



ADFEST

ENTRY KIT
ADFEST 2021

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ENTRY RULES

- Only one party may enter a particular work into a given sub-category. It must be agreed in advance between the parties concerned. If a work is entered twice in the same sub-category, ADFEST will accept the first entry submitted.
- Each **Brand Experience Lotus/Branded Entertainment Lotus/Design Lotus/Digital Craft Lotus/Digital Lotus/Direct Lotus/eCommerce Lotus/Effective Lotus/INNOVA Lotus/Media Lotus/Mobile Lotus/PR Lotus** entry or campaign constitutes one entry.
- **For Audio Lotus/Film Lotus/Film Craft Lotus/New Director Lotus/Press Lotus** each advertisement constitutes one entry. Advertisement which forms a campaign will be entered and paid for as single entries, e.g. 3 ads which form a campaign must be entered and paid for as 3 separate entries, but can be shown consecutively. Individual teaser ads are not eligible.
- **For Outdoor Lotus/Print & Outdoor Craft Lotus, depending on the sub-category or nature of the work, each advertisement or campaign may constitute one entry.**
- **ADFEST reserves the right to disqualify entries that fail to provide required documentations. Advertisements that have been run purely to make them eligible for competition will be disqualified and the submitting organization may be banned from ADFEST competitions for a period of 3 years.**
- ADFEST Organizer reserves the right to move entries to more appropriate Lotus category or sub-category.
- Brand Communication which might offend national or religious sentiments or public taste will not be accepted.
- ADFEST reserves the right to disqualify inappropriate and offensive entries.
- ADFEST Organizer reserves the right to disqualify an entry if full payment is not made before judging commences.
- No refund will be given for wrong entries, withdrawn entries or disqualified entries.
- Entry credits CANNOT be revised [after Friday 12th February 2021.](#)

ELIGIBILITY

- Entry submissions to ADFEST are open to companies involved in advertising, communications, and production industry throughout Asia and the Pacific, including Australia, New Zealand, and the Middle East.
- The company must be based in the region regardless of where the entry was designed, implemented, published or aired. Works created for clients in the region, but by companies based elsewhere are not eligible.
- All Brand Communication must have been commercially launched between **1st December 2019 and 31st December 2020**.
- For Direct Lotus: Direct Campaign for Retention/Loyalty (DM13), Effective Lotus (except Lotus Roots sub-category (LREF), and New Director Lotus works can be launched between **1st January 2019 and 31st December 2020** (in the past 2 years).
- Works that have entered ADFEST in the past years are not eligible, except for entries into Effective Lotus (except Lotus Roots sub-category (LREF) and Direct Campaign for Retention/Loyalty (DM13) in Direct Lotus, the work could have been entered into other Lotus categories in the previous year.
- For New Director Lotus, works submitted must have been directed during a Director's first two years of Director career.
 - For Portfolio Spot (ND05), works submitted do not need to be commercially broadcasted.
 - For Portfolio Spot (ND05), Assistant Directors are also eligible.
 - For Film School (ND06), entries must be part of a film school project.
 - Short Films for ADFEST 2021 by the Fabulous Five (ND07) is not open for submission for ADFEST 2021
- Print & Outdoor Craft categories are open for Print Production companies and agencies.
 - Sub-categories are agency or production-specific, entrant must submit to respective eligible categories. Sub-categories specifically for agencies include the following:
 - Use of Photography/Digital Image (CP02)
 - Use of Illustration (CP04)
 - Use of Typography (CP06)
 - Art Direction (CP07)
 - Use of Retouching/Image Manipulation (CP09)
 - Use of Computer Generated Imagery (CGI) (CP11)
 - Resilience Through Creativity (CP13) and Lotus Roots (LRCP) are open for both production companies and agencies. However, the same work cannot be entered twice in the same sub-category. If a work is entered twice in the same sub-category, ADFEST will accept the first entry submitted.
- All Brand Communication must be designed for public exposure except:
 - INNOVA Lotus: Innovation in Prototype Technology (IN03)
 - New Director Lotus: Portfolio Spot (ND05) & Film School (ND06)
- While entries submitted to Innovation in Prototype Technology (IN03) under INNOVA Lotus do not need to be public, they must have at least been launched or tested to a small group of people and executed to some extent not merely a prototype idea.
- All Brand Communication must have been made within the context of a paying contract with the client, except for Self-Promotion sub-categories, Internet Film (ND04), Portfolio Spot (ND05), and Film School (ND06) under New Director Lotus. For Self-Promotion or works for non-profit organizations, the works must be endorsed and approved by the client.
- Entries cannot be made without the prior permission of the advertiser/owner of the rights of the commercial or advertisement.
- Entries which have infringed any of its country of origin's voluntary or regulatory codes of practice are not eligible. It is the responsibility of the entrant to withdraw such work immediately should an infringement arise.

JUDGING

Judging will be done by a panel of industry experts and the procedure overview is as follow:

- Entries are first shortlisted after the juries votes are tallied from the 1st round
- Finalists are voted through discussion of each shortlist
- Winners are voted from each finalist in a discussion round
- The decision of the Juries in all matters related to the awarding of medals will be final and binding

Interest Voting: At all stages of judging, a jury may not vote or be involved in any discussion on entries submitted by his/her company in his/her own city or on entries submitted by an overseas office for which he/she worked during the time the entries were produced.

AWARDING THE LOTUS WINNERS

The juries will make the final decision on the allocation of medal winners.

- If they feel none of the works is a Lotus winner, juries may not award any Lotus winner in that sub-category.
- Only ONE Gold can be awarded per sub-category*.
- A maximum of THREE Lotuses can be awarded in a given sub-category*.

*Except INNOVA Lotus & Lotus Roots:

- Gold, Silver, Bronze will not be awarded for these Lotus categories, but INNOVA Lotus & Lotus Roots
- There is no limit on the Lotus winners for INNOVA Lotus & Lotus Roots
- If the winner is a Corporate Social Responsibility or Public Services & Cause Appeal work, it will compete for the Grande for Humanity.

The Grande of Lotus Award will be selected from all the Gold winners that are NOT Corporate Social Responsibility, Public Services or Cause Appeals works, which will compete for the Grande for Humanity. ADFEST Organizer reserves the right to determine the entries eligible to compete in the Grande for Humanity including but not limited to corporate social responsibility campaigns, anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs. Such works do not have to be by or for Public Services organizations or NGOs, but the main determinant of its eligibility lies in the messages or causes of the work itself.

LOTUS	AWARD
INNOVA LOTUS	If there is only One INNOVA Lotus & Lotus Roots awarded, Grande of Lotus will not be awarded.
Lotus Roots	If there are two or more INNOVA Lotus & Lotus Roots awarded, the juries must vote for the Grande of Lotus.
Audio Lotus	
Brand Experience Lotus	
Branded Entertainment Lotus	
Design Lotus	
Digital Craft Lotus	
Digital Lotus	
Direct Lotus	
eCommerce Lotus	
Effective Lotus	If there is only One Gold Lotus awarded, Grande of Lotus will not be awarded.
Film Craft Lotus	If there are two or more Gold Lotus awarded, the juries must vote for the Grande of Lotus.
Film Lotus	
Media Lotus	
Mobile Lotus	
New Director Lotus	
Outdoor Lotus	
PR Lotus	
Press Lotus	
Print & Outdoor Craft Lotus	

Lotus winners will receive a trophy and a certificate. Finalists will be given certificates. All winners including finalists will be included in the ADFEST Award Annual.

SPECIAL AWARDS

ADFEST 2021 Special Awards include:

- Network of the Year
- Agency of the Year
- Independent Agency of the Year
- Digital Agency of the Year
- Media Agency of the Year
- Production Company of the Year
- Advertiser of the Year

Each entrant's inputs in marked fields of the online submission will be taken as final to count toward the scoring of these Special Awards. Please make sure the spelling (even spacing) of what you enter in the online submission is accurate and consistent to ensure all your well-deserved points are awarded. ADFEST is not responsible for unallocated scores due to typo mistakes or name inconsistencies done on the entrant's part. Credit revisions can only be made until [Friday 12th February 2021](#) and must be done in writing to Nat@ADFEST.com.

NETWORK OF THE YEAR

This award is given to the Network (own whole or majority stake in the company) that earned the highest score calculated from the credit entered in "Network" (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

Note: Holding Company CANNOT be entered as Network!

This award is given to the Agency that earned the highest score calculated from the credit entered in "Agency" (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Audio Lotus
- Brand Experience Lotus
- Branded Entertainment Lotus
- Design Lotus
- Digital Craft Lotus
- Digital Lotus
- Direct Lotus
- eCommerce Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus
- Print & Outdoor Craft Lotus
 - Use of Photography/Digital Image
 - Use of Illustration
 - Use of Typography
 - Art Direction
 - Use of Retouching/Image Manipulation
 - Use of Computer Generated Imagery (CGI)
 - Resilience Through Creativity
- Lotus Roots sub-category in the above Lotus categories

SPECIAL AWARDS

AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in "Agency" (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Audio Lotus
- Brand Experience Lotus
- Branded Entertainment Lotus
- Design Lotus
- Digital Craft Lotus
- Digital Lotus
- Direct Lotus
- eCommerce Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus
- Print & Outdoor Craft Lotus
 - Use of Photography/Digital Image
 - Use of Illustration
 - Use of Typography
 - Art Direction
 - Use of Retouching/Image Manipulation
 - Use of Computer Generated Imagery (CGI)
 - Resilience Through Creativity
- Lotus Roots sub-category in the above Lotus categories

SPECIAL AWARDS

INDEPENDENT AGENCY OF THE YEAR

This award is given to the Independent Agency that earned the highest score calculated from the credit entered in "Agency" and declared itself as an Independent Agency (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Audio Lotus
- Brand Experience Lotus
- Branded Entertainment Lotus
- Design Lotus
- Digital Craft Lotus
- Digital Lotus
- Direct Lotus
- eCommerce Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus
- Print & Outdoor Craft Lotus
 - Use of Photography/Digital Image
 - Use of Illustration
 - Use of Typography
 - Art Direction
 - Use of Retouching/Image Manipulation
 - Use of Computer Generated Imagery (CGI)
 - Resilience Through Creativity
- Lotus Roots sub-category in the above Lotus categories

DIGITAL AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in "Agency" (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Interactive Film (F27 under Film Lotus)
- Digital Craft Lotus
- Digital Lotus
- Mobile Lotus
- Lotus Roots sub-category in the above Lotus categories

MEDIA AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in "Media Agency" (regardless of Entrant Company) from the finalists and winners in the following Lotus category:

- Media Lotus (including Lotus Roots sub-category)

SPECIAL AWARDS

PRODUCTION COMPANY OF THE YEAR

The ADFEST Production Company of the Year is awarded for excellence in craftsmanship. This award is given to the production company that earned the highest score calculated from the credit entered in "Film Production Company", "Print Production Company", "Post-Production Company", "Special Effects Company" and "Sound Production Company" (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Film Craft Lotus
- New Director Lotus
- Print & Outdoor Craft Lotus
 - Photography
 - Illustration
 - Typography
 - Retouching/Image Manipulation
 - Computer Generated Imagery (CGI)
 - Production Design/Styling
 - Resilience Through Creativity
- Lotus Roots sub-category in the above Lotus categories

Note: A given production company will only be counted ONCE for a particular entry. That is, if the same production company is entered under Film Production Company, Print Production Company, Post-Production Company, Special Effects Company and Sound Production Company, that company will only be awarded the once for that entry.

ADVERTISER OF THE YEAR

This award is given to the Advertiser that earned the highest score calculated from the credit entered in "Advertiser" (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Audio Lotus
- Brand Experience Lotus
- Branded Entertainment Lotus
- Design Lotus
- Digital Craft Lotus
- Digital Lotus
- Direct Lotus
- eCommerce Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus
- Print & Outdoor Craft Lotus
 - Use of Photography/Digital Image
 - Use of Illustration
 - Use of Typography
 - Art Direction
 - Use of Retouching/Image Manipulation
 - Use of Computer Generated Imagery (CGI)
 - Resilience Through Creativity
- Lotus Roots sub-category in the above Lotus categories

SPECIAL AWARDS

GRANDE FOR HUMANITY

The Grande for Humanity, which will be judged by the panel comprising of all the Jury Presidents, is an award recognizing excellence, where Corporate Social Responsibility or Public Services & Cause Appeals* Gold winners from the following Lotus categories:

- Audio Lotus
- Brand Experience Lotus
- Branded Entertainment Lotus
- Design Lotus
- Digital Craft Lotus
- Digital Lotus
- Direct Lotus
- eCommerce Lotus
- Effective Lotus
- Film Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus

and Corporate Social Responsibility or Public Services & Cause Appeals* winners of:

- INNOVA Lotus
- Lotus Roots

are eligible for Grande for Humanity (but not for Grande in their respective Lotus categories).

* ADFEST Organizer reserves the right to determine the entries eligible to compete in the Grande for Humanity including but not limited to corporate social responsibility campaigns, anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs. Such works do not have to be by or for Public Services organizations or NGOs, but the main determinant of its eligibility lies in the messages or causes of the work itself.

SPECIAL AWARDS

SPECIAL AWARDS SCORING

TALLYING THE SCORES	
ALL LOTUS CATEGORIES (Except INNOVA Lotus/Lotus Roots)	
Finalist	1 Point
Bronze	3 Points
Silver	7 Points
Gold	15 Points
Grande	30 Points
INNOVA LOTUS/LOTUS ROOTS/GRANDE FOR HUMANITY	
Finalist	7 Points
INNOVA Lotus/Lotus Roots	20 Points
Grande	35 Points

Note: If award winners are not present at the Award Presentation, ADFEST Lotus Awards will be sent to the local agency network representative or directly to the winners at the agency's own expenses.

SINGLE/CAMPAIGN SCORING

There are no campaign entries, so works in a campaign must be entered as singles. However, during judging, juries may group single entries into a campaign. In which case, the scoring for the campaign will be scored from the point for that award plus additional campaign point (1 point each).

For example, a Silver campaign comprising of 3 single entries will be awarded 9 points: that is, 7 points for the Silver win, plus 2 campaign points. A Gold campaign winner with 4 single entries will be awarded a total of 18 points: 15 points for the Gold win plus 3 campaign points, and so on.

MULTIPLE AGENCIES/NETWORKS

If a work or campaign constitutes work(s) from multiple agencies and networks, the scores of the winning work will be allocated proportionately.

Example 1: An entry that is the collaboration between Agency A (Network 1) & Agency B (Network 2) wins Gold (15 points).

