



THE INDIE AWARDS 2017

Rules and Requirements

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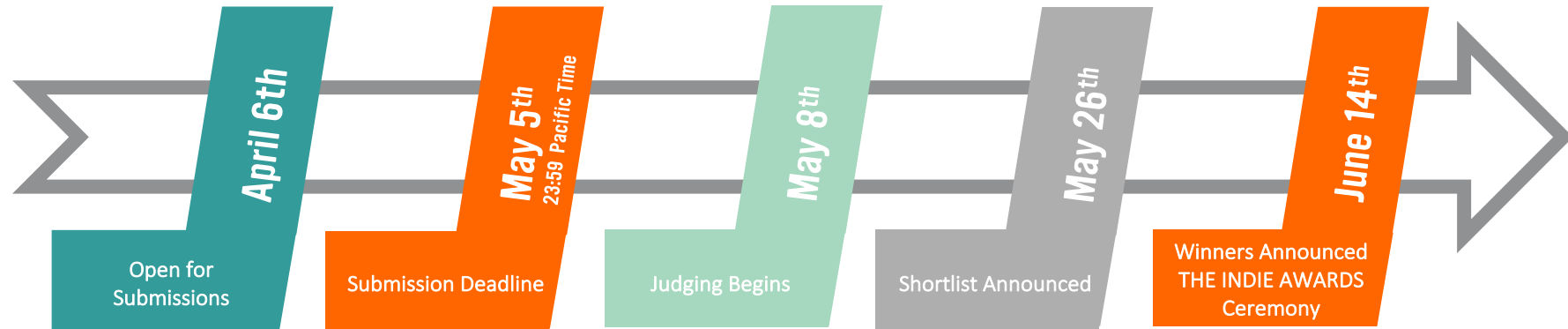
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TIMELINE AND DEADLINES



RULES AND TERMS

1. Thetetworkone Management Ltd. are the organizers of THE INDIE AWARDS. The decisions of the organisers in all matters relating to THE INDIE AWARDS shall be final and binding.

2. Companies entering THE INDIE AWARDS must obtain permission to enter their work from the commissioning client/brand-owning company. Organisers may request proof of this permission at any point, before, during or after the judging.

3. The name and job title of a representative of the commissioning client should be on the entry form.

4. There can be more than one credited company per project. If more than one company is listed one should be nominated as the entrant company, who will be considered responsible for payment of entry fees and will be considered the entry's sole contact.

5. All entries must have been made within the context of a normal paying contract with a client, except in the case of self-promotion and work for non-profit organisations. In the case of work for non-profit organisations, the client must have approved the media implementation and production.

6. Speculative and conceptual projects are not eligible for entry.

7. Entrants must not enter work which has been banned by any regulatory bodies.

8. Work must be submitted exactly as published, aired or implemented and must not be modified for the awards entry. However, entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.

9. Work must have aired, launched or been released to the public/client for the first time between January 1st 2016 – May 4th 2017

10. Case films must be in English or include a translation.

11. Entries cannot be withdrawn by entrants after May 5th, 2016. No refunds will be given if an agency withdraws its entries or if an entry is disqualified for breaking the rules.

12. Entry material, including case films and images must be final at the point of entry completion. No replacement or additional material will be accepted after an entry has been finalised and received by THE INDIE AWARDS.

13. Entrants must submit their work according to our entry deadlines. This allows sufficient time for entries to be processed and reviewed, and for any issues to be resolved.

14. Each entry must be made in a specific category, "Best Creativity," "Best Media Campaign," or "Best PR/Earned Media Campaign." The same campaign may be used in more than one category although it is recommended to enter different material tailored to each category.

15. The organisers may at any time request media scheduling details, client confirmation in writing or any other further information needed verify the authenticity of a piece of work.

16. In the event of a complaint against any winning or shortlisted entry, the Awards team will conduct an investigation into each case. If the complaint is upheld and rule(s) are found to have been broken, submissions will be withdrawn accordingly; and awarded retrospectively to entry(ies) which would otherwise have won.

17. Entrants or companies who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering for a period of time following THE INDIE AWARDS as specified by the organisers.

18. By submitting any campaign in the course of entering THE INDIE AWARDS, the entrant acknowledges that such material will be used for the Awards purposes, such as event promotion.

19. Each entrant accepts full responsibility for the quality of entries and discharges THE INDIE AWARDS from any responsibility in respect of third parties.

