

LISBON INTERNATIONAL ADVERTISING FESTIVALS GROUP  
2 0 2 5 E D I T I O N

# Entry Kit



10TH  
E D I T I O N





Welcome to the **Lisbon Ad**, the festival that celebrates advertising creativity in all its forms. It brings together top professionals from around the world to evaluate and honour campaigns that stand out for their **impact, strategy, and creative execution**, serving as a global showcase for agencies and creatives from across the globe.

This kit has been carefully designed to guide you through your journey, from submitting your work to achieving success in the competition and being awarded a Crow.

On this Entry Kit, you will find:

- 1 Regulation**
- 2 Prices and Discounts**
- 3 Payment Information**
- 4 Voting Process for Submitted Work**
- 5 Award Attribution**
- 6 Categories and Subcategories**
- 7 Tips on a Successful Application**

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

**Beatriz Gonçalves**

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## 1 Regulation

### Lisbon Ad Festival

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

1. Submissions for the 2025 edition will open on **April 21** and close on **September 26**.
2. Each registered work must be publicly displayed between **January 2024** and **September 2025**.
3. Any work submitted to a previous edition of the festival may not be submitted in future editions to the same Category.
4. All works must be submitted exclusively through the festival's platform.
5. The same work can be submitted to more than one category and more than one of its respective sub-categories.
6. Whenever necessary, the organization may request proof of the existence of the pieces entered into the competition.
7. Participants authorize and are fully responsible for the display of the works entered into the competition.
8. Entries must be processed according to the instructions provided in this Entry Kit.
9. As the festival is an international competition, any materials that are not originally in English must be translated, either through subtitles or any other means deemed appropriate by the participants. The jury should be able to understand the messages of all pieces.
10. The Young Lisbon Ad category is subject to a specific regulation available on the festival's website.
11. It is mandatory to submit a project presentation image with dimensions of 1920x1080px.



## 2 Prices and Discounts

1. The cost for each entry submitted is **€400 per category**. If the work is submitted by a Portuguese tax entity, a 23% Value Added Tax (VAT) will be added.
2. The cost for each entry submitted as a Campaign is **€450 per category**. If the work is submitted by a Portuguese tax entity, a 23% VAT will also be added.
3. There is a quantity discount for entries submitted by the same network or agency:
  - If **10 entries** are submitted, each entry will receive a **€50 discount** per category.
  - If **20 entries** are submitted, each entry will receive a **€100 discount** per category.
4. There are Early Crow discounts for works submitted in specific periods:
  - For works submitted between **April 21** and **May 16**, a **25% discount** will be applied.
  - For works submitted between **May 16** and **May 30**, a **10% discount** will be applied.



### 3 Payment Information

1. Payments can be made via PayPal or Bank Transfer. Payment details will be sent directly to the participants once they complete the submission process.

**Payment Details:**

**Bank transfer**

Magnisense Unipessoal LDA.

IBAN: PT50 0033 0000 45493712660 05

**PayPal**

info@lisbonawardsgroup.com

2. Proof of payment must be sent to the email address [beatriz.goncalves@lisbonawardsgroup.com](mailto:beatriz.goncalves@lisbonawardsgroup.com) until the last day of submissions under penalty of the participants being disqualified.

3. The Festival is not responsible for any charges associated with bank transfers or PayPal transactions, as these must be covered by the participants.

4. PayPal charges a 5% fee, which must be paid by participants along with the submission fee.



## 4 Voting Process for Submitted Work

1. The submitted work will be evaluated in two stages: first by a **Grand Jury**, and then by an **Executive Jury**.
2. The Grand Jury is responsible for selecting the works that will form the shortlist by voting online on a scale from 0 to 5 points.
3. Once the Grand Jury has selected the shortlisted works for all categories, the Executive Jury will convene in Lisbon to determine the final winners, awarding Bronze, Silver, and Gold prizes, as well as the Grand Prix.
4. The Executive Jury is led by a Jury President, who is responsible for moderating the evaluation process and establishing the assessment criteria applied during voting. In the event of a tie, the President may be called upon to provide an additional decision.
5. Judges are not allowed to vote on works submitted by their own agencies or networks.
6. The Executive Jury has the authority to reassign a piece to a different category or subcategory whenever deemed appropriate.



## **5 Award Attribution**

1. Entries will be awarded Shortlist, Bronze, Silver, Gold, and Grand Prix.
2. A work selected for the shortlist will not necessarily receive a Gold, Silver, or Bronze award. This also applies in cases where the work is the only one selected for the shortlist in a particular category.
3. There may be multiple Bronze, Silver, and Gold awards, as well as several Grand Prix in each category.
4. There are nine regions competing: North America; South, Central, and Latin America; Africa; Western Europe; Eastern Europe; MENA Region; Central and East Asia; South and Southeast Asia; and Oceania.
5. At the Lisbon Ad Health, an Agency of the Year award will also be presented. To determine the Agency of the Year, a scoring table will be used. Each Shortlist entry is worth 1 point, each Bronze award is worth 30 points, each Silver award is worth 60 points, and each Gold award is worth 120 points. A Grand Prix is worth 160 points.
6. The winners will be announced on October 31 through the festival's official website and social media channels.



