

Rules & Regulations

Film Lotus

- ▶▶ Interactive Film ***NEW***
- ▶▶ Other Film ***NEW***

Press Lotus

Outdoor Lotus

Radio Lotus

Cyber Lotus

Direct Lotus

Promo Lotus

Design Lotus

Print Craft Lotus

Film Craft Lotus

New Director Lotus

360 Lotus

INNOVA Lotus

Lotus Roots

Call for Entries ▶▶

- ▶▶ Remote Deadline for Other Films, Radio, Cyber, 360, INNOVA & Lotus Roots is **Friday 23rd December 2011**
- ▶▶ Other Categories Deadline is **Friday 6th January 2012**

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ENTRY RULES

- Only one party may enter a given commercial or advertisement, whether single or campaign, into give sub category. This is to be agreed in advance between the parties concerned. If a work is entered twice in the same category, ADFEST will accept the first entry submitted.
- Each commercial or advertisement constitutes ONE entry. Individual teaser ads are not eligible.
- 360 Lotus: Each Integrated Campaign constitutes ONE entry. Entries relating to more than one advertising campaign (even if promoting the same product) must be submitted as a separate entry.
- INNOVA Lotus: Each creative concept constitutes ONE submission. The same creative idea or concept may not be entered more than once. However, each submission may (but does not have to) include different executions of the concept across different media.
- A Campaign entry constitutes ONE entry and is limited to four advertisements or commercials. Additional entries will be subjected to additional fee
- ADFEST Organizer reserves the right to move entries to more appropriate Lotus category and/or sub category.
- ADEST Organizer reserves the right to disqualify an entry if full payment is not made before judging commences.

Note: For Remote Judging (Other Film (F/FC23 – F/FC25), Radio Lotus, Cyber Lotus, 360 Lotus, INNOVA Lotus &.Lotus Roots must be paid by Tuesday 17th Janaury 2012.
Other Categories must be paid no later than by Wednesday 29th February 2012.

- No refund will be given for wrong entries or disqualified entries.
- Entry credits CANNOT be revised after **15 February 2012**.

ELIGIBILITY: All Lotus categories

EXCEPT Print Craft Lotus, Film Craft Lotus, and New Director Lotus

- Entry submissions to ADFEST are open to all companies involved in advertising and communications agencies throughout Asia Pacific including Australia and New Zealand.

Note: Company entering must be based in Asia Pacific regardless of where the entry was aired. Works created for clients in the region, but by companies based elsewhere are not eligible.

- Entries cannot be made without the prior permission of the advertiser/owner of the rights of the commercial or advertisement.
- All advertising must be designed for public exposure.
- All advertising must have been commercially screened, aired, or launched for the first time between 1st January 2011 and 31st December 2011.
- All advertising must be versions as broadcasted on the medium. Director's cuts are not eligible.
- Works that have entered ADFEST in the past years are not eligible.
- Advertising which might offend national or religious sentiments or public taste will not be accepted.
- ADFEST reserves the right to disqualify inappropriate and offensive entries.
- 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.
- All advertising must have been made within the context of a paying contract with the client (except for *Category 22: Best of Social Engagements* for Film Lotus, Press Lotus, and Radio Lotus.

Category 26: Best of Social Engagement for Outdoor Lotus. *Category 2: Website: Self-Promotion* for Cyber Lotus and *Category 10: Self-Promotion* for Design Lotus).

ADFEST requires at least one form of proof of authenticity as noted in the Entry Requirements of each Lotus category. **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.**

Special Remarks

- Entries must be made to the Lotus categories in which they were broadcasted. Entries in the Film Lotus category must be aired on the TV/Cinema medium. Commercials/viral broadcasted on the internet, any film commercial used interactive on screen and other film content for any other screens must be entered in the other Film Category in Film Lotus or Interactive Video under Cyber Lotus. Only printed publications are eligible to enter into Press Lotus. Online magazines are **not** eligible.

ELIGIBILITY: Print Craft Lotus & Film Craft Lotus

- Entry submissions to ADFEST Print Craft Lotus and Film Craft Lotus are open to Film, Sound, Music, Post Production, Animation & Special Effects, and Print Production Houses throughout Asia Pacific, including Australia and New Zealand.

Note: Company entering must be based in Asia Pacific regardless of where the entry was aired. Works created for clients in the region, but by companies based elsewhere are not eligible.
- For the following Print Craft Lotus categories only, advertising and communications agencies in the region are eligible.
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Typography
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching
- Entries cannot be made without the prior permission of the advertiser/owner of the rights of the commercial or advertisement.
- All advertising must be designed for public exposure.
- All advertising must have been commercially screened, aired, or launched for the first time between 1st January 2011 and 31st December 2011.
- For Film Craft Lotus, All advertising must be versions as broadcasted on the medium. Director's cuts are not eligible.
- Works that have entered ADFEST in the past years are NOT eligible.
- Advertising which might offend national or religious sentiments or public taste will not be accepted. ADFEST reserves the right to disqualify inappropriate and offensive entries.
- 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.
- All advertising must have been made within the context of a paying contract with the client.
- ADFEST requires at least one form of proof of authenticity as noted in the Entry Requirements of each Lotus category.
- **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.**

ELIGIBILITY: New Director Lotus

- Entry submission to the ADFEST New Director Lotus are open to directors throughout Asia Pacific including Australia, and New Zealand. Except *ND02: Portfolio Spot*, *ND05: Short Films by the Fabulous Four* where Assistant Directors are also eligible, and *ND06: Film Students*, where film school students may also submit their school projects.

Note: the director must be based in Asia Pacific regardless of where the entry was aired. Works created for clients in the region, but by companies based elsewhere are not eligible.

- Entries cannot be made without the prior permission of the advertiser/owner of the rights of the commercial or advertisement.
- All entries submitted must be one of the first 7 works directed by the Director.
- For *ND 05: Short Films by the Fabulous Four*, the production of the script under the theme “**Fast Forward**” (if the script is selected) must be one of the first 7 works directed by the Director. Entries into *ND06: Film Students*, entries must be part of school projects.
- All advertising (except *ND 02: Portfolio Spot*, and *ND 06: Film Students*) must have been commercially screened, aired, or launched for the first time between 1st January 2010 and 31st December 2011 (in the past 2 years). Version submitted must be version broadcasted. Directors’ cuts are not eligible.
- Works that have entered ADFEST in the past years are **NOT** eligible.
- Advertising which might offend national or religious sentiments or public taste will not be accepted. **ADFEST reserves the right to disqualify inappropriate and offensive entries.**
- 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.
- Entries to *ND 01: On-Air Spot*, *ND 03: Viral Spot*, and *ND 04: Short Film* must be designed for public exposure and made within the context of a paying contract with the client.
- ADFEST requires at least one form of proof of authenticity as noted in the Entry Requirements.
- **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.**

JUDGING

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

- Entries are first shortlisted after the computer has tallied the juries' silent PDA votes from the 1st round.
- Finalists are selected through a discussion of each shortlist.
- To ensure impartiality, juries independently score each finalist.
- Winners are voted from the top scoring finalists in a discussion round.
- The decision of the Jury 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 for 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.

