



The Festival of Media Global Awards 2017

Terms and conditions

C Squared Networks Ltd. is the sole and rightful owner and organiser of the Festival of Media Global Awards to be held in Rome, Italy, on 8th May 2017.

1. Eligibility

The Festival of Media Global 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; ad tech 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.

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

Eligible campaigns must have run between 1 January 2016 and 31 December 2016.

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Entries cannot be withdrawn after 17 February 2017.

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 <http://globalawards.festivalofmedia.com/>

There are no limits to the number of categories a single campaign can enter. However, you must pay for each entry.

All written submissions should not include entering company names or any contributing creative companies.

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:

- entering company
- entering country
- brand
- industry the brand belongs to
- dates of the activity
- the markets covered
- a list of team member who should be credited
- 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 objectives, insight, strategy, execution and results
- media budget for the campaign

Only shortlisted entrants will be required to submit a two minute video reel for final judging (this is important because it will be the main element used in the Final round of 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 Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

3. Creative Material Requirements

Images

You must upload two images of the campaign in action the following to support your entry. 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. Please note: presentation/picture boards will not be accepted.

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

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

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

Creative submissions should not include entering company names or any contributing creative companies.

Videos

ONLY Shortlisted entries 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.

Videos should not include entering company names or any contributing creative companies.

Video reels must be in English or have English subtitles.



Please note: in addition to the judging room, we may be running these videos during the conference. If your entry wins, we may play these videos as well at the Awards ceremony. If you do not wish your video to be played at the conference or at the ceremony, please notify us when submitting your video.

More details of the specification of the video reels will be provided nearer the time. Video reels not provided by the deadline given may not be considered for judging.

Note for Shortlisted and Winners:

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

4. Confidentiality

Information in the entry form will remain confidential until the end of the first judging round. C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications. This includes using whole or part of the data or details in the submitted material for C Squared Networks Ltd. other events and publications.

By entering into the Awards, you allow the lending or borrowing by the organisers once the shortlist has been announced.

5. 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, creative industries, independent agencies and media owners.

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

*All Gold winners from the regional editions of Festival of Media Awards (Asia Pacific, LatAm and MENA) will have the opportunity to be included in Festival of Media Global Awards Shortlist at the early bird entry price.

Within each entering category, campaigns will be weighted as follows:

Insight = 25%

- Understanding of the marketing challenge
- Understanding of the brand challenge
- Understanding of market
- Consumer insight
- Brand insight

Strategy = 25%

- Innovative and creative media planning
- Innovative and creative channel selection
- Media cut through/stand out
- Innovative solution to media challenge

**Execution = 25%**

Creative standout/cut through
Coordination of execution across channels
Coordination of execution across borders if applicable
Creative leadership

Results = 25%

By media coverage and frequency
Resonance of message
Against specific business objectives

The only exception to this scoring system will be for The Effectiveness Award, where the criteria will be scored as follows:

Insight: 20%
Strategy: 20%
Execution: 20%
Results: 40%

The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

The shortlist will be announced on 29 March 2017.

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

6. Awards

There are 29 categories that are available to enter across four sections: Media, Technology, Content and Insight.

There are further 'Grand Prix' awards to be awarded by a best performance point system.

All the categories may be rewarded Gold, Silver or Bronze (with the exception of the Grand Prix, where only one winner will be rewarded on each non-entering category).

The winners of Festival of Media Global Awards 2017 will be announced on Monday 8th May 2017 at the Rome Cavalieri Hotel, Rome, Italy, as part of the Festival of Media Global conference.

7. Disqualification

C Squared Networks Ltd. 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.

8. Fees

Entries submitted and paid for on or before the early bird deadline of 16 December 2016 will cost £355 GBP.

Any entries submitted and paid for after 16 December 2016 and until 3 February 2017 will cost £370 GBP.



Any entries submitted and paid for after 3 February 2017 until 17 February 2017 will cost £406 GBP.

For UK participants only, VAT will be applied.

Submissions will not be considered until full payment is made.

Please note your payment will be processed in GBP.

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.

For entry payments over £2,500 GBP: payments can be made by credit card or invoice (please have a PO number ready if required). All entries must be paid for by Sunday 17 of February 2017 unless otherwise agreed in writing between the Award entrant and C Squared Networks Ltd.

C Squared Networks Ltd reserves the right to charge an admin fee of £50 if manual invoices are requested or required on award entries totaling less than £2,500.