## **6 Categories and Subcategories**

### **1. Film**

- Film on TV
- Film on Web
- Film on Cinema
- Self Promotion
- Best Use of Film
- Branded Content on Film
- Creative Effectiveness
- Campaign

### **2. Press**

- Normal Format
- Special Format
- Self Promotion
- Best Use of Press
- Branded Content on Press
- Creative Effectiveness
- Campaign

### **3. Radio**

- Radio
- Radio Web
- Self Promotion
- Best Use of Radio
- Branded Content on Radio
- Creative Effectiveness
- Campaign





#### **4. Outdoor**

- Normal Format
- Special Format
- Indoor
- Digital Outdoor
- Interactive Outdoor
- Self Promotion
- Best Use of Outdoor
- Creative Effectiveness
- Campaign

#### **5. Promo & Activation**

- Public Thoroughfare Activation
- Point of Sale Activation
- Guerrilla Marketing
- Low Budget Activation
- Self Promotion
- Product Launch
- Best Use of Media in Promo
- Activation in Events/Festivals
- Creative Effectiveness
- Campaign

#### **6. Direct**

- Print Direct
- Ambient Media: Small Scale
- Ambient Media: Large Scale
- Indoor Direct
- Interactive Digital Experience
- Interactive Online Experience
- Self Promotion
- Creative Effectiveness



## **7. Events**

- Product Launch
- Mega Event
- Big Dimension Event
- Multi-Space Event
- Corporate Event
- Sports Event
- Cultural Event
- Brand Event
- Social Responsibility Event
- Low Budget Event
- Business to Business Event
- Outdoor Events
- Indoor Events
- Self Promotion
- Creative Effectiveness

## **8. Digital**

- Website
- Microsite
- Branded Content
- User Experience / Usability
- Online Advertising
- Digital Games
- Self Promotion
- Best Use of Digital
- Creative Effectiveness
- Campaign



## **9. Mobile**

- Services and Utilities App
- Corporate Mobile App
- Site Mobile
- Mobile Games
- Mobile Advertising Format
- Relational Marketing Mobile
- Social Media Mobile Use
- Brand Activation in Mobile
- Branded Content
- Self Promotion
- Best Use of Mobile
- Creative Effectiveness

## **10. PR**

- Employee Communication
- Institutional Image
- Integrated Marketing
- Digital & Mobile
- Media Relations
- Word of Mouth
- Event
- Product or Service Launch
- Product or Service Promotion
- Brand Activation





## **11. Innovation**

- Innovative Technology
- Creative Innovation

## **13. Design**

- Annual Reports
- Brochures
- Calendars
- Catalogues
- Corporate Identity
- Editorial
- Corporate Digital Editorial Design
- Eco Design
- Logo
- Magazine / Cover Art
- Packaging
- Point of Sale
- Poster
- Naming
- Signage
- Design Web
- Mobile/App Design
- Special Format Design
- Experimental Design
- Illustration
- Typography
- Self Promotion
- Design Effectiveness



## **14. Craft**

- TV / Cinema Film
- Web Film
- Animation
- Copywriting
- Art Direction
- Best Production Value
- Cinematography
- Direction
- Editing
- Visual Effects
- Script
- Sound Design
- Best Use of Music
- Best Original Music
- Photography
- Motion Graphics

## **15. Social Media**

- Best Use of Digital Influencers
- Best Use of Social Media in Real Time
- Isolated Post
- Best Use of Twitter
- Social Responsibility in Social Media
- Best Use of Social Media in Crisis
- Branded Content
- Social Media Campaign

## **16. Campaign**

- Integrated Campaign
- Effectiveness Campaign



## **17. Effectiveness**

- Awareness Effectiveness
- Sales Effectiveness
- Effective Use of Media

## **18. Tech**

- VR Experiences & Augmented Reality
- Experimental & Innovation
- Events & Live Streaming
- AI

## **19. Marketing & Advertising**

- Web Commercials
- Brand Entertainment on Web
- Native & Mobile Advertising





## 6 Categories and Subcategories

### File Types

1. Up to 10 Jpg
2. Up to 10 PDF
3. Up to 5 mp3
4. Up to 3 mp4

**Note:** Each file can be up to 50MB in size.



## 7 Tips on a Successful Application

1. Keep your uploaded files as small as possible.
2. When uploading files to the platform, keep in mind that the work will be assessed online. Therefore, the smaller the file, the quicker and easier it will be for the jury to access.
3. Select the categories and subcategories that best represent the aspect of the work you wish to highlight, and prepare your case accordingly.
4. The clearer you are about what you want to show the jury, the more successful you will be.
5. If presenting your work as a video case, keep it concise and to the point.
6. Be precise in your presentation. The shorter you keep the case and the overall message of the work, the better. Whenever possible, show results.
7. When submitting work, you can include aspects such as social media results (likes, shares, and views), spontaneous media coverage, and financial outcomes. If possible, these results should also be presented in a tangible manner.

**Last but not least, if you have any questions, feel free to give us a call!**

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

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