All Lotus Categories (Except 360 Lotus, INNOVA Lotus & Lotus Roots)

- The juries will make the final decision on the allocation of Gold, Silver and Bronze Lotus Awards.
- If they feel none of the works in a sub-category is a Lotus winner, the juries may not award any Lotus in that sub-category.
- Only ONE Gold can be awarded per each sub-category.
- A maximum of THREE Lotuses can be awarded in a given sub-category.
- The Best of each Lotus Award will be selected from all the Gold winners of each respective Lotus **except the Gold from Best of the Social Engagement.**

If there is Only One Gold Lotus awarded, Best of Lotus may not be awarded.

If there are two or more Gold Lotuses awarded, the juries must vote for Best of Lotus.

Note: Print Craft Lotus, Film Craft Lotus, and New Director Lotus are **NOT** awarded Best of Lotus.

360 Lotus, INNOVA Lotus & Lotus Roots

360 Lotus, INNOVA Lotus & Lotus Roots will NOT be allocated Gold, Silver, or Bronze Lotuses. Instead, they will be awarded 360 Lotus, INNOVA Lotus & Lotus Roots awards respectively.

- There is no limit on the numbers of 360 Lotus / INNOVA Lotus / Lotus Roots may be awarded.
- The Grande 360 Lotus, Grande INNOVA Lotus and Grande Lotus Roots will be selected from the 360 Lotus, INNOVA Lotus and Lotus Roots winners of each respective Lotus.

If there is only One 360 Lotus/INNOVA Lotus and Lotus Roots awarded, Grande Lotus may not be awarded.

If there are two or more 360 Lotus/INNOVA Lotus and Lotus Roots awarded, the juries must vote for Grande 360 Lotus/INNOVA Lotus and Lotus Roots.

In each media category, the Juries will award 360 Lotus, INNOVA Lotus and Lotus Roots, Gold, Silver, Bronze Lotus Awards to advertising work that is deserving of this honour, where each winner will receive a Lotus trophy and a certificate. Finalists will be given Certificates.

ADFEST 2012 Special Awards

ADFEST 2012 Special Awards include:

- Advertising Agency of the Year
- Interactive Agency of the Year
- Direct & Promo Agency of the Year
- Network Agency of the Year
- Film Production Company of the Year
- Advertiser of the Year

Each entrant's inputs in marked fields of the entry form will be taken as final to count toward the scoring of these special awards. Please **make sure the name, spelling (even spacing) of what you enter in the entry submission form 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.

ADFEST 2012 Advertising Agency of the Year

Information entered in the "Company Entering" field in the following Lotus categories will be counted for the scoring of ADFEST 2012 Advertising Agency of the Year:

- Film Lotus
- Press Lotus
- Outdoor Lotus
- Radio Lotus
- Design Lotus
- Print Craft Lotus
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Typography
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching
- 360 Lotus
- INNOVA Lotus
- Lotus Roots

ADFEST 2012 Interactive Agency of the Year

Information entered in the “Company Entering” field in the following Lotus will be counted for the scoring of ADFEST 2012 Interactive Agency of the Year:

- Film Lotus
 - Interactive Film
- Cyber Lotus

ADFEST 2012 Direct and Promo Agency of the Year

Information entered in the “Company Entering” field in the following Lotus will be counted for the scoring of ADFEST 2012 Direct and Promo Agency of the Year:

- Direct Lotus
- Promo Lotus

ADFEST 2012 Network Agency of the Year

Information entered in the “Network Agency” field in the following Lotus categories will be counted for the scoring of ADFEST 2012 Network Agency of the Year:

- Film Lotus
- Press Lotus
- Outdoor Lotus
- Radio Lotus
- Cyber Lotus
- Direct Lotus
- Promo Lotus
- Design Lotus
- Print Craft Lotus
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Typography
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching
- 360 Lotus
- INNOVA Lotus
- Lotus Roots

Important: **Holding Company CANNOT be entered as Network Agency!**

ADFEST 2012 Film Production Company of the Year

Information entered in the “Film Production Company” field in the following Lotus categories will be counted for the scoring of ADFEST 2012 Film Production Company of the Year, regardless of entrant company:

- Film Lotus
- Film Craft Lotus
- New Director Lotus
- Outdoor Lotus (if applicable)
- Direct Lotus (if applicable)
- Promo Lotus (if applicable)
- Design Lotus (if applicable)
- 360 Lotus (if applicable)
- INNOVA Lotus (if applicable)
- Lotus Roots (if applicable)

ADFEST 2012 Advertiser of the Year

The Advertiser of the Year Award is designed to recognise clients who have set themselves apart through the quality of their campaigns or those that have inspired innovative marketing with their products or services. Information entered in the “Advertiser” field in the following Lotus categories will be counted for the scoring of ADFEST 2012 Advertiser of the Year:

Tallying the Scores

The points will be awarded as follow:

All Lotus Categories (EXCEPT 360 / INNOVA / Lotus Roots)	
Finalist	1 point
Bronze	3 points
Silver	5 points
Gold	7 points
Best	10 points
360/INNOVA/ Lotus Roots	
Finalist	5 points
360 / INNOVA / Lotus Roots	10 points
Grande 360 / INNOVA / Lotus Roots	12 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 their own expenses.

Remote Deadline for Other Film, Radio, Cyber, 360, INNOVA & Lotus Roots is 23rd December 2011.
Other Categories Deadline is 6th January 2012

ENTRY SUBMISSIONS

All Lotus Categories

Entry details for ALL CATEGORIES must be completed online. To submit entry details:

- Go to www.ADFEST.com, click Entries and 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 detail, you can print the **Entry Submission** and **Entry Confirmation** from the Entry List
- If you're submitting your entry via Express (by post), you must attach the **Entry Confirmation** to your physical entry.
- After you have submitted your payment details, the **Proforma 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
- All 4 forms must be submitted with your entries.
- **Note:** Your entry is not complete until all required entry and support materials and payment have been received.

Online Submission for Digital Entries

- Entries to the following Lotus categories can also submit their digital entries (in the format specified in *Technical Requirements*) online via the ADFEST online system.
 - Film Lotus
 - Radio Lotus
 - Film Craft Lotus
 - New Director Lotus (except ND05: Short Films for ADFEST 2010 by the Fabulous Four)

Note: Digital file uploaded cannot exceed 1GB and your entry is not complete until all required entry and 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. **CREDITS CHANGES ARE NOT PERMITTED FROM 15th FEBRUARY ONWARD.**

Remote Judging

There are 3 sub categories in Film Lotus and 6 Lotus Categories that will be judged remotely in the 1st round. You must submit all material, documentation, and payment to The Festival Office in Bangkok **no later than Tuesday 17th January 2012.**

- Internet Film (in Film Lotus)
- Interactive Film (in Film Lotus)
- Other Film (in Film Lotus)
- Radio Lotus
- Cyber Lotus
- 360 Lotus
- INNOVA Lotus
- Lotus Roots

ENTRY DEADLINE:

For Remote Judging (Other Film (Film Lotus), Radio, Cyber, 360, INNOVA & Lotus Roots): Friday 23rd December 2011.

