

2018 RULES AND REGULATIONS

NEWYORKFESTIVALS'
ADVERTISING AWARDS
WORLD'S BEST ADVERTISING AND CREATIVE COMMUNICATIONS

NYF 2018 RULES, REGULATIONS & FEES

If you would like assistance or have any questions, concerns or suggestions, please contact our Processing Department at: processing@newyorkfestivals.com. Or telephone us at +1 (212) 643 4800 and ask for processing.

All of us at the New York Festivals® wish you and your company great success in this year's competition for the World's Best Advertising®, Ellen Smyth, Chief Executive Officer / Michael Demetriades, President / Susan Glass Ruse, Associate Executive Director.

You must officially register with New York Festivals before you can upload or submit any work.

1. DEADLINES AND ENTRY FEES

NOTICE! The fees for entering advertising award competitions have grown far too complicated over the years. So, we've broken the outdated and inefficient mold to make the entrant's life easier by charging one fee per entry.

First Deadline: December 15th, 2017

Single - 1 Piece - \$500

Campaign - 2 to 5 Pieces - \$1500

Final Deadline: January 31st, 2018

Single - 1 Piece - \$550

Campaign - 2 to 5 Pieces - \$1650

Late Entries: After February 1st, 2018

Single - 1 Piece - \$600

Campaign - 2 to 5 Pieces - \$1800

Student Entries:

Single or Campaign - Entry Fee \$150

IMPORTANT NOTE: Entrants can only submit payment in US Dollars.

Entry Cards that have been inactive for more than 4 weeks will be deemed abandoned and therefore will be automatically deleted.

ALL PHYSICAL COLLATERAL MATERIALS MUST BE RECEIVED BY FEBRUARY 28TH, OR YOUR ENTRIES WILL NOT BE ELIGIBLE FOR THE 2018 COMPETITION.

COMPETITIONS

ACTIVATION & ENGAGEMENT Single or Campaign

AUDIO ADVERTISING Single or Campaign

AVANT-GARDE / INNOVATIVE Single or Campaign



BRANDED ENTERTAINMENT Single or Campaign

CREATIVE MARKETING EFFECTIVENESS Campaign entries only - 2 to 5 Pieces

DESIGN Single or Campaign

DIGITAL Single or Campaign

DIRECT & COLLATERAL Single or Campaign

FILM - (CINEMA/ONLINE/TV) Single or Campaign

FILM CRAFT Single or Campaign

INTEGRATED Campaign entries only - 2 to 5 Pieces

MEDIA (BEST USE OF MEDIA) Single or Campaign

MOBILE Single or Campaign

OUTDOOR/OUT OF HOME Single or Campaign

PACKAGE & PRODUCT DESIGN Single or Campaign

PRINT Single or Campaign

PUBLIC & MEDIA RELATIONS Campaign entries only - 2 to 5 Pieces

PUBLIC SERVICE ANNOUNCEMENTS Single or Campaign

STUDENT Single or Campaign - Entry Fee \$150

ENTRANT PROCESSING FEES

Your payments can be made by Bank Transfer or Credit Card.

Credit Card Processing Fees - Visa/MasterCard 3% and American Express 3.2% of total order to be paid by the entrant.

Shipping costs, credit card processing fees, customs duties, insurance, currency conversion and bank transfer fees to be paid by entrant.

IMPORTANT NOTES:

ALL FEES MUST BE PAID IN FULL BY ENTRANT IN THE AMOUNT STATED ON YOUR INVOICE BEFORE YOUR ENTRIES WILL BE PROCESSED.

WE DO NOT CHARGE MEDIA HANDLING FEES, SALES TAXES OR VAT TAXES!

No refunds will be granted once your entries have been processed.

If you have any questions regarding payment and fees, please contact accounting@newyorkfestivals.com

2. ELIGIBILITY

To be eligible for the 2018 competition, entries must have been published or aired between January 1, 2017 and May 1, 2018, with the full knowledge and approval of the advertiser. All winners must be able to show proof of media buys if requested. Entries submitted to the New York Festivals International Advertising competition in the prior competition year are not eligible to compete in this year's competition and refunds will not be made.

Entries submitted to the New York Festivals International Advertising Awards in the previous competition and aired between January 1, 2017 and May 1, 2017 can be submitted again this year as long as they are submitted in a different competition or category.

