



## Official Rules and Regulations WINA Global Festival

### DATE AND PLACE

November 10th and 11th of 2016. Sheraton Convention Center in Buenos Aires Argentina

### IMPORTANT DATES:

- **Start date for Agencies Submissions:** July 27th, 2016. 00:00 hrs London
- **Open Registration for Pieces:** August 7th, 2016. 00:00 hrs London
- **Final Deadline for Registering Pieces:** September 23rd, 2016. 00:00 hrs. London
- **Finalist Notification:** Between September 30th and October 3rd of 2016.
- **Payment Deadline for Award Fees (Only for the Shortlist):** October 10th, 2016 / 00:00 hrs London

\*The Festival will have the freedom to extend one more week the registration for new entries, if needed.

### WHO CAN ENTER?

In order to be eligible, you must be an independent agency (large, small or medium sized agency) or an independent network. It also counts if you are a local agency funded with local capital. Producers. Advertisers. In house. Media Agencies. Creative Labs/Studios. Design Studios. Music Producers. Multimedia Studios. Development and Activation Agencies. BTL Logistic Operators. Creative Boutiques. Image Consultants. BTL Agencies. Media. Interactive Agencies. Promo and Activation Agencies. Post-producers. State and local communication Departments. Animation Studios. Sound and Image Producers. Content producers. Communication Agencies. Tv Channels. Press Agencies. PR Agencies. Communication Consultants. Institutional Relations of Internal departments. ONG's. ect

### WHO CAN NOT PARTICIPATE?

Traditional multinationals. Freelance. Mixed agencies, agencies that are associated with traditional networks. Agencies where the investments comes majorly from a multinational network.

### HOW TO REGISTER?



To be available to upload your pieces and be judged, the agency must have a username and a password. This information will be delivered once one have filled the registration form. Remember that the registration has no fee for independent agencies (not associated with a traditional multinational network) or independent network or it must meet the next terms and conditions.

- Be a part of a community or association local or international of advertising, digital marketing or creativity.
- Or have been a part or have registered pieces in advertising, effectiveness, marketing or digital festivals between 2015 and 2016.
- Or receive an invitation from the WINA Global Festival

In case you do not meet the above mentioned conditions, you can write an e-mail to [contact@winafestival.com](mailto:contact@winafestival.com) in order to apply for your agency and receive the invitation for you to register your piece with no fee.

#### PAYMENT OPTIONS AND AWARD FEES

- **Online Payment:** Through PayU, secure payment, on the website of thee event: [www.winafestival.com/payment](http://www.winafestival.com/payment) (Poner la URL directa de en donde se paga)
- **Bank Payment:** BBVA Account under the name of: Festvales FICE s.a.s
- **Conference Payment the days of the event ( November 10th and 11th):** Sheraton Convention Center in Buenos Aires, Argentina. Address: San Martin 1225, CABA

#### DEADLINE

- Registration for pieces closes September 23rd, 2016 at 00:00 hrs London (UK). After this moment, there can not be more registration for pieces, except if there is a failure that will be determined by the Festival.
- In case of extending the deadline, the Festival will publish the information in all of its Social Media, website and in the channels of communication of their allies.
- The entries will only be registered online. NO EXCEPTIONS, according to the [specification sheet](#).

#### AGENCY OR PIECES REGISTRATION AND PAYMENT FEES INQUIRIES

Inquiries regarding agency or entries registration, or payment, please contact [contact@winafestival.com](mailto:contact@winafestival.com) or call to the phones published in our site.

#### ACCEPTANCE OF THE REGULATIONS



In order to become a participant of the WINA Global Festival, one must agree with the regulations stated by the Festival the moment the agency is being registered in the website. The agency must agree to this regulations in order to register, otherwise, the agency will not be registered.

### **HOW MANY ENTRIES AN AGENCY CAN REGISTER?**

The number of entries that an agency will be able to register, will be deliver with the information of username and password. In case an agency would like to register more pieces, there is an additional fee for each piece registered.

### **ENTRY SPECIFICATIONS**

1. The pieces registered must be supported with the authorization of the client, the brand or the advertiser of the agency and/or owner of the copyrights. This piece or campaign must have been emitted, published or implemented between January 1st 2015 and October 1st, 2016.
2. If the agency have pieces / campaigns that are ready but not published by September 23rd, 2016 but that will be aired / implemented before September 30rd, 2016, this piece / campaign can be registered with previous authorization from the client.
3. The Festival and the jury reserves the right to disqualify any entry in any stage of the judgment. This in case any entry violate any term or conditions stated by the Festival.
4. The Festival may request (if considered necessary for the judgment), the guidelines and/or results for entries in the category of Effectiveness. This information must be presented 24h after being solicited.
5. In order to maintain an impartial judgment, it is important for the entry to keep the brand that is being advertised but not the agency that did the piece/campaign. The entry must not have a watermark or the signature of the agency.
6. The material cannot be modified to enter to the Festival. It must be registered exactly how it was emitted, published or implemented.
7. The Boards that are not originally in English, must be translated. No exceptions.
8. The Print and Design category will be presented in their original language, but they must have subtitles in English with the translation of the information.
9. The Broadcast or radio entries that are in a language different than English must be presented with English subtitles.
10. Every category will give a GRAND PRIX to the piece/campaign with the biggest score received in judgment. This price will acknowledge the four (4) best scores by subcategory with a gold, silver and bronze trophy and certification with a mention of honour for the fourth (4th) place.
11. If the score given by the juries does not meet the quality expected, there will not be delivered a Gold Trophy, only silver or bronze. The prizes that does not meets the expected scores will be given deserted.