For Other Categories: Friday 6th January 2012.

The Festival Office in Bangkok must receive all materials, documentation and payment by this date.

Late submissions will be charged THB 1,000 per entry

Method	Online Upload / Post
Required Material	<ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <ul style="list-style-type: none"> ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ For Campaign entries, leave 3 seconds black between each entry in the campaign ■ Campaign entries will be shown in the order loaded on ADFEST online system or their appearance on the DVD. ■ Original Media Schedule from Media Agency (must be sent by post only) <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule.</p>
Category-Specific Required Materials	<p>For Other Film category</p> <ul style="list-style-type: none"> ■ Original Client Endorsement Letter in client's letterhead must be sent by post ■ URL must lead the viewer straight into your entry ■ You must provide username and password (if applicable) ■ URL must be actived until 30 April 2012. ■ ADFEST is not accountable if your entry is not judged due to unactivated site. ■ If possible, entrant should also submit offline files of the entry ■ 1 minutes Video navigation must also be submitted <ul style="list-style-type: none"> ● Videos exceeding 1 minute limit will be cut-off at the 1 minute mark and not shown to juries during judging. ■ If the video navigation has copyright or licensing concerns for which the video presentation cannot be shown after the festival e.g on the website or promotional activities, entrants must remark these constraints when submitting their entries. ■ 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 ■ For Campaign entries, separate URL addresses must be provided linking directly to <u>each</u> entry in the campaign. ■ For Interactive Film, entrants must clearly demonstrate how the viewer interacts with the medium.
Optional Support Material	<ul style="list-style-type: none"> ■ English Synopsis of the story and /or English script can be included, regardless of the original language used. (Up to 150 words). ■ English Context Explanation If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words) <ul style="list-style-type: none"> ● Cultural: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc. ● Language: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc. ● Marketing: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Method	Post Only
<p>Required Materials</p>	<ul style="list-style-type: none"> ■ Mounted Proof <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm ● IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to <u>the back of your mounted proof.</u> ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size ● Digital images must be supplied on <u>PC compatible DVD</u>. ● You may include multiple entries of the same Lotus category in a particular DVD, but please <u>Separate DVDs for different Lotus categories</u>. ● Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry. ■ Actual Original Tearsheet Must Be Sent By Post Only <ul style="list-style-type: none"> ● IMPORTANT: Print proofs or pictures of the tearsheet are not acceptable. ● Only <u>original tearsheets</u> must be submitted. Your entry will not be shown to the juries if you fail to provide a tearsheet.
<p>Optional Support Materials</p>	<ul style="list-style-type: none"> ■ English Context Explanation <ul style="list-style-type: none"> ● If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words) ● Cultural: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc. ● Language: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc. ● Marketing: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Method	Post Only
Required Material	<ul style="list-style-type: none"> ■ Reduced-size Mounted Proof or printed copy Mounted Proof <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm IMPORTANT: Oversized entries may be disqualified by the juries ● Must attach the entry details from the Entry Confirmation to the back of your mounted proof. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size. ● Digital images must be supplied on <u>PC compatible</u> DVD. ● You may include multiple entries of the same Lotus category in a particular DVD, but please <u>Separate DVDs for different Lotus categories.</u> ● Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry. ■ Original Client Endorsement Letter in client's letter Must Be Sent By Post Only Only <u>original client letter</u> must be submitted. Your entry will not be shown to the juries if you fail to provide a letter. ■ Picture of the work on location Layers/stages must be accompanied by the ad in which the picture on location finally appeared in order to judge the image. <p>TIP: For OD/ODC 01-11 & ODC12, please see Mounted Board Sample on page 17</p> <p>TIP: For OD/ODC 13-26, please see Mounted Board Sample on page 18</p>
Category-Specific Required Materials	<p>For OD/ODC07: Outdoor TV</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ** Do not include the clock/agency/post-house slate in your encoding** ■ Original Media Schedule from Media Agency OR Client Endorsement's Letter in the client letterhead (must be sent by post only) IMPORTANT: Your entry will not be shown to the juries if you fail to provide the document. ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ For Campaign entries, leave 3 seconds black between each entry in the campaign ■ Campaign entries will be shown in the order loaded on ADFEST online system or their appearance on the DVD.

For Poster (OD/ODC13 – OD/ODC 26)

- Only 2 –dimensional entries can be submitted.

Entrant cannot submit video supplements for entries under into Poster sub-categories.

Audio-Visual Presentation (For OD/ODC01 – OD/ODC09)

■ **File Format**

■ Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p)

OR

■ Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9)

- Sound: Stereo

- 3 seconds black/colour bar at the beginning

** Do not include the clock/agency/post-house slate in your encoding**

You must submit audio-visual presentations of your entry in 2 Versions:

I. **Long Version**: Maximum duration 3 minutes

Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging.

To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work.

II. **Short Version**: maximum duration 45 seconds for award presentation

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.

English Context Explanation

If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)

■ **Cultural**: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc.

■ **Language**: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc.

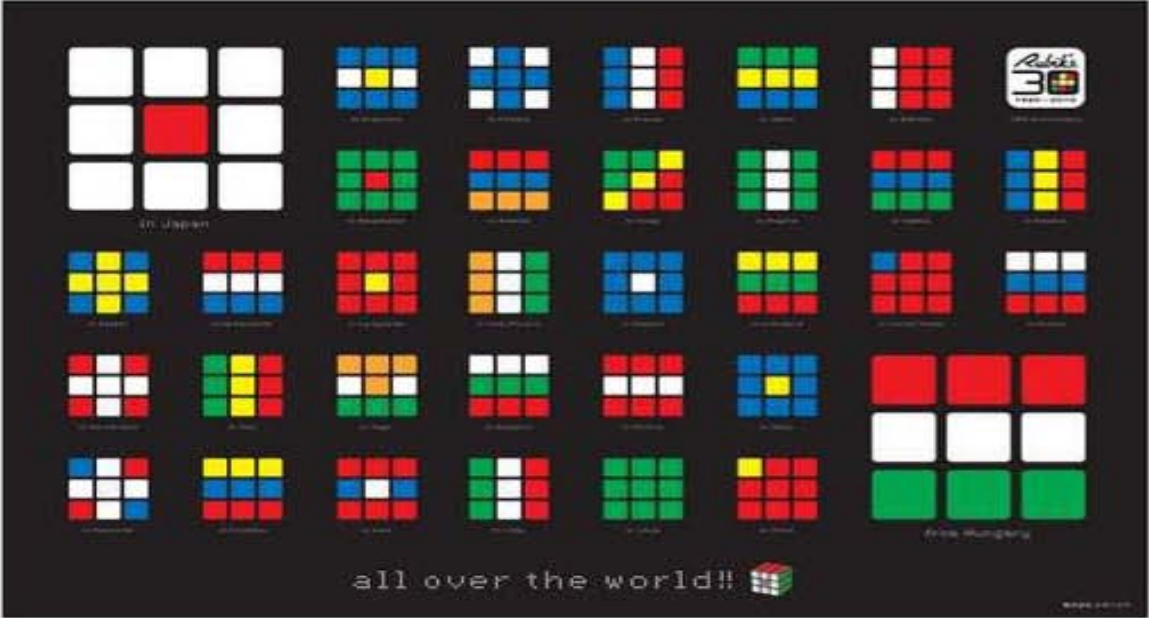
■ **Marketing**: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