2A. IMPORTANT - SCAM ADS: New York Festivals was the first advertising competition to ban "Scam Ads" – ads that were never published, or were published without the full knowledge and consent of the advertiser. Our SCAMGUARD system, the oldest and strongest policy in the industry, encourages jury members to anonymously flag suspicious ads and include comments in support of their suspicions. Every flagged entry is investigated; should the evidence prove the ad to be a scam, the entry will be disqualified and the people listed in the credits of the entering company will be barred from entering our competitions for a period of three years.

2B. "OTHER" Category: The "Other" category is provided to the entrant for any entries that do not fit into any of the existing categories. Upon review, New York Festivals will submit the entry into the most appropriate category.

IMPORTANT: New York Festivals gives the Executive Jury the right to move an entry to a different competition or category should they determine the work does not belong in the category and/or competition in which it was originally entered. By moving the entry to another category the Executive Jury will ensure that it will receive an award equal to, or higher than the one it was originally scheduled to receive. Entries can be submitted into as many competitions and categories as one wishes, but the entrant must pay a separate fee for each entry.

3. SYNOPSIS

A brief synopsis is required for all entries. The synopsis should be broken down into three parts containing 2-3 sentences each: objective, concept and target audience. The synopsis should be no longer than 200 words total.

4. ENTRIES IN LANGUAGES OTHER THAN ENGLISH

If your entry is not in English, you **MUST** provide a translation or detailed synopsis in the space provided on the online entry form for the jury members. If you are submitting creative materials offline for your entry, a digital translation on CD or DVD must be attached and mailed with the entry form. Please do not send written translations.

Film: It is strongly recommended that translations be included in the film as clear legible subtitles. White letters on black bar is recommended.

Audio: If your entry is not produced in English, a complete script in English for radio is required in order for the jury to understand the entry. Include script text in the translation space on the entry form.

Websites: Translate only relevant menu sections, headlines, and text.

5. ENTRY SPECIFICATIONS

TEXT FORMATTING

All entries **MUST** use the following standards for text formatting. These standards allow the juries to properly judge and showcase your work:

Title of Entry and Brand Name Format: Proper case (all first letters capitalized) must be used in the title and brand name. Campaigns must be named with a single series title or with individual ad titles separated by slashes.

Single entry example:

Title of Entry

Campaign example:

Title One / Title Two / Title Three

Campaign example with overall title:

Campaign Title

Client / Brand URL Format: Submit client or brand web addresses **ONLY**.

Example: www.newyorkfestivals.com

Translation / Synopsis Format: Include text in sentence case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters!

Example: This entry was created to support the release of a movie. It was released worldwide.

6. ENTRY SUBMISSION TECHNICAL GUIDELINES

IMPORTANT! Please be sure to read through this section carefully before entering.

Case study videos must not be longer than two minutes in length! Except for Creative Marketing Effectiveness and Public & Media Relations entries, which can be up to 4 minutes in length.

For Direct Mail, Collateral and Package & Product Design entries, hard copies of original work must be submitted by February 28th to be eligible for judging.

All websites entered must be active and functional from the time entered until the end of June 2018

A. Online Entries: File Size Under 1 Gigabytes

You have two options for uploading your support material:

You can upload your pieces from within the online entry process during Step 3

OR you can wait until after you checkout and add your pieces later using the upload link you'll get with your invoice.

Both upload methods will send your entry's creative material directly to the New York Festivals server for processing.

Audio Upload

Standard MP3 format (MPEG-2 Audio Layer III), stereo or mono, 44.1 kHz, 16 bit sampling, minimum sample rate: 160 kbps. Please include a complete script of the piece in the translation field, even if it is in English for judging purposes.

Image Upload

.jpg file format, maximum quality, at least 300 dpi resolution in RGB color, 2000x3400 pixels (portrait or landscape). NOTE: JPEGs in CMYK format are NOT accepted.

For entries in the Print Product and Service and Print Craft categories: Tear sheets or proofs mounted on a board 42 cm. X 60 cm. (A2 size or 16.5 in. x 23 in.) are also required. If mounted board is not available, please e-mail a pre-press ready PDF file (PDF version 1.5 or higher) with all the fonts embedded to: prepresspdf@newyorkfestivals.com

Name the pre-press PDF files with your six digit item number:

Example:

123456-1-PDF.pdf

Video Upload

All uploaded videos must use H.264 compression and have a QuickTime (.mov) wrapper as specified below. (10-bit video sources are preferred.) Select "Enable Streaming" or "Fast Start" if your transcoding software offers that option. The audio must be encoded in stereo using the MPEG 4/AAC Main Profile compressor with 48 kHz 16 bit sampling. (160 KBPS minimum, 256 KBPS recommended). Please note: We do not accept ProRes files.