Agency A	7.5 points	Network 1	7.5 points
Agency B	7.5 points	Network 2	7.5 points

Example 2: A campaign entry grouped from 3 single entries wins Grande of Film Lotus (30 points), where:

Single Entry 1:	Agency X	Network a
Single Entry 2:	Agency Y	Network a
Single Entry 3:	Agency Z	Network β

The points will be awarded as follow:

Agency X, Agency Y, Agency Z	10 points each
Network a	20 points
Network β	10 points

FEE & KEY DATE

For ALL Lotus Categories:

Friday 25th December 2020

The Festival Office in Bangkok must receive all materials and documentation by Friday 8th January 2021.

ENTRY FEES

LOTUS	Fee by 25 th December 2020	Fee after 25 th December 2020
Audio Lotus	THB 13,800	THB 16,000
Brand Experience Lotus	THB 13,800	THB 16,000
Branded Entertainment Lotus	THB 13,800	THB 16,000
Design Lotus	THB 13,800	THB 16,000
Digital Craft Lotus	THB 13,800	THB 16,000
Digital Lotus	THB 13,800	THB 16,000
Direct Lotus	THB 13,800	THB 16,000
eCommerce Lotus	THB 13,800	THB 16,000
Effective Lotus	THB 13,800	THB 16,000
Film Craft Lotus	THB 13,800	THB 16,000
Film Lotus	THB 13,800	THB 16,000
INNOVA Lotus	THB 21,500	THB 23,700
Lotus Roots	THB 21,500	THB 23,700
Media Lotus	THB 13,800	THB 16,000
Mobile Lotus	THB 13,800	THB 16,000
New Director Lotus (Except Film School)	THB 13,800	THB 16,000
▶ Film School	THB 6,600	THB 8,800
Outdoor Lotus	THB 13,800	THB 16,000
PR Lotus	THB 13,800	THB 16,000
Press Lotus	THB 13,800	THB 16,000
Print & Outdoor Craft Lotus	THB 13,800	THB 16,000

*Payment submissions **after 25th December 2020** will be charged THB 2,200 per entry*

Note: This is payment submission deadline, not entry submission deadline.

Remark:

Due to fluctuations in foreign currency exchange rates, ADFEST 2021 entry fees will be quoted in Thai baht.
(All entry fees are inclusive of VAT 7%)

FEE & KEY DATE

PAYMENT

- Bank Transfer

Payment in Baht, without deductions is due immediately to Payment Method by bank transfer to:

Account Name:	Plannova Co., Ltd.
Saving A/C number:	179-403-6879
SWIFT Code:	BKKBTHBK
Bank Name:	Bangkok Bank Pcl.
Bank Branch:	Bangchak Branch 2109 Sukhumvit Road, Bangchak, Prakanong, Bangkok 10250 Thailand
Tel:	+66 2 3113851-2
Fax:	+66 2 3117501

- There is a 250 baht handling fee per transaction made via bank transfer. It is imperative that you cover all bank charges (all local & overseas charges borne by remitter), otherwise your entry submission may be refused.
- Please provide your bank with the following information for the description of payment:
 - Invoice No.
 - Company Details (Company Name & City)
- Once the payment has been made, please email the proof of payment/bank transfer confirmation to Nat@ADFEST.com
- Credit Card (VISA, MasterCard & American Express)
 - There is a 3% charge for payment with VISA and MasterCard
 - There is a 4% charge for payment with American Express
- Cheque (for Thailand only)

TERMS & CONDITIONS

- Entrant is responsible for all bank charges and fees. ADFEST must receive the full amount as stated in the invoice for the entry submission process to be complete.
- No refund will be given for wrong, disqualified or withdrawn entries.

The same work can only be entered into ONE Products & Services sub-category (A01 – A08) or Innovative Use of Audio & Radio (A09), but can be re-entered into Resilience Through Creativity (A10) and Lotus Roots (LRA).

AUDIO LOTUS	MATERIALS
<p>A01 Fast Moving Consumer Goods Food, beverages, beauty products, cosmetics, perfumes, pharmaceutical products, supplements, healthcare products, sanitary products, toiletries.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Radio Spot with English Subtitles • English Script • Media Schedule
<p>A02 Durable Consumer Goods Clothing, sportswear & equipment, footwear, accessories, jewellery, watches, luggage, bags, sunglasses, consumer electronics, cleaning products, household maintenance products, household items, home & kitchen appliances, pet products, kitchenware, home decorations, building products & materials, home security products.</p>	
<p>A03 Cars, Other Vehicles, Accessories & Auto Services Sedans, trucks, vans, SUV, 4WD, jeeps, motorbikes, bicycles, boats, lorries, parts, accessories including in-car audio & visual systems, gas stations, vehicle maintenance products, towing companies, car dealers, car rental services.</p>	
<p>A04 Finance, Commercial Public Services, Business Products & Services Banking institutions, investment firms, mortgages & loans, credit cards, insurance, real estate investment, business equipment & supplies, B2B services including agencies, telecommunications, waste management, educational institutions, law enforcement, utilities companies (electricity, water, gas), healthcare.</p>	
<p>A05 Retail, Travel, Leisure, Entertainment & Communication Media Department stores, specialty stores, eCommerce, online stores, supermarkets & hypermarkets, restaurants, fast food chains, cafes, pubs, transportation & travel services, tourism authorities, hotel & resorts, toys, recreational facilities, sports facilities, festivals & events, museums, newspapers, magazines, books, broadcasting stations & programs, streaming & music services.</p>	
<p>A06 Corporate Image Non-product or service-based company image including event sponsorships, seasonal messages or announcements to increase the brand perception and reputation.</p>	
<p>A07 Corporate Social Responsibility Non-product or service-based corporate social responsibility campaigns on environmental, social, and ethical efforts to increase the brand perception and reputation.</p>	

AUDIO LOTUS	MATERIALS
<p>A08 Public Services & Cause Appeals Anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeal.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Radio Spot with English Subtitles • English Script • Media Schedule
<p>A09 Innovative Use of Audio & Radio Innovative use of audio or radio medium in the brand communication. <u>Note:</u> Radio spots are not eligible for submission into this sub-category.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Media Schedule or Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Digital Presentation Image
<p>A10 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand. <u>Note:</u> Radio Spot and Innovative use of Audio & Radio are eligible for submission into this sub-category.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Radio Spot with English Subtitles • English Script • Media Schedule or Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Presentation Image

LOTUS ROOTS	MATERIALS
<p>LRA Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Cultural Context Explanation • Original Radio Spot with English Subtitles (for works submitted to A01-A08) • English Script (for works submitted to A01-A08) • Video Presentation (max. 2 minutes) (for works submitted to A09) • Media Schedule or Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Digital Presentation Image (for works submitted to A09)

Brand Experience awards creative works that have all brand building through the dimension of experience design, activation, immersive, retail and 360° consumer engagement. Entries should demonstrate how the consumer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

The decision of the Juries on Brand Experience Lotus winner will be based on the following criteria:

- Creativity (30%)
- Strategy (20%)
- Execution (30%)
- Results (20%)

BRAND EXPERIENCE LOTUS	MATERIALS
<p>BE01 Use of Guerrilla Marketing Guerrilla marketing tactics, stunts (publicity stunts, street stunts), live/pop-up events to drive consumer engagement.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BE02 Use of Live Shows/Concerts/Festivals Big-scale events such as sport events, festivals, concerts, corporate entertainment, built stages, etc. to engage with consumer.</p>	
<p>BE03 Exhibitions and Installations Space utilisation or use of a more permanent feature to drive consumers engagement, including galleries exhibitions, fairs, trade shows, vending machines, floor graphics, transit advertising, etc. Note: works entered into BE03 cannot be re-entered into Digital Installation (BE13)</p>	
<p>BE04 Use of Ambient: Small Scale Ambient media including items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers. Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Sample of the Work
<p>BE05 Use of Ambient: Large Scale Non-traditional outdoor/ 3D billboards including non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and executions that utilise a space or an existing permanent feature, etc. Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BE06 Merchandising/In-Store Experience Merchandising and in-store activities to drive consumer engagement with a brand.</p>	
<p>BE07 Launch/Re-Launch Launch or re-launched a brand, product or service.</p>	

BRAND EXPERIENCE LOTUS	MATERIALS
<p>BE08 Use of Competitions & Promotional Games Competitions or promotional incentives used to drive consumer engagement with a brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BE09 Sponsorship & Brand Partnership Partnerships and/or sponsorships that create immediate and long-term brand experiences or activations.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BE10 Use of Film & Audio Cinema, TV, Internet Film or radio & audio.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL (for Internet Film)
<p>BE11 Use of Print or Conventional Outdoor Print or conventional outdoor i.e. newspapers, magazines, inserts, trade journals, posters, billboards, etc.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BE12 Use of Mobile & Devices Use of technology for mobile or other portable devices such as mobile app. The work should show how it engages the consumer and lead to interaction with the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BE13 Digital Installations Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with consumer. This can include, but is not limited to VR/AR installations, motion chairs, multi-screen and multi-dimensional experience.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BE14 Use of Digital & Social Platforms Digital & social platforms enhanced a brand experience or engagement.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL

BRAND EXPERIENCE LOTUS	MATERIALS
<p>BE15 Touchpoint Technology & Tech-led Brand Experience Use of new or existing technology to enhance the consumer experience with the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BE16 Integrated Brand Experience Campaign Campaign that effectively and seamlessly utilises multiple mediums/channels to enhance and enrich consumer experience and engagement.</p>	
<p>BE17 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	

LOTUS ROOTS	MATERIALS
<p>LRBE Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • Actual Sample of the Work • URL

Branded Entertainment Lotus awards creative works that are funded by a branded, where the content and entertainment that is created or co-created is integrated seamlessly into a platform. Works should also demonstrate how the content allows the consumers to connect with the brand in unique and engaging ways.

The decision of the Juries on Branded Entertainment Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight (30%)
- Strategy (20%)
- Execution (20%)
- Results (30%)

BRANDED ENTERTAINMENT LOTUS	MATERIALS
<p>BC01 Use of Fiction Film TV, cinema, in-flight screening, showrooms, exhibitions, online film/series. If work forms a series, please ensure all episodes in the series are uploaded in a single video file with 3 seconds black/color between each episode.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Original Film • Digital Presentation Image • Media Schedule or Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes)
<p>BC02 Use of Non-Fiction Film Reality based entertainment, documentary, online film If work forms a series, please ensure all episodes in the series are uploaded in a single video file with 3 seconds black/color between each episode.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Original Music Track or Original Music Video • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes)
<p>BC03 Use of Music Content Original music content to promote a track, album or artist.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Media Schedule or Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BC04 Use of Audio Content Content created for radio, podcasts or other audio platforms.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Media Schedule or Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL

BRANDED ENTERTAINMENT LOTUS	MATERIALS
<p>BC05 Use of Print & Conventional Outdoor Includes magazines, newspapers, posters, billboards, etc.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BC06 Use of Experiential Use of live events that use of branded elements\to create an experience to the audience includes live stunts, exhibitions, events, expos & trade fairs, festivals, etc.</p>	
<p>BC07 Use of Interactive & Social Media Websites, microsites, online banners, email marketing & social networks (Facebook, Twitter, Line, LinkedIn, YouTube, Instagram, Virals, Wechat, Blog, Weibo, etc.).</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BC08 Use of User Generated Content Use of content created by consumer whether through collaboration, content creation, or contribution. Use of generated content could be through audience engagement, distribution strategy, or other means.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>BC09 Use of Brand Integration Use of brand integration into an existing platform.</p>	
<p>BC10 Use of Talent Collaboration with celebrities and influencers to create content that engages consumers and benefit the brand.</p>	
<p>BC11 Use of Games Games using technology or digital games that engage and interact with users.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BC12 Use of Sports Use of athletes, sports teams, sporting events or associations to create content that engages consumers and benefit the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

BRANDED ENTERTAINMENT LOTUS	MATERIALS
<p>BC13 Integrated Branded Entertainment Campaign Campaign that effectively and seamlessly utilises multiple mediums.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>BC14 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Original Film • Original Music Track or Original Music Video

LOTUS ROOTS	MATERIALS
<p>LRBC Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Original Film (for works submitted to BC01-BC02) • Original Music Track or Original Music Video (for works submitted to BC03) • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL

Design Lotus awards works of design craftsmanship where the design elevates the brand communication objectives.

The decision of the Juries on Design Lotus winner will be based on the following criteria:

Design-based with no Functionality

Creativity/Idea/Insight	(40%)
Execution & Craft	(30%)
Brand Engagement & Justification	(30%)

Design-based with Functionality

Creativity/Idea/Insight	(30%)
Execution & Craft	(30%)
Brand Engagement & Justification	(20%)
Functionality	(20%)

DESIGN LOTUS	MATERIALS
<p>DE01 Corporate Identity Logos, typefaces, trademarks, stationery, business cards, letterheads, envelopes, etc.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Presentation Image • Actual Sample of the Work • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>DE02 Product Design: Consumer Products Design that appropriately enhances the brand value and experience. Criteria for consideration includes how the scale of the creative idea and execution fits the scale of the problem; how the idea works for the particular brand, production execution, and the form and functionality of the design.</p>	
<p>DE03 Product Design: Innovative & Sustainable Design Design that addresses social and/or environmental issues, introduces long term solutions, and raises the standard and quality of life. Include environmental and sustainable energy, education, health, disaster relief, etc. solutions.</p>	
<p>DE04 Packaging Design</p>	
<p>DE05 Brand Collateral Direct mail, calendars, flyers, leaflets, tickets, postcards, invitations, greetings cards, etc.</p>	
<p>DE06 Poster Design of the poster which must be a poster format. Digital poster is not eligible. Single poster or campaign constitutes one entry.</p>	
<p>DE07 Typography</p>	
<p>DE08 Illustration</p>	

DESIGN LOTUS	MATERIALS
<p>DE09 Books & Publications Books, magazines, annual reports, catalogues, brochures, press kits, etc. <u>Note:</u> E-Book is not eligible for submission into DE09, but it can be submitted to DE14: Digital & Interactive Design</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Presentation Image • Actual Sample of the Work • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>DE10 Self-Promotion The entry can be made for own agency/company's or client's promotion.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Presentation Image or Digital Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Actual Sample of the Work
<p>DE11 Point of Sale: Small Scale In-store product display, in-store merchandising, signage, structural graphics, retail bags & boxes. <u>Note:</u> 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	
<p>DE12 Point of Sale: Large Scale Retail & specialist stores, pop-up stores. <u>Note:</u> 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	
<p>DE13 Motion Design Motion graphics, video, moving images, animation.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Work • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>DE14 Digital & Interactive Design Design that appropriately created for the digital platform or using the digital product which also show customer journey and experience. It can be static graphic, icon, websites, microsites, digital publications, apps and digital installations.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>DE15 Exhibitions, Events & Public Environment Exhibitions, installations, festivals, events, expos, trade fairs, galleries & museums, office & residential spaces, transportation spaces (airport, train, bus, subway).</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>DE16 Integrated Design Campaign Campaign that effectively and seamlessly utilises multiple mediums.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Sample of the Work
<p>DE17 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Presentation Image or Digital Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Sample of the Work • Original Work

LOTUS ROOTS

LRDE Lotus Roots

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MATERIALS

Required

- Cultural Context Explanation
- Video Presentation (max. 2 minutes)
- Original Work
(for works submitted to DE13)
- Digital Presentation Image or Digital Image
- Client Endorsement Letter

Optional

- Actual Sample of the Work

The Digital Craft Lotus awards the value of technological craftsmanship, where design and function enhance the user experience and/or achieved the digital elements. Work should also demonstrate its execution of that digital context. The decision of juries will be focus on the execution and experience.

