

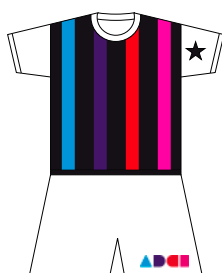
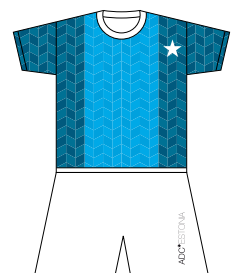
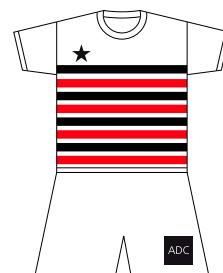
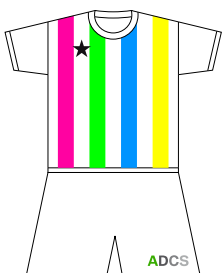
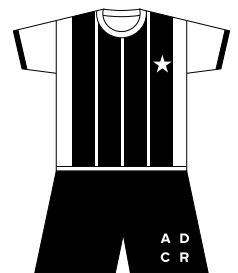
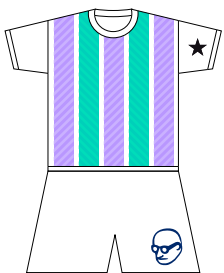
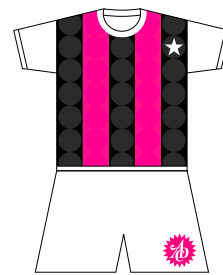
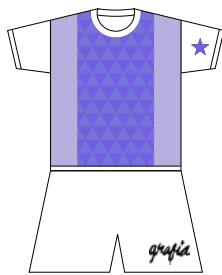
ADC\*E

24th BEST OF EUROPEAN DESIGN  
AND ADVERTISING AWARDS 2015

EUROPEAN JUDGING  
15 OCTOBER 2015

CALL FOR ENTRIES 2015

# CHAMPIONS LEAGUE OF CREATIVITY



**Welcome to the 24<sup>th</sup> Best of European Design and Advertising ADC\*E Awards.**

**The ADC\*E Awards is the only award scheme in the world to bring together the best of European award-winning work under one competition. Participation to the ADC\*E Awards is exclusively granted to works that have being recognized at the national level offering them international visibility and promotion.**

**ADC\*E**

**04 Eligibility**

**05 Categories**

**Entry Form**

**06 Submission procedure**

**07 Formats**

**10 Payment**

**11 Packing and shipping**

**12 Deadline**

**13 The Cup – Intercontinental Advertising Festival**

**14 Return of entries**

**15 Entrant information**

# Eligibility

## NOTE

The ADC\*E fosters and promotes clubs across Europe and showcases the best work from each national market together with the ADC\*E winners in the “Annual of Annuals”.

Because some national member clubs now include international sections in their award’s schemes, please note that: work cannot be submitted when it has not been produced and published for the market where it was awarded.

The ADC\*E will not accept winners of international sections that do not meet this condition.

## ADC\*E members

ADC\*E member clubs responsible for their respective country’s premier award competition are eligible to participate.

Gold Award winners from the national competitions participate for free in the Art Directors Club of Europe Awards. Silver and Bronze Award winners, as well as other awarded works published in the national annual of an ADC\*E member club, may enter for a small fee [see page 10].

## ADC\*E non-members

The Art Directors Club of Europe welcomes the participation of **non-member** European countries, allowing their national winners [Gold, Silver, Bronze], as well as other awarded works published in their national annuals, to compete at the ADCE Awards [see fees in page 10].

# Categories

## NOTE

Work may be entered in one of the following categories.

### 1. Film & Radio

- 1.1 TV Commercials
- 1.2 Cinema Commercials
- 1.3 Public Service & Charity
- 1.4 Corporate Video/TV
- 1.5 Radio Commercials
- 1.6 Sounddesign – Soundlogos, Audio-CI
- 1.7 Any other

### 2. Print & Outdoor

- 2.1 Poster Advertising [Outdoor]
- 2.2 Newspaper Advertising
- 2.3 Magazine & Trade Advertising
- 2.4 Mailings [one-to-one printed campaigns / mailings]

### 3. Interactive & Mobile

- 3.1 Websites
- 3.2 Online advertising [banners, e-mailings...]
- 3.3 Mobile applications [Apps]
- 3.4 Any other

### 4. Design & Craft

- 4.1 Graphic Design
- 4.2 Editorial/Books/Corporate Publishing/Catalogues
- 4.3 Corporate Brand Identity
- 4.4 Illustration and Photography
- 4.5 Packaging
- 4.6 Motion Graphics
- 4.7 Environmental Design [Trade Booths, Concept Stores, Brandsapes]
- 4.8 Any other

### 5. Promotions & New Media

- 5.1 Promotions [Campaigns for promotion sales]
- 5.2 Ambient Media [Campaigns in public spaces]
- 5.3 Live Stunts
- 5.4 New use of media
- 5.5 Events [Corporate, Public, Consumer, Social/Cultural]

### 6. Integration & Innovation

- 6.1 Integrated Campaigns
- 6.2 Content Ideas
- 6.3 Product Ideas
- 6.4 Best use of Technology
- 6.5 Creative Strategy
- 6.6 Total Brand Communication

# Entry Form Submission Procedure

## NOTE

Entry forms and work descriptions must be clear and correctly spelled, as this information will be taken from the form and used for promotional purposes (annual, exhibition, etc.).

