. There is no limit to the number of elements for your entry submission, as long as they collectively do not exceed the file size of 350MB.

**Entry Types:** Entries in each category will be segregated accordingly for judging.

- A. Single:** The entry consists of a single element (e.g. *one print ad, one photograph, one film, or one packaging design*).
- B. Single-Medium Campaign:** The entry consists of two or more elements that carry the same concept, idea, or theme in one medium.
- C. Multimedia Integrated Campaign:** The entry consists of two or more elements that carry the same concept, idea, or theme across **at least THREE** different media types.

**Category Number and Name:** You may submit the same piece of creative work into as many sub-categories and across as many main categories as you wish. However, you must provide a separate entry submission for each category you enter. Choose a main category for each entry submission (e.g. Communication) followed by a specific sub-category that falls under the main category (e.g. A01 Activation). A fee will be charged for every category submitted.

**Synopsis:** Describe in no more than 100 words what your work is about, the summary of your big idea, and what you aim to achieve with your work. Take the opportunity to communicate the concept of purpose of your work to the judges, so that they may gain a better understanding of the thought process behind your ideas.

**Translations:** If the original language of your work is not in English, a full PDF transcript of the finished version of each entry must be submitted in English. These transcripts will be read by the jury and must be translated accurately and in full. Do explain or translate the nuance of any wordplay, or local, social, cultural, or political references in your transcripts. All non-English entries must be submitted in the original language of the advertisements. This also applies to individual elements of any entry that is not in English. In this case, do provide written English translations/ subtitles/ descriptions where applicable.

**Case Films:** Case films explain the entry’s idea and creative execution. These videos may also include the cultural background, social context and results. No information on entrants may be included in the case films.



## 6 | SUBMISSION MEDIA

Please submit your files in the formats listed below. Files in other formats will not be accepted.

### MEDIA TYPE

Digital Images

Audio Files

Video Files / Case Files

Presentation/ Business Proposals/ Scripts/  
Storyboards/ Translations/ Transcripts  
Interactive Work (e.g. Interactive executions,  
HTML, websites, digital prototypes, widgets,  
apps, or GIFs)

### FILE FORMAT

**JPEG / JPG**

**MP3**

**MOV / MP4**

**PDF**

**JPEG / JPG / MP3 / PDF:** Any element in these formats may be directly placed in Google Drive for uploading.

Videos / Case Films: Upload all videos and case films through the submission portal.

Interactive Work: Provide a URL to the Interactive Work in a word document and upload it through the submission portal.

Aside from YouTube links for Video Files / Case Films or URLs for Interactive Work, no data disks, files loaded on other sites or website links will be accepted.

### 1. URL

If you are submitting Interactive Work, make sure it is already uploaded as a HTML page on the Web. Provide the corresponding URL in a word document uploaded onto the submission portal.

School branding and names of students **SHOULD NOT APPEAR** on any creative work submitted (e.g. credits for photos, TVC or film). Names of the students and schools should only appear on submitted online entry forms.

You may use royalty-free stock images or non-copyrighted images from the Internet. These images should be used as components of an entry element and not be used in a manner whereby the images are judged on their own merit (e.g. photography or illustration).

### 2. PHYSICAL MATERIALS

As the first judging round for Crowbar 2025 will be done online, please document and submit photo(s) of all physical materials (e.g. three-dimensional packaging, mock-ups, prototypes, products or models) through the submission portal. If participants make it to the second round of judging, which will be done in-person, you can choose to submit all physical materials to AAMS's office.

## 7 | JUDGING CRITERIA

All creative work will be judged according to the criteria below:

### **STRATEGY**

- Does the entry have a concept well-suited for its choice of product/service/message?
- Does the key insight identified inform the choice of communication channel(s) used for the entry?
- Does the main idea significantly lead to or influence how the creative execution was used or developed?
- Does the work challenge convention?
- How well did the strategy align with and deliver on the goals set in the client or in the brief?

### **EXECUTION**

- How well was the work brought to life through the execution and craft?
- Does the execution and craft captivate and engage the intended target audiences?
- Is there a clear link between the final product and the initial concept?

### **CREATIVITY/ ORIGINALITY**

- This is the overall assessment of the work, the originality and the relevance of the chosen strategy in the idea.
- Entries should exhibit uniqueness, break new ground, showcase innovation and imagination, or have ideas or strategies that challenge conventions to achieve the goals set by the client or in the brief.

The following award categories are open for submission from now till 19 October 2025.

#### **A. COMMUNICATIONS**

#### **B. BRANDING**

#### **C. DESIGN**

#### **D. DIGITAL / INNOVATION**

#### **E. FILM & PHOTOGRAPHY**

#### **F. HEALTH & WELLNESS**

#### **G. GOOD**



# COMMUNICATIONS A.





## 9 | A. COMMUNICATIONS

Demonstrate that you are going to be a force in advertising. Wow savvy audiences by communicating with creativity and originality.

Entries can be any advertisement that reaches the target audience through conventional media platforms or formats (e.g. *print, broadcast, outdoors*).