**Optional
Support
Material**

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- Entry Submission
- Entry Confirmation
- Entry Summary
- Proforma Invoice
- Proof of Payment (if applicable)
- Receipt (if applicable)

Poster Mounted Board Sample



Work



Picture on Location



No Agency Logo

Method	Online Upload / Post
Required Material	<ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ■ With English Subtitles sync to the spoken script and colour-coded by speaker/voice over For Sample, Click http://www.adfest.com/rule_regulation Agen.htm ■ Note: Although the sample is not in MPEG 2 format (for purposes of efficiency on the website), please make sure your entry is in MPEG 2 format. ■ For Campaign entries, leave 3 seconds black between each entry in the campaign ■ Campaign entries will be shown in the order loaded on ADFEST online system or their appearance on the DVD. ■ English Script <ul style="list-style-type: none"> ● Word document format script, <u>regardless of the original language</u> of the commercial Juries will read the script during judging. ADFEST is not accountable for any disadvantage to your entry if an English script is not provided ■ TIP: For a sample of script format, please see next page ■ Original Language Script (if applicable) Word document format script in original language TIP: For a sample of script format, please see next page ■ For Post, You may include multiple entries of the same Lotus Category in a particular CD, but please separate CDs of different Lotus Categories. ■ Original Media Schedule from Media Agency (must be sent by post only) IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule.
Optional Support Material	<ul style="list-style-type: none"> ■ English Context Explanation If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words) ● Cultural: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc. ● Language: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc. ● Marketing: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Radio Script Sample

Entry Number: R17/054
Title : Under Guard
Length (in seconds): 45 sec.
Original language : Tagalog

This will help the jury understand what happens in the spot

SFX are usually obvious. Indicate them if they are necessary to help juries understand what's happening.

It is *very* important to show who's speaking. Indicate the voices by role (Agent, husband) Or by name (Mrs Ong).

Writing V1 or Man's Voice won't help Juries who do not speak your language.

SCENE/STORY: The commercial features an ordinary suburban couple – Mr & Mrs Ong – who are escorted under

SFX OR ATMOS: LIVE SOUNDS OF THE ACTION + DRAMATIC MUSIC THROUGHOUT

AGENT 1: They're coming out.

AGENT 2: Come on, get in the car, get in the car!

SFX THEY GET IN THE CAR WHICH MOVES OFF

AGENT 1: They're in the car, let's move

ANNCR: Under conditions of strict security, Mr and Mrs Victor Ong are going to ASDA. They are taking no chances.

MRS ONG: Are you sure you've got it, Victor

MR ONG: Of course I've got it!

ANNCR: They are carrying something that could be worth a fortune – their ASDACASH cards. For the next 6 weeks, Asda will announce new numbers in a \$2 million draw that pays anything from \$5 to \$50 thousand. So check your number, take care of your card. You could share in a fortune with Asdacash.

SFX: THE CAR ARRIVES AT ASDA

AGENT 1: OK, They're here

Method	Post Only
Required Materials	<ul style="list-style-type: none"> ■ URL of website <ul style="list-style-type: none"> ● URL must lead the viewer straight into your entry ● You must provide username and password (if applicable) ● 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 ● For Campaign entries, separate URL addresses must be provided linking directly to each entry in the campaign. ● URL must be active until 30 April 2012. ADFEST is not accountable if your entry is not judged due to unactivated site. ● English version of the site. ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided. ■ Mounted Board (if it's applicable) <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm. IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to the back of your mounted proof. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size. ● Digital images must be supplied on <u>PC compatible</u> DVD. ● You may include multiple entries of the same Lotus category in a particular DVD, ● but please <u>Separate DVDs for different Lotus categories.</u> ● Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry. ■ Video Navigation <ul style="list-style-type: none"> ● 1 minutes Video navigation must also be submitted. Videos exceeding 1 minute limit will be cut-off at the 1 minute mark and not shown to juries during judging. ● If the video navigation has copyright or licensing concerns for which the video presentation cannot be shown after the festival e.g on the website or promotional activities, entrants must remark these constraints when submitting their entries. ■ Original Media Schedule from media agency OR Original Client Endorsement Letter in client's letterhead must be sent by post ONLY <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule or Client Letter.</p> <p>TIP: For Email Marketing entries, to ensure greater understanding of your work's execution, you should include a sample of the email message with the <i>From</i> and <i>Subject</i> fields as it appeared to the email recipient. See on page 23.</p>

**Optional
Support
Materials**

■ **English Context Explanation**

If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)

- **Cultural:** National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc.
- **Language:** Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc.
- **Marketing:** Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Email Marketing Submission



The original email format can either be **viewable from the launch page of the URL** or **sent via email to nat@ADFEST.com**

Method	Post Only
Required Materials	<ul style="list-style-type: none"> ■ Actual Sample of the work 2 pieces ■ Mounted Board (Written Submission AND Hi-Res colour photo) <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm. ● IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to <u>the back of your mounted proof.</u> ● No references to the name of your agency or any contributing creative companies are permitted. Failure to do so may result in disqualification of the entry. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Written Submission <ul style="list-style-type: none"> ● The Brief: campaign description (100 words max). ● The Solution: description of how the campaign was launched and executed across each channel in the order of implementation (100 words max). ● The Results: some idea of how successful the campaign was with both client and consumer (100 words max). <p>Note: Failure to adhere to the word limit specification may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour.</p> <ul style="list-style-type: none"> ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size. ● Digital images must be supplied on <u>PC compatible DVD</u>. ● You may include multiple entries of the same Lotus category in a particular DVD, but please <u>Separate DVDs for different Lotus categories.</u> ● Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry. <p>TIP: For a sample of board format, please see Direct Mounted Board Sample on page 27.</p> <ul style="list-style-type: none"> ■ Original Media Schedule from media agency <u>OR</u> Original Client Endorsement Letter in client's letterhead must be sent by post ONLY. <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule or Client Letter.</p> <p>**Each entry must be on a separate DVD, with spot title labelled accordingly**</p>

Method	Post Only
Category-Specific Required Materials	<p>For <u>DM08: Film and Informercials Only</u></p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <ul style="list-style-type: none"> ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided.
	<p>For <u>DM09: Radio Advertising</u></p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ■ With English Subtitles sync to the spoken script and colour-coded by speaker/voice over For Sample, Click http://www.adfest.com/rule_regulation Agen.htm ■ Note: Although the sample is not in MPEG 2 format (for purposes of efficiency on the website), please make sure your entry is in MPEG 2 format. ■ English Script <ul style="list-style-type: none"> ● Word document format script, <u>regardless of the original language</u> of the commercial Juries will read the script during judging. ADFEST is not accountable for any disadvantage to your entry if an English script is not provided TIP: For a sample of script format, please see Radio Script Samples on page 20 ■ Original Language Script (if applicable) Word document format script in original language TIP: For a sample of script format, please see Radio Script Samples on page 20
	<p>For <u>DM14: Best Use of Social Media</u></p> <ul style="list-style-type: none"> ● URL must lead the viewer straight into your entry ● You must provide username and password (if applicable) ● 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 ● URL must be active until 30 April 2012. ADFEST is not accountable if your entry is not judged due to unactivated site. ● English version of the site. ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided.