**1.** Submissions must be made on-line at: <http://adce.submit.to>

Each entry form will be assigned an **Entry ID number** (automatically generated by the system). You can fill in the online entry form and make any changes you consider necessary up to the final registration deadline (4<sup>th</sup> of September). After that day, no modifications will be allowed. All submitted entries that require physical material to be sent to the ADC\*E office for judging (see Formats, pages 7-9), must be labeled with the corresponding **Entry ID number**, and accompanied by a printed copy of the entry form (look for the PRINT icon on the on-line platform).

**2.** All necessary images, videos, or sound files for the works submitted must be uploaded to the on-line entry platform. Depending on the category (see Formats, pages 7-9), entries may only be required to upload digital material to the on-line entry platform, while in some cases (i.e. Design) printed samples of works will also be required for Judging Day and must be sent to Barcelona by post.

**3.** Works submitted for judging in more than one category must be individually entered in each category.

# Entry Form

## Formats for submission

### IMPORTANT

Descriptions of each piece must be included in the on-line entry form. They will be used for judging and also for publication. Please ensure the descriptions are written in correct English and contain no spelling or typographical errors.

All necessary images, videos, or sound files for the works submitted must be uploaded to the on-line entry platform. Moreover, in some cases works must also be sent to the ADC\*E office in printed format (printed sample) for judging. Technical requirements for each format:

### Videos

- 1920x1080 px, .mov [codec H.264]
- 1<sup>st</sup> frame must not be black!
- Maximum video length is 2,5 min
- Maximum file size is 500Mb
- English voice over or subtitles

### Sound videos

- 1920x1080 px, .mov [codec H.264]
- Text caption in English [Font Helvetica Bold 55, white on black, line space 60]

### Images

- 4266x3200 px, JPEG [RGB] [longest size]
- Not compressed

### Mounted Boards

- A2 or A3 rigid boards

### 3D and Printed samples

- Real size
- Printed samples should be mounted on an A2 or A3 rigid board

# Entry Form

## Formats for submission

See below which formats are required for each category

Category		Upload files to the on-line entry platform	3D or printed samples (to be sent by post)
1. Film & Radio	1.1 TV Commercials 1.2 Cinema Commercial 1.3 Public Service & Charity 1.4 Corporate Video/TV	<b>Video</b> <b>Images:</b> upload 6 images maximum	No required
	1.5 Radio Commercials 1.6 Sounddesign-Soundlogos, Audio-CI	<b>Sound video</b>	No required
	1.7 Any other	<b>Video</b> <b>Images:</b> upload 6 images maximum	No required
2. Print & Outdoor	2.1 Poster Advertising	<b>Images:</b> upload 6 images maximum	No required
	2.2 Newspaper Advertising 2.3 Magazine & Trade Advertising	<b>Images:</b> upload 6 images maximum	No required
	2.4 Mailings	<b>Video</b> <b>Images:</b> upload 6 images maximum	<b>Printed samples or 3D material</b>
	3.1 Websites	<b>URL</b> [+passwords if needed] or <b>Video</b> <b>Images:</b> upload 6 images maximum	Not required
3. Interactive & Mobile	3.2 Online advertising	<b>Video</b> or <b>URL</b> [+passwords if needed] <b>Images:</b> upload 6 images maximum	Not required
	3.3 Mobile applications	<b>Video</b>	Not required
	3.4 Any other	<b>URL</b> [+passwords if needed] or <b>Video</b>	Not required



# Entry Form

## Formats for submission

See below which formats are required for each category

Category		Upload files to the on-line entry platform	3D or printed samples (to be sent by post)
4. Design & Craft	4.1 Graphic Design	Images: upload 6 images maximum	Printed samples
	4.2 Editorial / Books / Corporate Publishing / Catalogues	Images: upload 6 images maximum	3D samples
	4.3 Corporate Brand Identity 4.4 Illustration & Photography	Images: upload 6 images maximum	Printed samples or mounted boards
	4.5 Packaging	Images: upload 6 images maximum	3D samples
	4.6 Motion Graphics 4.7 Environmental Design 4.8 Any Other	Video Images: upload 6 images maximum	Printed samples or mounted boards (optional)
5. Promotions, New Media	5.1 Promotions	Video	3D, printed samples or mounted boards (optional)
	5.2 Ambient Media	Images: Upload 6 images maximum	
	5.3 Live stunts		
	5.4 New use of media		
	5.5 Events		
6. Integration & Innovation	6.1 Integrated campaigns	Video	3D, printed samples or mounted boards (optional)
	6.2 Content Ideas	Images: Upload 6 images maximum	
	6.3 Product Ideas		
	6.4 Best use of Technology		
	6.5 Creative Strategy		
	6.7 Total Brand Communication		
7.1 European Student 7.2 Young European Creative		Video Images: Upload 6 images maximum	3D, printed samples or mounted boards (optional)

# Entry Form Payment

## IMPORTANT

In your transfer information, please indicate the Entry ID number and country corresponding to the work you are submitting and paying for.

