



Entry Kit

2024 LISBON **CHRISTMAS** ADS



Welcome to the **Lisbon Christmas Ads**, a part of Lisbon International Advertising Festivals Group! We are very pleased to have you with us.

This kit is built with the purpose of guiding your journey from the submission in the competition to the success of your application and being awarded a Crow.

On this Entry Kit, you will find:

1 Regulation

2 Prices and Discounts

3 Payment

4 Voting of Submitted Work

5 Award Attribution

6 Categories and Subcategories

7 Tips on a Successful Application

8 Trophies

If you have any questions do not hesitate to contact us:

Beatriz Gonçalves

beatriz.goncalves@lisbonawardsgroup.com

+351 911 778 760

Sofia Moura

sofiamoura@lisbonawardsgroup.com

+351 916 211 850

1 Regulation

Please read the regulation carefully, as the default in following any of the criteria below could lead to immediate declassification.

1. Submissions for the 2024 edition will open on **October 28** and close on **December 13**.
2. The submitted works can only be from the period **between October 2023 and the end of the submission period in 2024**.
3. Any work submitted to a previous edition of the festival may not be submitted in future editions to the same category.
4. Submissions can be made through the form available on the official page of our website.
5. The same work can be submitted to more than one category and to more than one of its respective sub-categories.
6. Whenever appropriate, the organisation may request proof of existence of the pieces entering the contest.
7. The participants authorise and are fully responsible for the display of the pieces entering the contest.
8. Entries must be processed according to the instructions on this Entry Kit.
9. Given that the festival is an international competition, all materials that are not originally in English must be translated either through subtitles or through any other way that the participants deem appropriate. The jury should be able to understand the messages of all the pieces.

2 Prices and Discounts

1. The price for each single piece submitted is 200€. If the work submitted is to be paid by a portuguese tax entity, there is a 23% Value Added Tax to be added.
2. Submissions open on **October 28** with a 20% Early Crow discount for works submitted by **November 8**.

3 Payment

1. Payments are made via PayPal or Bank transfer. The payment details will be sent directly to the participants once they finish the submissions process.

Payment Details:

Bank transfer

Magnisense Unipessoal LDA.
IBAN: PT50 0033 0000 45493712660 05

PayPal

geral@premioslusofonos.com

2. Proof of payment must be sent to the email address **beatriz.goncalves@lisbonawardsgroup.com** until the last day of submissions under penalty of the participants being disqualified.
3. The Festival does not take responsibility for any charges associated with bank transfers or PayPal transfers, as these must be covered by the participants.
4. PayPal always charges a 5% fee, which must be paid by participants along with the submission fee.

4 Voting of the Submitted Work

1. The submitted works will be evaluated online by the Grand Jury.
2. The Grand Jury is responsible for selecting the work that will compose the shortlist, voting the pieces online on a scale from 0 to 5 points.
3. The Grand Jury is also responsible for selecting the final winners, who will receive awards corresponding to: Bronze, Silver, and Gold Awards, as well as the Grand Prize.
4. The judges may not vote for pieces submitted to the competition by their agencies or network.
5. The Grand Jury may assign a determined work to another category or subcategory whenever deemed appropriate.

5 Award Attribution

1. Entries will be awarded with Shortlist, Bronze, Silver, Gold and Grand Prize.
2. A work selected to be part of the shortlist will not necessarily be awarded with gold, silver or bronze. This disposition also applies to cases where the work was the only one to be selected for shortlist in a particular category.
3. There may be selected several bronze, silver, gold awards and also several Grand Prize in each category.
4. The winners will be announced on **December 20** on the festival's official website and social media channels.

6 Categories

1. The categories for the **Lisbon Christmas Ads** are:

1. Film
2. Radio
3. Press
4. Outdoor
5. Promo & Activation
6. Digital
7. PR
8. Craft

2. Upload Formats

- PDF
- Jpg
- mp3
- mp4

7 Tips on a Successful Application

1. Keep your uploaded files as small as possible.
2. When uploading files to the form, you should bear in mind that the work will be assessed online. Therefore, the shorter the file, the quicker and easier it will be for the jury to access.
3. Select categories and subcategories to submit your work in accordance to which aspect of the work you wish to draw attention to and prepare your case/work accordingly.
4. The clearer you are on what you want to show the jury, the more successful you will be.



5. If presenting your work in a video case, keep it short and simple.
6. Be precise with your presentation. The shorter you keep the case and overall message of the work the better. Whenever possible, show results.
7. When enrolling in work you can always include aspects such as social media results (likes, shares and views), spontaneous media coverage and financial results. If possible, these outcomes should also be presented in a tangible manner.

8 **Trophies**

1. In the event of winning, you may request the Crow trophy to be sent by mail.
2. Shipping will be your responsibility. You can arrange for the prize to be collected from our office by the courier of your choice.
3. Address: Av. da República, 101 - 3ªA, 1050-190, Lisboa.
4. Please note that, while we ensure the trophy is packed as securely as possible, we do not take responsibility for any damages that may occur once it leaves our office.

Last but not least: If you have any questions, give us a call!

Our team is always here to assist you. So, if you need us, don't hesitate to contact us.

Beatriz Gonçalves

beatriz.goncalves@lisbonawardsgroup.com

+351 911 778 760

Sofia Moura

sofiamoura@lisbonawardsgroup.com

+351 916 211 850



Entry Kit

2024 LISBON **CHRISTMAS** ADS