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
A01	<b>ACTIVATION</b> Advertising that generates consumer participation or interaction with the product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
A02	<b>DIRECT MARKETING</b> Advertising that targets a specific audience or drives a call to action.	• Direct Images <i>(Physical Material will only be accepted for shortlisted entries)</i>	30%	30%	40%
A03	<b>FILM</b> TV Commercials, cinema commercials, TV programme promotions, film, tactical film advertising, sponsorship credits, public service commercials or film advertisements shown on other screens (e.g. outdoors, event venues, presentations, airplane screens).	Finished Productions • Video Files/ Case Films OR Concepts • Storyboards/ Scripts	30%	30%	40%
A04	<b>INTEGRATED</b> Advertising campaigns that use the same creative concept to deliver a consistent message across a minimum of <b>three</b> media types. Including Internet, mobile, TV, radio, direct mail, ambient media, interactive media, press/ print, posters, or others.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%

### NEW

#### Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).



## 10 | A. COMMUNICATIONS

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
A05	<b>OUTDOOR</b> Out-of-home advertising including billboards, posters, transit, ambient, guerrilla and pop-ups.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%
A06	<b>RADIO / PODCAST</b> Radio spots for broadcasting or podcast for streaming through conventional and online radio stations.	Finished Productions: <ul style="list-style-type: none"> <li>Audio Files or Concepts</li> <li>Scripts</li> </ul>	30%	30%	40%
A07	<b>PRINT</b> Print advertisements in any conventional non-digital media, including newspapers, newsletters and magazines.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



## 11 | A. COMMUNICATIONS CRAFT

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
A08	<b>ART DIRECTION</b> Exceptional management of artistic and design elements in advertisements.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films	30%	30%	40%
A09	<b>DESIGN</b> Exceptional use of visual and textural content in advertisements.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films	30%	30%	40%
A10	<b>ILLUSTRATIONS</b> Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in advertisements.	• Digital Images	30%	30%	40%
A11	<b>PHOTOGRAPHY</b> Exceptional use of lighting, colour, camera choices and photo editing in advertisements.	• Digital Images	30%	30%	40%
A12	<b>TYPOGRAPHY</b> Exceptional arrangement of type to make language visible, through the choice of typefaces, point size, line length, leading, tracking and kerning in advertisements.	• Digital Images	30%	30%	40%

### **NEW** Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).



# BRANDING B.





## 13 | B. BRANDING

Show that you know how to make a brand famous by grabbing mindshare and converting ideas into brand love.

Entries can be any branding programme or branded campaign that aims to boost brand awareness among stakeholders or launched to fulfil corporate social responsibility obligations.

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
B01	<b>ACTIVATION</b> Campaign that would drive consumer action through brand interaction and experiences, including consumer promotions, experiential marketing, digital campaigns, shopper marketing and sampling campaigns.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
B02	<b>BUSINESS PROPOSAL</b> Proposal to launch a new brand, including brand concept, brand management and development, and brand performance evaluation.	Select best media type(s) to showcase your best work: • Business Proposal • Physical Materials	60%	10%	30%
B03	<b>CORPORATE / BRANDING IDENTITY</b> Elements of a brand identity system, including logo, stationery, business cards, annual reports, corporate sustainability reports, brand books, branding guidelines, installations, and below-the-line collaterals.	• Digital Images • Physical Materials	60%	10%	30%
B04	<b>PACKAGING</b> Branding ideas and executions for mass market or specialty products.	Select best media type(s) to showcase your best work: • Digital Images • Physical Materials	30%	30%	40%

### NEW

#### Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).



14 | **B. BRANDING  
CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
<b>B05</b>	<b>ART DIRECTION</b> Exceptional management of artistic and design elements in a branding project.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films	10%	60%	30%
<b>B06</b>	<b>DESIGN</b> Exceptional use of visual and textural content in a branding project.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films	10%	60%	30%
<b>B07</b>	<b>ILLUSTRATIONS</b> Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in a branding project.	• Digital Images	10%	60%	30%
<b>B08</b>	<b>PHOTOGRAPHY</b> Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in a branding project.	• Digital Images	10%	60%	30%
<b>B09</b>	<b>TYPOGRAPHY</b> Exceptional arrangement of type to make language visible, through the choice of typefaces, point size, line length, leading, tracking and kerning in a branding project.	• Digital Images	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



# DESIGN C.

CONQUER YOUR  
**FEARS**  
THE CROWBAR AWARDS 2025





## 16 | C. DESIGN

Good design makes life good. Transform a brand's identity with your superhuman design expertise across multiple media.

Entries should demonstrate how design has been utilised to define a brand or convey its key messages. The work has to feature a unique visual identity that results in consumer recognition or understanding.

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
C01	<b>CORPORATE / BRANDING IDENTITY</b> Comprehensive branding or corporate identity programme to create a new brand or corporate identity.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%
C02	<b>BOOK DESIGN</b> All aspects of book design including book jackets, book covers and overall layout design in books.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>Digital Images</li> <li>Physical Materials</li> </ul>	60%	10%	30%
C03	<b>LOGO DESIGN</b> Textural and/or graphic image that identifies an organisation, product or service, while communicating the brand's attributes.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	60%	10%	30%
C04	<b>MOBILE APPLICATIONS</b> Visual craftsmanship that showcases the best use of motion graphics for an organisation, product, service or message.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files/ Case Films</li> <li>URL for Interactive Work</li> </ul>	60%	10%	30%
C05	<b>MOTION GRAPHICS</b> Visual craftsmanship that showcases the best use of motion graphics for an organisation, product, service or message.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files/ Case Films</li> <li>URL for Interactive Work</li> </ul>	30%	30%	40%