### **WINNERS FEES**

- In the WINA Global Festival the participants will only pay if they end up in the shortlist (this means that they won gold, silver, bronze or mention of honor).



- The winners will be notified between September 30th, 2016 and October 3rd, 2016, with the value of the payment they must do.
- The payment must be done before October 10th, 2016
- The fees are:
  - 350 USD Single / 430 USD Campaign
  - 390 USD Single / 470 USD Campaign
- \*\* This fees are according the category in which the piece/campaign won.
- Winners that have not payed the fee before October 10th, the payment deadline, will not be taking under consideration for the award ceremony nor the press releases.

## JUDGEMENT

- The jury is constituted by professionals from national, international, and mixed advertising industry, Directors from associations, brand or clients, Professionals from companies of marketing research, media communicators, and Chiefs from digital agencies, among others
- The juries will come from professionals from Europe, The Americas, Australia, Asia and Africa.
- The jury is integrated by a highly competitive team, which thanks to its diversity will guarantee impartiality in the judgment.
- The jury will not be able to vote for pieces created by the company on which the judges work. The system will automatically block him from this option
- The judgment will be done online by each judge from its country.
- The system will be revising if a judge is constantly encouraging the material of his country. A situation like this, will be revised by the president of the jury and submitted to his decision.
- If the organization detected special favoritism or alliances between judges, they will be replaced and banned from the Festival. They can no longer be a part of the WINA Global Festival as speakers or juries.
- Online judgment will guarantee more autonomy for the judges when voting. It allows each judge to analyze in detail the piece/campaign to make the best decisions for the awards. It also gives the juries the freedom to do the judgment in the time they think is necessary to score each piece/campaign.
- Each jury will receive a login with his own username and password to analyze each one of the pieces/campaigns that has been assigned. The site will let him score each piece and at the end it will place the entry in 1st, 2nd, 3rd or 4th place according to his scoring.



## GENERAL CATEGORIES SCORING

This is a special category that will only award the first places and it will be delivered according to the total scoring received by each one of the awards received.

- **World independent advertising agency of the year:** Award to the agency that received the higher score on all of their awards.
- **Continental Independent Agency of the year:** It is a continental acknowledgement that will be delivered to the agency that has won the greater points by continent.
- **Best Global Creative Independent Director:**

## SCORES

The score explained above will be to define the Winners

- **Titanium:** 20 Points
- **Grand Prix:** 16 Points
- **Gold:** 12 Points
- **Silver:** 8 Points
- **Bronze:** 4 Points

## TROPHIES AND AWARDS

In every category there will be given a trophy to gold's, silvers and bronze. It will also give a certificate for the mention of honor to the fourth (4th) place.

## DUPLICATE AWARDS

A winner agency can request up to two (2) replicas of the trophy. Each replica has a value of \$100 USD + the costs of the courier. The expenses are on the agency that is making the request.

## AWARD CEREMONY

Once the shortlist is published, this can confirm their attendance to the award ceremony to the following e-mail: [awards@winafestival.com](mailto:awards@winafestival.com) 72 hours before ceremony. This way, in the award ceremony the winner will be called by the Master of Ceremony to receive their trophy or certificate.



## EXHIBITION AND COPYRIGHT

- WINA / FESTIVALES S.A.S can change the subcategory on which a piece/campaign is registered if the jury considered that it is a better fit. The Festival may join different categories if the number of registered entries is the minimum established, this in order to guarantee the quality of judgment
- FESTIVALESFICE S.A.S eximes of any responsibility caused by any damage and/or prejudice suffered by the participants and its entry coming from: unforeseen circumstances, mistakes when registering the entry (mistakes in the format, uploads, specification sheets), third parties mistakes and/or any other responsibility that can not be directly attributable
- WINA / FESTIVALES FICE S.A.S will not proceed to award or publish any piece that have been notified as winner and has not done the payment for the award fee.
- WINA / FESTIVALESFICE S.A.S. will only publish the finalists to media, communities and our site once they have paid the winners fee (according to category) of GOLD, SILVER, BRONZE or FOURTH PLACE - MENTION OF HONOUR. Otherwise, it will be excluded from the official publications.
- The situations not anticipated by this Regulation will be solved by FESTIVALES FICE S.A.S and its decision will not be appealable
- When registering entries in the WINA /FESTIVALES FICE S.A.S it implies the total acceptance of its official regulations, terms and conditions and the authority of its organizers.
- The participants expressly authorizes the Festival to publish their names, brands, images, personal information, and registered entries in media, without the right to receive any monetary compensation for this.
- Every entry can be used by the Festival and incorporate it in their archives in order to be used for diffusion of the WINA Global Festival. Automatically you are authorizing the WINA Global Festival to implement the material for the award ceremony, TV programs, radio, the internet or the media the Festival considers relevant for its diffusion. Also, the material can be used in books, magazines, sites or any other communication media.

ATT.

ACADEMIC COMMITTEE