



.Lisbon

International Advertising
Festivals Group

Entry Kit



Welcome to the Lisbon International Advertising Festivals, 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**

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

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+351 911 778 760

1 Regulation

Lisbon International Advertising Festivals

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

1. Each registered work must be publicly displayed between August 2022 and August 2023. The opening and closing dates of each edition will be announced on the festival's official website and its social media.
2. Any work submitted to a previous edition of the festival may not be submitted in future editions to the same Category.
3. The works are exclusively submitted through the festival's platform.
4. The same work can be submitted to more than one category and to more than one of its respective sub-categories.
5. Whenever appropriate, the organisation may request proof of existence of the pieces entering the contest.
6. The participants authorise and are fully responsible for the display of the pieces entering the contest.
7. Entries must be processed according to the instructions on this Entry Kit.
8. 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.
9. The Young Lisbon category is subject to a specific regulation available on the festival's official website.

2 Prices and Discounts

1. The price for each single piece submitted is 350€. If the work submitted is to be paid by a portuguese tax entity, there is a 23% Value Added Tax to be added.
2. The price for each piece submitted as Single Media Campaign is 400€. If the work submitted is to be paid by a portuguese tax entity, there is a 23% Value Added Tax to be added.
3. The price for each piece submitted as Campaign is 500€. If the work submitted is to be paid by a portuguese tax entity, there is a 23% Value Added Tax to be added.
4. There is a quantity discount for pieces submitted by the same network or agency:
 - . If 10 pieces are submitted, each piece will have a discount of 50€;
 - . If 20 pieces are submitted, each piece will have a discount of 100€.
5. There are Early Crow discounts for works submitted in specific periods:
 - . For works submitted between April 17th and May 8th, there is a discount of 35%;
 - . For works submitted between May 9th and June 14th, there is a discount of 25%.
 - . For works submitted between June 13th and July 7th, there is a discount of 15%.

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: Magnisense Unipessoal LDA.

IBAN: PT50 0033 0000 45493712660 05

2. Proof of payment must be sent to the email address ines.pacheco@lisbonawardsgroup.com until the last day of submissions under penalty of the participants being disqualified.

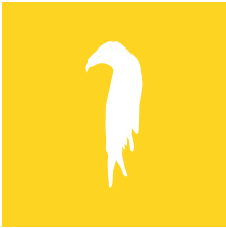
3. The Festival does not take responsibility for any charges associated with bank transfers or PayPal transfers, as these must be covered by the participants.

4 Voting of the Submitted Work

1. The submitted work will be assessed at two different stages: Firstly by a Grand Jury and secondly by a Group of Curators.
2. The Grand Jury is divided into 18 panels, correspondent to each one of the categories — available on the festival's official website. A president leads every panel. The president of each jury panel is responsible for setting the evaluation criteria applied during the voting process. An additional intervention by the category's president may also be requested in case of a tie.
3. 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.
4. The Grand Jury is also responsible for selecting the "Local Lisbons" winners — awards that recognize the highest scoring works in each region.
5. After the Grand Jury selects the Shortlist in each category, the Curators of the 4 Festivals (Lisbon Ad, Lisbon Health and Lisbon PR) will meet in Lisbon and will choose the Bronze, Silver, and Gold Awards, as well as the Grand Prix.
6. The judges may not vote for pieces submitted to the competition by their agencies or network.
7. The Curators 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, Grand Prix and President's Choice.
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 select for shortlist in a particular category.
3. There may be selected several bronze, silver, gold awards and also several Grand Prix in each category.
4. There will be only one work awarded with President's Choice Award, selected by the Presidents of the 4 Festivals.
5. Local Lisbons: Awards that recognise the highest scoring works in each region and are recognised through Bronze, Silver and Gold medals.
6. 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.
7. At the Lisbon International Advertising Festival, there will be an Agency of the Year award, and a Production company of the Year award. In order to deliver these awards, a scoring table will be published. Each Shortlist is worth 1 point, each Bronze one is worth 30 points, each Silver one is 60 points, and each Gold one is 120 points. A Grand Prix and President choice are worth 160 points.
 - 7.1. There will be a Network of the Year Award, with the sum of the scoring points of the 3 festivals.
8. The results will be announced during the Cocktail event of the Lisbon International Advertising Festivals Group, at a time and venue to be communicated by the organisation through its social media and media partners.
 - 8.1. The Cocktail event is an invitation-only event, presented by Lisbon Awards Group and the Curators.
 - 8.2. The Cocktail event with the announcement of the winners will be live streamed worldwide through its website.