DESIGN Overall creative aesthetic value of the work.	MATERIALS
<p>CD01 User Interface (UI) User Interface design interaction with consumers that optimises the brand on a digital platform through presentation and overall user experience.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>CD02 Video/Moving Image Online video, moving images, motion graphics, video, animation that enhance the user experience.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Sample of the Work
<p>CD03 Digital Illustration Digital Illustration utilised creatively for the digital platform, including 3D modeling, to enhance the user experience.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>CD04 Digital Image Design Digital image design, including photography, artwork, image manipulation, utilised creatively to enhance the user experience.</p>	
<p>CD05 Music/Sound Design Music or Sound Design, including branded music and sound design, utilised creatively to enhance the user experience.</p>	
<p>CD06 Overall Aesthetic Design The overall aesthetic design that enhances the user experience.</p>	

FUNCTION Practicality, Functionality & Performance of the work.	MATERIALS
<p>CD07 UX & Journey Design How the design fluidly results in the overall cohesive interactive user experience with focus on functionality.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>CD08 Native & Built-In Feature Integration Creative utilisation of built-in and existing integral features of a digital device such as mobile, tablet, desktop, laptop, or other digital device including built-in cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS, and so on.</p>	
<p>CD09 Experience Design: Multi Platform Immersive digital experiences (include both large and small scales) and events designed to engage and/or interact with consumers such as VR, AR, digital installations, motion chairs, multi-screen and multi-dimensional experiences.</p>	
<p>CD10 Overall Functional Design The overall excellence in performance and functionality.</p>	

TECHNOLOGY

All digital entries including mobile can be entered multiple times in this section: The jury will consider the value of the applied technology as a platform for creative digital content and how it is executed to enhance the user experience.

MATERIALS

CD11 Innovative Use of Technology

Campaign that innovatively utilises existing or new technology including artificial intelligence, virtual reality, robotics, gadgets or electronics, wearable technology, voice activated technology and interactive technology, etc. to enhance the user experience and/or brand communication.

Required

- URL
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

DATA

All digital entries including mobile can be entered multiple times in this section: The jury will consider how data is presented or utilised to enhance brand experience.

MATERIALS

CD12 Use of Data

Campaign that demonstrates and utilises innovative use of data to engage consumers whether through its collection, compilation, development, and/or visualisation.

Required

- URL
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

DIGITAL CRAFT LOTUS

MATERIALS

CD13 Resilience Through Creativity***New

A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.

Required

- URL
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Actual Sample of the Work

LOTUS ROOTS

MATERIALS

LRCD Lotus Roots

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Required

- URL
- Cultural Context Explanation
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Actual Sample of the Work (for works submitted to CD02)

WEBSITE

A single website or microsite. If the work consists of more than 1 digital platform, please submit to the Integrated Digital Campaign (DI10).

Note: Can select only one sub-category under Website.

MATERIALS

DI01 Website: Best Consumer Website

A single website created for product or services purposes - including main site, microsites and short-term microsites.

Required

- URL
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

DI02 Website: Self-Promotion & Corporate Website

A single website created by an organization or agency in order to promote its self, product or services. Non-product-based company image, competition or event sponsorship, Christmas messages, company mergers, flotation & relocation and TV Programme sponsorship.

ONLINE VIDEO

Online Video must be original films created for the Internet, and excludes films that were originally created for TV or cinema which have subsequently been posted on the Internet.

Note: Can select only one sub-category under Online Video.

MATERIALS

DI03 VDO, Series & Webisode

A series of online video.

Required

- URL
- Original Film
- Digital Presentation Image
- Client Endorsement Letter

DI04 Viral VDO

Online video created primarily to be shared or distributed online.

DI05 Interactive VDO

Interactive Video that allows users to control, customize or alter the course of their experience.

Optional

- Video Presentation (max. 2 minutes)

SOCIAL

Work will be judged specifically on how well the social platform been used on its execution.

MATERIALS

DI06 Use of Social

Campaign that utilises social networking, blogs, sharing sites, etc. through the digital platform. This includes online communities, real-time response, user generated content, and innovative use of social media.

Required

- URL
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

DI07 Social App & Tools

Campaign that demonstrates innovative use of the application or tool for the social platform.

OTHER	MATERIALS
<p>DI08 Web Banner, Display Ad & Rich Media Relating on the web banner including a traditional banner medium including HTML, GIF, Flash or Video as well as display ad. and rich media include landing pages, page-takeovers, expandable ads, interstitials and any other form of rich media including HTML 5 and video.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>DI09 Branded Game Game made specifically for a brand.</p>	
<p>DI10 Integrated Digital Campaign Campaign that effectively and seamlessly utilises multiple platforms/channels, which may also include both offline & online executions.</p>	

DIGITAL LOTUS	MATERIALS
<p>DI11 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

LOTUS ROOTS	MATERIALS
<p>LRDI Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Cultural Context Explanation • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

Direct Lotus goes beyond the ambit of traditional direct marketing to encompass all or any kind of communication where it is possible to deliver measurable results in the consumer as well as business to business marketing. Direct medium can be used individually or in combination where there is a simple and clear method to measure success. The key to successful Direct communication is “targeted relationship” with measurable results.

The decision of the Juries on Direct Lotus winners will be based on 5 criteria and weighted as follows:

- Creativity/Idea/Insight (40%)
- Strategy (10%)
- Execution & Craft (20%)
- Results (20%)
- Creative Targeting (10%)

DIRECT LOTUS	MATERIALS
<p>DM01 Direct Mail One-dimensional and multi-dimensional mailing including greeting cards, printing advertising, inserts, sample and pop-ups mailing sent either by courier, dispatch or hand delivery where there is a clear and measurable action.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Digital Presentation Image • Actual Sample of the Work • Client Endorsement Letter
<p>DM02 Low Budget Campaign Best creative with production budget of below USD 1 per item, excluding agency fee.</p>	<p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>DM03 Use of Film & Audio Film developed for television, cinema, web, mobile, or outdoor and all kinds of communication developed for radio or other use of audio media includes radio spots, DJ mentions, radio promos, etc. where there is a direct call to action and measurable results.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>DM04 Use of Print & Conventional Outdoor Printed and conventional outdoor communication, where there is a direct call to action and measurable results. Includes magazines, newspapers, posters, billboards, etc.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>DM05 Use of Direct Ambient: Small Scale Use of the surrounding area or environment where there is a direct call to action and measurable results. Small scale includes glasses, napkins, beer mats, ashtrays, petrol pumps, flyers, stickers, signage, etc. Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Sample of the Work
<p>DM06 Use of Direct Ambient: Large Scale Use of the surrounding area or environment where there is a direct call to action and measurable results. Large scale includes supersized and non-standard shaped sites, floor media, events, live stunts, etc. Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

DIRECT LOTUS	MATERIALS
<p>DM07 Use of Online Websites, microsites, banners ads., eDMs, widgets and viral campaigns where the activity has a clear call to action and delivered measurable results.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>DM08 Use of Mobile Marketing Campaign that targets consumers on mobile and portable devices with a clear call to action and delivered measurable results. Includes mobile applications, widgets, MMS/SMS campaigns, mobile films, Bluetooth and location-based marketing, etc.</p>	
<p>DM09 Use of Social Media Social media-led activities with a clear and measurable call to action. Includes social media, social networking platforms, blogs, etc.</p>	
<p>DM10 Co-Created & User Generated Content Socially-led activities with a clear and measurable consumer engagement, participation, and/or brand collaboration.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>DM11 Use of Technology Communication utilizing and introducing new technology and its applications. Includes virtual reality, augmented reality, interactive technology, wearable technology, 3D printing, etc.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>DM12 Field Marketing Campaign that targets consumers on the field marketing and/or real-time activities. Includes shopper marketing campaigns, on ground promotions, events, sampling activities, door-2-door campaigns, direct sales, etc.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • Actual Sample of the Work
<p>DM13 Direct Campaign for Retention/Loyalty Campaign that initiates a targeted drive towards a business, company, or product in order to establish a relationship with the consumer or encourage consumer loyalty.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>DM14 Direct Campaign for Launch/Re-Launch Campaign created to launch or re-launched a brand, product or service.</p>	
<p>DM15 Use of Data Campaign that utilises creative use of data to enhance the targeted consumer experience and lead to measurable business results.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL

DIRECT LOTUS	MATERIALS
<p>DM16 Integrated Direct Campaign Campaign that effectively and seamlessly utilises multiple mediums/channels. Entries should include details of measurable results of the campaign.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Actual Sample of the Work
<p>DM17 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Actual Sample of the Work

LOTUS ROOTS	MATERIALS
<p>LRDM Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Actual Sample of the Work

The eCommerce Lotus awards creative works which have creativity of eCommerce and all innovative efforts in the digital business. Works should also demonstrate how the its efforts in the digital business that define the future.

The decision of the Juries on eCommerce Lotus winner will be based on the following criteria:

- Idea (30%)
- Strategy (20%)
- Execution (20%)
- Results (30%)

eCOMMERCE LOTUS	MATERIALS
EC01 Food & Beverage	Required <ul style="list-style-type: none"> • Written Submission • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
EC02 Beauty, Health & Personal Care Beauty products, pharma, OTC drugs, wellness, cosmetics, perfumes, toiletries, sanitary products.	
EC03 Fashion, Sports & Accessories Clothing, sportswear & equipment, footwear, accessories, jewellery, watches, luggage, bags, sunglasses.	
EC04 Household Products & Maintenance Cleaning products, household maintenance products, household items, kitchenware, pet products, building products & materials.	
EC05 Electronics, Home Appliances & Furnishing Consumer electronics, home & kitchen appliances, home decorations, home security products.	
EC06 Cars, Other Vehicles, Accessories & Auto Services Sedans, trucks, vans, SUV, 4WD, jeeps, motorbikes, bicycles, boats, lorries, tyres, spare parts, accessories incl. in-car audio & visual systems, gas stations, vehicle maintenance products, towing companies, car dealers, car financing & leasing.	
EC07 Retail Department stores, specialty stores, eCommerce, online stores, supermarkets & hypermarkets, restaurants, fast food chains, cafes, pubs.	
EC08 Travel & Leisure, Entertainment & Communication Media Transportation & travel services, tourism authorities, hotel & resorts, toys, recreational facilities, sports facilities, festivals & events, museums, Newspapers, magazines, books, broadcasting stations & programs, streaming & music services.	
EC09 Finance, Commercial Public Services, Business Products & Services Banking institutions, investment firms, mortgages & loans, credit cards, insurance, real estate investment, business equipment & supplies, B2B services including agencies, telecommunications, waste management, educational institutions, law enforcement, utilities companies (electricity, water, gas), healthcare.	

eCOMMERCE LOTUS	MATERIALS
<p>EC10 Corporate Image Non-product or service-based company image including event sponsorships, seasonal messages or announcements to increase the brand perception and reputation.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>EC11 Corporate Social Responsibility Non-product or service-based corporate social responsibility campaigns on environmental, social, and ethical efforts to increase the brand perception and reputation.</p>	
<p>EC12 Public Services & Cause Appeals Anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs.</p>	
<p>EC13 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

LOTUS ROOTS	MATERIALS
<p>LREC Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • URL • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

The decision of the Juries on Effective Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight (30%)
- Strategy (15%)
- Execution (15%)
- Results (40%)

EFFECTIVE LOTUS	MATERIALS
<p>EF01 Effective Lotus: Campaign Success</p> <p>Any and all marketing communications efforts, whether success campaigns or unique efforts within a campaign are eligible to enter. For unique efforts within a campaign, there must be specific objectives set by the client, which the entrant achieved.</p> <p>Note: Entrants must indicate the number/quantity of the increase in results to show campaign effectiveness, not simply a percentage increase of the results to support their entry.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>EF02 Effective Lotus: Small Budget</p> <p>This is only eligible for any and all marketing communication efforts for campaigns with total budget under USD 200,000 (including all media & production budget).</p> <p>Note: Entrant must indicate the number/quantity of the increase in results to show campaign effectiveness, not simply a percentage increase of the results of support their entry. Entrant must also clearly indicate a breakdown of the budget.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Breakdown of the budget • Digital Presentation Image • Client Endorsement Letter
<p>EF03 Effective Lotus: Long-Term Creativity</p> <p>Any and all marketing communications efforts which long-term success campaigns are eligible to enter.</p> <p>Note: Entrants must indicate how sustained brand effectiveness was achieved as part of a longer term campaign.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>EF04 Resilience Through Creativity***New</p> <p>A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p> <p>Note: Entrants must indicate how the idea or brand effectively creates public, economic, cultural and/or other ideas for the greater good</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Breakdown of the budget

LOTUS ROOTS	MATERIALS
<p>LREF Lotus Roots</p> <p>This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Breakdown of the budget (for works submitted to EF02)

Film Craft Lotus awards craftsmanship works which the technical skill and production value enhance the story and made the idea stronger.

