



The Festival of Media Global Awards 2012 Terms and conditions

C Squared Events Ltd. is the sole and rightful owner and organiser of the Festival of Media to be held in Montreux, Switzerland from 15-17 April 2012.

1. Eligibility

The Festival of Media Awards is open to all those involved in advertising and communication – for example but not limited to: media agencies, their global and regional headquarters and their local operations; local and global media owner companies – from newspaper and magazine publishing groups to the pure-play digital brands, and from out-of-home businesses, cinema networks, mobile network operators and online retailers; specialist agencies such as out-of-home networks, specialist digital agencies; social network Apps developers; mobile agencies; content creators and managers (e.g. production companies, right holders, music businesses and sports specialists); research business and consumer insight companies; industry associations and related organisations; full-service creative agencies; marketing and media directors at client companies.

Eligible campaigns must have run between 1 January 2011 and 31 December 2011.

All entries must have been made within the context of a normal paying contract with a client, except in case of charitable clients or organisations.

All entries must have been produced with the full knowledge of the trademark/copyright owner of the product or brand advertised.

Entries cannot be withdrawn after 6 February 2012. Any entries made after the early bird deadline of 9 January 2012 will incur a late fee. The final entry deadline is 6 February 2012.

Entries submitted on or before 9 January 2012 will cost £320 GBP per entry. For UK participants only, VAT will be added. Any entries made after 9 January 2012 will cost £345 GBP per entry.

Entries that have infringed any of their country of origins' voluntary or regulatory codes of practice are not eligible.

Entrants should withdraw their work should an infringement arise.

2. Entry Requirements

All entry forms must be completed online at www.festivalofmediaawards.com.

There are no limits to the number of categories a single campaign can enter. However, you must pay for each entry. Any campaigns can be submitted and all disciplines are welcome.

The competition is open to all countries. Campaigns can run globally, regionally or locally.

All entries must relate either to one advertisement/campaign or media owner. Entries relating to more than one advertisement/campaign or media owner (even if promoting the same product or owned by the same parent company) must be entered individually and paid for as separate entries.

The entry submission will only be confirmed when all parts have been fully completed. The information on the entry can be changed up until the closing date.

For all entering categories all entrants will need to provide:

- dates of the activity
- the markets covered
- a list of all agencies who should be credited
- a client contact
- two images showing the activity in progress
- a write up to explain the insight, strategy, execution and results

Shortlisted entrants will be required to submit a video reel, for final judging.

The organisers of the Festival of Media Global Awards reserve the right to request a full media schedule from each entrant company to verify accuracy.

Each entry should be submitted in English.

Information in the entry form will remain confidential until the end of the first judging round. C Squared Events Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

3. Creative Material Requirements

You must upload the following to support your written entry:

- Two images of the campaign in action.

For example, a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.

Creative submissions must be unbranded and should not include entering company names or any contributing creative companies.

All images must be sent in a digital format and uploaded onto the entry website.

Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed file size 10MB.

Please ensure high quality images are submitted or entrants will be asked to re-submit material.

Shortlisted entries

Shortlisted campaigns will be asked to provide more information for the final jury, in the form of a video reel highlighting the campaign's success. Entries for which no reel is provided will not be disqualified, but may be at a disadvantage in the final judging.

You are required to send two file versions of the video reel:

a) .flv version – website upload

Reel specification: format 4:3, file type .flv, max file size 10MB, max length 3 minutes, deadline: 9 April 2012. Please note there will NOT be a deadline extension.

b) .wmv version – Data CD/DVD or via yousendit.com

Reel specification: format 4:3, file type .wmv, high resolution, max length 3 minutes, deadline: 9 April 2012. Please note: there will NOT be a deadline extension.

If you wish to send a data DVD/CD, please send it to: Nisha Ashra, Awards Manager, C Squared, 115 Southwark Bridge Road, London SE1 0AX, U.K. **It must arrive by 9 April 2012.**

If you wish to send your video reel via [yousendit](http://yousendit.com), please email it to events@csquared.cc. **It must arrive by 9 April 2012.**

Please ensure high quality files are submitted or entrants will be asked to re-submit material.

Winners

Information in the entry form will remain confidential until the end of the first judging round. C Squared Events Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

4. Judging

A jury of unparalleled seniority and expertise will judge the Festival of Media awards, formed from global network CEOs, clients with worldwide and regional responsibilities – and introducing unique perspectives from the broader creative industries.

Through an online judging process, entries will first be reviewed and scored, leading to a shortlist of the best scoring entries.

The shortlist will be announced on 15 March 2012.

The Jury will meet prior to the opening of the Festival of Media, to choose the winners.

5. Awards

There are 14 categories available to enter with a further 4 Grand Prix Awards with are calculated on a point system. More information is below.

Entering Categories

There are 14 campaign categories which invite as entries the most innovative, imaginatively integrated, elegantly crafted, well targeted and immaculately executed communication campaigns.

Grand Prix Awards

In addition to the entering categories, there are 4 Grand Prix Awards.

The Agency of the Year will be awarded to the Agency that has displayed an outstanding level of achievement in this year's Festival of Media Awards, based on a calculation of entries appearing in the shortlist, in the list of highly commended and winning campaign entries. Agencies are awarded 1 point for a shortlisted entry, 3 points for a highly commended and 7 points for a winning entry. Where agencies achieve shortlisted, highly commended and winning status for a single campaign in different categories, that campaign will only accrue the highest points awarded it once towards the Agency of the Year award.