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6 Categories and Subcategories - Ad

1. The categories and subcategories for the Lisbon International Advertising Festival are:

1. Film

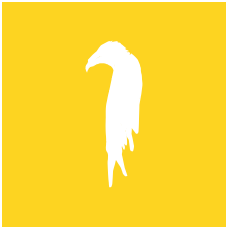
- . Film on TV
- . Film on Web
- . Film on Cinema
- . Self Promotion
- . Best Use of Film
- . Branded Content on Film
- . Creative Effectiveness
- . Campaign

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



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4. Outdoor

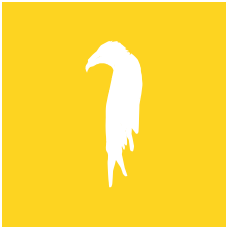
- . Normal Format
- . Special Format
- . Indoor
- . Digital Outdoor
- . Interactive Outdoor
- . Self Promotion
- . Best Use of Outdoor
- . Creative Effectiveness
- . Campaign

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



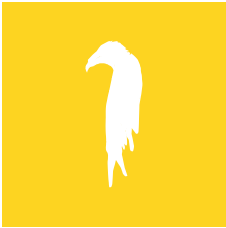
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7. Events

- . 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



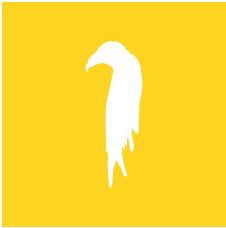
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9. Mobile

- . 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

- . PR Strategic Planning
- . Influence Management
- . Crisis Management
- . Internal Communication
- . Social and Environmental Responsibility
- . Relation with Media
- . Spontaneous Media in Advertising Campaign
- . Low Budget Public Relations Plan
- . Effectiveness in Technology Use in Public Relations
- . Best Use of Influencers
- . Political Campaign
- . Self Promotion
- . Creative Effectiveness



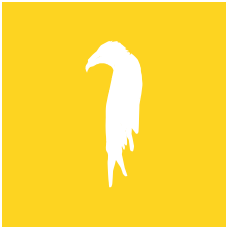
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11. Innovation

- . 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



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14. Craft

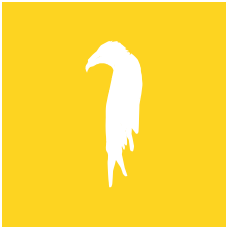
- . TV / Cinema Film
- . Web Film
- . Animation
- . Copywriting
- . Art Direction
- . Best Production Value
- . Cinematography
- . Direction
- . Editing
- . Visual Effects
- . Script
- . Sound Design
- . Best Use of Music
- . Best Original Music
- . Photography
- . Motion Graphics

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



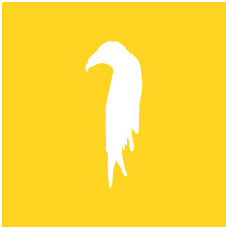
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17. Effectiveness

- . Awareness Effectiveness
- . Sales Effectiveness
- . Effective Use of Media

Sub categories:

Agricultural
Alcohol
Automotive - Aftermarket & Vehicles
Beauty
Beverages - Non-Alcohol
Children & Teen
Culture
Electronics
Entertainment & Events
Fashion
Finance, Banks & Credit Cards
Fitness
Government & Politics
Healthcare & Pharma
Home Furnishings & Appliances
Household Supplies & Services
HR & Recruitment
Insurance
Industrial & Building
Internet
Leisure
Luxury
Media & Entertainment
New Product or Service
NGO's
Office & Delivery
Olympics
Packaged Food
Personal Care
Pet Care
Professional Services
Real Estate
Restaurants
Retail
Snacks & Desserts
Sports
Software & Apps
Sustainability
Telecom
Transportation
Travel & Tourism
Utilities
Wellness