If you're submitting from a site such as Vimeo, YouTube, etc. please make sure your video is downloadable.

For television spots, please maintain the original frame rate and frame size of your source material. Any technical questions may be emailed to: videosupport@newyorkfestivals.com

Websites and Online Advertising

Not only can you submit websites as entries, you may also set up a web page with your supporting creative material instead of uploading it to our servers. Just provide the URL in the proper place on the entry form. The same technical requirements outlined above apply.

Should your entry reach finalist status, we'll need a native Quicktime h.264.mov file for showcasing purposes.

IMPORTANT: Any URL address or web page embedded with the entering company's name or logo will NOT be accepted. The URL should lead directly to your entry and not require a password or login. **All submitted URLs must be active from the time you submit your entry through June 2018 for judging and winner showcasing purposes.**

B. Online Entries: File Size Over 1 Gigabytes

The same technical file requirements outlined above apply.

TO RECEIVE A LINK TO UPLOAD: Please email processing@newyorkfestivals.com placing in the subject line the title of your entry AND the corresponding six-digit item ID number from the invoice. You will receive a reply with a Dropbox link for you to upload your file. Once you have completed the upload to Dropbox, we will audit the file and contact you if there are any issues before it goes into judging.

TO SEND A LINK TO DOWNLOAD: If you would prefer to send us a link from which we may download your file, please email the link to processing@newyorkfestivals.com placing in the subject line the title of your entry AND the corresponding six-digit item ID number from the invoice. Please make sure the file we will be downloading is not labeled with anything except the corresponding six-digit item ID number from your invoice. If this is a campaign entry, use a "-" followed by 1, 2, 3...

Example:

123456-1.mov

123456-2.jpg

123456-3.pdf

THE FOLLOWING FORMATS ARE NOT ACCEPTABLE:

AgencyName123456-1.mov

EntryTitle123456-2.jpg

If you have questions about the upload process or technical questions, please contact:

processing@newyorkfestivals.com

C. Offline Entries

After completing your online entry forms we recommend uploading all creative material in digital files directly to our server. However, once you have entered online, you may submit your creative material when necessary through the post office. Please include a copy of your invoice in the package. **These must be received by the February 28, 2018.**

Original Work: Direct Mail, Collateral and Package & Product Design

In general, hard copies of original work as it initially appeared should be submitted in support of your entry for Direct Mail, Collateral and Package & Product Design competitions.

ALL PHYSICAL COLLATERAL MATERIALS MUST BE RECEIVED BY FEBRUARY 28TH, OR YOUR ENTRIES WILL NOT BE JUDGED FOR THE 2018 COMPETITION.

Integrated Mixed Media Campaigns: Case study videos cannot be longer than two minutes. All print and outdoor ads must be uploaded as digital files and mounted on foam core boards. All package design, brochures, direct mail, and other collateral promotional items etc. must be submitted as hard copies as they originally appeared. All URL addresses for websites and app downloads must be supplied. **All websites must be active and functional from the time entered until the end of June 2018 for judging.**

7. ONLINE ENTRY FORM

You must be officially registered with a New York Festivals account before you can upload or submit any work.

Once you have gathered the basic information for your entry(s), begin by creating an account or login to your existing account. To prevent possible data loss, you must be logged in before beginning the online entry process! Once you are logged in and have provided basic information for your entry, you will be able to select the specific competition you are entering from the menu and proceed as directed.

You may submit work as a single entry, or as a campaign into multiple categories without filling out separate entry forms. Simply click the box next to each category you want the ad to be entered into.

Note: A separate entry fee will be applicable for each category.

Be sure to complete all of your entry information in your cart before proceeding to checkout. A printable record of the total for all your entries, including an invoice for the total amount due, will be automatically generated at checkout and emailed to you.

Creative materials can be uploaded during the online entry process, or no later than two weeks after checkout. If you are uploading materials for your entries after checkout, you will receive an additional email containing full uploading instructions, including upload links, within one hour after checkout.

