



## **Festival of Media LatAm Awards 2016**

### **Terms and Conditions**

C Squared Networks Ltd. is the sole and rightful owner and organiser of the Festival of Media LatAm Awards to be held in Miami, US, from 5-7 October 2016.

#### **1. Eligibility**

The Festival of Media LatAm Awards are open to all companies involved in advertising and communications, including (but not limited to) media agencies, media owners, full-service creative agencies, digital agencies, ad tech agencies, mobile agencies, content creators, production companies, industry associations and research business.

The Awards are open to agencies based in the Latin-American region and campaigns must have been implemented locally or regionally. Agencies based outside LatAm may participate as well on the basis that their work was created for and implemented in the LatAm region. Likewise, LatAm agencies may submit work that has run globally (including LatAm).

Eligible campaigns must have run between 1 June 2015 and 31 May 2016, or the majority of the campaign run during this period.

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 must be received by 17<sup>th</sup> June 2016. Entries cannot be withdrawn after this date.

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://latamawards.festivalofmedia.com/>

There are 20 entering categories. There are no limits to the number of submissions that can be entered. Any campaigns can be submitted and all disciplines are welcome.

The entry submission will only be completed when all the written parts have been completed and 2 images submitted. The information on the entry can be changed up until the closing date.

Each entry must consist of:

- A written element of 2 main sections in English
- 2 images of the campaign – e.g. a website image, image of the event, a print ad, etc.



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

Each entry should be submitted in English.

Video reels can be in Spanish or Portuguese, however they MUST have English subtitles.

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. You agree to the use of your video reel for promotion, selling and/or lending. All entries must have been produced with the full knowledge of the trademark/copyright owner of the product or brand advertised.

### **3. Creative Material Requirements**

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

All creative must be sent in a digital format.

Supporting images must be uploaded with the written entry onto the entry website. Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed file size 10MB.

A 2 minute video will ONLY be requested if Shortlisted. Videos may be sent via WeTransfer to [events@csquared.cc](mailto:events@csquared.cc) : <https://www.wetransfer.com/>

2 minute video specifications: HD (720p or 1080p), H264 or mp4, File size no larger than 250MB, Maximum length: 2 minutes.

### **4. The Judging Process**

A jury of seniority and expertise will judge The Festival of Media LatAm Awards, formed from regional media agency network CEO's, full service and specialist agencies, and clients.

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 11 August 2016.

A final jury will choose the winner in each entering category and to select the winners of the Grand Prix awards.

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

**Insight = 25%**

- Understanding of the international marketing challenge
- Understanding of the international brand challenge
- Understanding of international 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
- 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.

**5. Announcements of Winners**

The winners of Festival of Media LatAm Awards 2016 will be announced on Thursday 6<sup>th</sup> October 2016 at the Turnberry Isle Miami, USA, as part of the Festival of Media LatAm Conference.

## 6. 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.

## 7. Fees

- **Entry price: US\$ 420/ £300 GBP** (for submissions made and paid for by Friday, 17<sup>th</sup> June 2016, 23.59 GMT)
- **Late fee: US\$ 470 / £335** ((for submissions made and paid for after Friday, 17<sup>th</sup> June 2016, 23.59 GMT)

VAT will be added to UK participants.

Please note your payment will be processed in GBP.

### **For entry payments under £1.600 GBP**

Payment must be made online by credit card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted.

### **Payments over £1.600 GBP**

Payments can be made by credit card or invoice (please have a PO number ready if required). Both options will automatically appear on the entry site while proceeding to the payment. You will automatically receive an invoice or payment confirmation email in your inbox.

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)

Bank details will be found at the bottom of your invoice, once requested. Please note that bank charges may apply and should be covered by the entrants, when paying by bank transfer.

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

Submissions will not be considered until full payment is made. All Festival of Media LatAm Awards entries are non-refundable.



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**LATAM**

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