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18. Tech

DIGITAL MARKETING & ADVERTISING

- . Web Commercials
- . Brand Entertainment on Web
- . PR Campaign on Web
- . Native & Mobile Advertising

TECHNOLOGY

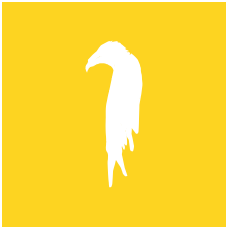
- . VR Experiences & Augmented Reality
- . Experimental & Innovation
- . Events & Live Streaming

Sub categories:

Agricultural
Alcohol
Automotive - Aftermarket & Vehicles
Beauty
Beverages - Non-Alcohol
Children & Teen
Culture
Electronics
Entertainment & Events
Fashion
Finance, Banks & Credit Cards
Fitness
Government & Politics
Healthcare & Pharma
Home Furnishings & Appliances
Household Supplies & Services
HR & Recruitment

Insurance
Industrial & Building
Internet
Leisure
Luxury
Media & Entertainment
New Product or Service
NGO's
Office & Delivery
Olympics
Packaged Food
Personal Care
Pet Care
Professional Services
Real Estate
Restaurants
Retail

Snacks & Desserts
Sports
Software & Apps
Sustainability
Telecom
Transportation
Travel & Tourism
Utilities
Wellness



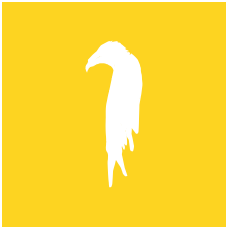
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Upload Formats and Number of Files Per Category

Categories	Subcategories	Files
Film	. Film on TV	1 mp4 / 1 PDF
	. Film on Web	1 mp4 / 1 PDF
	. Film on Cinema	1 mp4 / 1 PDF
	. Self Promotion	1 mp4 / 1 PDF
	. Best Use of Film	1 mp4 / 1 PDF
	. Branded Content on Film	1 mp4 / 1 PDF
	. Creative Effectiveness . Campaign	up to 5 mp4 / 1 PDF up to 5 mp4 / 1 PDF

Categories	Subcategories	Files
Press	. Normal Format	1 Jpg / 1 mp4 / 1 PDF
	. Special Format	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
	. Best Use of Press	1 Jpg / 1 mp4 / 1 PDF
	. Branded Content on Press	1 Jpg / 1 mp4 / 1 PDF
	. Creative Effectiveness . Campaign	up to 5 Jpg / 1 mp4 / 1 PDF up to 5 Jpg / 1 mp4 / 1 PDF

Categories	Subcategories	Files
Radio	. Radio	1 mp3 / 1 mp4 / 1 PDF
	. Radio Web	1 mp3 / 1 mp4 / 1 PDF
	. Self Promotion	1 mp3 / 1 mp4 / 1 PDF
	. Best Use of Radio	1 mp3 / 1 mp4 / 1 PDF
	. Branded Content on Radio	1 mp3 / 1 mp4 / 1 PDF
	. Creative Effectiveness . Campaign	up to 5 mp3 / 1 mp4 / 1 PDF up to 5 mp3 / 1 mp4 / 1 PDF

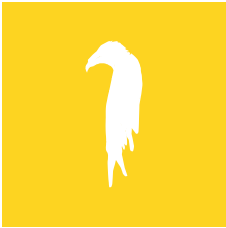


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Categories	Subcategories	Files
Outdoor	. Normal Format	1 Jpg / 1 mp4 / 1 PDF
	. Special Format	1 Jpg / 1 mp4 / 1 PDF
	. Indoor	1 Jpg / 1 mp4 / 1 PDF
	. Digital Outdoor	1 Jpg / 1 mp4 / 1 PDF
	. Interactive Outdoor	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
	. Best Use of Outdoor	1 Jpg / 1 mp4 / 1 PDF
	. Creative Effectiveness	up to 5 Jpg / 1 mp4 / 1 PDF
	. Campaign	up to 5 Jpg / 1 mp4 / 1 PDF