Caution: Open carts without any activity for 6 weeks will be deemed abandoned and will be automatically deleted.

8. CAMPAIGN ENTRIES

Same-media campaigns may include up to five examples from the campaign (for example five radio ads, or five TV ads. Entrant may submit all pieces of a campaign as individual files or all together in one file.

Example: In video format – one .mov file with two seconds of black or silence between each ad.

Integrated media campaigns are only accepted in the Integrated Media Campaign competition and may include 2 to a total of 5 pieces from at least 2 different mediums.

Only one entry form is required per campaign type (same-media or integrated).

9. CAMPAIGN BRIEFS **(for Public & Media Relations and Creative Marketing Effectiveness entries only)**

Additional information is required for all entries into the Public & Media Relations and Creative Marketing Effectiveness competitions.

Public & Media Relations:

Objective
Research
Planning
Execution
Target Audience
Results

Creative Marketing Effectiveness:

Objective
Target Audience
Campaign Summary
Other Awards Won
Marketing Context
Campaign Description
Cost of Campaign
Campaign Planning
Marketing Strategy
Media Strategy
Creative Strategy
Evidence of Results

If you wish to keep all submitted information confidential and used for judging purposes only, you must indicate this on the entry form.

10. CREDITS

The list of creative credits are no longer limited to four or five lines - The New York Festivals trophies have a patented micro LED video projector embedded in the base of the trophy! When you lift the trophy up, a movie file of your award winning work, as well as crawling titles containing an unlimited number of names and titles of those credited for their work, are projected from the bottom of the trophy onto a desk top or wall!

Everyone involved in the ad is eligible to have their name and professional title listed in crawling credits

inside the trophy and on our website, including the names of people on the client side, agency account and brand managers as well as the production team members. The trophies make great gifts for the clients as well as the entire team.

Entrants must enter the credit information at the time of entry. You will be able to preview your credits before you move on in the entry process.

List the credits in the hierarchical order as shown below.

Name credits may be listed in order of rank, with the highest-ranking team member first.

Line 1: Entering Company

Line 2: Brand/Sponsor

Line 3: "Title of Entry"

Line 4: Category

Line 5: Year & Competition

Line 6: Company and/or Person's Name & Job Title

Line 7: Company and/or Person's Name & Job Title

Line 8: Company and/or Person's Name & Job Title

Line 9: Company and/or Person's Name & Job Title

Lines 10 and up: Company and/or Person's Name & Job Title

Etcetera.

11. DISPOSITION OF ENTRY

Entries and materials submitted will not be returned and may be displayed, shown, duplicated, published or reproduced for educational or promotional purposes, as New York Festivals deems appropriate. By entering our competitions, the entrant agrees to hold International Awards Group, LLC, and any of its affiliated companies, exempt from any costs or expenses of any claim arising out of any use.

12. WINNER ANNOUNCEMENTS

All work surviving the first two rounds of judging by the members on the Grand Jury will have minimally earned a Finalist Certificate. Entrants will be informed of their status beginning the week of **April 1st**. The 1st, 2nd and 3rd place, as well as the industry award winners, judged by the members on the Executive Jury in New York City, will be announced to the public on **Thursday, May 17th at the New York Show®**.

13. THE NEW YORK SHOW - THURSDAY, MAY 17, 2018

Join New York Festivals as we celebrate the World's Best Advertising in the heart of New York City.

Award-winners, jury members, and guests from around the globe are invited to this event, honoring our 2018 winners and the ad industry.

The 2018 First Place and industry award winners will be honored in a gala awards ceremony at the

stunningly beautiful Jazz at Lincoln Center's Frederick P. Rose Hall, located at Broadway at 60th Street, New York City.

14. INDUSTRY AWARDS

Global Brand of the Year will be awarded to a brand that earns the highest score for entries in all mediums across all competitions and has distinguished itself through innovative and creative marketing while demonstrating effective communications.

Global Agency Network of the Year will be awarded to an advertising agency network that earns the highest score for entries in all mediums across all competitions. For consideration to be part of a Network, the company concerned must be wholly, or majority owned by a network, or associated with a network group through naming and/or branding.

Regional Agency of the Year will be awarded to an advertising agency that earns the highest score for entries in all mediums across all competitions. The five regions of the world are North America, South America, Middle East/Africa, Europe and Asia/Pacific.