### NEW Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).

17 | C. DESIGN

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
C06	<b>SPATIAL &amp; EXPERIENTIAL</b> Design to enhance an interior or exterior environmental space within the public domain and/or the curation of a space to deliver an engaging brand experience.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films	30%	30%	40%
C07	<b>PACKAGING</b> Any type of packaging design to display, sell or promote a product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Physical Materials	30%	30%	40%
C08	<b>POINT-OF-SALE</b> Any graphical and/or physical design for displaying, selling or promoting a product, service or message in a retail/ branded environment.	Select best media type(s) to showcase your best work: • Digital Images • Physical Materials	30%	30%	40%
C09	<b>PRODUCT DESIGN</b> Design for any product that fuses its form and function creatively.	Select best media type(s) to showcase your best work: • Digital Images • Physical Materials	30%	30%	40%
C10	<b>WEBSITE &amp; MICROSITE</b> Design for websites and microsites that would enhance a brand's message, show innovation and demonstrate a strong strategy.	• URL for Interactive Work	30%	30%	40%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



18 | **C. DESIGN  
CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
C11	<b>ART DIRECTION</b> Exceptional management of artistic and design elements in a design project.	• Digital Images	10%	60%	30%
C12	<b>DESIGN</b> Exceptional use of visual and textural content in a design project.	• Digital Images	10%	60%	30%
C13	<b>ILLUSTRATIONS</b> Exceptional use of visual elements presented as drawings, paintings, computer graphics or other works of art in a design project.	• Digital Images	10%	60%	30%
C14	<b>PHOTOGRAPHY</b> Exceptional use of lighting, colour, camera choices and photo editing in a design project.	• Digital Images	10%	60%	30%
C15	<b>TYPOGRAPHY</b> Exceptional arrangement of type to make language visible, through the choice of typefaces, point size, line length, leading, tracking and kerning in a design project.	• Digital Images	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



# D. DIGITAL/INNOVATION





## 20 | D. DIGITAL/INNOVATION

Digital rules. Convince digital natives to follow your lead and rise above the noise of social media to be the most influential in digital marketing.

Entries can be any creative work that uses digital platforms and technologies to deliver a brand message and interact with target audiences.

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
D01	<b>DIGITAL INSTALLATIONS</b> Any indoor or outdoor installation that uses digital platforms and/or technologies to communicate the message or deliver a brand experience.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Physical Materials</li> </ul>	30%	30%	40%
D02	<b>INTEGRATED</b> Campaigns that use the same creative concept to deliver a consistent message across a minimum of <b>three</b> digital media channels or platforms.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files/ Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
D03	<b>MOBILE</b> Any creative element that uses mobile technologies for user interaction, including apps, in-app advertising, banners, rich media advertisements, email, in-stream advertising, games and microsites/ websites.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files/ Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	30%	30%	40%
D04	<b>SOCIAL</b> Social media ideas that utilise the power of the online community to meet specified objectives and/or enhance relationships with a brand, community or consumers.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Digital Images</li> <li>• Audio Files</li> <li>• Video Files/ Case Films</li> <li>• URL for Interactive Work</li> <li>• Presentation PDF</li> </ul>	40%	30%	30%

### NEW Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).



## 21 | D. DIGITAL/INNOVATION

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
D05	<b>WEBSITE &amp; RICH MEDIA ADVERTISING</b> Any website that is a long-term destination for a brand, product, service or message. Microsites, page takeovers, interactive games developed to host creative, short-term campaigns to specifically support a branded campaign.	<ul style="list-style-type: none"> <li>• URL for Interactive Work</li> </ul>	30%	30%	40%
D06	<b>ANIMATION &amp; MOTION GRAPHICS</b> Animation and/or motion graphics that have been digitally created or used within a digital context.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>• Video Files/ Case Films</li> <li>• URL for Interactive Work</li> </ul>	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).

22 | **D. DIGITAL/INNOVATION  
CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
D07	<b>ART DIRECTION</b> Exceptional management of artistic and design elements within digital context.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films • URL for Interactive Work	10%	60%	30%
D08	<b>DESIGN</b> Exceptional use of design elements to achieve aesthetic composition and seamless fluidity within a digital context.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films • URL for Interactive Work	10%	60%	30%
D09	<b>ILLUSTRATIONS</b> Exceptional application of illustration and graphic design within a digital context, including 3D modelling.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films • URL for Interactive Work	10%	60%	30%
D10	<b>PHOTOGRAPHY</b> Exceptional use of lighting, colour, camera choices and photo editing within a digital context.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films • URL for Interactive Work	10%	60%	30%
D11	<b>SOUNDTRACK &amp; MUSIC</b> Exceptional use of music and/or sound design within a digital context, including sonic branding, music/ brand partnership and music-initiated campaigns.	Select best media type(s) to showcase your best work: • Digital Images • Video Files/ Case Films • URL for Interactive Work	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



23 | **D. DIGITAL/INNOVATION  
CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
D12	<b>USER EXPERIENCE</b> Immersive digital experiences and events that engage consumers to solidify brand relationships, including virtual reality, augmented reality, installations, motion chairs, multi-screen and multi-dimensional experiences.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	50%	40%	10%
D13	<b>USER INTERFACE</b> Interactive user journey developed by transferring brand's visual assets to a digital product or service.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	50%	40%	10%
D14	<b>USE OF NEW TECHNOLOGY</b> Exceptional examples of leveraging new technology to communicate product or service.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	10%	60%	30%
D15	<b>DIGITAL / MOBILE GAMES</b> Best use of how digital or mobile games are used to help bring a brand or product message to life.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	10%	60%	30%
D16	<b>NEW</b> <b>PRODUCT INNOVATION</b> Exceptional examples of branded products developed to specifically support a branded campaign.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	10%	60%	30%