Categories	Subcategories	Files
Promo & Activation	. Public Thoroughfare Activation	1 Jpg / 1 mp4 / 1 PDF
	. Point of Sale Activation	1 Jpg / 1 mp4 / 1 PDF
	. Guerrilla Marketing	1 Jpg / 1 mp4 / 1 PDF
	. Low Budget Activation	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
	. Product Launch	1 Jpg / 1 mp4 / 1 PDF
	. Best Use of Media in Promo	1 Jpg / 1 mp4 / 1 PDF
	. Activation in Events/Festivals	1 Jpg / 1 mp4 / 1 PDF
	. Creative Effectiveness	1 Jpg / 1 mp4 / 1 PDF
	. Campaign	1 Jpg / 1 mp4 / 1 PDF

Categories	Subcategories	Files
Direct	. Print Direct	1 Jpg / 1 mp4 / 1 PDF
	. Ambient Media: Small Scale	1 Jpg / 1 mp4 / 1 PDF
	. Ambient Media: Large Scale	1 Jpg / 1 mp4 / 1 PDF
	. Indoor Direct	1 Jpg / 1 mp4 / 1 PDF
	. Interactive Digital Experience	1 Jpg / 1 mp4 / 1 PDF
	. Interactive Online Experience	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
	. Creative Effectiveness	1 Jpg / 1 mp4 / 1 PDF

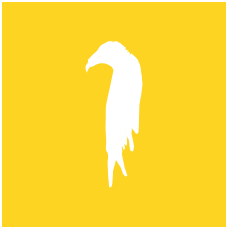


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Categories	Subcategories	Files
Events	. Product Launch	up to 5 Jpg / 1 mp4 / 1 PDF
	. Mega Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Big Dimension Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Multi-Space Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Corporate Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Sports Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Cultural Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Brand Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Social Responsibility Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Low Budget Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Business to Business Event	up to 5 Jpg / 1 mp4 / 1 PDF
	. Outdoor Events	up to 5 Jpg / 1 mp4 / 1 PDF
	. Indoor Events	up to 5 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	up to 5 Jpg / 1 mp4 / 1 PDF
. Creative Effectiveness	up to 5 Jpg / 1 mp4 / 1 PDF	

Categories	Subcategories	Files
Digital	. Website	1 Jpg / 1 mp4 / 1 PDF
	. Microsite	1 Jpg / 1 mp4 / 1 PDF
	. Branded Content	1 Jpg / 1 mp4 / 1 PDF
	. User Experience / Usability	1 Jpg / 1 mp4 / 1 PDF
	. Online Advertising	1 Jpg / 1 mp4 / 1 PDF
	. Digital Games	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
	. Best Use of Digital	up to 5 Jpg / 1 mp4 / 1 PDF
	. Creative Effectiveness	up to 5 Jpg / 1 mp4 / 1 PDF
	. Campaign	

Categories	Subcategories	Files
Mobile	. Services and Utilities App	1 Jpg / 1 mp4 / 1 PDF
	. Corporate Mobile App	1 Jpg / 1 mp4 / 1 PDF
	. Website	1 Jpg / 1 mp4 / 1 PDF
	. Mobile Games	1 Jpg / 1 mp4 / 1 PDF
	. Mobile Advertising Format	1 Jpg / 1 mp4 / 1 PDF
	. Relational Marketing Mobile	1 Jpg / 1 mp4 / 1 PDF
	. Social Media Mobile Use	1 Jpg / 1 mp4 / 1 PDF
	. Brand Activation in Mobile	1 Jpg / 1 mp4 / 1 PDF
	. Branded Content	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
	. Best Use of Mobile	1 Jpg / 1 mp4 / 1 PDF
. Creative Effectiveness	1 Jpg / 1 mp4 / 1 PDF	