Audio-Visual Presentation (For OD/ODC01 – OD/ODC09)

■ **File Format**

● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p)

OR

● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9)

■ Sound: Stereo

■ 3 seconds black/colour bar at the beginning

** Do not include the clock/agency/post-house slate in your encoding**

You must submit audio-visual presentations of your entry in 2 Versions:

I. **Long Version:** Maximum duration 3 minutes

Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging.

To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work.

II. **Short Version:** maximum duration 45 seconds for award presentation

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.

■ **English Context Explanation**

If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)

● **Cultural:** National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc.

● **Language:** Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc.

● **Marketing:** Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

**Optional
Support
Materials**

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Direct Mounted Board Sample

Clear & Concise Text separated in 3 sections (100 words maximum for each section.)

HOW DO YOU SHOW SUPPORT FOR SOMEONE WHO CAN'T SEE?

BACKGROUND

Guide Dogs Australia's sole purpose is ending the isolation that can result from being blind. So when creating support for their cause, we thought it vital not to exclude the blind. Anything requiring sight, such as ribbons, was unacceptable.

THE IDEA

We created something that appeals to another sense entirely – smell. Support Scent. A unique fragrance that allows the blind to actually recognize support around them. Priced at \$5, all proceeds go to the charity.

RESULTS SO FAR

A whole new support base for the blind has emerged. 20% lift in fundraising on launch. 50% of people exposed to Support Scent now want to more actively support the cause.

EXCLUDES THE BLIND

RECOGNISABLE BY THE BLIND

CAMPAIGN OVERVIEW

Support Scent 'scented' letterhead is sent to the blind to ensure they read throughout the fragrance.

That it launched on screen and via advertising on TV, outdoor and many other mediums.

Support Scent is selling nationwide in grocery stores and RFLC, Australia's largest chain of supermarket stores.

The website was not only an online shop but also its presence is currently around the corner with Facebook and Twitter.

The campaign was being discussed in various magazines, blogs and national press.

Clear & Relevant Images

No Agency Logo

Method	Post Only
<p>Required Materials</p>	<ul style="list-style-type: none"> ■ Actual Sample of the work 2 pieces ■ Mounted Board (Written Submission AND Hi-Res colour photo) <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm. ● IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to <u>the back of your mounted proof.</u> ● No references to the name of your agency or any contributing creative companies are permitted. Failure to do so may result in disqualification of the entry. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Written Submission <ul style="list-style-type: none"> ● The Brief: campaign description (100 words max). ● The Solution: description of how the campaign was launched and executed across each channel in the order of implementation (100 words max). ● The Results: some idea of how successful the campaign was with both client and consumer (100 words max). <p>Note: Failure to adhere to the word limit specification may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour.</p> <ul style="list-style-type: none"> ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size. ● Digital images must be supplied on <u>PC compatible DVD.</u> ● You may include multiple entries of the same Lotus category in a particular DVD, but please <u>Separate DVDs for different Lotus categories.</u> ● Please separate your folder according to resolution and match the name of all image with the title of the corresponding entry. <p>TIP: For a sample of board format, please see Promo Mounted Board Sample on page 31.</p> <ul style="list-style-type: none"> ■ Original Media Schedule from media agency <u>OR</u> Original Client Endorsement Letter in client's letterhead must be sent by post ONLY. <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule or Client Letter</p> <p>**Each entry must be on a separate DVD, with spot title labelled accordingly**</p>

Method	Post Only
Category-Specific Required Materials	<p>For PM08: Best Use of TV or Radio</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. <p>■ Radio's File Format</p> <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) <ul style="list-style-type: none"> ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ■ With English Subtitles sync to the spoken script and colour-coded by speaker/voice over <p>For Sample, Click http://www.adfest.com/rule_regulation_agen.htm</p> <p>Note: Although the sample is not in MPEG 2 format (for purposes of efficiency on the website), please make sure your entry is in MPEG 2 format.</p> <ul style="list-style-type: none"> ■ English Script <p>Word document format script, <u>regardless of the original language</u> of the commercial Juries will read the script during judging. ADFEST is not accountable for any disadvantage to your entry if an English script is not provided</p> <p>TIP: For a sample of script format, please see Radio Script Samples on page 20.</p> <ul style="list-style-type: none"> ■ Original Language Script (if applicable) <p>Word document format script in original language</p> <p>TIP: For a sample of script format, please see Radio Script Samples on page20.</p>
	<p>For PM10: Best Use of Internet/ Online Advertising</p> <ul style="list-style-type: none"> ■ URL must lead the viewer straight into your entry ■ You must provide username and password (if applicable) ■ 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 ■ URL must be active until 30 April 2012. <p>ADFEST is not accountable if your entry is not judged due to unactivated site.</p> <p>English version of the site. ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided.</p>

Audio-Visual Presentation

■ **File Format**

● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p)

OR

● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9)

■ Sound: Stereo

■ 3 seconds black/colour bar at the beginning

** Do not include the clock/agency/post-house slate in your encoding**

You must submit audio-visual presentations of your entry in 2 Versions:

I. Long Version: Maximum duration 3 minutes

Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging.

To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work.

II. Short Version: maximum duration 45 seconds for award presentation

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.

Optional Support Materials

■ **English Context Explanation**

If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)

● **Cultural:** National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc.

● **Language:** Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc.

● **Marketing:** Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Promo Mounted Board Sample

Clear & Concise Text separated in 3 sections (100 words maximum for each section)



Finding the formula for Soundwashing teens

The Brief:
To reinforce Levi's leadership in the jeans category and to show originality as well as authenticity. To promote the latest Levi's® Square Cut 2010 Collection named after classic songs with different washes on the jeans. To provide a non-traditional consumer engagement strategy to ensure the focused messaging.

The Solution:
We created a multidimensional and interactive experience combining music and self-expression in a unique way. We invited our audience to wash their Levi's® Square Cut jeans in sound in a special Sound Wash Machine in the Levi's® Soundwash Laundry using music the audience had mixed themselves from specially developed Soundwash "laundry" mixes. The idea extended across packaging, a Laundromat, online and mobile.

The Results:
Special Edition package sell through up 125%
Over 10,000 people visited the Laundromat in just 4 days
Levi's spots foot traffic up 100%
Over HK\$2.5 million of generated in PR coverage



Soundwash Pop Up Laundromat



Music Mixer

Sound Washing Levi's® Jeans

Sound Washing Machine

An innovative Sound Washing Machine engaged our audiences by letting them create their own music mix to soundwash Levi's® Square Cut jeans.