20. All entrants will strictly observe the above Entry Rules. Completion of the entry form will imply full acceptance by each entrant of the Entry Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.

21. The awards are open to all independent agencies throughout the world including but not limited to, those involved in advertising, production, media, PR, design and the creative industries. Independent agency means a trading company (not an individual person) which is wholly or majority owned by its management or independent stakeholders; and whose trading name does not include the name of a network owned or controlled by an agency holding company such as WPP, Omnicom, Publicis, IPG, Havas, Dentsu, MDC or similar company.

22. The organisers may refuse entries which offend national or religious sentiments or public taste or which in the Organizers opinion breach any applicable laws, regulations or codes of practice or infringe any third party rights. Any entry which, up to and including the final day of judging, has infringed any of its country of origin's voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the Entrant to inform the Organizers should their Entry breach the provisions of this paragraph prior to the judging and Awards Ceremony.

23. All entry forms must be completed online at www.judgify.me/theindieawards

24. Entries will not be considered completed until the compulsory media has been uploaded online and full payment has been made.

25. Entrants warrant that all work which is shortlisted is licensed for public sharing within the context of THE INDIE AWARDS.

26. The Awards Ceremony will be in London on 14th June 2017. All shortlisted entrants are encouraged to attend in person. If unable to do, they are required to nominate a representative to attend and receive the awards (organisers may assist if requested).

27. All shortlisted agencies will be required to submit a visual representation of their submission. If selected as a winner, these will be shown during the Awards ceremony.

28. Entrants may be required to supply additional material of any shortlisted or winning work for promotional publication and exhibitions held before, during, or after the India Awards presentation ceremony.

29. In order to promote THE INDIE AWARDS, the organisers may :

- * Screen or publish all materials submitted to the organisers for purposes of conducting and promoting the, including all entry/campaign, with or without charge at public or private presentations, in such manner and form as the organisers reasonably think fit;
- * Reproduce all materials submitted to the organisers for the purpose of conducting and promoting THE INDIE AWARDS;

- * Permit the material to be used directly or indirectly for the purpose of promoting THE INDIE AWARDS. This may include adaptation/translation by a third party; (together, the "Indie Awards Purposes"); provided, however, that THE INDIE AWARDS shall exclude any action that may violate (a) any applicable law, or (b) any restriction placed on the use of that material by its legal owner, permitted licensee or third party whose property is included within such material as disclosed to the organisers by the entrant and notified to the Organiser as detailed below (each of (a), and (b), a "Restriction").

30. To the extent that the entrant is not the owner of the material comprising the campaign, the organiser's exercise of THE INDIE AWARDS Purposes shall be subject to any Restrictions. The entrant shall use commercially reasonable endeavours to ensure that the organiser may exercise THE INDIE AWARDS Purposes, but shall not, in any event, be required to spend any money in order to permit the organizer to do so, and entrant's failure to obtain sufficient rights in order to enable the organizer to do so shall not give rise to any liability on entrant's part; and the entrant shall notify the organiser in writing (including by e-mail) of any Restriction as soon as reasonably practical on becoming aware of the same. For the avoidance of doubt, "commercially reasonable endeavours" shall include the entrant using its commercially reasonable efforts to attempt to cause the applicable third parties to agree to permit the Organiser to exercise THE INDIE AWARDS Purposes, but shall not require the entrant to retrospectively amend or agree new terms of engagement for any Campaign already commissioned.

31. Each entrant agrees to assist THE INDIE AWARDS organisers (at the sole cost and expense of THE INDIE AWARDS organisers) in every reasonable way in supporting any legal action that may be taken against THE INDIE AWARDS in relation to the exercise of the rights set out in the paragraph above and to supply information to THE INDIE AWARDS organisers immediately should they become aware that an unauthorised collection or compilation including their materials is available for sale or distribution.

32. Each entrant confirms to the organisers that they have the legal right to enter the campaign into THE INDIE AWARDS on the terms of these entry rules, subject to any Restrictions.

33. Each entrant accepts full responsibility for the quality of entries and discharges the Organisers from any responsibility in respect of third parties.

34. The decisions of the Organisers in all matters relating to THE INDIE AWARDS shall be final and binding.

35. THE INDIE AWARDS trophies are the intellectual property, copyright, design rights and trademark rights, of the networkone Management Limited. the networkone Management Limited have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell the trophies in any size or medium, and to distribute or exploit the design of the trophies or reproductions of same by gift, sale, re-sale or licence. No reproduction, replica or other copy of the trophies may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have the prior express written consent or license from the networkone Management Limited.

