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## OFFICIAL REGULATION

### LOCATION AND DATES

**May 31, June 1 2018**, Los Angeles Convention Center (U.S.A.); Conferences, commercial fair, group discussions, workshops, closing ceremony party, and the award ceremony.

### IMPORTANT DATES:

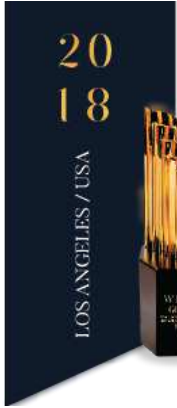
- **Registration start-up date for agencies:** December 10, 2017. 00:00 hrs. Los Angeles.
- **Registration start-up date for work pieces:** December 10, 2017. 00:00 hrs. Los Angeles.
- **Deadline for registering work pieces:** March 31, 2018. 00:00 hrs. Los Angeles.
- **Finalist notification:** April 9, 2018.
- **Deadline for finalist payment (Only Shortlist)** April 18 00:00 hrs. Los Angeles.

The Festival can take the liberty to modify the dates above, if it is necessary due to major complications or inconvenience due to the dynamic of the awards.

### WHO CAN REGISTER?

The festival is made up of global participation from independent big, small, or medium sized advertising agencies or independent multinational networks (20 maximum country appearances.) Also, local agencies with majority domestic capitals may participate. This includes: Producers, Announcers, In house, Media Agencies, Creative Studios, Design Studios, Music Producers, Multimedia Studios, Active and Development Agencies, Logistic Operators for BTL, Creative Boutiques, Image Consultants, BTL Agencies, The Media, Interactive Agencies, Direct Marketing and Development Agencies, Post-producers, Department of State Communications, Animation Studios, Image and Sound Producers, Content Producers, Communication Agencies, Television, Press, PR Agencies, Communication Consultants, Internal Institutional Relations, ONG, etc.





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## WHO CAN'T PARTICIPATE?

Multinational networks present in 21 or more countries can't participate. Freelance agencies can't participate. No mixed agencies associated with multinationals that are present in 21 or more countries. Also, if the capital has a majority of multinationals, they may not participate.

## HOW TO REGISTER?

To be able to upload work and be judged, you'll need a username and password, which will be given to you once you have registered your agency in our register platform. Remember that there's **no registration fee to upload work**, if it's an independent agency (*not affiliated with traditional multinational networks*) or independent multinational network (*no more than 20 countries present*) but, must meet any of the following conditions:

- You must be affiliated with an association, a local community, or internationally with advertising, marketing design, digital or creative.
- Must have participated in the first edition of WINA (2017) or FICE Festival Iberoamericano
- Must have received a direct invitation by the organization.
- If you don't meet any of the conditions above, write an email to [contact@winafestival.com](mailto:contact@winafestival.com) to register your agency and to be invited to upload your work for free.

## WHAT ARE THE PAYMENT METHODS FOR WINNERS?

- **Online payment:** through PayPal in the festival website: [www.winafestival.com](http://www.winafestival.com)
- **Payment through international bank transfers:** account in BBVA name to Festivales FICE s.a.s
- **Payment the day of the event in Los Angeles (May 31<sup>th</sup>).**





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## DEADLINE FOR REGISTRATION

- Registration for work pieces ends May 31, 2018. 00:00hrs Los Angeles, USA. After that time and date, you may not upload anymore work unless they're special techniques or specified by the festival.
- In case there is an extension date, the festival will post it in all of its social media, on its own digital agenda and that of its partners.
- The work will be uploaded online without any exceptions following the technical instructions exhibited in [www.winafestival.com](http://www.winafestival.com)

## MATERIAL, REGISTRATION OR PAYMENT CONSULTS

To consult work, registration, data sheets, or payment processes, please contact through email [contact@winafestival.com](mailto:contact@winafestival.com), Via Skype *WINA GLOBAL FESTIVAL* or by phone number posted on our website.

## ACCEPTANCE OF REGULATIONS AND BROADCAST

The participants should accept the regulations in the registration area for agencies by clicking the button that says "I accept terms and conditions." If not accepted, the agency participating will not be able to register.

## How much work can be uploaded?

The amount will be given under the festival's standards once the agency has registered through the website [www.winafestival.com](http://www.winafestival.com). In case the agency wants to send in more pieces or campaigns than permitted, each piece/campaign will have an additional cost of USD190.





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#### REQUIREMENTS THAT THE REGISTERED MATERIAL MUST MEET:

1. The material uploaded must be endured with authorization by the client, brand or announcer. The agency and/or owner of the copyrights of the pieces, must have issued, published or implemented it between **March 1, 2017 and March 31, 2018**.
2. If the participant has completed work but has not published it before March 31, 2018 but it will be published before May 31, 2018, they may register prior with confirmation from the client.
3. The Festival and the judges have the right to disqualify work from any stage of judging if there is work that does not meet the festival's requirements and conditions.
4. The organization can request, if it's necessary for judging, proof of guidelines or execution and/or results of the category efficiency, which will be presented 24 hours after being requested.
5. The signature or brand image of the agency cannot be on the material uploaded. For an impartial judgment, it's necessary to only see the work, without knowledge of the agency it was created by.
6. Work cannot be altered in order to participate. It must be uploaded as it was issued and/or put into effect.
7. Graphic material must be in English. (Mandatory)
8. In the Print & Design category, if there's a logotype or an image of an original typography (graffiti, murals, etc.) it may be presented in its original language, but translated into English subtitles once the material is ready to be registered.
9. In case of audiovisual or radio segments that are in another language, they must have English subtitles.
10. All the categories will submit to a GRAND PRIX the work pieces with the highest score received by the judges. The 4 best scored pieces by subcategory will be acknowledged with a gold, silver, or bronze trophy and 4<sup>th</sup> place will be given "honorary mention" (plaque).
11. If the winner results given by the judges do not meet the quality standards, only silver and bronze trophies or categories will be given.