FILM CRAFT LOTUS	MATERIALS
<p>CF01 Directing How the director's vision enhanced the story and made the idea stronger.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF02 Editing How the editing enhanced the story and made the idea stronger.</p>	
<p>CF03 Cinematography How the cinematography enhanced the story and made the idea stronger. Namely, through composition, style of photography, lighting and use of camera techniques.</p>	
<p>CF04 Special Effects: In-Camera How the execution of in-camera practical effects (e.g. pyrotechnics, mechanized props, models, atmospheric effects) or in-camera optical effects (e.g. multiple exposure, ramping speed, shutter adjustment, time-lapse, mattes) enhanced the story and made the idea stronger. Note: works involving digital visual effects must be entered into CF05.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule <p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' VDO support to provide juries with a better understanding of the Special Effects used in the production of the film. The VDO cannot exceed 2 minutes.
<p>CF05 Special Effects: Digital Visual Effects How the digitally created and/or manipulated imagery (CGI) enhanced a story and made the idea stronger. Note: works involving the integration of in-camera effects must be entered into CF04.</p>	
<p>CF06 Animation (In-Camera or Digital) How the execution of the animation (including character/asset design, build, 2D/3D animation and integration, stop motion, motion graphics) enhanced a story and made the idea stronger.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule <p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' VDO support to provide juries with a better understanding of the Animation techniques and steps applied in the production of the film. The VDO cannot exceed 2 minutes.
<p>CF07 Production Design How the execution of a cohesive overall aesthetic via production design, including set design, location builds and prop design enhanced a story and made the idea stronger.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule <p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' VDO support to provide juries with a better understanding of the design and production steps involved in the production of the film. The VDO cannot exceed 2 minutes.
<p>CF08 Costume Design How the costume designer create the look and mood for the actors and actresses and ensure the props and wardrobes reflect the story in film or stage productions which to help demonstrate the director's vision.</p>	

FILM CRAFT LOTUS	MATERIALS
<p>CF09 Casting How the casting selections bring the idea to life and enhance the delivery of the script. Script can be either way (agency or production/director).</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule <p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' VDO support to provide juries with a better understanding of the casting method involved in the production of the film. The VDO cannot exceed 2 minutes.
<p>CF10 Use of Talent/Celebrity How the use of the talent or celebrity enhances the idea and brings the script to life.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF11 Script How the interpretation and development of the script enhanced the story and made the idea stronger. The origin and development of the script can be either from agency or production.</p>	
<p>CF12 Original Music Score How the original composition of music enhanced the story and made the idea & execution stronger. <i>Note: works submitted into CF12 cannot be entered into CF13.</i></p>	
<p>CF13 Use of Music Track How the choice, integration, reproduction, adapted and re-mixing of pre-existing music enhanced the story and made the idea stronger. <i>Note: works submitted into CF13 cannot be entered into CF12.</i></p>	
<p>CF14 Sound Design How the sound design enhanced a story and made the idea stronger.</p>	
<p>CF15 Colour Grading How the colour grading enhanced a story and made the idea stronger.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule <p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' VDO support to provide juries with a better understanding of the colour grading techniques and steps applied in the production of the film. The VDO cannot exceed 2 minutes.
<p>CF16 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule <p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' VDO support to provide juries with a better understanding of the particular methods involved in the production of the film. The VDO cannot exceed 2 minutes.

LOTUS ROOTS

LRCF Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

Required

- Original Film
- Cultural Context Explanation
- Client Endorsement Letter or Media Schedule

Recommended

- 'Making of' VDO support to provide juries with a better understanding of the particular methods involved in the production of the film. The VDO cannot exceed 2 minutes.

The same work (that is, identical version & duration) can only be entered into ONE sub-category under either Broadcast (TV or Cinema, F01 – F15) or Internet Film & Other Film (F16 – F28) but can be re-entered into Resilience Through Creativity (F29) and Lotus Roots (LRF).

Entries in the Broadcast Category (F01-F15) must be aired on the TV/Cinema medium.

Internet Film (F16-F26) must be original films created for the Internet, and excludes films that were originally created for TV or cinema transmission and which have subsequently been posted on the Internet. Such films should be entered in the Broadcast Category. Internet Film includes pre-roll ads.

Any film commercial used interactive on screen entered must be entered into the Interactive Film (F27) or Interactive VDO under Digital Lotus (DI05) and Interactive VDO (MB08) under Mobile Lotus if appropriate. For other film content for any other screens must be entered into Other Film (F28).

Entries in the Resilience Through Creativity sub-category (F29) can be either the broadcast film version or the internet film including other film version.

BROADCAST	MATERIALS
F01 Food	Required <ul style="list-style-type: none"> • Original Film • Media Schedule
F02 Beverages	
F03 Beauty, Health & Personal Care Beauty products, cosmetics, perfumes, pharmaceutical products, supplements, healthcare products, sanitary products, toiletries.	
F04 Fashion, Sports & Accessories Clothing, sportswear & equipment, footwear, accessories, jewellery, watches, luggage, bags, sunglasses.	
F05 Cars, Other Vehicles, Accessories & Auto Services Sedans, trucks, vans, SUV, 4WD, jeeps, motorbikes, bicycles, boats, lorries, parts, accessories including in-car audio & visual systems, gas stations, vehicle maintenance products, towing companies, car dealers, car rental services.	
F06 Electronics, Household Products, Home Appliances & Furnishings Consumer electronics, cleaning products, household maintenance products, household items, home & kitchen appliances, kitchenware, pet products, home decorations, building products & materials, home security products.	
F07 Retail Department stores, specialty stores, eCommerce, online stores, supermarkets & hypermarkets, restaurants, fast food chains, cafes, pubs.	
F08 Travel & Leisure Transportation & travel services, tourism authorities, hotel & resorts, toys, recreational facilities, sports facilities, festivals & events, museums.	
F09 Communication Media & Publications Newspapers, magazines, books, broadcasting stations & programs, streaming & music services.	
F10 Finance & Real Estate Banking institutions, investment firms, mortgages & loans, credit cards, insurance, real estate investment.	
F11 Business Products & Services Business equipment & supplies, B2B services including agencies.	

BROADCAST	MATERIALS
F12 Commercial Public Services Telecommunications, waste management, educational institutions, law enforcement, utilities companies (electricity, water, gas), healthcare.	Required <ul style="list-style-type: none"> • Original Film • Media Schedule
F13 Corporate Image Non-product or service-based company image including event sponsorships, seasonal messages or announcements to increase the brand perception and reputation.	
F14 Corporate Social Responsibility Non-product or service-based corporate social responsibility campaigns on environmental, social, and ethical efforts to increase the brand perception and reputation.	
F15 Public Services & Cause Appeals Anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs.	

INTERNET FILM & OTHER FILM	MATERIALS
F16 Internet Film: Food & Beverages	Required <ul style="list-style-type: none"> • Original Film • URL • Client Endorsement Letter or Media Schedule
F17 Internet Film: Beauty, Health & Personal Care	
F18 Internet Film: Sports, Fashion & Accessories	
F19 Internet Film: Cars, Other Vehicles, Accessories, & Auto Services	
F20 Internet Film: Electronics, Household Products, Home Appliances & Furnishings	
F21 Internet Film: Retail, Travel, Leisure & Communication Media	
F22 Internet Film: Finance, Commercial Public Services, Business Products & Services	
F23 Internet Film: Corporate Image	
F24 Internet Film: Corporate Social Responsibility	
F25 Internet Film: Public Services & Cause Appeals	
F26 Viral Film Films created primarily to be shared or distributed online.	
F27 Interactive Film Films that interact with viewer. Entries can include 360° live action photography or VR Film to go into the digital simulations.	
F28 Other Film Original film content created for any other screens other than TV, cinema or internet. Includes digital outdoor solutions, mobile & tablet, public screening, events, award shows, branded content on programs.	

FILM LOTUS

F29 Resilience Through Creativity*New**

A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.

MATERIALS

Required

- Original Film
- Client Endorsement Letter or Media Schedule

Optional

- URL (For Internet Film & Other Film)

LOTUS ROOTS

LRF Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

Required

- Original Film
- Cultural Context Explanation
- Client Endorsement Letter or Media Schedule

Optional

- URL

INNOVA Lotus entries will be judged on their level of genuine innovation, talk-value, and results. The entry may utilise only one media or across multiple mediums.

INNOVA Lotus will be presented to world-class concepts that have made a dramatic impact on the marketplace i.e. unique, "landmark" ideas, technologies, designs, applications or creative properties that have pushed the marketing industry into uncharted territory.

Shortlisted INNOVA entries are required to present their works to the juries online.

If any shortlisted INNOVA entry is failure to send presenter/s forfeits the shortlisted entry's right to be eligible to become a Finalist or INNOVA Lotus winner.

The same work can only be entered once in IN01-IN03 but it may be re-entered into IN04 and IN05.

INNOVA LOTUS	MATERIALS
<p>IN01 Innovation in Creativity Campaign must clearly demonstrate a breakthrough in creative idea, execution, or innovation that provides communication or business solutions for the brand. Note: Technological innovations should be entered into IN02: Innovation in Technology.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule
<p>IN02 Innovation in Technology Campaign must clearly demonstrate technological innovativeness that may utilize big data, innovative tools, invention, platforms or other measures that lead to an improvement or solutions. The solutions may or may not lead to the brand.</p>	
<p>IN03 Innovation in Prototype Technology Campaign with technological innovativeness but yet to be marketed or launched openly in the market. The technology can be prototype, beta, or pre-production stage. While the technology has yet to be launched, it must have at least been tested. Concept ideas are not acceptable.</p>	
<p>IN04 Innovation in Local Culture Application Campaign must demonstrate how the innovation is culturally relevant whether through solving a local issue or problem in terms of culture, religion, beliefs, traditions or languages.</p>	
<p>IN05 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	

LOTUS ROOTS	MATERIALS
<p>This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p> <p>For Lotus Roots submissions, please enter into the Lotus Roots sub-category in the appropriate Lotus Award category.</p>	<p>See specific materials in each Lotus.</p>

The decision of the Juries on Media Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight (30%)
- Strategy (20%)
- Execution (20%)
- Results (30%)

MEDIA LOTUS	MATERIALS
<p>ME01 Use of Screens & Displays TV, cinema, in-flight screening, showrooms, exhibitions, online film.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p>Optional</p> <ul style="list-style-type: none"> • English Script (for works submitted to ME02) • Actual Sample of the Work (for works submitted to ME04)
<p>ME02 Use of Audio Radio, podcasts, and other audio platforms.</p>	
<p>ME03 Use of Print/Outdoor & Transit Magazines, newspapers, other printed collaterals, posters, billboards and transit mediums.</p>	
<p>ME04 Use of Ambient: Small Scale Glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage. <i>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i></p>	
<p>ME05 Use of Ambient: Large Scale Supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations, signage, buildings or street furniture. <i>Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i></p>	
<p>ME06 Use of Events Exhibitions, events, expos & trade fairs, festivals, etc.</p>	
<p>ME07 Use of Guerrilla Marketing Guerrilla marketing tactics, stunts (publicity stunts, street stunts), live/pop-up events</p>	
<p>ME08 Use of Digital Websites, microsites, banner ads, email marketing, games, widgets.</p>	
<p>ME09 Use of Mobile Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, GPS, QR codes.</p>	
<p>ME10 Use of Social Media & Earned Media Social networks (Facebook, Twitter, LinkedIn, YouTube, Instagram, Weibo, Line etc.), blogs, other consumer generated content and publicity from unpaid, communication efforts, driven by consumers whether through blog, social media or other editorial influence.</p>	
<p>ME11 Use of Technology Use of an existing or new technology in an innovative way. Includes augmented reality, virtual reality, artificial intelligence, wearable technology, etc.</p>	

MEDIA LOTUS	MATERIALS
<p>ME12 Use of Branded Entertainment & Content: Program & Platform Entertainment or content funded and generated by the brand for TV, cinema, online including series and program sponsorships.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>ME13 Use of Branded Entertainment & Content: Digital & Social Media Entertainment or content funded and generated by the brand including social media, websites, microsites, mobile applications, games.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>ME14 Use of Data Media campaign that utilises insightful data in its creation and/or execution.</p>	<p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>ME15 Integrated Media Campaign Campaign that effectively and seamlessly utilises multiple mediums.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Actual Sample of the Work
<p>ME16 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Actual Sample of the Work

LOTUS ROOTS	MATERIALS
<p>LRME Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter or Media Schedule <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Actual Sample of the Work

MOBILE CAMPAIGN	MATERIALS
<p>MB01 Mobile Campaign Campaign centrally led by mobile. It must be clearly demonstrate how mobile was a key component in the campaign.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter

MOBILE DESIGN	MATERIALS
<p>MB02 Mobile Website Websites designed for mobile devices, including social networking sites, brand sites, online commerce, news, sites etc. This includes standalone mobile websites purely accessible on a mobile device as well as other website content that is created for a mobile device, including Responsive design.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>MB03 User Experience for Mobile User experience design for mobile enhancing customer satisfaction and loyalty by improving the usability, ease to use, and pleasure provided in the interaction between the customer and the product.</p>	
<p>MB04 Display Ad & Rich Media Display media/banners and any other rich media form of advertising. All entries must show the ad as it was originally displayed on the mobile device.</p>	
<p>MB05 Mobile Game Brand related games designed for and played on a mobile phone, smartphones, tablets or any other mobile device, whether pre-installed, downloaded or hosted on a mobile website.</p>	
<p>MB06 Mobile Utility Utilities designed for mobile devices that engage the customer with the product.</p>	
<p>MB07 Mobile Application & other Downloadable Tools Application that can be installed on a mobile device, or downloaded by customers from app stores, or other mobile software distribution platforms. Please supply a presentation video on the submitted link to show the application in use and overall results.</p>	

MOBILE VIDEO	MATERIALS
<p>Any mobile platforms i.e. website, or tablet experience making the most innovative, creative, useful and functional use of video or video on demand services.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL • Original Film • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>MB08 Video, Viral VDO & Interactive VDO Video, Viral VDO & Interactive VDO, where mobile played an important role.</p>	

USE OF TECHNOLOGY

Displays an innovative utilizes any kinds of technology.
Note: A work can only enter one sub-category under Use of Technology.

MATERIALS

MB09 Use of Technology for Mobile

Campaign that innovatively utilities technology for mobile devices to enhance the experience, strike a chord and drive objective i.e. GPS, iBeacon (also known as BLE), Geofencing, QR codes, barcodes, Networking, and Wearable Technology, AR, VR, 360 Videos, etc.

Required

- URL or URL link to Application
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

MB10 Use of Data for Mobile

Campaign that innovatively utilities data for mobile devices.

MB11 Use of Social for Mobile

Campaign that innovatively utilities social media platforms including the application or tool on the mobile devices.

MB12 Integrated Mobile Campaign

Campaign that effectively and seamlessly utilises mobile technology and other mediums, where the campaign's mobile element integrates across other channels.

MB13 Resilience Through Creativity***New

A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.

Required

- URL or URL link to Application
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Original Film
(for Video, Viral VDO & Interactive VDO)

LOTUS ROOTS

MATERIALS

LRMB Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

Required

- Cultural Context Explanation
- URL or URL link to Application
- Original Film
(for works submitted to MB08)
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

For New Director Lotus, works submitted must have been directed during a Director's first two years of Director career.