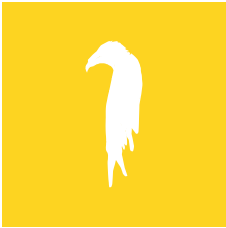


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Categories	Subcategories	Files
Public Relations	. PR Strategic Planning	1 Jpg / 1 mp4 / 1 PDF
	. Influence Management	1 Jpg / 1 mp4 / 1 PDF
	. Crisis Management	1 Jpg / 1 mp4 / 1 PDF
	. Internal Communication	1 Jpg / 1 mp4 / 1 PDF
	. Social and Environmental Responsibility	1 Jpg / 1 mp4 / 1 PDF
	. Relation with Media	1 Jpg / 1 mp4 / 1 PDF
	. Spontaneous Media in Advertising Campaign	1 Jpg / 1 mp4 / 1 PDF
	. Low Budget Public Relations Plan	1 Jpg / 1 mp4 / 1 PDF
	. Effectiveness in Technology Use in Public Relations	1 Jpg / 1 mp4 / 1 PDF
	. Best Use of Influencers	1 Jpg / 1 mp4 / 1 PDF
	. Political Campaign	1 Jpg / 1 mp4 / 1 PDF
	. Self Promotion	1 Jpg / 1 mp4 / 1 PDF
. Creative Effectiveness	1 Jpg / 1 mp4 / 1 PDF	

Categories	Subcategories	Files
Innovation	. Innovative Technology	up to 5 Jpg / 1 mp4 / 1 PDF
	. Creative Innovation	up to 5 Jpg / 1 mp4 / 1 PDF

Categories	Subcategories	Files
Design	. Annual Reports	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Brochures	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Calendars	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Catalogues	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Corporate Identity	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Editorial	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Corporate Digital Editorial Design	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Eco Design	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Logo	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Magazine / Cover Art	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Packaging	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Point of Sale	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Poster	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Naming	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Signage	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Design Web	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Mobile/App Design	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Special Format Design	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Experimental Design	up to 10 Jpg / 1 mp4 / up tp 3 PDF
	. Illustration	up to 10 Jpg / 1 mp4 / up tp 3 PDF
. Typography	up to 10 Jpg / 1 mp4 / up tp 3 PDF	
. Self Promotion	up to 10 Jpg / 1 mp4 / up tp 3 PDF	
. Design Effectiveness	up to 10 Jpg / 1 mp4 / up tp 3 PDF	

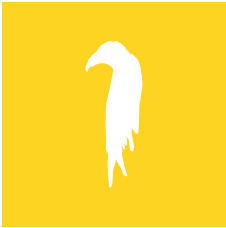


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Categories	Subcategories	Files
Craft	. TV / Cinema Film	1 Jpg / 1 mp4 / 1 PDF
	. Web Film	1 Jpg / 1 mp4 / 1 PDF
	. Animation	1 Jpg / 1 mp4 / 1 PDF
	. Copywriting	1 Jpg / 1 mp4 / 1 PDF
	. Art Direction	1 Jpg / 1 mp4 / 1 PDF
	. Best Production Value	1 Jpg / 1 mp4 / 1 PDF
	. Cinematography	1 Jpg / 1 mp4 / 1 PDF
	. Direction	1 Jpg / 1 mp4 / 1 PDF
	. Editing	1 Jpg / 1 mp4 / 1 PDF
	. Visual Effects	1 Jpg / 1 mp4 / 1 PDF
	. Script	1 Jpg / 1 mp4 / 1 PDF
	. Sound Design	1 Jpg / 1 mp4 / 1 PDF / 1 mp3
	. Best Use of Music	1 Jpg / 1 mp4 / 1 PDF / 1 mp3
	. Best Original Music	1 Jpg / 1 mp4 / 1 PDF / 1 mp3
. Photography	1 Jpg / 1 mp4 / 1 PDF	
. Motion Graphics	1 Jpg / 1 mp4 / 1 PDF	

Categories	Subcategories	Files
Social Media	. Best Use of Digital Influencers	up to 5 Jpg / 1 mp4 / 1 PDF
	. Best Use of Social Media in Real Time	up to 5 Jpg / 1 mp4 / 1 PDF 1 Jpg / 1 mp4 / 1 PDF
	. Isolated Post	up to 10 Jpg / 1 mp4 / 1 PDF
	. Best Use of Twitter	up to 5 Jpg / 1 mp4 / 1 PDF
	. Social Responsibility in Social Media	up to 5 Jpg / 1 mp4 / 1 PDF
	. Best Use of Social Media in Crisis	up to 5 Jpg / 1 mp4 / 1 PDF
	. Branded Content	up to 5 Jpg / 1 mp4 / 1 PDF
. Social Media Campaign		

Categories	Subcategories	Files
Campaign	. Integrated Campaign	up to 5 Jpg / up to 5 mp4 / up to 5 PDF / up to 5 mp3
	. Effectiveness Campaign	up to 5 Jpg / up to 5 mp4 / up to 5 PDF / up to 5 mp3