36. These Entry Rules shall be governed by and construed according to English law and the parties submit to the exclusive jurisdiction of the English courts.

37. The organisers reserve the right to request a full media schedule from each entrant company to verify authenticity of the entry in the event that entry is shortlisted or a winner.

38. The fee for each entry will be \$200 USD. No discounts, no supplements.

39. In the case a judge's agency submits work, no judge will judge his/her own agency's work.

40. Winner of "Best-In-Show" will receive the additional prize of an expenses paid trip for two to Cannes Lions Festival (or Festival of Media Global, the Global PR Summit or the Indie Summit) – up to the price. The two recipients will be nominated by the individual named as agency leader on the winning agency's entry form. The organisers will book and provide delegate passes to event, economy class airfare from your home city, accommodation during the event of choice, and 500 euros per person of spending money.

JUDGING GUIDELINES

PROCESS

- The first round of judging will be conducted online
- Each entry will be judged by three or four judges according to clear criteria outlined previously per category
- If there are more judges needed, they will be named. In this case, each judge's score will be weighted (to account for some judges being more generous than others)
- Unusual scores will be flagged and will be re-assessed by three new judges
- The five entries in each category with the highest average scores will be shortlisted, 15 in total. Shortlisted agencies will be announced May 26th
- After the shortlisting, judges from each category will convene to deliberate and identify the top winners per category
- Once three winners have been selected, judges across all categories will convene to determine one winner of "Best-In-Show"
- All four top prize winners including "Best-in-Show" will be announced at THE INDIE AWARDS Ceremony on June 14th

JUDGES

Judges will be top talent and achievers from the Indie Summit's Lead Agency Partners, including

- Avian Media, India
- Baldwin&, USA
- Crossmedia, Germany and USA
- Engine Group, UK and International
- Group One, Poland
- The Jupiter Drawing Room, South Africa
- Kolle Rebbe, Germany
- MBA, UK
- Red Bridge Communications, China
- Serviceplan, Germany and International
- The Media Shop, Singapore, Taiwan and Australia
- WE Communications, USA and International

Any changes or additions will be announced on the Indie Summit website, www.indiesummit.net/awards

GENERAL ENTRY REQUIREMENTS

ENTRY GUIDELINES

- All work must have been released to public for the first time between January 1st 2016 – May 4th 2017
- Each campaign constitutes one entry
- All entries must relate to one campaign. Entries relating to more than one campaign (even if promoting same client), must be entered individually and paid for as separate entries
- Same entry may be entered in multiple categories, if eligible.
- If a single entry is entered more than once it is highly recommended that the presentation of each is tailored to highlight the elements most relevant to the chosen categories
- Please carefully check the credits you have entered. If you are shortlisted or a winner, these credits will be published as you have typed them. Credits cannot be altered before and/or during judging.
- Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video)
- We will not accept replacement media, so please make sure that the version you have uploaded is final and can be used for judging AND shown publicly.

FILE GUIDELINES

- All submissions should be digital, NO hardcopies or physical materials will be considered
- Judges will not be forced to watch or read ALL content but entrants should be assured that they will have to view a reasonable amount in order to judge the work
- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation.
- It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances
- As applicable and possible, please submit the actual content as it was received by consumers (adverts as they were aired, print ads as they were printed, etc.). However you should ensure that all agency/production company names and 'people' credits have been removed. Reference to the client name (even if they contributed to the work) is of course acceptable
- Entrants are responsible for ensuring that they have the right to use the content contained in their entry material. This should include use in public domain within the context of the INDIE AWARDS purposes
- All files must not exceed 250MB
- Accepted File Types: (jpg, JPG, jpeg, png, gif, pdf, doc, docx, mp3, avi, wmv, mpg, mov, mp4, mpeg).

SUBMISSION MATERIALS GUIDELINES

The intention is to keep rules for submission simple so that as far as possible materials prepared for other major awards programmes can be easily adapted for THE INDIE AWARDS. Below please find general guidelines for submission materials, please refer to respective category slide to see which will be required per category.