- For Portfolio Spot (ND05), works submitted do not need to be commercially broadcasted and Assistant Directors are also eligible.
- For Film School (ND06), entries must be part of a film school project.
- For Short Films for ADFEST 2021 by the Fabulous Five (ND07) is not open for submission for ADFEST 2021.

NEW DIRECTOR LOTUS	MATERIALS
<p>ND01 Commissioned Spot Eligible works must be works created for clients for the purpose of on-air TV or cinema broadcast, and other non-broadcast medium such as internal promotion or special event screening.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>ND02 Music Video</p>	
<p>ND03 Short Film Eligible works must be works created for clients for the purpose of broadcast program, internal promotion, or special event screening.</p>	
<p>ND04 Internet Film Eligible works must be worked created for internet film, website, email, mobile devices.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • URL • Client Endorsement Letter or Media Schedule
<p>ND05 Portfolio Spot Works directed for the purpose of building a director's reel without a client or on-air broadcast.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film
<p>ND06 Film School Eligible works must be films created for school projects.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Certified Letter from Institution
<p>ND07 Short Films for ADFEST 2021 by the Fabulous Five Not open for submission for ADFEST 2021</p>	
<p>ND08 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule • Certified Letter from Institution (for Film School) <p>Optional</p> <ul style="list-style-type: none"> • URL

LOTUS ROOTS	MATERIALS
<p>LRND Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Cultural Context Explanation • Client Endorsement Letter or Media Schedule • Certified Letter from Institution (for works submitted to ND06) <p>Optional</p> <ul style="list-style-type: none"> • URL

Outdoor Lotus awards creative and innovative use of out-of-home marketing executions.

The same work can be entered into both Billboard & Street Furniture (OD01 – OD03) and Poster (OD08 – OD19) categories, if appropriate, but an Ambient entry (OD04 – OD07) cannot enter into the Billboard & Street Furniture and Poster categories, but can be re-entered into Resilience Through Creativity (OD21) and Lotus Roots (LROD).

- For Billboard & Street Furniture (OD01-OD03) & Poster (OD08-OD19) sub-categories, if the advertisement forms a campaign, each ad must be entered and paid as single entries.

Note: You may enter the same work into the Best integrated outdoor campaign (OD20) if it is relevant.

BILLBOARD & STREET FURNITURE	MATERIALS
OD01 Large/Highway Billboards	Required <ul style="list-style-type: none"> • Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
OD02 Mobile Billboard & Transit Medium Work displayed at stations & stands, in or on vehicles, wrapped-around	
OD03 Street Signs & Street Furniture Work mounted or framed on the street, hung on street lamps etc. Street furniture is a term for objects and pieces of equipment installed on streets and roads including benches, postal boxes, streetlamps traffic lights & signs, public lavatories, fountains, memorials, etc.	

AMBIENT & OTHER OUTDOOR	MATERIALS
OD04 Ambient: Small Scale Free format, non-standardized, and not designed for standard poster sites. Non-traditional advertising that is usually site specific or engages the consumer in a unique, creative, unexpected yet relevant way. All work must be shown in situ and must have run with legal permission. Small scale includes glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, gondolas, wobblers, shelf talkers, postcards, matchbooks, POP display, etc. <u>Note:</u> 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.	Required <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Actual Sample of the Work (for works submitted to OD04)
OD05 Ambient: Large Scale Free format, non-standardized, and not designed for standard poster sites. Non-traditional advertising that is usually site specific or engages the consumer in a unique, creative, unexpected yet relevant way. All work must be shown in situ and must have run with legal permission. Large scale includes supersize sites, 3D and non-standard shaped sites, floor media, exhibitions, installations, pop-up stores. Also includes use of technology such as projection mapping, augmented reality, interactive installations, etc. <u>Note:</u> 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.	

AMBIENT & OTHER OUTDOOR	MATERIALS
<p>OD06 Digital Poster & Video Digital poster, billboard, and video <i>Note: Entries should be made specifically for outdoor medium not simply TVCs displayed outdoor</i></p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Image • Picture of Work on the Location • Client Endorsement Letter
<p>OD07 Guerrilla Marketing Guerrilla marketing tactics, stunts (publicity stunts, street stunts), live/pop-up events</p>	

POSTER	MATERIALS
<p>OD08 Food & Beverages</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Image • Picture of Work on the Location • Client Endorsement Letter
<p>OD09 Beauty, Health & Personal Care Beauty products, cosmetics, perfumes, pharmaceutical products, supplements, healthcare products, sanitary products, toiletries.</p>	
<p>OD10 Fashion, Sports & Accessories Clothing, sportswear & equipment, footwear, accessories, jewellery, watches, luggage, bags, sunglasses.</p>	
<p>OD11 Cars, Other Vehicles, Accessories & Auto Services Sedans, trucks, vans, SUV, 4WD, jeeps, motorbikes, bicycles, boats, lorries, tyres, spare parts, accessories incl. in-car audio & visual systems, gas stations, vehicle maintenance products, towing companies, car dealers, car financing & leasing.</p>	
<p>OD12 Household Products & Maintenance Cleaning products, household maintenance products, household items, kitchenware, pet products, building products & materials.</p>	
<p>OD13 Electronics, Home Appliances & Furnishing Consumer electronics, home & kitchen appliances, home decorations, home security products.</p>	
<p>OD14 Retail Department stores, specialty stores, eCommerce, online stores, supermarkets & hypermarkets, restaurants, fast food chains, cafes, pubs.</p>	
<p>OD15 Travel, Leisure, Entertainment & Communication Media Transportation & travel services, tourism authorities, hotel & resorts, toys, recreational facilities, sports facilities, festivals & events, museums, Newspapers, magazines, books, broadcasting stations & programs, streaming & music services.</p>	
<p>OD16 Finance, Commercial Public Services, Business Products & Services Banking institutions, investment firms, mortgages & loans, credit cards, insurance, real estate investment, business equipment & supplies, B2B services including agencies, telecommunications, waste management, educational institutions, law enforcement, utilities companies (electricity, water, gas), healthcare.</p>	
<p>OD17 Corporate Image Non-product or service-based company image including event sponsorships, seasonal messages or announcements to increase the brand perception and reputation.</p>	

POSTER	MATERIALS
<p>OD18 Corporate Social Responsibility Non-product or service-based corporate social responsibility campaigns on environmental, social, and ethical efforts to increase the brand perception and reputation.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Image • Picture of Work on the Location • Client Endorsement Letter
<p>OD19 Public Services & Cause Appeals Anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs</p>	

INTEGRATED CAMPAIGN	MATERIALS
<p>OD20 Integrated Outdoor Campaign Campaign that effectively and seamlessly utilises multiple platforms/channels, where the outdoor element plays a major role.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Sample of the Work

OUTDOOR LOTUS	MATERIALS
<p>OD21 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Image or Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter or Media Schedule <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Actual Sample of the Work

LOTUS ROOTS	MATERIALS
<p>LROD Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Cultural Context Explanation • Digital Image or Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter or Media Schedule <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes) • Actual Sample of the Work

PR Lotus awards the strategy and creative execution that develop, preserve or strengthen the reputation and business of the brand. Entries should demonstrate how the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural.

The decision of the Juries on PR Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/ Idea/Insight (30%)
- Strategy (20%)
- Execution (30%)
- Results (20%)

IMPLEMENTATION	MATERIALS
<p>PR01 Corporate Image Campaign that raises the brand's corporate image, perception, and reputation.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>PR02 Crisis Management Campaign that aims to negate the impact of negative publicity or crisis that might affect the company's credibility and reputation. Entries should include details of the crisis management plan, execution, and demonstrate resolution of the issue.</p>	
<p>PR03 Corporate Social Responsibility Campaign that addresses environmental, social, and ethical efforts to increase the brand's perception and reputation.</p>	
<p>PR04 Use of Media Relations Campaign with the media and journalism at its core, where innovative use of media leads to engagement or editorial influence. Entries should include details of media coverage and how the campaign met its communication objectives.</p>	
<p>PR05 Use of Events & Stunts Campaign PR strategy that employ guerrilla marketing, stunts, events, festivals, competitions, promotional games or activities, street art, exhibitions, parties, etc. to increase the brand's perception and reputation.</p>	
<p>PR06 Use of Talent Campaign that collaborates with a celebrity, personality or influencer to raise awareness, fulfil a communication objective, and/or establish consumer affinity.</p>	
<p>PR07 Sponsorship & Partnership Campaign that utilises sponsorship and/or partnership program to raise awareness or fulfil a communication objective to increase the brand's perception and reputation.</p>	
<p>PR08 Launch/Re-launch Campaign for launch or re-launched of a brand, product or service.</p>	

IMPLEMENTATION	MATERIALS
<p>PR09 Brand Voice & Strategic Storytelling Customised communication strategy to establish a brand's perception and identity in a particular way in order to establish brand affinity with its stakeholders.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>PR10 Content-led Engagement Distribution of media content created by a brand in order to drive engagement, gain awareness, or to promote the brand such as surveys, reports, blogs, newsletters etc.</p>	

DIGITAL & SOCIAL	
<p>In these categories, your entry will be judged specifically on how well the digital medium/social platform was used to execute the PR campaign.</p>	
<p>PR11 Use of Digital in a PR Campaign Campaign that utilises digital communications such as websites, microsites, search engine marketing, banner ads, email marketing, etc. to establish and/or strengthen consumer affinity.</p>	<p>MATERIALS</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>PR12 Use of Social in a PR Campaign Campaign that utilises social networking, blogs, sharing sites, etc. to establish and/or strengthen consumer affinity. This includes online communities, real-time response, user generated content, and innovative use of social media.</p>	
<p>PR13 Use of Technology Campaign that innovatively utilizes existing or new technology including artificial intelligence, virtual reality, robotics, gadgets or electronics, wearable, interactive technology, gaming, software/platform development etc.</p>	

DATA	MATERIALS
<p>PR14 PR Effectiveness Campaign that demonstrates effectiveness with measurable results on the brand's perception and reputation. Entries should include details of measurement methods, analysis, and results to demonstrate quantitatively the effectiveness of the campaign.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 minutes) • Digital Presentation Image • Client Endorsement Letter
<p>PR15 Research, Data Analytics & Insight Generation Campaign that utilises research, data or actionable insight as part of the formulation of the PR program. Entries should include details of how the research, analytical data, and/or insights contribute to the strategic formulation of the campaign.</p>	

INTEGRATED CAMPAIGN

PR16 Integrated PR Campaign

Campaign that effectively and seamlessly utilises multiple platforms/channels, where the PR element plays a major role. Entries should include details of how the different platforms/channels complement each other to demonstrate how the campaign is truly integrated at its core.

MATERIALS

Required

- Written Submission
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

PR LOTUS

PR17 Resilience Through Creativity***New

A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.

MATERIALS

Required

- Written Submission
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

LOTUS ROOTS

LRPR Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 minutes)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

Press Lotus awards creativity of tradition print advertising including the innovative use of Print as the medium.

The same work can only be entered into either ONE Products & Services sub-category (P01 – P15), or Use of Print (P16), but can be re-entered into Resilience Through Creativity (P17) and Lotus Roots (LRP).

PRESS LOTUS	MATERIALS
P01 Food & Beverages	Required <ul style="list-style-type: none"> • Digital Image • Original Tearsheet
P02 Beauty & Personal Care Beauty products, cosmetics, perfumes, toiletries, sanitary products.	
P03 Healthcare Pharmaceutical products, supplements, healthcare products.	
P04 Fashion, Sports & Accessories Clothing, sportswear & equipment, footwear, accessories, jewellery, watches, luggage, bags, sunglasses.	
P05 Cars, Other Vehicles, Accessories & Auto Services Sedans, trucks, vans, SUV, 4WD, jeeps, motorbikes, bicycles, boats, lorries, tyres, spare parts, accessories incl. in-car audio & visual systems, gas stations, vehicle maintenance products, towing companies, car dealers, car financing & leasing.	
P06 Electronics Consumer electronics.	
P07 Household Products & Maintenance Cleaning products, household maintenance products, household items, kitchenware, pet products, building products & materials.	
P08 Home Appliances & Furnishings Home & kitchen appliances, home decorations, home security products.	
P09 Retail Department stores, specialty stores, eCommerce, online stores, supermarkets & hypermarkets, restaurants, fast food chains, cafes, pubs.	
P10 Travel, Leisure & Entertainment Transportation & travel services, tourism authorities, hotel & resorts, toys, recreational facilities, sports facilities, festivals & events, museums.	
P11 Communication Media & Publications Newspapers, magazines, books, broadcasting stations & programs.	
P12 Finance, Commercial Public Services, Business Products & Services Banking institutions, investment firms, mortgages & loans, credit cards, insurance, real estate investment, business equipment & supplies, B2B services including agencies, telecommunications, waste management, educational institutions, law enforcement, utilities companies (electricity, water, gas), healthcare.	

PRESS LOTUS	MATERIALS
<p>P13 Corporate Image Non-product or service-based company image including event sponsorships, seasonal messages or announcements to increase the brand perception and reputation.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Image • Original Tearsheet
<p>P14 Corporate Social Responsibility Non-product or service-based corporate social responsibility campaigns on environmental, social, and ethical efforts to increase the brand perception and reputation.</p>	
<p>P15 Public Services & Cause Appeals Anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs.</p>	
<p>P16 Use of Print Innovative use of print as a medium such as interactive print ads, use of other technology which digital and interactive elements including downloadable applications, QR codes, augmented reality and NFC to engage consumer, but eligible works must have been published in newspapers, magazines, or inserts (digital works are not eligible).</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Presentation Image • Original Tearsheet <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>P17 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Image • Digital Presentation Image (for Use of Print) • Original Tearsheet <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)

LOTUS ROOTS	MATERIALS
<p>LRP Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Cultural Context Explanation • Digital Image • Digital Presentation Image (for works submitted to P16) • Original Tearsheet <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)

Print & Outdoor Craft Lotus awards the value of craftsmanship through print, where skilfulness is an integral part and its execution brings the idea to life.

You must read sub-categories definition carefully to ensure entry submissions into appropriate agency/production sub-categories.

Each advertisement constitutes one entry i.e. Poster. Unless the work is craftsmanship executed on book, calendar, brochure, set of cards, stationary, or even menu, then the work constitutes one entry.