**NEW**

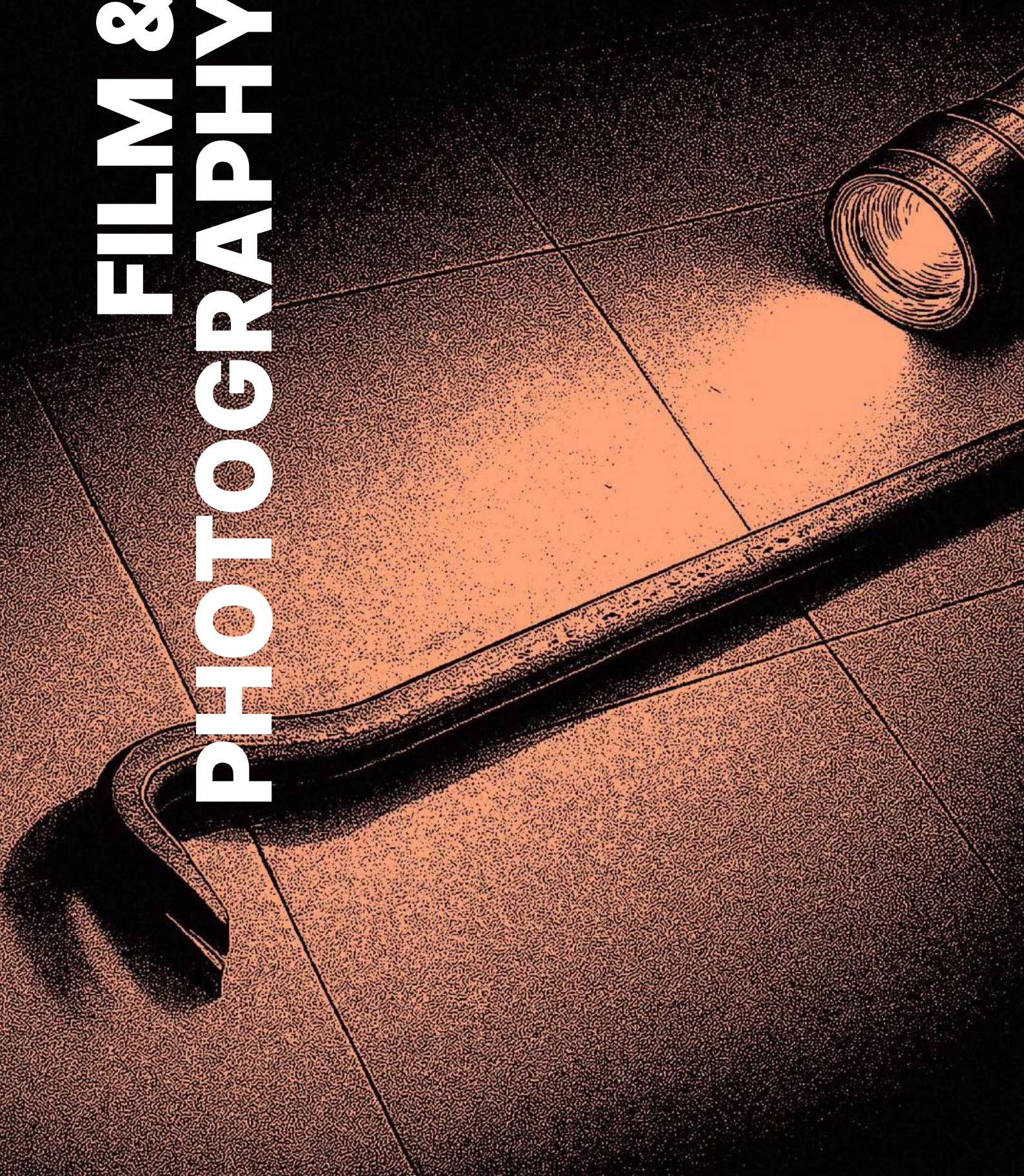
**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



# **E.** **FILM & PHOTOGRAPHY**

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## 25 | E. FILM & PHOTOGRAPHY

Tell a thousand stories through your lens. You are masterful in using these rich media to create entertainment, draw emotions and leave the audiences wanting more.

Film entries can be any filmed content created for TV, cinema, online and out-of-home experiences that demonstrates skilful brand storytelling intended for the screen.

Photography entries are purely artistic images that showcase your creativity and technical knowledge in depicting compelling scenes through photographs.

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
E01	<b>BRANDING FILM &amp; ENTERTAINMENT</b> <ul style="list-style-type: none"> <li>Scripted film/videos <b>over 10 minutes</b> (e.g. drama, comedy, action) used to communicate the brand's message</li> <li>Non-scripted film <b>over 10 minutes</b> (e.g. reality, entertainment, social experiments) used to communicate the brand's message.</li> </ul>	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	30%	30%	40%
E02	<b>DOCUMENTARY</b> Non-fictional films made to communicate the brand's message.	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	30%	30%	40%
E03	<b>MUSIC VIDEO</b> Music videos made to communicate the brand's message.	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	30%	30%	40%
E04	<b>ONLINE FILM</b> Standard format branded or advertising films made for online, including pre-roll advertisements.	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	30%	30%	40%

### NEW

#### Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).