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### WINNERS PAYMENT:

In the Festival, only the winners of gold, silver, bronze or honorary mention (fourth place) will have to pay a winner's fee. Between April 9<sup>th</sup> & 10<sup>th</sup>, the finalists' winners will be notified so you can pay the award copyrights before April 15, 2018, with a cost of USD390 single or USD480 campaign or USD430 single and USD520 campaign depending on the category you registered, which you can see on the official website of the event.

The finalists' winners of the WINA GLOBAL FESTIVAL 2018, will only be published in our media, communication and our website once the award copyright is paid as noted in the regulation ([click here](#)). If not paid, the winner will be excluded from this official publication.

### JURIES AND VOTING FORM

- The jury cannot vote for the pieces uploaded from their company or agency. The system will block that option, making it mandatory for them to vote for the other work pieces.
- The system will review with attention if a judge favors or is affected by a bias by some work in their country, or in a category that they have judged to determine with the president of that subcategory if that judge merits a review.
- The judges will vote online from their own countries, but may connect online to resolve any issues that may occur.
- The jury is made up but a highly competitive team, and their diversity guarantees an impartial vote at the time of work review. The jury is formed by professionals from national advertising agencies, multinational and mixed; directors of professional associations; brands or clients; Marketing Research professionals from companies; the press and executive directors from digital agencies among others.
- The jury is formed by professionals from Europe, America, Oceania, Asia, and Africa.
- If the organization realizes that there are favoritism or alliances among judges, they will be replaced and blocked from ever participating in the WINA Festival again, both as speakers or guests.
- The online voting guarantees that the judges are more autonomous at the time of voting. It allows them to analyze every detail from the pieces comfortably, without restraints.
- The judges will receive a username and password to analyze each and every work piece submitted in the subcategory, in which they were invited to vote for. The site also allows





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the judges to score each work and cast votes in the scores in 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> place (gold, silver, bronze and plaque respectively).

## AWARDS AND SCORES IN THE GENERAL CATEGORIES

Only first place winners will be given the opportunity to compete in this category and will be given the complete score obtained by the points given in each and every award given (gold, silver, bronze or plaque).

- **INDEPENDENT GLOBAL ADVERTISING AGENCY OF THE YEAR:** Given to the agency with the highest global score from the total amount of awards received (gold, silver, and bronze).
- **INDEPENDENT CONTINENTAL AGENCY OF THE YEAR:** Given as a continental acknowledgment, to the agency with the highest global score for the total amount of awards received (gold, silver, and bronze) in each continent.
- **BEST GLOBAL INDEPENDENT CREATIVE DIRECTOR:** Given to the best Creative Director worldwide from the sum of metals and plaques obtained by his agency in WINA.

## SCORES

The following scores will be given to determine each winner of the general categories previously mentioned:

- Titanium: 20 points.
- GRAND PIX: 16 points.
- GOLD: 12 points.
- SILVER: 8 points.
- BRONCE: 4 points.
- PLAQUE: 2 points.

## TROPHIES AND AWARD CEREMONY

In every category a trophy will be given in gold, silver, or bronze; a plaque will be given to the fourth place winner. Once the winning finalist are published, they will have to confirm





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assistance at the awards ceremony taking place at Los Angeles Convention Center. It's important to confirm assistance before April 16 2018, to guarantee trophies or mention plate delivery to the winners.

### TROPHY REPLICAS

If the Company wishes a replica of the trophy, there will be given up to 2 replicas per winner. Each replica has a cost of USD175 and the delivery cost will be charged to the company or agency that orders it.

### ORGANIZATION ATTRIBUTIONS:

- WINA/FESTIVAL S.A.S can change the subcategory piece if the judge considers that it fulfills the characteristics of the new rearrangement. The festival can join categories if the amount enrolled is at minimum, in order to guarantee a high standard of judgement.
- FESTIVALESFICE S.A.S is exempt from any and all responsibilities of damages caused and/or any injury sustained by the participants and their material registered, including: fortuitous cases, errors at the time of registering material or uploading work and/or technical specifications, reasons of higher strengths, third party acts and/or any other responsibilities that can be used to directly accuse the organization.
- WINA / FESTIVALESFICE S.A.S will not give the award to anyone that has not made the respective payment.
- WINA / FESTIVALESFICE S.A.S will only publish finalists to the press, communities, and our site, once the payment has been made for the awards copyright (depending on the category) meaning GOLD, SILVER, and BRONCE AND FOURTH PLACE (PLAQUE). By not doing so, they will be excluded from official publications.
- Unplanned circumstances in this regulation will be settled by FESTIVALESFICE S.A.S and their decision will be unquestioned.
- Upon registering material in the Festival, WINA / FESTIVALESFICE S.A.S bears responsibility and the total acceptance of their rules and conditions and authorities of the organization.
- The participants must clearly authorize the Festival to publish their names, brand, images, personal information, and material registered in the press, without the right to receive compensation of any kind.
- All the material registered can be used by the Festival and be incorporated into its archive





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to promote the WINA FESTIVAL. The participating agencies automatically allow FICE to create presentations, TV programs, radio, internet, or any media using the agencies' material. This also includes books, magazines, pamphlets, sites, or any other communication media.

Best regards,

Academic Committee