The Product:



Soundwash Limited Edition Packaging
Soundwash limited edition package represented different styles of jeans and music.



Sound Washing Formula
The Sound Washing Formula activated the machine with the chance to win a pair of jeans.

Clear & Relevant Images

No Agency Logo

Method	Post Only
<p>Required Materials</p>	<ul style="list-style-type: none"> ■ Actual Sample of the work 2 pieces ■ Mounted Board (Written Submission AND Hi-Res colour photo) <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm. ● IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to <u>the back of your mounted proof.</u> ● No references to the name of your agency or any contributing creative companies are permitted. Failure to do so may result in disqualification of the entry. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Written Submission <ul style="list-style-type: none"> ● The Brief: campaign description (100 words max). ● The Solution: description of how the campaign was launched and executed across each channel in the order of implementation (100 words max). ● The Results: some idea of how successful the campaign was with both client and consumer (100 words max). <p>Note: Failure to adhere to the word limit specification may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour.</p> <ul style="list-style-type: none"> ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size. ● Digital images must be supplied on <u>PC compatible DVD</u>. ● You may include multiple entries of the same Lotus category in a particular DVD, but please <u>Separate DVDs for different Lotus categories.</u> ● Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry. <p>TIP: For a sample of board format, please see Design Mounted Board Sample on page 34.</p> <ul style="list-style-type: none"> ■ Original Media Schedule from media agency <u>OR</u> Original Client Endorsement Letter in client's letterhead must be sent by post ONLY. <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule or Client Letter.</p> <p>**Each entry must be on a separate DVD, with spot title labelled accordingly**</p>

Method	Post Only
Category-Specific Required Materials	<p>For Broadcast/Motion/Digital Design Only.</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided.
Optional Support Materials	<p>Audio-Visual Presentation</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning ** Do not include the clock/agency/post-house slate in your encoding** <p>You must submit audio-visual presentations of your entry in 2 Versions:</p> <ol style="list-style-type: none"> I. Long Version: Maximum duration 3 minutes Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging. To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work. II. Short Version: maximum duration 45 seconds for award presentation <p>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.</p> <ul style="list-style-type: none"> ■ English Context Explanation <p>If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)</p> <ul style="list-style-type: none"> ● Cultural: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc. ● Language: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc. ● Marketing: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Design Mounted Board Sample



THE ASSEMBLED CALENDAR





Clear & Concise Text separated in 3 sections (100 words maximum for each section)

Goal: Tamiya wanted to seize the New Year as an occasion to connect and build a lasting bond with its customers.

Solution: A normal wall calendar is to be thrown away after a year but our wall calendar can be turned into 12 modeling kits to be assembled and displayed for others to see.

Insight: Every month makes a different model. The anticipation for each month to end so another model can be built adds to the fun and excitement that lasts throughout the year.

Result: As a premium gift, the calendar pulled more customers into the stores during the holiday season. It created not only brand exposure but also brand interaction throughout the year, and became a bonding tool that strengthened the connection between the brand and modeling enthusiasts.





Clear & Relevant Images

No Agency Logo

Method	Post Only
Required Material	<ul style="list-style-type: none"> ■ Mounted Proof or printed copy Mounted Proof <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm ● IMPORTANT: Oversized entries may be disqualified by the juries ● Must attach the entry details from the Entry Confirmation to <u>the back of your mounted proof.</u> ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided ■ Hi-res JPEG file <ul style="list-style-type: none"> ● 300 dpi, CMYK & RGB minimum A4 size. ● Digital images must be supplied on <u>PC compatible</u> DVD. ● You may include multiple entries of the same Lotus category in a particular DVD, but please <u>Separate DVDs for different Lotus categories.</u> ● Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry. ■ Proof of Legitimacy must be sent by post Only <ul style="list-style-type: none"> ● Actual Original Tearsheet for Agency. ● Original Client Endorsement Letter in Client's Letterhead for Production House. <p>IMPORTANT: Print proofs or pictures of the tearsheet are not acceptable. Only <u>original tearsheets</u> must be submitted. Your entry will not be shown to the juries if you fail to provide a tearsheet.</p>
Category-Specific Required Materials	<ul style="list-style-type: none"> ■ For Retouching/Image Manipulation & CGI Only <ul style="list-style-type: none"> ● Copies of original layout. ● Layers/stages (&notes if applicable) 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 ● Source photography (if applicable). ● Any supporting notes (max 50 words) can be attached to the back of the entry. ■ For Production Design/Styling & Typography Only <ul style="list-style-type: none"> ● Copies of the ads as they finally appeared. ● Any supporting notes (max 50 words) can be attached to the back of the entry.
Optional Support Material	<ul style="list-style-type: none"> ■ Offline files of the entry <ul style="list-style-type: none"> ● Must be supplied on <u>PC compatible</u> DVD.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

Method	Online Upload / Post
Required Material	<ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <ul style="list-style-type: none"> ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ For Campaign entries, leave 3 seconds black between each entry in the campaign ■ Campaign entries will be shown in the order loaded on ADFEST online system or their appearance on the DVD. ■ Original Media Schedule from Media Agency <u>OR</u> Original Client Endorsement Letter in client's letterhead (must be sent by post only) <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule or the Client Endorsement Letter in client's letterhead</p>
Optional Support Material	<ul style="list-style-type: none"> ■ English Synopsis of the story and /or English script can be included, regardless of the original language used. (Up to 150 words). ■ English Context Explanation <p>If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)</p> <ul style="list-style-type: none"> ● Cultural: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc. ● Language: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc. ● Marketing: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

NEW DIRECTOR LOTUS

Method	Online Upload / Post
Required Material	<ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <ul style="list-style-type: none"> ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Proof of Legitimacy (must be sent by post Only) <ul style="list-style-type: none"> ● For ND01: On-Air Spot :Original Media Schedule from Media Agency ● For ND03: Viral Spot & ND04: Short Film: Original Client Endorsement Letter in client's letterhead. ● For ND06: Film Students: Original Verified Letter from University or School. <p>IMPORTANT: Your entry will not be shown to the juries if you fail to provide the Media Schedule or the Client Endorsement Letter in client's letterhead</p>
Optional Support Material	<ul style="list-style-type: none"> ■ English Synopsis of the story and /or English script can be included, regardless of the original language used. (Up to 150 words). ■ English Context Explanation <ul style="list-style-type: none"> If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words) ● Cultural: National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc. ● Language: Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc. ● Marketing: Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Note: You must also send by post or email for entry reference (nat@ADFEST.com)

- i) Entry Submission
- ii) Entry Confirmation
- iii) Entry Summary
- iv) Proforma Invoice
- v) Proof of Payment (if applicable)
- vi) Receipt (if applicable)

NEW DIRECTOR LOTUS

Finalists, Winners, and Fabulous Four Films from New Director Lotus to YDA

All finalists and winning works as well as the short films by the Fabulous Four in the New Director Lotus will be entered by ADFEST to the Young Director Award (YDA) at no additional cost to the entrants. Like ADFEST's New Director, YDA, aims at recognizing the talents in the commercial production industry. With over 900 attendants, it is a great platform for exposure for rising stars. Works will be entered into one of YDA's 5 categories (Broadcast Commercials, Test Commercials, Film school submissions, Branded Short Films, and Viral Commercials) in the non-European section. The Fabulous Four Short Films will be entered into Branded Short Films.