PRINT & OUTDOOR CRAFT LOTUS	MATERIALS
<p>CP01 Photography Awarded to <u>photographer</u> for the original execution and effectiveness of the photography not for the idea or the ad itself.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Image or Digital Presentation Image • Original Tearsheet or Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 minutes)
<p>CP02 Use of Photography/Digital Image Awarded to the <u>art director/agency</u>, where photography (commissioned or stock) has been used as an integral and original part of a print ad message.</p>	
<p>CP03 Illustration Awarded to the <u>illustrator</u> for the original execution and effectiveness of the illustration not for the idea or the ad itself.</p>	
<p>CP04 Use of Illustration Awarded to the <u>art director/agency</u>, where illustration has been used as an integral and original part of a print ad message.</p>	
<p>CP05 Typography Awarded to the <u>typographer</u> – ads where type has been specially created or composed to play an integral role in getting a message across and has contributed directly to enhancing the overall mood/feel of the ad.</p>	
<p>CP06 Use of Typography Awarded to the <u>art director/agency</u> – juries will look for how the typography has been used as an integral and original part of a print ad message.</p>	
<p>CP07 Art Direction Awarded to the <u>art director/agency</u>, where the art direction brings together all the elements Image (Photo/Illustration, Type, Crop, Composition, etc.) of an ad into a cohesive print message. This is not an award for the idea, although the overall Art Direction must relate back to conveying the idea.</p>	
<p>CP08 Retouching/Image Manipulation Awarded to the <u>DI operator</u>, where DI has contributed to the overall ad message. As good DI should result in images that do not show obvious DI other than when the idea warrants it. Each entry is required to be accompanied by the layers/stages of the DI.</p>	

PRINT & OUTDOOR CRAFT LOTUS	MATERIALS
<p>CP09 Use of Retouching/Image Manipulation Awarded to the <u>art director/agency</u>, where image manipulation has been used as an integral and original part of a print ad message.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> Digital Image Original Tearsheet or Client Endorsement Letter
<p>CP10 Computer Generated Imagery (CGI) Awarded to the <u>CGI operator</u> for the original execution and effectiveness of the skills in CGI such as 3D Modeling, Lighting, and rendering not for the idea or the ad itself.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> Digital Image Original Tearsheet or Client Endorsement Letter <p><u>Recommended</u></p> <ul style="list-style-type: none"> Original Layout/Layers/Stages Images or Source Photography
<p>CP11 Use of Computer Generated Imagery (CGI) Awarded to the <u>art director/agency</u> for CGI used as an integral and original part of a print ad message.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> Digital Image Original Tearsheet or Client Endorsement Letter
<p>CP12 Production Design/Styling Awarded to <u>production</u>, where production designs, wardrobe, props has made a significant contribution to the final image.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> Digital Image or Digital Presentation Image Original Tearsheet or Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> Video Presentation (max. 2 minutes)
<p>CP13 Resilience Through Creativity***New A special Lotus Award sub-category to recognize ideas and creative solutions that demonstrate resilience and resolve in the face of the Covid-19 global pandemic. It is awarded to works that rise above the crisis to create public, economic, cultural and/or other ideas for the greater good. The solutions may or may not be connected directly to the brand.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> Digital Image or Digital Presentation Image Original Tearsheet or Client Endorsement Letter <p><u>Recommended</u></p> <ul style="list-style-type: none"> Original Layout/Layers/Stages Images or Source Photography (for works submitted to Retouching/Image Manipulation & Computer Generated Imagery (CGI) Video Presentation (max. 2 minutes)

LOTUS ROOTS	MATERIALS
<p>LRCP Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> Cultural Context Explanation Digital Image or Digital Presentation Image Original Tearsheet or Client Endorsement Letter <p><u>Recommended</u></p> <ul style="list-style-type: none"> Original Layout/Layers/Stages Images or Source Photography (for works submitted to CP08 & CP10) Video Presentation (max. 2 minutes) (for works submitted to CP01-CP07 & CP12)

ENTRY SUBMISSION

All entry details must be completed online. To submit:

- Go to www.ADFEST.com, in menu under "Awards", select "Entry Submission". You will be re-directed to an online entry submission system created by WebEnergy.
- Select the appropriate Lotus Category and complete the online submission form.
Note: An entry can be pended for further revisions and additions of details until you click "Confirm"
- After you submit your entry details, you can print the Entry Submission and Entry Confirmation from the Entry List
- You must attach the Entry Confirmation to your physical entry.
- After you have submitted your payment details, the Invoice will be sent directly to your email and you can also print it out from the Payment Summary page.
- An Entry Summary containing all your entries submitted can be printed from the Entry Summary page
Note: Your entry is not complete until all required entry, support materials and payment have been received.

IMPORTANT: Carefully check the credits you enter. If the work is a finalist or winner, these credits will be used in all published materials and on the ADFEST website exactly as they appear in the entry form. Any requests for credit changes must be done in writing to Nat@ADFEST.com. Credit changes are not permitted after Friday 12th February 2021.

HOW TO SUBMIT

All entry details must be completed online, so make sure you have read the rules and go through our Lotus categories prior to entering your works to the ADFEST 2021 Online Entry Submission. Our submission system is quite simple to enter. You only need to select the Lotus & sub-categories you wish to submit, enter the entry details including entry title and fill in the credit information of those involved in the creation of the work. You will be required to provide common information as well as some specific details depending on the Lotus categories selected.

Don't worry if you don't have all the information for your entries yet, you can edit your entry details and save them along the way before confirming your entries. You can come back to edit your details and upload your works as long as your entry is not confirmed.

Have you ever entered work to ADFEST before?

If you are new to ADFEST, you need to create an ADFEST account [here](#)

If you need help, please feel free to email Nat, Entry Manager at Nat@ADFEST.com

WHAT YOU MUST ENTER: ENTRY DETAILS

LOTUS CATEGORY

Select Lotus category and sub-category

ENTRY TITLE

Entry Title, Duration (if applicable), Brand, Advertiser, Launch Date of your entry

CREATIVE CREDITS

Details of companies involved in the work's creative process e.g. Agency, Media Agency, etc.

Details of people who were involved in the work e.g. Adam Johnson, Chief Creative Officer, BBDO

PRODUCTION CREDITS

Details of companies involved in the work's production process e.g. Film Production Company, Post-Production Company, Special Effects Company, Sound Production Company, Print Production Company etc.

Details of people who were involved in the work e.g. Dan Brown, Director, The Shoot

ENTRY CONTACT DETAILS

In the event that questions arise during judging, ADFEST may need to contact the team directly involved with the creation of the work for the juries' clarification.

CLIENT CONTACTS DETAILS

In the event that questions arise during judging, ADFEST may need to contact the client directly involved with the creation of the work.

ADFEST will not contact the client unless it is absolutely necessary to do so in the case that it affects the judging of the work.

HOW TO SUBMIT

WHAT YOU MUST ENTER: SPECIFIC DETAILS

IS THE WORK A CORPORATE SOCIAL RESPONSIBILITY (CSR) OR PUBLIC SERVICES & CAUSE APPEAL (PSA) ENTRY?

In order to determine entries eligible to compete in the Grande for Humanity, you must specify whether your entry is a Corporate Social Responsibility (CSR), Public Services & Cause Appeal (PSA) work, or neither.

While you are required to declare whether your entry is a Corporate Social Responsibility (CSR) or Public Services & Cause Appeal (PSA) work, ADFEST Organizer reserves the right to determine the entries eligible to compete in the Grande for Humanity.

PUBLICATION OF ENTRIES:

Can all the materials submitted for your entry be used for both judging & public use?

Note: Public Use includes exhibition, award presentation, winners showcase, award annual.

URLS:

URLs of your entry

WRITTEN SUBMISSION:

Written information of the work according to the category guidelines.

SAMPLE ENTRY FORMS

ENTRY DETAILS

LOTUS CATEGORY

Select Lotus category and sub-category you wish to enter.

ENTRY TITLE

ENTRY TITLE

The name of the work being entered.

CAMPAIGN NAME

If your work is part of a campaign, juries may group the single entries and award the works as a campaign if they see fit. In this case, please enter what you would like the campaign to be named.

BRAND

The product or service of the work (e.g. Dove, Google Play Music, Johnnie Walker)

ADVERTISER

The name of the company or organization who commissioned the work (e.g. Unilever, Google, Diageo)

LAUNCH DATE

Launch date of your entry

SAMPLE ENTRY FORMS

CREATIVE CREDITS

Details of the company/ies significantly involved in the creativity of the work.

You can add multiple companies, but please note that the points will be divided proportionately among the Agencies and Networks.

AGENCY

Agency credit will count towards Agency of the Year, Independent Agency of the Year and Digital Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

AGENCY

CITY

AGENCY NETWORK

Agency Network credit will count towards Network of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

AGENCY NETWORK

SAMPLE ENTRY FORMS

CREATIVE TEAM CREDITS

Details of people who made significant contribution to the work.

CHIEF CREATIVE OFFICER

EXECUTIVE CREATIVE DIRECTOR

CREATIVE DIRECTOR

COPYWRITER

ART DIRECTOR

RETOUCHER (for in-house Retoucher)

ILLUSTRATOR (for in-house Illustrator)

DESIGNER (for in-house Designer)

ACCOUNT DIRECTOR

ACCOUNT MANAGER

ACCOUNT EXECUTIVE

STRATEGIC PLANNING DIRECTOR

STRATEGIC PLANNING MANAGER

STRATEGIC PLANNER

AGENCY PRODUCER

SAMPLE ENTRY FORMS

OTHER CREATIVE CREDITS

Enter the details (positions & names) of additional creative team members who made significant contribution to the work.

OTHER CREATIVE CREDITS

MEDIA CREDITS

Details of the company/ies significantly involved in the media strategy of the work. If the company/ies involved in both the creative and media strategy, it should be entered in both Agency and Media Agency.

MEDIA AGENCY

For Media Lotus entries, the Media Agency credit will count towards Media Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

MEDIA AGENCY

CITY

MEDIA TEAM CREDITS

WHO WAS INVOLVED?

Enter the details of people who significantly involved in the work. Enter the names of your media team members in the field.

MEDIA PLANNING DIRECTOR

MEDIA PLANNING MANAGER

MEDIA PLANNER

OTHER MEDIA CREDITS

Enter the details (positions & names) of additional media team members who made significant contribution to the work.

OTHER MEDIA CREDITS

SAMPLE ENTRY FORMS

PR CREDITS

Details of the company/ies significantly involved in the PR strategy of the work. If the company/ies involved in both the creative and PR strategy, it should be entered in both Agency and PR Agency.

PR AGENCY

For PR Lotus entries, so make sure your spelling, even spacing or use of symbols are consistent.

PR AGENCY

CITY

PR TEAM CREDITS

WHO WAS INVOLVED?

Enter the details of people who significantly involved in the work. Enter the names of your PR team members in the field.

PR DIRECTOR

PR MANAGER

EXECUTIVE PR

PR SPECIALIST

MEDIA RELATIONS

OTHER PR CREDITS

Enter the details (positions & names) of additional PR team members who made significant contribution to the work.

OTHER PR CREDITS

SAMPLE ENTRY FORMS

PRODUCTION CREDITS

Details of the company/ies involved in each specialisation in the production process.

The company credits when entered into Film Craft Lotus, New Director Lotus and specific sub-categories in Print Craft Lotus will count towards Production Company of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

FILM PRODUCTION COMPANY

Details of the company/ies significantly involved in film production of the work.

FILM PRODUCTION COMPANY

CITY

FILM PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the film production of the work.

DIRECTOR

CINEMATOGRAPHER

GAFFER

PRODUCTION DESIGNER

EXECUTIVE PRODUCER

FILM PRODUCER

OTHER FILM PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the film production of the work.

SAMPLE ENTRY FORMS

POST-PRODUCTION COMPANY

Details of the company/ies significantly involved in post-production of the work.

POST-PRODUCTION COMPANY

CITY

POST-PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the post-production of the work.

EDITOR

COLORIST

FLAME ARTIST

POST PRODUCER

OTHER POST-PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the post-production of the work.

SAMPLE ENTRY FORMS

SPECIAL EFFECTS PRODUCTION COMPANY

Details of the company/ies significantly involved in Special Effects, Visual Effects, or Animations of the work.

SPECIAL EFFECTS COMPANY

CITY

SPECIAL EFFECTS PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the Special Effects, Visual Effects, or Animations of the work.

VISUAL EFFECTS

ANIMATOR

COMPUTER ARTIST

SPECIAL EFFECTS PRODUCER

OTHER SPECIAL EFFECTS CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the Special Effects, Visual Effects, or Animations of the work.

SAMPLE ENTRY FORMS

SOUND PRODUCTION COMPANY

Details of the company/ies significantly involved in sound production of the work.

SOUND PRODUCTION COMPANY

CITY

SOUND PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the sound production of the work.

SOUND DESIGNER

SOUND STUDIO PRODUCER

MUSIC COMPOSER

MUSIC ARRANGER

OTHER SOUND PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the sound production of the work.

SAMPLE ENTRY FORMS

PRINT PRODUCTION COMPANY

Details of the company/ies significantly involved in print production of the work.

PRINT PRODUCTION COMPANY

CITY

PRINT PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the print production of the work.

PHOTOGRAPHER

RETOUCHER

ILLUSTRATOR

DESIGNER

TYPOGRAPHER

PRINT PRODUCER

OTHER PRINT PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the print production of the work.

SAMPLE ENTRY FORMS

ENTRY CONTACTS DETAILS

In the event that questions arise during judging (15-19 March 2020), ADFEST may need to contact the team directly involved with the creation of the work for the juries' clarification.

NAME**POSITION****MOBILE NUMBER****EMAIL**

CLIENT CONTACTS DETAILS

In the event that questions arise during judging (15-19 March 2020), ADFEST may need to contact the client directly involved with the creation of the work.

ADFEST will not contact the client unless it is absolutely necessary to do so in the case that it affects the judging of the work.

NAME**POSITION****MOBILE NUMBER****EMAIL****ADDRESS****CITY**

SAMPLE ENTRY FORMS

WHAT YOU ENTER: SPECIFIC DETAILS

IS THE WORK A CORPORATE SOCIAL RESPONSIBILITY (CSR) OR PUBLIC SERVICES & CAUSE APPEALS (PSA) ENTRY?

In order to determine entries eligible to compete in the Grande for Humanity, you must specify whether your entry is a CSR, Public Services work, or neither. Entries eligible to compete for Grande for Humanity include but not limited to corporate social responsibility campaigns, anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs.

Eligible works do not have to be by or for Public Services organizations or NGOs, but the main determinant of its eligibility lies in the messages or causes of the work itself.

While you are required to declare whether your entry is a **CORPORATE SOCIAL RESPONSIBILITY (CSR) OR PUBLIC SERVICES & CAUSE APPEALS (PSA)** work, ADFEST Organizer reserves the right to determine the entries eligible to compete in the Grande for Humanity.