26 | E. FILM & PHOTOGRAPHY

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
E05	<b>SHORT FILM</b> <ul style="list-style-type: none"> <li>Scripted film/videos over <b>10 minutes</b> (e.g. drama, comedy, action) used to communicate the brand's message</li> <li>Non-scripted film <b>over 10 minutes</b> (e.g. reality, entertainment, social experiments) used to communicate the brand's message.</li> </ul>	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	30%	30%	40%
E06	<b>ANIMATION</b> Any type of animation for film advertising, including stop-motion, graphic, silhouette and computer animation in 2D or 3D.	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



27 | **E. FILM & PHOTOGRAPHY**  
**FILM CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
E07	<b>ART DIRECTION</b> Exceptional management of artistic and design elements for a branded film.	• Video Files/ Case Films	10%	60%	30%
E08	<b>DIRECTING</b> Control of a film's artistic and dramatic aspects and visualisation of the screenplay (or script) while guiding the technical crew and actors in the fulfilment of that vision.	• Video Files/ Case Films	50%	40%	10%
E09	<b>EDITING</b> All editing aspects that contribute to the success of the finished branded film including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.	• Video Files/ Case Films	10%	60%	30%
E10	<b>CINEMATOGRAPHY</b> All cinematographic aspects that contribute to the success of the finished branded film, including style, artistic choices, camera work, cinematic techniques, shot composition, lighting and other effects.	• Video Files/ Case Films	10%	60%	30%
E11	<b>SCRIPTING</b> All scripting aspects, including dialogue, voice-overs, scene-setting, movement, actions and expressions that go towards delivering the creative idea and supporting the final execution.	Select best media type(s) to showcase your best work: • URL for Interactive Work • Presentation PDF • Physical Materials	10%	60%	30%
E12	<b>SOUNDTRACK &amp; MUSIC</b> Original music compositions and sound design created specifically for the film advertisement that contribute to the overall impact and success of the final execution.	Select best media type(s) to showcase your best work: • URL for Interactive Work • Audio File	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).

28 | **E. FILM & PHOTOGRAPHY**  
**FILM CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
E13	<b>VISUAL EFFECTS</b> Visual effects and created film environments that are integrated into the real footage that contribute to the overall impact and success of the final execution.	<ul style="list-style-type: none"> <li>Video Files/ Case Films</li> </ul>	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



29 | **E. FILM & PHOTOGRAPHY**  
**PHOTOGRAPHY CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
E14	<b>PORTRAITS</b> Photography of a person or group of people that captures the personality and mood of a subject by using effective lighting, backdrops and poses.	Select best media type(s) to showcase your best work: • Digital Images • Presentation PDF	10%	60%	30%
E15	<b>FASHION</b> Photography that emphasises on the clothing, style, accessories and poses of a person or a group of people.	Select best media type(s) to showcase your best work: • Digital Images • Presentation PDF	50%	40%	10%
E16	<b>DOCUMENTARY</b> Photography that tells stories about significant events that take place in everyday life, or that chronicles historical events and environments.	Select best media type(s) to showcase your best work: • Digital Images • Presentation PDF	10%	60%	30%
E17	<b>STILL LIFE</b> Photography used for the depiction of an inanimate subject matter, artistically arranged, lit and composed, to invoke a particular mood through photographs.	Select best media type(s) to showcase your best work: • Digital Images • Presentation PDF	10%	60%	30%
E18	<b>NATURE</b> Outdoor photography that creatively captures non-man-made elements like landscapes, wildlife and plants in the natural world.	Select best media type(s) to showcase your best work: • Digital Images • Presentation PDF	10%	60%	30%
E19	<b>LANDSCAPE</b> Photography that focuses on vast spaces of the man-made or natural world. It features subjects such as strongly defined landforms, weather, and ambient lights.	Select best media type(s) to showcase your best work: • Digital Images • Presentation PDF	10%	60%	30%