The Annual Young Director Award will be held in Cannes, France (date to be confirmed), where shortlisted and winning works will be shown. The Young Director Award is judged by a panel of highly regarded industry professionals belonging to the Commercial Film Producers of Europe (CFP-E), as well as the editor of Shots magazine, Lyndy Stout. Prizes include up to 2,400 meters of Kodak 35mm film, as well as promotion of the winning films via Shots magazine and the Young Director Award website. For more information on the Young Director Award, visit its official website at www.youngdirectoraward.com

Short Films for ADFEST 2012 by the Fabulous Four

Procedure

Each entrant submits (**free of charge**) a script for a 5 minute short film under the theme "FAST FORWARD", the theme of ADFEST 2012. All scripts will be read by the Film Craft & New Director jury panel, who will independently vote for 4 of their favorite scripts. Scripts will be sent anonymously to all juries with no information on the identities of the directors to ensure greatest fairness and transparency. The 4 directors whose scripts receive the highest score will be notified by ADFEST to produce the short film of the scripts they submitted. The short films will be shown at ADFEST 2012 at the Fabulous Four session. ADFEST will provide return economy airfare, ground transportation, accommodation, and full delegate registration for these 4 selected directors to attend ADFEST 2012 to show and discuss their works at the Fabulous Four 2012 session.

Important: Each entrant must also sign & send in the script submission for to verify they meet the eligibility criteria. For Eligibility Requirements, see page 4

Deadline

Now – 6 Jan	Entrants submit a scenario <u>script</u> (in English) in word document format for a 5 minute short film of their interpretation of "FAST FORWARD " the theme of ADFEST 2012 Note: Each Director / Assistant Director can only submit one script
9Jan – 27 Jan	Film Craft & New Director jury panel members vote for their favorite 4 scripts
By 1 Feb	Directors of the top 4 scripts are notified to produce the short films
2 Feb – 1 Mar	Short film production <u>Note:</u> The Directors may shoot with film stock, HD camera, DV-cameras, or other equipments. However, there will be no production subsidy provided by ADFEST
By 5 Mar	All hi-res short films by the Fabulous Four arrive at the ADFEST Office in Bangkok
Sat 17 Mar	The Fabulous Four arrive in Pattaya
Sun 18 – Tue 20 Mar	ADFEST 2012
Wed 21 Mar	Departure from Pattaya

FABULOUS 4

Method	Email
Required Materials	<ul style="list-style-type: none"> ■ Short Film Script (in English) <ul style="list-style-type: none"> ● Script for a 5 minute short film in <u>word document format</u> ● In the Header of the word document, please include only your full name, Production Company and City. ● DO NOT convert the file to PDF format as ADFEST needs to remove information on the identity and company of the Director before sending the script to the juries. ■ Fabulous Four Script Submission Form <ul style="list-style-type: none"> ● Download and fill out the Script Submission Form from http://www.adfest.com/Entries_fabulous.php <p>IMPORTANT: You must send both your Short Film Script and signed Script Submission Form by Friday 6 January 2012 to Nat Luevarapong at nat@ADFEST.com</p>
	<p style="text-align: center;">Post</p> <p>Short Film (ONLY IF you are notified as one of the Fabulous Four)</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center; color: red;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <ul style="list-style-type: none"> ** Do not include the clock/agency/post-house slate in your encoding** ■ All works to be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. <p>IMPORTANT: All works must be sent to the ADFEST Organizer's office by Monday 5 March 2012.</p>

Method	Post Only
Required Materials	<p>Audio-Visual Presentation</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <p>** Do not include the clock/agency/post-house slate in your encoding**</p> <p>You must submit audio-visual presentations of your entry in 2 Versions:</p> <p>I. Long Version: Maximum duration 3 minutes</p> <p>Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging.</p> <p>To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work.</p> <p>II. Short Version: maximum duration 45 seconds for award presentation</p> <p>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.</p> <p>Note: If applicable, you may also submit TVC if the ad is not featured fully in the explanatory clip. The presentation must be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. The presentation should contain key visuals, video, still images or any other appropriate footage that best explain the campaign.</p>
	<ul style="list-style-type: none"> ■ One Mounted Board: Written Submission AND Hi-res colour photo <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm. IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to the back of your mounted proof. ● No references to the name of your agency or any contributing creative companies are permitted. Failure to do so may result in disqualification of the entry. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Written Submission <ul style="list-style-type: none"> ● The Brief: campaign description (100 words max). ● The Solution: description of how the campaign was launched and executed across each channel in the order of implementation (100 words max). ● The Results: some idea of how successful the campaign was with both client and consumer (100 words max). <p>Note: Failure to adhere to the word limit specification may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour.</p>

■ **Hi-res JPEG file**

- 300 dpi, CMYK & RGB minimum A4 size.
- Digital images must be supplied on PC compatible DVD.
- You may include multiple entries of the same Lotus category in a particular DVD, but please Separate DVDs for different Lotus categories.
- Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry.

■ **Original Media Schedule from Media Agency OR Original Client Endorsement Letter in client's letter Must Be Sent By Post Only**

Only original client letter must be submitted. Your entry will not be shown to the juries if you fail to provide a letter.

TIP: For a sample of board format, please see Mounted Board Sample on page 42.

**Optional
Support
Materials**

- **English Synopsis** of the story and /or English script can be included, regardless of the original language used. (Up to 150 words).

■ **English Context Explanation**

If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)

- **Cultural:** National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc.
- **Language:** Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc.
- **Marketing:** Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

■ **Other Support Materials**

If applicable, you may supply additional materials such as samples, brochures, product packs, leaflets, photographs, point of sale materials, etc.

360 Mounted Board Sample

COASTGUARD

LIVE RESCUE

WE STRANDED 4 PEOPLE AT SEA AND CHALLENGED THE NATION TO FIND THEM.

Clear & Concise Text separated in 3 sections (100 words maximum for each section)

CHALLENGE:
With little government funding, Coastguard New Zealand is forced to patrol the entire country's coast with just 75 boats. To get vital public support, we needed to demonstrate how difficult their tasks.

STRATEGY:
We decided to let New Zealand experience how difficult it is to save a life at sea through the world's first live rescue event.

1. We stranded four people, a capsize boat and a GPS 20 nautical miles off the coast.
2. Real-time TV and radio ads thrust the public into the middle of the live search. Direct response spots drove viewers to liverescue.co.nz
3. Once online, users found themselves in a search plane simulator racing against the clock in real time. A GPS locator updated the position of the real capsize boat as it drifted.
4. After gaining an appreciation for how difficult it is to save a life at sea, users were asked to make a donation or to sign up as a Coastguard member.