- CORPORATE SOCIAL RESPONSIBILITY (CSR)
- PUBLIC SERVICES & CAUSE APPEALS (PSA)
- NEITHER

PUBLICATION OF ENTRIES

*Can all the materials submitted for this entry be used for both judging & public use?

If this work has restrictions on its public use, please specify what can be shown publicly.

- YES, ALL MATERIALS SUBMITTED CAN BE MADE PUBLIC.
- NO. PLEASE SELECT ALL THAT APPLY:

VDO

- VDO CAN BE USED FOR JUDGING ONLY
- VDO CAN BE USED FOR AWARD PRESENTATIONS
- VDO CAN BE USED FOR EXHIBITION
- VDO CAN BE USED FOR WINNERS SHOWCASE
- VDO CAN BE USED FOR AWARD ANNUAL
- VDO CAN BE USED FOR PRESS KIT

JPEG

- JPEG CAN BE USED FOR JUDGING ONLY
- JPEG CAN BE USED FOR AWARD PRESENTATIONS
- JPEG CAN BE USED FOR EXHIBITION
- JPEG CAN BE USED FOR WINNERS SHOWCASE
- JPEG CAN BE USED FOR ANNUAL
- JPEG CAN BE USED FOR PRESS KIT

SAMPLE ENTRY FORMS

URLS

Active browsable URL must lead the viewer straight into your entry. Your URL must be active [until 30th April 2021](#). URLs must start with [http://](#) or [https://](#) and you must provide username and password (if applicable). ADFEST is not responsible for invalid/inactive sites or failure to provide necessary login/download details.

URL

E.G. <http://www.ADFEST.com>

TYPE

Please select from the drop-down

- URL link to Application
- Online Video
- Social Page
- Website

IF ENTERING 'URL link to Application'

Please provide the application download details. These details will not be shared with anyone but used for judging purposes only.

APP NAME

APP STORE/GOOGLE PLAY USERNAME

APP STORE/GOOGLE PLAY PASSWORD

WRITTEN SUBMISSION

Juries will go through the written submissions during judging, so it is recommended that you provide as much details as possible.

BRANDED ENTERTAINMENT LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of the campaign from launch to completion.

The campaign's branded content and entertainment elements, and how the audience was drawn to the campaign. (300 words max)

The Brief:

Campaign objectives. (150 words max)

The Strategy:

Description of the campaign and its audience. How is the campaign appropriate for the content and the audience? Include any background information of media landscape, challenges, restrictions in the market, or any specific insights on the market and its audience. (200 words max)

The Execution:

Description of campaign execution in order of implementation. How the audience was drawn to the campaign? (200 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data? (200 words max)

WRITTEN SUBMISSION

BRAND EXPERIENCE LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of the campaign with focus on brand building through the dimension of experience design, activation, immersive experience, retail and 360° consumer engagement. Entries should demonstrate how the consumer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success. (300 words max)

The Brief:

Campaign objectives. (150 words max)

The Strategy:

Description of the target consumer, and how the strategy is appropriate for this target. What is the current relationship/perception of the consumer toward the brand. Include any specific the consumer journey, experience of the brand and how it been optimized on every touch point to increase brand affinity and commercial success. (200 words max)

The Execution:

Description of campaign execution in order of implementation. Where, when, how, and how long did the campaign engage and/or attract the target consumer. (200 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data on how the target audience responded to the campaign. (200 words max)

WRITTEN SUBMISSION

DIRECT LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution and craft. Summary of the direct marketing campaign with focus on the creativity. Entries should demonstrate how the appropriate strategy been implemented to the target audience and its results. (300 words max)

The Brief:

Campaign objectives. (100 words max)

The Strategy:

Description of the target audience of this direct marketing campaign, and how the strategy is appropriate for this target. What is the current relationship/perception of the target toward the brand. Include any specific insights on the market and its audience. (100 words max)

The Execution & Craft:

Description of campaign execution in order of implementation. Where, when, how, and how long did the campaign connect and/or attract the target. (100 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data on how the target audience responded to the campaign. (100 words max)

WRITTEN SUBMISSION

eCOMMERCE LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of this campaign with focus on works have creativity of eCommerce and all innovative efforts in the digital business. Entries should demonstrate how the its effort in the digital business that define the future (300 words max)

The Brief:

Campaign objectives. (100 words max)

The Strategy:

Description of the campaign, and how the strategy is appropriate for this target. Include any specific insights on the market and its audience. (100 words max)

The Execution:

Description how the idea is implemented for the work that have creativity of eCommerce and all innovative effort in the digital business. Where, when, how, and how long did the campaign connect and/or attract the target. (100 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data. Details of the result of the campaign and how it affects in the digital business that define the future. (100 words max)

WRITTEN SUBMISSION

EFFECTIVE LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of the campaign from launch to completion, and its results. (300 words max)

The Brief:

Campaign objectives. (300 words max)

The Strategy:

Description of the campaign. Why each chosen channel is appropriate to drive results and make the campaign effective. Include any specific insights on the market and its audience. (500 words max)

The Execution:

Description of campaign execution in order of implementation. How the execution strengthened the effectiveness of the campaign. (200 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data. Details of the result of the campaign and how they served the objectives (commercial, marketing, and/or communication). To what extent can you attribute the results to the campaign. Were there other factors that might have affected the results. (200 words max)

The results must indicate the number/quantity of the increase to show effectiveness, not only the percentage. For example, you must state that sales increase from 1,000 units to 1,500 units, not simply that there was a 50% increase in sales.

If the work is submitted into EF02: Effective Lotus – Small Budget, Entrant must clearly indicate a breakdown of the budget which the total budget under USD 200,000 (including all media & production budget)

WRITTEN SUBMISSION

INNOVA LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of the innovativeness of the campaign. (300 words max)

The Brief:

Campaign objectives. (100 words max)

The Strategy:

Description of the campaign. What opportunities were there for such innovation, and how the innovation would help achieve the objectives. Include any specific insights on the market and its audience.

(150 words max)

The Execution:

For Innovation in Creativity (IN01)

Description of campaign execution in order of implementation. How was the campaign innovative and groundbreaking (media use, design, etc.). (150 words max)

For Innovation in Technology (IN02) & Innovation in Prototype Technology (IN03)

Description of campaign execution in order of implementation. How was the campaign technologically innovative and groundbreaking? (150 words max)

For Innovation in Local Culture Application (IN04)

Description of campaign execution in order of implementation. How was the campaign innovative and groundbreaking particularly from the stand point of cultural uniqueness? That is, how cultural background and landscape played a role in the development of the innovation and how the innovation addressed and solved the issue (media use, design, technological advancement production, etc.). (250 words max)

For Resilience Through Creativity (IN05)

Description of campaign execution in order of implementation. How was the campaign innovative and groundbreaking of the resilience and resolve in the face of the Covid-19 global pandemic.

How the idea or brand creates public, economic, cultural and/or other ideas for the greater good. (250 words max)

The Result:

How the innovation succeeded in achieving the objectives with inclusion of specific results and statistical data. (150 words max)

WRITTEN SUBMISSION

MEDIA LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of this campaign with focus on the creativity and insight and results. Entries should demonstrate how the appropriate media strategy been implemented to the target audience and what the executions and its results. (300 words max)

The Brief:

Campaign objectives. (100 words max)

The Strategy:

Description of media strategy and target audience. How each media channel is appropriate for the campaign and target. Include any specific insights on the market and its audience. (100 words max)

The Execution:

Description of media execution in order of implementation. How the media implementation strengthened the overall campaign. (100 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data.

The results must indicate the number/quantity of the increase to show brand achievement, it also can be any change on the consumer behavior or awareness. (100 words max)

WRITTEN SUBMISSION

PR LOTUS

Campaign Summary

Overview of campaign's objective, strategy, and execution. Summary of the campaign with focus on the strategy and creative execution that develop, preserve or strengthen the reputation and business of the brand. Entries should demonstrate how the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural. (300 words max)

The Brief:

Campaign objectives. (100 words max)

The Strategy:

Description of PR strategy and target audience. How the creativity communication is appropriate for the campaign and target. Include any PR platforms/channels or media. (100 words max)

The Execution:

Description of PR campaign execution in order of implementation. How the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural. (100 words max)

The Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data to show the increasing the brand's perception leading to changes whether business, societal or cultural. Any change on the consumer behavior or awareness can be shown and/or indicate the number/quantity of the business achievement. (100 words max)

MATERIAL GUIDELINE

ACTUAL SAMPLE OF THE WORK

Any samples, products or other actual materials submitted for judging such as Packaging, Product Design, Flat & Dimensional Direct Mail etc.

CERTIFIED LETTER FROM INSTITUTION

An official letter from the Academic Institution certifying that the entrant is a student and created the submitted film for a school project.

CLIENT ENDORSEMENT LETTER IN CLIENT'S LETTERHEAD

An official letter from the client certifying that they endorsed the entrant's company to create the work submitted to ADFEST. Note: Your entry will not be shown to the juries if you fail to provide the Client Endorsement Letter in client's letterhead.



MATERIAL GUIDELINE

CULTURAL CONTEXT EXPLANATION

Written explanation of how the work is culturally relevant. It will be in your own interest to explain how the work reflects the local cultural relevance.

DIGITAL IMAGE or DIGITAL PRESENTATION IMAGE

- JPEG file
 - Resolution 300 dpi (CMYK & RGB) minimum A4 size
 - Digital File can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive
- Note: You may include multiple entries of the same Lotus category in a particular DVD or Thumb Drive, but please separate them for the different Lotus categories. Please separate your folder for each entry

Sample of Digital Presentation Image

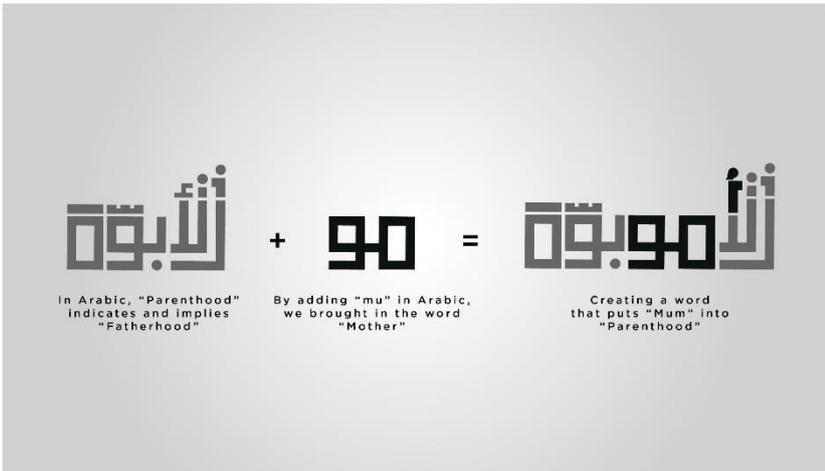
AL UMOBUWAH: Putting “Mum” into “Parenthood”

How we became the first brand to create a new Arabic word, giving mothers across the Middle East, an equal place in the Arabic word for “Parenthood”, challenging deep-rooted biases and conventions.

In Arabic, the word for “parenthood” means “fatherhood”. Other Arabic words, used for parenthood, are also derived from words meaning “father”. There is NO word for “parenthood” that includes or implies “mother”. For Babyshop - a children’s retailer in the Middle East that “celebrates parenthood” and has mothers as its primary consumers - we did something

no brand has ever attempted. Working with linguists, we created a new Arabic word, giving equal importance to both parents. AL UMOBUWAH. A word that means “Motherhood AND Fatherhood”. And through that word, the brand engaged Arab mothers, growing its relevance and connection to them.





In Arabic, “Parenthood” indicates and implies “Fatherhood”

By adding “mu” in Arabic, we brought in the word “Mother”

Creating a word that puts “Mum” into “Parenthood”

A film, on Mother’s Day in MENA, invited people to share the word.

Audio-based experiences, both online and in-store, created more familiarity with the word.

Instantly, the word sparked conversations.

And attracted 50% negative sentiments.

We partnered with 40 Arab social media influencers, who endorsed the word, engaging with negative commentators.

Through the influencers, we launched a new collection for toddlers, infants and kids.

The collection was featured in a Dubai fashion show.

A new Arabic magazine, titled with the word, was created.

School children learnt the word across classrooms and events.

Loading news channels endorsed the word and the idea.

“Rebranding the Arabic word for Parenthood.” **ADWEEK**

“A new word is created to acknowledge mothers’ roles.” **ArabX**

“A fascinating campaign and a smart business move.” **Bank of Communications**

“A more inclusive word. A more emotional result.” **stach**

“Challenging a ‘sexist’ Arabic root.” **TheNewArab**

+27% brand buzz vs. the period prior to the campaign.

Despite 50% negative sentiments in its first weeks, today, the idea has 87% positive sentiments

\$1.3 million earned media, and more.

A petition to include the word in the Arabic Dictionary, reached its goal, in just 29 days.

32% brand love vs. the period prior to the campaign.

- No agency logo
- Clear & Concise Text separated in each section (100 words maximum for each section)

MATERIAL GUIDELINE

Sample of Digital Image

Note:

- Ad as it was published
- No agency logo
- No additional text description

MATERIAL GUIDELINE

ORIGINAL LAYOUT/LAYERS/STAGES IMAGES OR SOURCE PHOTOGRAPHY

Must be accompanied by the ad in which the work finally appeared in order to judge the image manipulation/3D contribution to the final ad.



Note:

- Ad as it was published
- No agency logo
- No additional text description

MATERIAL GUIDELINE

MEDIA SCHEDULE FROM MEDIA AGENCY

A programme or plan that identifies the media channel used in an advertising campaign, and specifies on broadcast dates, positions and durations.

Media schedule can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive.

Note: Your entry will not be shown to the juries if you fail to provide Media Schedule from Media Agency.