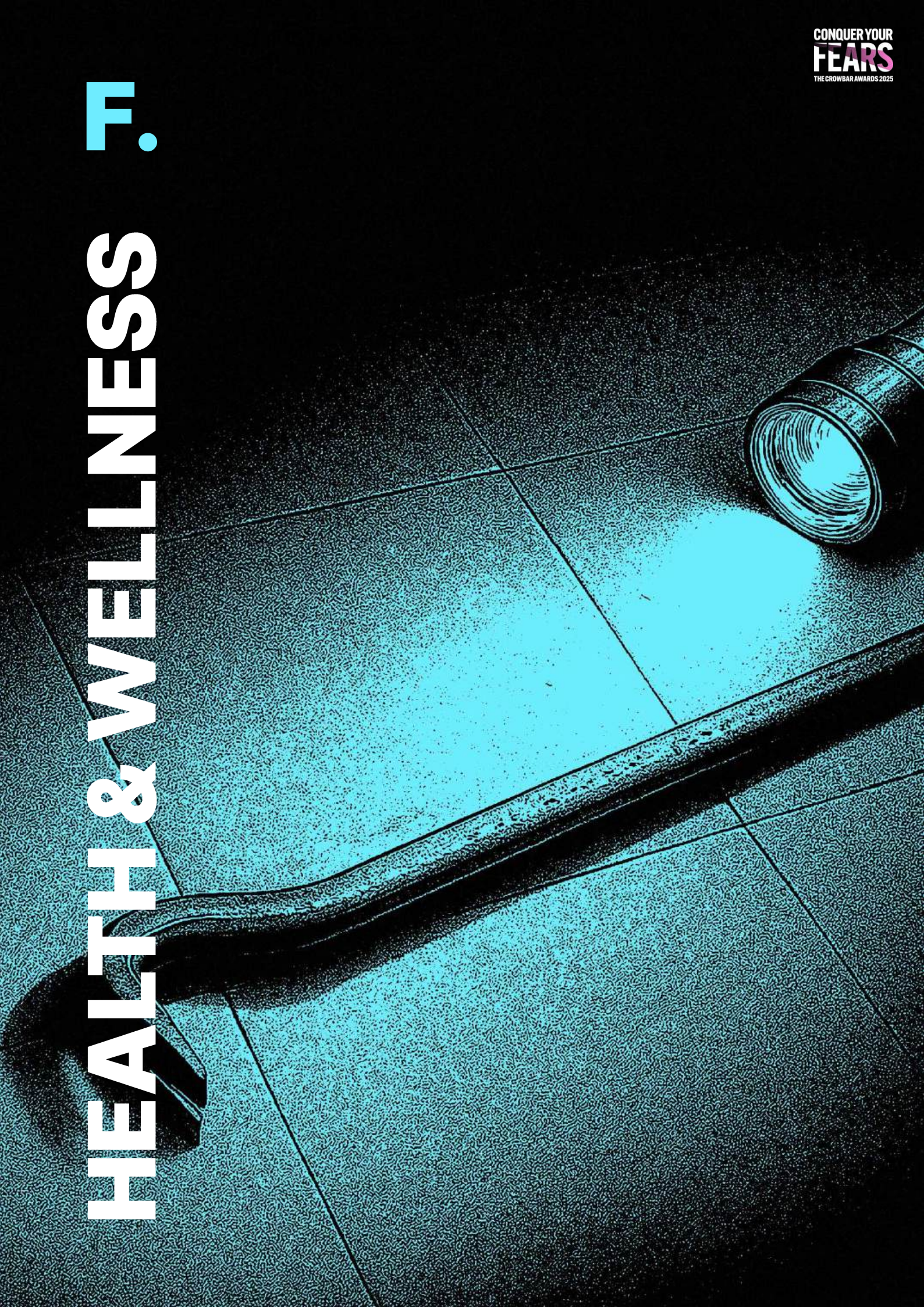
**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



# HEALTH & WELLNESS F.





## 31 | F. HEALTH & WELLNESS

You change the course of people's health and well-being by creatively communicating the need for consumer health products and services. Consumers might not read labels but they read your ad.

Entries can be any creative idea that reaches the target audience through conventional media platforms or formats (e.g. print, broadcast, outdoors).

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
F01	<b>ACTIVATION</b> Campaign that would drive consumer action through brand interaction and experiences, including consumer promotions, experiential marketing, digital campaigns, shopper marketing and sampling campaigns.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
F02	<b>DIRECT MARKETING</b> Advertising that would target a specific audience or drive a specific call to action.	• Digital Images (Physical Material will only be accepted for shortlisted entries)	30%	30%	40%
F03	<b>FILM</b> TV commercials, TV programme promotions, film sponsorship credits, tactical film advertising, public service commercials or film advertisements shown on other screens (e.g. outdoors, event venues, presentations, airplane screens).	Finished Productions: • Video Files/ Case Films or Concepts • Storyboards/ Scripts	30%	30%	40%
F04	<b>INTEGRATED</b> Advertising campaigns that use the same creative concept to deliver a consistent message across a minimum of three media types, including Internet, Mobile, TV, Radio, Direct Mail, Ambient Media, Interactive Media, Press/ Print and Posters, or others.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%

### NEW Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).

32 | F. HEALTH & WELLNESS

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
F05	<b>OUTDOOR</b> Out-of-home advertising including billboards, posters, transit, ambient, guerrilla and pop-ups.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%
F06	<b>PRINT</b> Print advertisements in any conventional non-digital media, including newspapers, newsletters and magazines.	<ul style="list-style-type: none"> <li>Digital Images</li> </ul>	30%	30%	40%
F07	<b>INNOVATION</b> Any creative concept that uses digital platforms and/or technologies to communicate the message or deliver a brand experience.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>Digital Images</li> <li>Video Files/ Case Films</li> </ul>	30%	30%	40%
F08	<b>ONLINE ADVERTISING</b> Any advertisement that appears online, including banners, rich media advertisements, games, microsites and websites.	<ul style="list-style-type: none"> <li>URL for Interactive Work</li> </ul>	30%	30%	40%
F09	<b>SOCIAL</b> Social media ideas that utilise the power of online communities to meet specified objectives and/or enhance relationships with a brand, community or consumers.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>Digital Images</li> <li>Audio Files</li> <li>Video Files/ Case Films</li> <li>URL for Interactive Work</li> <li>Presentation PDF</li> </ul>	40%	30%	30%
F10	<b>MOBILE</b> Any creative element that uses mobile technologies for user interaction including apps, in-app advertising, banners, rich media advertisements, email, in-stream advertising, games and microsites/websites.	Select best media type(s) to showcase your best work: <ul style="list-style-type: none"> <li>Digital Images</li> <li>Audio Files</li> <li>Video Files/ Case Films</li> <li>URL for Interactive Work</li> <li>Presentation PDF</li> </ul>	30%	30%	40%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