For example, if *Agency X* enters *Campaign Y* into the Best Communications Strategy, Best Use of Content and Best Use of Digital Landscape categories and *Campaign Y* achieves shortlisting in the Best Communications Strategy category, Highly Commended in the Best Use of Content category and wins in the Best Use of Digital Landscape category, only the 7 points awarded for the win in the Best Use of Digital Landscape category will count towards *Agency X's* Agency of the Year total for *Campaign Y*. If *Campaign Y* wins in multiple categories, only one set of 7 points will count towards *The Agency of the Year* award for *Agency X*. Each campaign can only achieve a maximum of 7 points towards The Agency of the Year award irrespective of category. Therefore entering multiple different campaigns gives an Agency a better chance of winning the Agency of the Year award.

The Network of the Year will be awarded to the agency network that has displayed an outstanding level of achievement, based on a calculation of entries appearing in the shortlist, in the list of highly commended and the winning campaign entries. Networks are awarded 1 point for a shortlisted entry, 3 points for a highly commended and 7 points for a winning entry. For networks to be eligible, they must have entries from 3 or more agency offices from their global network. Where agencies achieve shortlisted, highly commended and winning status for a single campaign in different categories, that campaign will only accrue the highest points awarded it once towards the Network of the Year award.

For example, if *Agency X* enters *Campaign Y* into the Best Communications Strategy, Best Use of Content and Best Use of Digital Landscape categories and *Campaign Y* achieves shortlisting in the Best Communications Strategy category, Highly Commended in the Best Use of Content category and wins in the Best Use of Digital Landscape category, only the 7 points awarded in the Best Use of Digital Landscape category will count towards the Network of the Year total for *Campaign Y*. Each campaign can only achieve a maximum of 7 points towards The Network of the Year award irrespective of

category. Therefore entering multiple different campaigns gives a Network a better chance of winning the Network of the Year award.

The Advertiser of the Year will be awarded to the advertiser whose brands have appeared consistently in the shortlist and in the list of commended and winning campaign entries, demonstrating consistent excellence in creative and innovative media thinking. Advertisers are awarded 1 point for a shortlisted entry, 3 points for a highly commended and 7 points for a winning entry. Where an advertiser achieves shortlisted, highly commended and winning status for a single campaign in different categories, that campaign will only accrue the highest points awarded it once towards the Advertiser of the Year award.

For example, if *Advertiser X* enters *Campaign Y* into the Best Communications Strategy, Best Use of Content and Best Use of Digital Landscape categories and *Campaign Y* achieves shortlisting in the Best Communications Strategy category, Highly Commended in the Best Use of Content category and wins in the Best Use of Digital Landscape category, only the 7 points awarded in the Best Use of Digital Landscape category will count towards the Advertiser of the Year total for *Campaign Y*. Each campaign can only achieve a maximum of 7 points towards The Advertiser of the Year award irrespective of category. Therefore entering multiple different campaigns gives an Advertiser a better chance of winning the Advertiser of the Year award.

Campaign of the Year, a new award for 2012, will be awarded to the campaign that has excelled above all others. This will be calculated on a points system, based on entries appearing in the shortlist, and the list of highly commended and winning entries. Agencies are awarded 1 point for a shortlisted campaign, 3 points for a highly commended campaign and 7 points for a winning campaign. Each campaign will only be awarded the maximum points it achieves in each category, but unlike the Agency, Network and Advertiser of the Year awards, agencies accrue points for every campaign that is shortlisted, highly commended or wins in a category, regardless of the number of different categories it is entered into.

For example, if *Agency X* enters *Campaign Y* into the Best Communications Strategy, Best Use of Content and Best Use of Digital Landscape categories and *Campaign Y* achieves shortlisting in the Best Communications Strategy category, is shortlisted and then achieves Highly Commended in the Best Use of Content category and is shortlisted and then wins in the Best Use of Digital Landscape category, the campaign will accrue 11 points towards the Campaign of the Year award – 1 point for the shortlisting in the Best Communications Strategy category, 3 points for the highly commended in the Best Use of Content category (but not the 1 point for being shortlisted in the same category) and 7 points for winning in the Best Use of Digital Landscape (but not the 1 point for being shortlisted in the same category).

6. Disqualification

C Squared Events reserves the right to disqualify any entries that do not adhere to the entry guidelines, e.g. any entries that do not fit the eligibility criteria or that have exceeded maximum word counts or failed to supply creative supporting materials. Any decision to disqualify will be final.

7. Fees

Entries submitted on or before the early bird deadline of 9 January 2012 will cost £320 GBP. For UK participants only, VAT will be applied.

Any entries submitted after 9 January will cost £345 GBP. The final deadline for entries is 6 February 2012.

For entry payments under £2,500 GBP, payment must be made online by credit card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted. Entry payments over £2,500 GBP can be invoiced. However, all entries must be paid for by 6 February 2012 unless otherwise agreed in writing between the Award entrant and C Squared Events Ltd.

All completed entries registered on the Awards Submissions site when the site is closed on 6 February 2012 will be judged and must be paid for. Entry material cannot be cancelled or removed from the Festival of Media Awards after 6 February 2012.

All Festival of Media Awards entries are non-refundable.

8. Contacts

**For all Festival of Media Awards queries, please contact:
Nisha Ashra, Awards Manager**

nisha@csquared.cc

+44 (0) 207 367 6986

**For Awards sponsorship queries, please contact:
Caroline Holmes, Director, Sponsorship and Partnership**

caroline@csquared.cc

+44 (0) 207 367 6980