Cynopsis MEDIA FALL/WINTER BROADCAST PRIMETIME SCHEDULE - 2008-09										
	abc			NBC		FOX		CW	MNT	
MON										
8PM	Dancing with the Stars		Big Bang Theory		Chuck		Terminator: S.C. Chronicles		Gossip Girl	The Twilight Zone
830PM			How I met Your Mother							The Twilight Zone
9PM			Two and a Half Men		Heroes		Prison Break		One Tree Hill	Magi: Secrets
930PM	Samantha Who?		Worst Week							
10PM	Boston Legal (final season)		CSI Miami		My Own Worst Enemy					
1030PM										
TUE										
8PM	TBA		NOIS		Biggest Loser (2-hrs)		AMERICAN IDOL	11-Jan	90210	Street Patrol
830PM										Street Patrol (encore)
9PM	Dancing with the Stars		The Mentalist				Fringe		Privileged	Jail
930PM										Jail (encore)
10PM	Eli Stone		Without a Trace		Law & Order: SVU					
1030PM										
WED										
8PM	Pushing Daisies		The New Adv of Old Christine		Knight Rider		Bones		America's Next Top Model	Life's Funniest Moments
830PM			Gary Unmarried							
9PM	Private Practice		Criminal Minds		Life		House		Stylista	Tony Rock Project
930PM										Tony Rock Project
10PM	Dirty Sexy Money		CSI New York		Law & Order					
1030PM										
THU										
8PM	Ugly Betty		Survivor		My Name is Earl		Kitchen Nightmares		Smallville	MyNetwork TV Movie
830PM					Kath & Kim					
9PM	Grey's Anatomy		CSI		The Office		Hell's Kitchen	29-Jan	Supernatural	
930PM					30 Rock					
10PM	Life on Mars		Eleventh Hour		ER					
1030PM										
FRI										
8PM	Wife Swap		Ghost Whisperer		Deal or No Deal		Are You Smarter than a 5th Grader?		Everybody Hates Chris	WWE Smackdown
830PM									The Game	
9PM	Super Nanny		The Ex List		Crusoe		Dollhouse	13-Feb	America Next Top Model [j]	
930PM										
10PM	20/20		num3hrs		Life					
1030PM										
SAT										
8PM	ABC College Football		Crimetime Saturday		Knight Rider (encore)		Cops			MyNetworkTV Movies (encores)
830PM							Cops [j]			
9PM			Crimetime Saturday		Law & Order		America's Most Wanted			
930PM										
10PM			48 Hours Mystery		Lipstick Jungle					
1030PM										
SUN										
7PM	America's Funniest Home Videos		60 Minutes		Football Night in America		The O.T.		In Harm's Way	
730PM										
8PM	Extreme Makeover: Home Edition		Amazing Race		Sunday Night Football		The Simpsons		Valentine, Inc.	
830PM							King of the Hill			
	Desperate Housewives		Cold Case				Family Guy		Easy Money	
930PM							American Dad			
10PM	Brothers & Sisters		The Unit							
1030PM										
	Midseason		Midseason		Midseason		Midseason			
	Banks/Kutcher Project	Monday			The Philanthropist	Monday	24			
	The Bachelor	Monday			Law & Order	Wed	American Idol	Tue/Wed		
	Scrubs	Tuesday			Untitled The Office Spinoff	Thurs	House	Wed		
	The Goode Family	Tuesday			The Apprentice	Thurs	Hell's Kitchen	Thurs		
					Friday Night Lights	Friday	Secret Millionaire	Thurs		
					Law & Order (encore)	Sat	Moment of Truth	TBA		
					Dateline NBC	Sunday	Bones	Friday		
					Merlin	Sunday	Til Death	Friday		
					Medium	Sunday	Do Not Disturb	Friday		
					Kings	Sunday	Sit Down Shut Up	Sunday		
							The Cleveland Show	Sunday		

MATERIAL GUIDELINE

ORIGINAL FILM

The original film ad as it was broadcasted or aired.

Original film can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive.

Digital File Format

<ul style="list-style-type: none"> • HD 720p: 1280 x 720 		<ul style="list-style-type: none"> • Full HD 1080p: 1920 x 1080
<ul style="list-style-type: none"> • QuickTime (.mov) H.264 	OR	<ul style="list-style-type: none"> • QuickTime (.mov) H.264
<ul style="list-style-type: none"> • MP4 H.264 		<ul style="list-style-type: none"> • MP4 H.264

- Sound: Stereo
- 3 seconds black/color bar at the beginning
Do not show the clock/agency/post house slate in encoding
- All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.
IMPORTANT: Your entry will not be shown to the juries if you fail to provide Media Schedule from Media Agency

ORIGINAL DIGITAL FILE

The digital file of the original motion & digital design as it ran such as motion graphic, video, moving image, animated or static graphic, icon, etc.

Original digital file can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive.

Digital File Format

<ul style="list-style-type: none"> • HD 720p: 1280 x 720 		<ul style="list-style-type: none"> • Full HD 1080p: 1920 x 1080
<ul style="list-style-type: none"> • QuickTime (.mov) H.264 	OR	<ul style="list-style-type: none"> • QuickTime (.mov) H.264
<ul style="list-style-type: none"> • MP4 H.264 		<ul style="list-style-type: none"> • MP4 H.264

- Sound: Stereo
- 3 seconds black/color bar at the beginning
Do not show the clock/agency/post house slate in encoding
- All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.
IMPORTANT: Your entry will not be shown to the juries if you fail to provide Media Schedule from Media Agency

MATERIAL GUIDELINE

ORIGINAL RADIO SPOT WITH ENGLISH SUBTITLES

The original radio spot with the running script. Original radio spot can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive.

Digital File Format

<ul style="list-style-type: none"> • HD 720p: 1280 x 720 		<ul style="list-style-type: none"> • Full HD 1080p: 1920 x 1080
<ul style="list-style-type: none"> • QuickTime (.mov) H.264 	OR	<ul style="list-style-type: none"> • QuickTime (.mov) H.264
<ul style="list-style-type: none"> • MP4 H.264 		<ul style="list-style-type: none"> • MP4 H.264

- Sound: Stereo
- 3 seconds black/color bar at the beginning
Do not show the clock/agency/post house slate in encoding
- With English Subtitles sync to the spoken script and colour-coded by speaker/voice over
For Sample, Click [here](#)

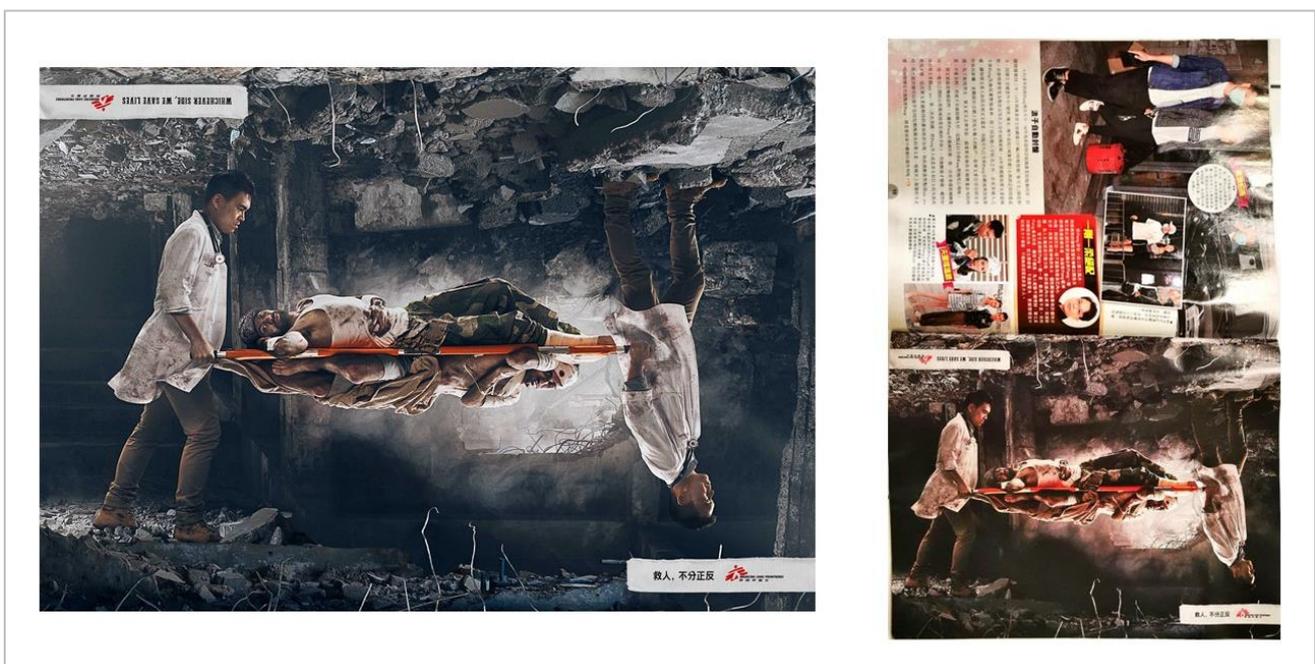
Note: Although the sample is not in Quicktime or MP4 format (for purposes of efficiency on the website), please make sure your entry is in Quicktime or MP4 format.

All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.

ORIGINAL TEARSHEET

The page cut from a publication to prove to the juries that this printed ad was published. Your entry will not be shown to the juries if you fail to provide the original tearsheet. Furthermore, the digital image must be exactly appeared as the tearsheet.

Note: Original Tearsheet must be sent not print proofs or pictures of the tearsheets.



MATERIAL GUIDELINE

PICTURE OF WORK ON THE LOCATION

Entrant must provide the picture of work on the location.

- JPEG file (image must be shown on the location).
- Digital File can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive.



URL

- Active Browsable URL must lead the viewer straight into your entry
- You must provide username and password (if applicable)
- URL must be active until **30th April 2021**.
Note: ADFEST is not accountable if your entry is not judged due to inactivated site
- English version of the site ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided
- Launch pages are permitted but must not show any agency branding
- Brief synopsis of the entry and the title and client name may be included
- Offline URL of the entry (if Online URL is expired)

URL LINK TO APPLICATION

Any URL Application that can be installed on a mobile device, or downloaded available in the Apple App Store or Google Play Store and can be downloaded throughout the judging periods.

MATERIAL GUIDELINE

VIDEO PRESENTATION

Video presentation can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive.

Digital File Format

• HD 720p: 1280 x 720		• Full HD 1080p: 1920 x 1080
• QuickTime (.mov) H.264	OR	• QuickTime (.mov) H.264
• MP4 H.264		• MP4 H.264

- Sound: Stereo
- 3 seconds black/color bar at the beginning
Do not show the clock/agency/post house slate in encoding
- All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.

If you are submitting video presentation, you must submit 2 Versions:

1. Long Version: Maximum duration 2 minutes

To be viewed by the Juries during judging and could be used if your work is a winner in post- Festival promotions.

Note: Videos exceeding 2 minutes limit will be cut-off at the 2 minutes mark and not shown to juries during judging.

2. Short Version: maximum duration 45 seconds

To be shown at the award presentation. If the short version (45 seconds) is not provided, ADFEST will use the long version and cut-off after 45 seconds instead.

IMPORTANT: If the video presentation has copyright or licensing concerns for which the video presentation cannot be shown after the festival e.g. on website or promotional activities, entrants must remark these constraints when submitting their entries.

VDO SUPPORT

VDO support to provide the behind the scenes video show to the juries a better understanding of particular methods applied in the production process. It is highly recommended to provide a 2 minutes video in additional to the film as it aired.

VDO support can be uploaded into the online submission but if you choose sending material by courier, material must be supplied on PC compatible DVD or Thumb Drive

Digital File Format

• HD 720p: 1280 x 720		• Full HD 1080p: 1920 x 1080
• QuickTime (.mov) H.264	OR	• QuickTime (.mov) H.264
• MP4 H.264		• MP4 H.264

- Sound: Stereo
- 3 seconds black/color bar at the beginning
Do not show the clock/agency/post house slate in encoding
- All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.

SENDING MATERIAL OF ENTRIES

DEADLINE:

For ALL Lotus Categories:

Friday 8th January 2021

CHECKLISTS

The following instructions must be strictly adhered to. Failure to do so may loss of materials.

The following documentation must be included for all entries:

- 1) Entry Confirmation Form
- 2) Entry Summary Form

Note:

- All materials must be provided in the format as specified in Technical Requirements.
- Please ensure your documentation is enclosed in its own envelope within your package and not enclosed in DVD boxes or affixed to the outside of your parcel.
- **It is the entrant's responsibility to guarantee arrival of shipment at ADFEST Office and to cover fully all courier, mailing and insurance costs and any import duties where applicable, in advance, up to and including arrival at ADFEST Office.**
- ADFEST Organizer cannot accept responsibility for non-presentation at ADFEST of materials received in Bangkok **after Friday 8th January 2021**

SENDING OF ENTRIES

The Entry Package should be couriered to:

Plannova Co., Ltd.

c/o ADFEST

1537 Town in Town 3/1
Srivara Road, Plubpla,
Wangthonglang, Bangkok
10310, Thailand
Tel: +662 530 9300
Fax: +662 530 9292
+662 530 9293

CONTACT

For more information, please contact:

Nat Luevarapong

Entry Manager

Tel: +662 530 9300 ext. 23

Fax: +662 530 9292-3

Mobile:+6687 711 6903

Email: Nat@ADFEST.com

TREATMENT AND PUBLICATION OF ENTRIES & MISCELLANEOUS

TREATMENT AND PUBLICATION OF ENTRIES

- 1) All entries submitted will become the property of ADFEST Organizer and will not be returned.
- 2) In order to promote the ADFEST, each entrant authorizes ADFEST Organizer to show his/her brand communication materials without charge at public or private presentations, at such time and place and as often as ADFEST Organizer sees fit. In addition, each entrant undertakes to allowing the lending or selling by ADFEST Organizer of the entries to any interested public or private organization with a view to promoting The ADFEST, either directly or indirectly. If any materials have copyright or licensing concerns for which the material cannot be shown after the festival e.g. on website or promotional activities, entrants must remark these constraints when submitting their entries.
- 3) For further promotional purposes, each entrant of brand communication will supply ADFEST Organizer upon request with a series of different digital copies on DVD of each of his/her short-listed or award-winning commercials. ADFEST Organizer may also use DVD copies of advertisements submitted for similar purposes.
- 4) Any entry that wins an award may be used by ADFEST Organizer to compile into a collection bearing a designation indicating that the entry has won such an award. Such a collection of award winning materials, nor any extract or extracts from it, may not be copied, marketed or sold. Each entrant agrees to assist ADFEST Organizer in supporting any legal action taken by ADFEST Organizer to prevent a breach of this condition and to supply information to ADFEST Organizer immediately on becoming aware that an unauthorized collection or compilation is being made available for sale or distribution.
- 5) Each entrant agrees not to hold ADFEST Organizer responsible for any claims made against them by reason of any presentation set out in Clause 2 or the publication of any collection as set out in Clause 4.
- 6) Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

MISCELLANEOUS

- 1) Each entrant accepts full responsibility in respect of the quality of supplement material and discharges ADFEST Organizer from any responsibility in respect of third parties.
- 2) All entrants must strictly observe the Entry Rules and Regulations. Completion of the summary of entries form will imply full acceptance by each entrant of ADFEST Rules. Non-compliance with any of the Entry Rules and Regulations will result in the automatic disqualification of the entry. The decisions of ADFEST Organizer in all matters relating to the ADFEST 2021 shall be final and binding.