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Categories	Subcategories	Files
Effectiveness	Awareness Effectiveness	up to 5 Jpg / 1 mp4 / 1 PDF
	Sales Effectiveness	up to 5 Jpg / 1 mp4 / 1 PDF
	Effective Use of Media	up to 5 Jpg / 1 mp4 / 1 PDF

Categories	Subcategories	Files
Tech	.Web Commercials	up to 5 Jpg / 1 mp4 / 1 PDF
	.Brand Entertainment on Web	up to 5 Jpg / 1 mp4 / 1 PDF
	.PR Campaign on Web	up to 5 Jpg / 1 mp4 / 1 PDF
	.Native & Mobile Advertising	up to 5 Jpg / 1 mp4 / 1 PDF
	.VR Experiences & Augmented Reality	up to 5 Jpg / 1 mp4 / 1 PDF
	.Experimental & Innovation	up to 5 Jpg / 1 mp4 / 1 PDF
	.Events & Live Streaming	up to 5 Jpg / 1 mp4 / 1 PDF



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Health

6 Categories and Subcategories - Health

Categories

1. Corporate image and insurance
2. Awareness, Fundraising & Advocacy
3. Device & Diagnostics
4. Pharmaceuticals
5. Beauty & Lifestyle
6. Wellness
7. Tech
8. Products & Devices
9. Over-the-Counter-Products, Services & Devices
10. Animal Health
11. Homeopathic & Natural Remedies

Sub - Categories (Applies to all Categories)

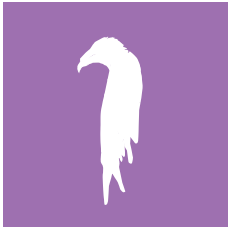
- Campaign
- Craft
- Print
- Radio
- Outdoor
- Direct
- Digital
- Mobile
- Activation
- Design
- Film
- Best use of Media
- Public Relations
- Events
- Branded Content
- Innovation
- Effectiveness



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6 Categories and Subcategories - PR

Categories

1. EMPLOYEE COMMUNICATION
2. INSTITUTIONAL IMAGE
3. INTEGRATED MARKETING
4. DIGITAL & MOBILE
5. MEDIA RELATIONS
6. WORD OF MOUTH
7. EVENT
8. PRODUCT OF SERVICE LAUNCH
9. PRODUCT OR SERVICE PROMOTION
10. BRAND ACTIVATION

Sub - Categories (Applies to all Categories)

- Agricultural
- Alcohol
- Automotive - Aftermarket & Vehicles
- Beauty
- Beverages - Non-Alcohol
- Children & Teen
- Culture
- Electronics
- Entertainment & Events
- Fashion
- Finance, Banks & Credit Cards
- Fitness
- Government & Politics
- Healthcare & Pharma
- Home Furnishings & Appliances
- Household Supplies & Services
- HR & Recruitment
- Insurance
- Industrial & Building
- Internet
- Leisure
- Luxury
- Media & Entertainment
- New Product or Service
- NGO's
- Office & Delivery
- Olympics
- Packaged Food
- Personal Care
- Pet Care
- Professional Services
- Real Estate
- Restaurants
- Retail
- Snacks & Desserts
- Sports
- Software & Apps
- Sustainability
- Telecom
- Transportation
- Travel & Tourism
- Utilities
- Wellness



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7 Tips on a Successful Application

Keep your uploaded files as small as possible.

Once you upload files on our platform, you must keep in mind that the judging of the work will be done online. Therefore, the shorter the file, the quicker and easier can a judge access it.

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.

The clearer you are on what you want to show the jury, the more successful you will be.

If presenting your work in a video case, keep it short and simple.

Be precise with your presentation. The shorter you keep the case and overall message of the work the better.

Whenever possible, show results.

When enrolling 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.

Do not waste time, duplicate your entries.

If you wish to submit the same piece to more than one category or to more than one subcategory you have the option to duplicate your entry. Find out more on the Instructions on how to use the Festival's Platform.

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

Our team is available to assist you 24/7, so if you ever need us, do not hesitate to contact us.

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