CASE VIDEO

- If submitted, the case video will be viewed by the judges during voting and deliberations and could be used if your entry is a winner or shortlisted in post-event promotions.
- The video should contain some key visuals – video, still images, or any other appropriate footage to best explain the campaign with a simple, clear commentary in English.
- The maximum length should be 2-minutes. If it extends past 2-minutes, your submission will be disqualified.
- You should upload your Case Film as MOV/MP4/WMF/WMV/MPG/MPEG(2) file when you submit your entry using the online upload facility. Please note the file size can be no more than 250MB

WRITTEN CASE

- If submitted, the written case will be reviewed by the judges during voting and deliberations
- The case should be an overview of the submitted campaign or work and an analysis of its likely or proven effectiveness.
- We recommend you provide an overview of the submitted material/campaign from start to finish including the challenge, objectives, strategy, idea, and execution.
- The work should be no more than 950 words. If the case is longer than 950-words, your submission will be disqualified.
- You should upload your written case as a PDF, DOC(X), PPT(X)

SUPPORTING MATERIALS

- Depending on the type of entry you are submitting, please consider supplying a digital representation of relevant support material
- The materials should include but are not limited to the actual content for submission and if possible in its original context. For example, if submitting a print ad, if possible please provide the digital version of the surrounding material to provide contextual evidence.
- Most file types will be accepted (mp3, mp4, MOV, JPEG, PDF, DOC, PPT, etc)
- Files may not exceed 250MB

BEST PR/EARNED MEDIA CAMPAIGN 2016–2017

DEFINITION

Creative use of reputation management by the building and preservation of trust and understanding between individuals, business or organizations and their publics/audiences

Awarded to the freshest creative PR campaigns, programs, tactics that actively engage consumers/audiences to products/brands/organizations and demonstrate the highest levels of strategic planning, creativity and business results

JUDGING CRITERIA

- 1) Strategy and Research (30%)
- 2) Originality of Idea / Creativity (20%)
- 3) Quality of Media Execution (20%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (30%)

ELIGIBILITY

Open to all **independent** agencies involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR consultancies, digital and social media agencies, etc..

Work in any sector, any specialism, and utilizing any medium is eligible for submission.

Entries must be of campaigns led by PR **OR** of campaigns with exceptional examples of PR

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 2-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

BEST MEDIA CAMPAIGN 2016–2017

DEFINITION

Creative use of paid media, and how media ideas demonstrate understanding of the target market, innovatively implement strategy across channels and maximize business results for a successful outcome. Judges will be looking not just for brilliant ideas, but moreover, ideas that work.

Awarded to entries that demonstrate a thorough understanding of the target audience and their relationship with the brand, innovative implementation of the strategy across the selected channel(s), and how the media solution maximized business results for a successful outcome.

JUDGING CRITERIA

- 1) Insight, Strategy, and Originality of Idea (35%)
- 2) Quality of Execution (30%)
- 3) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (35%)

ELIGIBILITY

Open to all **independent** agencies involved in the use of Media for communications purposes around the world: agencies of any specialism, including but not limited to, media consultancies, digital and social media agencies.

Work in any sector (FMCG, B2B, etc), and utilizing any medium (TV, radio, cinema, digital, etc) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 2-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

BEST CREATIVITY 2016-2017

DEFINITION

The Creativity Award is open to submissions of either full campaigns or individual materials/content that demonstrate the true spirit of creativity. This can include but is not limited to examples of creativity in outdoor, TVC, experiential, film, design, etc..

Awarded to entries that demonstrate a high quality and aesthetic, and developed from an insight or objective. Judges will evaluate how effective (for measurable entries) or how *likely* effective (for other entries) the work may have been.

JUDGING CRITERIA

- 1) Strategy and Research (15%)
- 2) Originality of Idea / Creativity (40%)
- 3) Quality of Execution (30%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (15%)

ELIGIBILITY

Open to all **independent** agencies involved in communications around the world including but not limited to: agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc), and utilizing any medium (TV, radio, cinema, digital, etc) is eligible for submission.

ENTRY MATERIALS

You may submit all elements, but only one will be required for submission:

- 1) Case study: Max 950 words; PDF, DOC(X), PPT(X)
- 2) Case films: Video up to 2-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB
- 3) Relevant supporting materials: Actual content in context, must be digital – NO hardcopies; most file types accepted; Max 250MB



ENTRY CHECKLIST

1. The final deadline for completed and paid submission is **23.59 Pacific Time on Friday May 5th, 2017**
2. Enter at: www.judgify.me/theindieawards
3. You will need:
 - Details of entrant and entry
 - Files of work to upload
 - Credit card to pay entry fee via PayPal in US \$200 per entry