

ADC[★]E

23RD BEST OF EUROPEAN DESIGN
AND ADVERTISING AWARDS 2014

*BECOME A
SUPERNOVA*

*CALLING ALL
CANDIDATE STARS*

BECOMEASUPERNOVA.COM

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Among all the stars in the universe, a few of them, the biggest ones, have a different destiny. Powerful and blinding, they reach a point where all their power cannot be contained and energy is released in a massive heavenly explosion. A SUPERNOVA is born.

Welcome to the 23rd Best of European Design and Advertising ADCE Awards.

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 11).

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 11).

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.

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. ADVERTISING PRINT

- 2.1 Poster Advertising
- 2.2 Newspaper Advertising
- 2.3 Magazine & Trade Advertising
- 2.4 Mailings

3. INTERACTIVE

- 3.1 Websites
- 3.2 Online advertising
- 3.3 Mobile applications
- 3.4 Any other

4. DESIGN

- 4.1 Graphic Design
- 4.2 Editorial/Books/Corporate Publishing/Catalogues
- 4.3 Corporate Identity / Branding
- 4.4 Illustration and Photography
- 4.5 Packaging
- 4.6 Motion Graphics
- 4.7 Any other

5. PROMOTION, NEW MEDIA & EVENTS

- 5.1 Promotions
- 5.2 Ambient Media
- 5.3 New use of media
- 5.4 Events (Corporate, Public, Consumer, Social/Cultural)
- 5.5 Environmental Design (Trade Booths, Concept Stores, Brandscapes)

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

SUBMISSION PROCEDURE

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 (10 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 7-10), 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 7-10), entries may only be required to upload digital material to the on-line entry platform, while in some cases (i.e. Advertising Print & 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.

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.).

FORMATS FOR SUBMISSION

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	SOUND VIDEOS	IMAGES
1920 x 1080 px	1920 x 1080 px	4266x3200 px, JPEG (RGB) (longest size). Not compressed.
.mov	.mov	
codec H 264	codec H 264	
* Important ! 1st frame must not be black	* Text caption in English	
—	Font Helvetica Bold 55	
max. video length 2,5 mins	White on black	
—	Line space 60	
max. file size 400 Mb		

MOUNTED BOARDS	3D AND PRINTED SAMPLES	IMPORTANT
A2 or A3	Real size	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.
Rigid boards	Printed samples should be mounted on an A2 or A3 rigid board	

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		
TV Commercials Cinema Commercial Public Service & Charity Corporate Video/TV	Video Images: Upload 6 images maximum	Not required
Radio Commercials Sounddesign- Soundlogos, Audio-CI	Sound video	Not required
Any other	Video Images: Upload 6 images maximum	Not required
2. ADVERTISING PRINT		
Poster Advertising	Images: Upload 6 images maximum	Not required
Newspaper Advertising Magazine & Trade Advertising	Images: Upload 6 images maximum	Mounted boards
Mailings	Video Images: Upload 6 images maximum	Printed samples, mounted boards or 3D material.

CATEGORY	UPLOAD FILES TO THE ON-LINE ENTRY PLATFORM	3D OR PRINTED SAMPLES (TO BE SENT BY POST)
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3. DIGITAL

Websites	URL (+passwords if needed) Video Images: upload 6 images maximum	Not required
Online advertising	Video URL (+passwords if needed) Images: upload 6 images maximum	Not required
Mobile applications	Video	Not required
Any other	URL (+passwords if needed) Video	Not required

4. DESIGN

Graphic Design	Images: upload 6 images maximum	Printed samples
Editorial / Books / Corporate Publishing / Catalogues	Images: upload 6 images maximum	3D samples
Corporate Brand Identity Illustration & Photography	Images: upload 6 images maximum	Printed samples or mounted boards
Packaging	Images: upload 6 images maximum	3D samples
Motion Graphics Any Other	Video + Upload 6 images maximum	Printed samples or mounted boards (optional)

CATEGORY	UPLOAD FILES TO THE ON-LINE ENTRY PLATFORM	3D OR PRINTED SAMPLES (TO BE SENT BY POST)
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5. PROMOTIONS, NEW MEDIA & EVENTS

Promotions	Video	3D, printed samples or mounted boards (optional).
Ambient Media	Images: upload 6 images	
New use of media	maximum	
Events		
Environmental Design		

6. INTEGRATION & INNOVATION

Integrated campaigns	Video	3D, printed samples or mounted boards (optional).
Content Ideas	Images: upload 6 images	
Product Ideas	maximum	
Best use of Technology		
Creative Strategy		
Total Brand Communication		

7.1 EUROPEAN STUDENT / 7.2 YOUNG EUROPEAN CREATIVE

Integrated campaigns	Video	3D, printed samples or mounted boards (optional).
Content Ideas	Images: upload 6 images	
Product Ideas	maximum	
Best use of Technology		
Creative Strategy		
Total Brand Communication		

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

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.**

FOR 3D AND PRINTED SAMPLES

Each entry must be sent with an attached entry form, printed from the on-line entry 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: Maytee Rodriguez (ADCE-FAD)
Disseny Hub Barcelona Building
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"

DEADLINE

Closing date is 10 September 2014

All physical material sent for the Art Directors Club of Europe Awards 2014 must be received at the Barcelona office by Wednesday, 10 September 2014, before 18:00.

If you encounter problems with this date, please contact us at 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 7th 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 2014 (GP, Gold, Silver and Nominations) are eligible to compete in the next edition of 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 Member countries)

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:

Maytee Rodríguez
Art Directors Club of Europe

Telephone: +34 932 566 765 / 932 566 766
Email: maytee@adceurope.org / awards@adceurope.org
Website: www.adceurope.org