33 | **F. HEALTH & WELLNESS  
CRAFT**

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
F11	<b>ART DIRECTION</b> Exceptional management of artistic and design elements within the health and wellness context.	Select best media type(s) to showcase your best work: • Digital Images • URL for Interactive Work • Presentation PDF	10%	60%	30%
F12	<b>DESIGN</b> Exceptional use of design elements to achieve aesthetic composition and seamless fluidity within the health and wellness context.	Select best media type(s) to showcase your best work: • Digital Images • URL for Interactive Work • Presentation PDF	10%	60%	30%
F13	<b>ILLUSTRATION &amp; GRAPHIC DESIGN</b> Exceptional application of illustration and graphic design within the health and wellness context, including 3D modelling.	Select best media type(s) to showcase your best work: • Digital Images • URL for Interactive Work • Presentation PDF	10%	60%	30%
F14	<b>PHOTOGRAPHY</b> Exceptional use of lighting, colour, camera choices and photo editing within the health and wellness context.	• Digital Images	10%	60%	30%
F15	<b>TYPOGRAPHY</b> Exceptional arrangement of type to make language visible, through the choice of typefaces, point size, line length, leading, tracking and kerning, within the health and wellness context.	• Digital Images	10%	60%	30%

**NEW**

**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



GOOD  
G.





## 35 | G. GOOD

Be good at doing good. Help a brand communicate its higher purpose culturally, socially and environmentally.

Entries can be work that uses creative communications to create a positive impact for an organisation, brand, design, product, innovation, service or message.

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
G01	<b>COMMUNICATION</b> Advertising that creates a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
G02	<b>BRANDING</b> Branding that creates a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
G03	<b>DESIGN</b> Design that creates a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
G04	<b>INNOVATION</b> Innovative ideas, digital or new technology, that create a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%

### NEW Use of AI

Describe how AI was used in your work (e.g. research, analysis, content generation).

36 | G. GOOD

CODE	SUB-CATEGORY	SUBMISSION MEDIA	SCORING CRITERIA		
			STRATEGY	EXECUTION	CREATIVITY/ ORIGINALITY
G05	<b>PHOTOGRAPHY</b> Photography that create a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%
G06	<b>HEALTH &amp; WELLNESS</b> Creative concepts based on health products and services that create a positive impact socially or environmentally for an organisation, brand, product, service or message.	Select best media type(s) to showcase your best work: • Digital Images • Audio Files • Video Files/ Case Films • URL for Interactive Work • Presentation PDF	30%	30%	40%

**NEW**

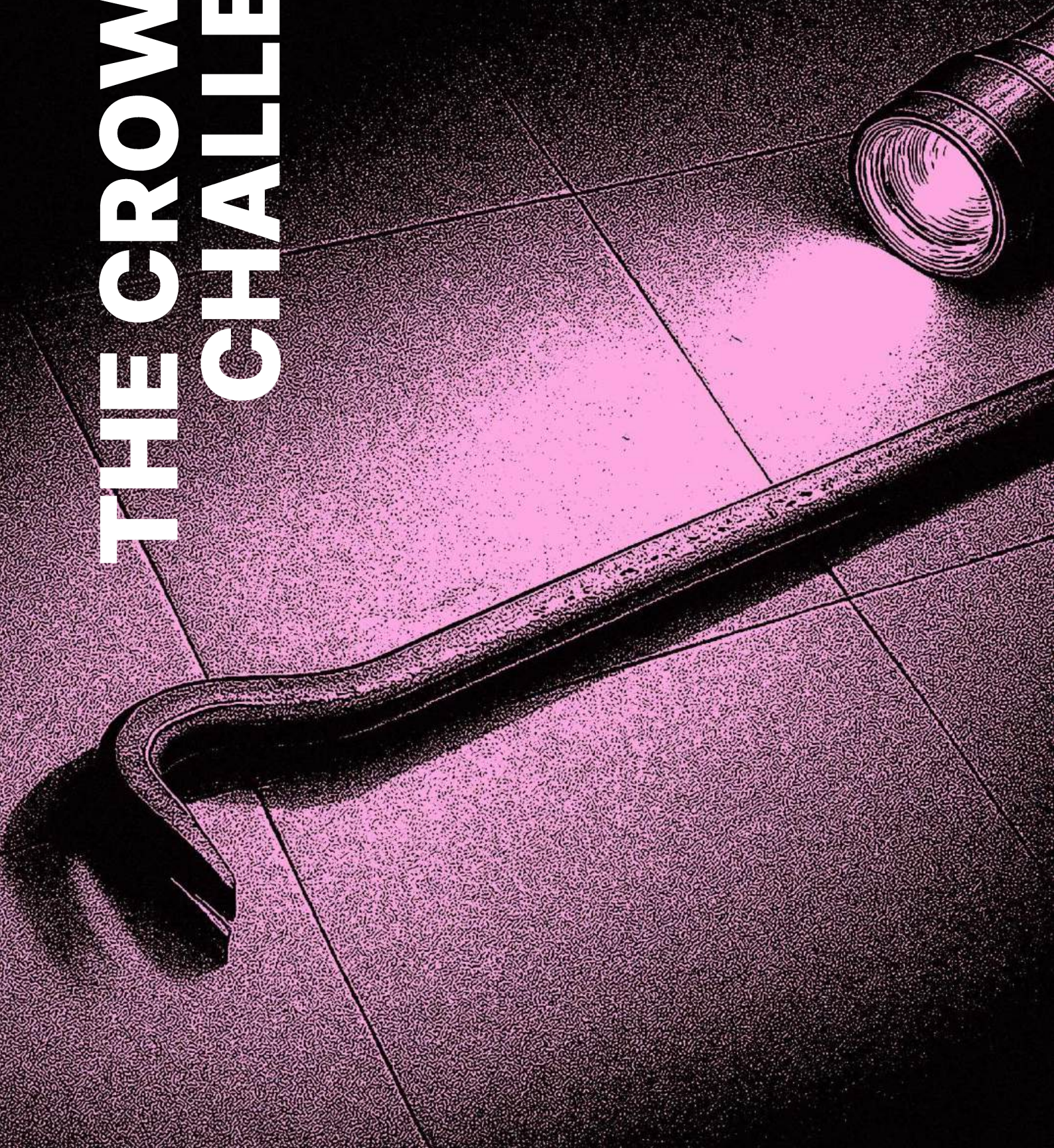
**Use of AI**

Describe how AI was used in your work (e.g. research, analysis, content generation).



