

The One Club launches dedicated gaming discipline

The One Club for Creativity has broadened the scope of its support for the global creative community with the addition of gaming as a new dedicated discipline for The One Show 2022.



Game platforms are driving innovation, reimagining how the world creates and experiences entertainment, and represent an important emerging medium for brands to reach consumers. The One Show Gaming discipline has been launched to recognise creative excellence in the way brands are integrated into interactive experiences that use gameplay and the metaverse to entertain, inform, and create community.

The new discipline places a spotlight on how the relationship between brands and gaming is evolving and growing to produce innovative marketing initiatives. It also recognises creative excellence in gaming experiences themselves, in areas such as art direction, visual effects, animation, music and others.

Most importantly, The One Show Gaming entries will be judged by a jury of creative leaders from the gameplay world, who will use their extensive knowledge and expertise to select the world's best work in the discipline.

Categories in the new discipline include Branded Games and Brand Integration/Placement for web, mobile, PC and console games; Experiential and Immersive Games, Brands and The Metaverse; Physical Gaming Accessories; Innovation in Gaming; Innovation in Lockdown; and Craft in Art Direction, Storytelling, VFX and Animation, Music, and Sound Design.

In addition, the club will soon announce the formation of The One Show Gaming Advisory Committee to provide guidance related to the field.

“Game technology has empowered creators around the world, and redefined pipelines for VFX, filmmaking, interactive experiences,” said Kevin Swanepoel, CEO of The One Club. “The One Show Gaming discipline will shine a global spotlight on innovation and creative excellence in this fast-growing industry, and serve as a high-visibility platform for gaming companies to engage with the world’s leading brands.”

Entries to The One Show 2022 can be submitted now, with fees increasing after each deadline period. Early entry deadline for the greatest savings is 29 October 2021, with the second deadline 31 December 2021, after which a first round of judging will take place. The third deadline is 4 February 2022, and final deadline 4 March 2022.

Finalists will be announced in early May 2022, with The One Show Gold, Silver and Bronze Pencil winners awarded later that month during Creative Week.

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