If you wish to pay offline, please get in touch with the following details:

- Reference number of each of your entries (you may find this number next to each entry under the 'Current submissions' section)
- Company name and address
- Finance contact (name and email address)

All completed entries registered on the Awards submissions site when the site is closed on 17 February 2017 will be judged and must be paid for. Entry material cannot be cancelled or removed from the Festival of Media Awards after 17 February 2017.

All Festival of Media Awards entries are refunded at the discretion of the C Squared Networks Ltd. Management.

We can only take payments by credit cards in £ GBP.

9. Trophies

Please note that all trophies must be collected at the awards ceremony. If the agency or the client are unable to attend the winners' announcement on 8th May 2017 in Rome in order to collect the trophy, an admin fee and extra shipping costs will apply*.

Collecting your trophy at the Festival of Media Awards

On-site trophy collection by the winners or representatives of the winners is free of charge. Any shipment costs that occur from the delivery of the collected trophies to the winning offices will be covered by the winners or representatives of the winners who collect the trophies onsite. Those who collect the trophies on-site will be requested to provide their contact details to the C Squared team. For the collected trophies on-site, C Squared does not take any responsibility for trophies that might be damaged during their delivery to the winners' offices.

*Uncollected trophies

Winning entrants who do not collect their trophies during the winners' announcement will be charged £20 admin fee per delivery in addition to delivery charges. Winning entrants will be contacted to provide C Squared with a delivery



address and the correct contact person for uncollected trophy deliveries. Uncollected trophy deliveries might be processed separately to any duplicate trophy orders and deliveries.

Duplicate trophies

Duplicate trophy orders are available after the winners' announcement. Entrants, credited companies and clients can request trophy duplicates here.

Trophy specifications and pricing

- Gold trophy mirror finish, 160mmx160mmx20mm, fixed to a black acrylic base to include the gold engraving plate at £599 GBP (£499 if ordered before 9th June 2017) + shipping costs
- Silver trophy mirror finish, 150mmx150mmx20mm, fixed to a black acrylic base to include the silver engraving plate at £549 GBP (£449 if ordered before 9th June 2017) + shipping costs
- Bronze trophy mirror finish, 145mmx145mmx20mm, fixed to a black acrylic base to include the bronze engraving plate at £499 GBP (£399 if ordered before 9th June 2017) + shipping costs
- The prices excludes any applicable VAT and delivery costs, which will be added to the total amount due.

Deliveries

Fixed shipping costs are applied for 1 trophy ordered depending on the country where the delivery is addressed to as detailed below. Please note that prices may vary if more than one trophy is ordered.

£80 GBP for 1 trophy to be shipped to Latin America
£75 GBP for 1 trophy to be shipped to Middle East and North Africa
£65 GBP for 1 trophy to be shipped to Asia
£55 GBP for 1 trophy to be shipped to North America
£45 GBP for 1 trophy to be shipped to Europe
£20 GBP for 1 trophy to be shipped to the UK

The delivery period is approximately one month from the date C Squared receives payment for the order. This is an estimated delivery period and is subjected to stock availability. C Squared staff will be able to provide a specific delivery date. Full payment is required in order for the order to be dispatched. C Squared reserves the right to delay the dispatch of the order until full payment is made.

C Squared is not responsible for any delays caused by external factors events outside our control. Deliveries outside of the UK may be subject to import duties and taxes when the order reaches its destination. Recipients are responsible for payment of any import duties. C Squared has no control over these import charges and cannot predict their application or amount. Please contact your local customs office for further information before placing your order.

If the recipient fails to pay any import charges and the product is held, returned or destroyed, recipients agree that C Squared has no liability and is not obliged to replace the order, refund the cost or pay any further shipping costs. Recipients are responsible for all delivery details that are provided when placing the duplicate order online. C Squared is not responsible for any delayed deliveries because of any errors in the delivery details that have been provided by the client.

Processing orders

C Squared will not process orders until full payment is received.

Credited companies and clients may order duplicates under the condition that the engraving details include the original entrant's company name. The original entrant will be notified when a contributing company places a duplicate trophy order.

All details will be checked by C Squared before processing the order, only winning campaigns and Grand Prix winners can receive trophies. Credits on the plate will appear as per the original credits on the entry form. The



original entrant is responsible for the credits provided (i.e. entering company, country, campaign title etc.). Clients may be required to approve the engraving of the duplicate orders.

There is no limit to the number of trophies that can be ordered. Trophies are subject to stock availability.

10. Contact

For all Festival of Media Global Awards queries, please contact:

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For Awards sponsorship queries, please contact:

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