If you are paying for more than one entry with the same transfer, please indicate all the Entry ID numbers.

In addition, you must upload your proof of payment, with the corresponding Entry ID number(s), to the online registration platform.

## Entries from ADC\*E Member Countries

Only winning works from national competitions and published in the national annual can be submitted. Fees:

- Gold: Free entry [0€]
- Silver: 100€ / entry \*
- Bronze and Shortlist: 170€ / entry \*

\* +21% VAT is applicable to entries from Spain, Iceland, Russia, Switzerland and Ukraine.

## Entries from ADC\*E Non-member Countries

Gold, Silver, Bronze and other awarded work published in the national annual from clubs who are not members of ADC\*E may be entered for a fee of:

- Gold, Silver, Bronze and Shortlist: 270€ / entry \*

\* +21% VAT where applicable

**All fees are payable by bank transfer directly to the ADC\*E bank account**

### CAIXABANK

Passeig Sant Gervasi, 52

08022 Barcelona / SPAIN

IBAN number: ES60 2100 3084 8322 0038 4200

SWIFT CODE: CAIXESBBXXX

For Spanish transfers: CC. 2100 3084 83 2200384200

# Entry Form

## Packing and shipping

### **For 3D and printed samples**

- Each entry must be sent with an attached entry form, printed from the on-line entry platform [look for the PRINT icon on the on-line platform], including the Entry ID number, full address and contact person. Entry forms should be attached with drafting tape [**do not glue or mount**] to clearly identify the work.
- Pack the entries by category.
- For campaigns, number each item in the preferred viewing sequence [1 of 3, 2 of 3, etc.]

### **Pack and send the parcel to**

ADCE Awards  
Attention: Aline Charransol [ADCE-FAD]  
Disseny Hub Barcelona  
C/ Badajoz, 175  
08018 Barcelona / SPAIN

### **Delivery Hours**

Mon-Friday: 8:00 – 18:00

### **Write the following on the outside of the package**

INTERNATIONAL EXHIBITION /  
CONTEST MATERIAL /  
NO COMMERCIAL VALUE

# Entry Form Deadline

## **Closing date is 4 September 2015**

All physical material sent for the Art Directors Club of Europe Awards 2015 must be received at the Barcelona office by Friday 4 September 2015, before 18:00.

If you encounter problems with this date, please contact us at [awards@adceurope.org](mailto:awards@adceurope.org).

# THE CUP. Intercontinental Advertising Festival

## ADC\*E winners will participate in THE CUP

The Intercontinental Advertising Festival, THE CUP is currently on its 7<sup>th</sup> edition. In this global competition, only winners from regional festivals will come together to compete. The idea originated from the following major international festivals: Asian Pacific AdFest, the Iberoamerican FIAP, and European Golden Drum and ADC\*E, which devised a ‘festival of festivals’ at an intercontinental level, to recognize and value regional cultures from around the world.

THE CUP is a global festival embracing local culture, and it prides itself on ensuring global standards while lending recognition to local origins. That is why it is dedicated to “Genius Loci”, the creative spirit of local places.

Finalists of the ADC\*E Awards 2015 (GP, Gold, Silver and Nominations) are eligible to compete in the next edition of the The CUP, thus promoting themselves at a top international level in a global competition.

The jury for The CUP Awards includes top industry names from around the world and the presidents of the four festivals.



# Return of entries

## **Only for ADC\*E country members**

Unless the work is requested for return, all entries will be offered to clubs for exhibition purposes. ADC\*E is a non-profit organization dedicated to fostering and rewarding creative excellence in European Design & Advertising, therefore any return of entries will be sent by international courier at the entrant's expense.

# Entrant information

**Should you have any queries regarding entry details  
please contact:**

Aline Charransol  
Art Directors Club of Europe

Telephone: +34 932 566 765 / 932 566 766

Email: [aline@adceurope.org](mailto:aline@adceurope.org) / [awards@adceurope.org](mailto:awards@adceurope.org)

Website: [www.adceurope.org](http://www.adceurope.org)

# Collaborating Institutions and Companies



Co-funded by the  
Creative Europe Programme  
of the European Union



ADC\*ESTONIA



A D  
C R



ADC\*UA  
ART DIRECTORS CLUB UKRAINE

FÍT



CREATIV CLUB AUSTRIA

cca

*the Cyprus  
Creative Club*



A  
DC

*grafica*

ADCS  
ArtDirectorsClubSlovenia

©  
CLUBE DE CRIATIVOS  
DE PORTUGAL