Boutique Agency of the Year is awarded to an agency unaffiliated with a large agency network, employs less than 50 people and has made an impact on the marketplace. In order to qualify for this award, the agency must win at least three different awards (First/Second/Third Prize) for three separate or individual entries. Finalist Awards do not apply. Single and Campaign entries do not count as separate entries. In the event no agency qualifies, this award will not be presented.

Best New Agency of the Year, based on total points earned, recognizes the impact upstart agencies less than three years old have on the marketplace and their ability to garner international exposure. In order to qualify for this award, the agency must win at least three awards (First/Second/Third Prize) for three different or individual entries. Finalist Awards do not apply. Single and Campaign entries do not count as separate entries. In the event no agency qualifies, this award will not be presented.

Independent Agency of the Year Based on total points earned, the Independent Agency of the Year Award will be given to the non-networked agency that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party. Agencies must opt in for Independent Agency of the Year during the entry process in order to qualify for this award. In order to win Independent Agency of the Year, the individual agency must win at least three awards for three separate or individual campaigns. The agency with the highest scoring entries in total will be awarded this honor.

Best Commercial Film Director In 2016, NYF added "Best Commercial Film Director" to the powerhouse lineup of special industry awards. NYF by way of its esteemed jury will present this newly minted award to the commercial director whose visionary talent and creative excellence is associated with the highest number of award-winning commercial entries, regardless of who submitted the entry.

Film Production Company of the Year is based on total points scored, regardless of whether entries were submitted by the production company, advertising agency, or a third party. Please be sure to enter the production company's name on the entry forms so they can receive their due credit.

Best of Show Everybody's got one. But every once in a while, an idea comes along that stands far, far above the rest. Determined by the Executive Jury from among top-scoring winners, the Best of Show will be awarded to the entry that possesses creativity and innovation deserving of this special recognition.

15. UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION (UNDPI) AWARD

In 1990 New York Festivals established the UNDPI awards in collaboration with the United Nations Department of Public Information to honor public service advertising that best exemplifies the aims and ideals of the United Nations, including peace and security; advancement of women's rights; social development; health issues, including HIV/AIDS; human rights; crime and violence; literacy; sustainable development; and poverty.

All Public Service entries achieving Shortlist status will be automatically eligible for consideration for this prestigious award at no additional cost to the entering company. All entries are judged by a blue ribbon panel convened by the United Nations.

16. PERSONALIZED AWARDS

Personalized awards can be purchased from the [New York Festivals Store](#). Each additional trophy and certificate can be personalized to recognize the contributions of any or all individuals involved with the award-winning work.

17. EXHIBITION AND COPYRIGHT

All copies of entries submitted become the property of International Awards Group, LLC, and its affiliated awards companies, AME Awards®, Midas Awards®, Global Awards® and New York Festivals® (hereafter collectively referred to as NYF), and can be used for supplemental presentations to educational institutions, trade shows, advertising professionals, and the general public. Entries will not be returned.

Entrant specifically grants worldwide, royalty-free permission to NYF to play or show the entries at award presentations, at NYF sponsored screenings around the world, or in any other public or private presentation with or without charge whenever and as often as NYF and its representatives see fit without any compensation to Entrant.

Entrant authorizes NYF the use of any trademarks, animated characters, animals, and merchandised items included in the entries for such purposes. NYF may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant or Entrant's clients, non-exclusively throughout the world, for use in telecasts, broadcasts, videotapes, Internet, DVDs, exhibits, annuals, and any other publications including without limitation, television, radio, or Internet presentations featuring the NYF winners.

Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold NYF, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of its entries or any third party claims against NYF, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual

property contained therein. The person submitting entry or entries certifies that he or she has full authority to approve the rights granted herein.

If you wish to not have your winning work shown publicly, please contact Michael Demetriades at **1.212.643.4800** or email Michael.Demetriades@newyorkfestivals.com

We sincerely thank you and your company for your business and wish all of you great success in this year's competitions.

Important Contact Info

General Information

info@newyorkfestivals.com

Entry Information

processing@newyorkfestivals.com

Executive Director

Michael Demetriades

Michael.Demetriades@newyorkfestivals.com

Associate Executive Director

Susan Glass Ruse

Susan.Ruse@newyorkfestivals.com