# THE CROWBAR CHALLENGE

CONQUER YOUR  
**FEARS**  
THE CROWBAR AWARDS 2025





**Steel your nerve and take the leap. Face your fears, fight the noise, and unleash the wildest work you've got. The Crowbar Challenge is your arena — now swing.**

**BRIEFING DAY**

TBC

**DATE**

TBC

**PRIZES**

TBC

All entrants will get the opportunity to win a paid internship\* contract, spanning 3 to 6 months, across a wide variety of fields, ranging from advertising agencies to business corporations.

*\*subject to availability.*

Students can compete in a team of two to five members (*five is recommended*). Each team may share 1 registration form. The registration form is available on the [Crowbar website](#).

All completed registration forms are to be emailed to [events@aams.org.sg](mailto:events@aams.org.sg) and full payment must be received by AAMS before the challenge brief begins.

**ENTRY FEES**

**SINGAPOREANS / PERMANENT RESIDENTS / INTERNATIONAL STUDENTS**

**AAMS MEMBER**

S\$50.00 per team member

**NON-MEMBER**

S\$90.00 per team member



## 39 | JUDGING PROCESS

Creative work from seven categories – Communication, Branding, Design, Digital / Innovation, Film & Photography, Health & Wellness and Good, will be judged in this year's Crowbar Awards. Each category will be presided over by a Head of Jury and a specialist jury panel composed of industry-leading professionals of their respective fields.

### FIRST ROUND OF JUDGING

The judges of each panel will judge and vote all works in their given category to determine which works are to be shortlisted for the final round of judging.

### FINAL ROUND OF JUDGING

The same panel will then review and score the shortlisted entries in greater detail to establish the rankings of the works in each main category. Each entry will receive weighted scores based on the judging criteria unique to each category, cumulatively adding up to a total vote. This final score will determine whether the entry qualifies for a **Finalist, Bronze, Silver** or **Gold** award.

Gold-awarded submissions in each category will be judged again to determine the Best of Category winner. There will only be one **Best of Category** for each main category.

In the event of a dispute or if further deliberations is required, the jury will review all metal winners again after tabulation has been completed.

### BEST OF SHOW

The Crowbar Awards 2025 Best of Show is the last award to be determined during the judging process. The top winner in each main category (*e.g. Best of Communication, Best of Branding, Best of Design, Best of Digital / Innovation, Best of Film & Photography, Best of Health & Wellness and Best of Good*) are automatically made contenders for the Crowbar Best of Show.

The Crowbar Chairpersons will convene all Heads of Jury to determine the Best of Show winner through a vote. However, if all Heads of Jury agree that no Best of Show winner should be awarded for the year, the Best of Show trophy will go unclaimed.

### SCHOOL RANKINGS

Schools will be ranked based on the total aggregate score of winning entries by their students. The Institution of the Year will be awarded the opportunity to come up with the Crowbar 2026 campaign.

<b>40 points</b>	<b>Best of Show**</b>
<b>30 points</b>	<b>Best of Category*</b>
<b>20 points</b>	<b>Gold</b>
<b>10 points</b>	<b>Silver</b>
<b>5 points</b>	<b>Bronze</b>
<b>1 point</b>	<b>Finalist</b>

\*\*Points awarded for Best of Show will override the points awarded for Best of Category.

\*Points awarded for Best of Category will override the points awarded for Gold.

## 40 | PRIZES

### **THE BEST OF COMMUNICATION**

### **THE BEST OF BRANDING**

### **THE BEST OF DESIGN**

### **THE BEST OF DIGITAL / INNOVATION**

### **THE BEST OF FILM & PHOTOGRAPHY**

### **THE BEST OF HEALTH & WELLNESS**

### **THE BEST OF GOOD**

will be awarded The Crowbar Awards 2025 Best of Category Trophy and \$500 cash prize.

### **THE BEST OF SHOW**

will be awarded The Crowbar Awards 2025 Best of Show Trophy and \$1,000 cash prize.

While we accept group entries, there will only be one trophy and one cash prize given to the top winner of each main category and the Best of Show winner.

One certificate will be awarded per team for group wins. Credits on the certificates will be printed per the names submitted in the online entry form. Any amendments made to the details will be chargeable at \$10 per certificate.

Winners may be awarded an internship\* in the creative field, ranging from an advertising agency to a business corporation.

The internships will span 3–6 months depending on the school's academic calendar.

A salary will also be offered according to each school's internship guidelines.

All final decisions are made at the discretion of the participating companies.  
Internship is only applicable for local students,=.

\*subject to availability.

Information regarding the collection of prizes will be updated on the [Crowbar website](#).



## 41 | CONTACT US

### IMPORTANT NOTE

For any enquiries, please contact the AAMS Secretariat:

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