RESULTS:
The event attracted national media coverage and thousands of virtual rescues took part. Only 1.8% of those who took part managed to find the boat, proving how difficult it is to save a life at sea. Most importantly, visits to the Coastguard website rose by 25%, online donations were 5 times higher than 2009 and overall donations were up by an impressive 41%.

1. THE LIVE EVENT:
[Image: A red inflatable boat with four people in the middle of a rough sea.]

2. REAL-TIME TV AND RADIO SPOTS:
[Image: A collage of four small video frames showing people in various settings, including a man in a uniform and a woman in a studio.]

3. ONLINE SIMULATOR - LIVE RESCUE.CO.NZ:
[Image: A screenshot of a 3D search plane simulator interface showing a white search plane over a dark sea with a small red boat in the distance.]

4. THE RESPONSE:
[Image: A screenshot of the live rescue website interface with a green background and white text.]

[Image: A collage of three small images showing media coverage, including a news anchor and a man in a uniform.]

Clear & Relevant Images

No Agency Logo

Method	Post Only
<p>Required Materials</p>	<p>Audio-Visual Presentation</p> <ul style="list-style-type: none"> ■ File Format <ul style="list-style-type: none"> ● Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p) <li style="text-align: center;">OR ● Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9) ■ Sound: Stereo ■ 3 seconds black/colour bar at the beginning <p>** Do not include the clock/agency/post-house slate in your encoding**</p> <p>You must submit audio-visual presentations of your entry in 2 Versions:</p> <p>I. Long Version: Maximum duration 3 minutes</p> <p>Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging.</p> <p>To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work.</p> <p>II. Short Version: maximum duration 45 seconds for award presentation</p> <p>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.</p> <p>Note: If applicable, you may also submit TVC if the ad is not featured fully in the explanatory clip. The presentation must be subtitled or dubbed in English. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. The presentation should contain key visuals, video, still images or any other appropriate footage that best explain the campaign.</p>
	<ul style="list-style-type: none"> ■ One Mounted Board: Written Submission AND Hi-res colour photo <ul style="list-style-type: none"> ● Mounted Board: Maximum size 80 cm x 80 cm. IMPORTANT: Oversized entries may be disqualified by the juries. ● Must attach the entry details from the Entry Confirmation to the back of your mounted proof. ● No references to the name of your agency or any contributing creative companies are permitted. Failure to do so may result in disqualification of the entry. ● English translation placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided. ■ Written Submission <ul style="list-style-type: none"> ● The Brief: campaign description (100 words max). ● The Solution: description of how the campaign was launched and executed across each channel in the order of implementation (100 words max). ● The Results: some idea of how successful the campaign was with both client and consumer (100 words max). <p>Note: Failure to adhere to the word limit specification may result in disqualification. You should submit your answers as continuous text, without bullets, symbols or colour.</p>

- **Hi-res JPEG file**
 - 300 dpi, CMYK & RGB minimum A4 size.
 - Digital images must be supplied on PC compatible DVD.
 - You may include multiple entries of the same Lotus category in a particular DVD, but please Separate DVDs for different Lotus categories.
 - Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry.
- **Original Media Schedule from Media Agency OR Original Client Endorsement Letter in client's letter Must Be Sent By Post Only**
Only original client letter must be submitted. Your entry will not be shown to the juries if you fail to provide a letter.

TIP: For a sample of board format, please see Mounted Board Sample on page 45.

- **English Synopsis** of the story and /or English script can be included, regardless of the original language used. (Up to 150 words).
- **English Context Explanation**
If specific local culture, language, or marketing issues play a role in the commercial, you may include a short context explanation of the spot in English (maximum 150 words)
 - **Cultural:** National habits or customs, family, business or personal relationships, political issues, local taboos or humor etc.
 - **Language:** Word games, double-meanings, rhythms, characters with specific local or regional accents, slang etc.
 - **Marketing:** Is this a launch? Is the brand already a household name? Is there a specific competitive situation? Is it part of a multi-media campaign? etc.

Optional Support Materials

- **Other Support Materials**
If applicable, you may supply additional materials such as samples, brochures, product packs, leaflets, photographs, point of sale materials, etc.

INNOVA Mounted Board Sample

GUITAR-BORN-TO-BE-DESTROYED!
An Extreme Brand Experience for Sale

FEATURE 1 DESTROYABLE STRUCTURE

FEATURE 2 DESTROYFUL FLYING FUNCTION 5m

FEATURE 3 SUSTAINABLE "DESTROY" SYSTEM

Clear & Concise Text separated in 3 sections (100 words maximum for each section)

MISSION
Help small extreme guitar company K's JAPAN become the coolest rock guitar brand, with a small budget.

SOLUTION & EXECUTION
Instead of creating a traditional advertisement, we developed to sell an attractive promotional product, guitar - born-to-be-destroyed. SMASH!! SMASH!! is meant to be destroyed in its structure, function, recycle system, and price. It promotes rock spirit "Destroy to Create" through extreme experience of smashing. People frustrated with recession wanted to engage with its brand spirit. Thus we launched SMASH with a considerable rock event where charismatic bands smashed and crushed and smashed!!!!!!!!!!!!!!!!!!!!!!!!!!!!

RESULT
This rock break show achieved people's laughter and excitement and K's JAPAN's recognition doubled!
\$4 million worth of free publicity with 0 media fee. No. 1 talked about topic in Japan's biggest TVC, NHK on Feb.
No. 1 radio ranking of America Japan's instrument section. No. 1 search word in Japan's biggest search engine, Goo.

ROCK IS DESTROY TO CREATE!

DESTROYABLE PRICE \$50

Clear & Relevant Images

No Agency Logo

For 2 –dimensional Entries

■ **Mounted Proof**

- Mounted Board: **Maximum size 80 cm x 80 cm**

IMPORTANT: Oversized entries may be disqualified by the juries.

- Must attach the entry details from the Entry Confirmation to **the back of your mounted proof.**
- **English translation** placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided.

■ **Hi-res JPEG file**

- 300 dpi, CMYK & RGB minimum A4 size
- Digital images must be supplied on PC compatible DVD.
- You may include multiple entries of the same Lotus category in a particular DVD, but please Separate DVDs for different Lotus categories.
- Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry.

■ **Actual Original Tearsheet OR Original Client Endorsment Letter in client's letter Must Be Sent By Post Only**

IMPORTANT: Print proofs or pictures of the tearsheet are not acceptable. Only original tearsheets **must** be submitted. Your entry will not be shown to the juries if you fail to provide a tearsheet.

■ **Picture on the Location**

For Multi – dimensional Entries

■ **Actual Sample of the Work 2 pieces**

■ **Mounted Proof**

- Mounted Board: **Maximum size 80 cm x 80 cm**

IMPORTANT: Oversized entries may be disqualified by the juries.

- Must attach the entry details from the Entry Confirmation to **the back of your mounted proof.**
- **English translation** placed under the advertisement. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided.

■ **Hi-res JPEG file**

- 300 dpi, CMYK & RGB minimum A4 size
- Digital images must be supplied on PC compatible DVD.
- You may include multiple entries of the same Lotus category in a particular DVD, but please Separate DVDs for different Lotus categories.
- Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry.

■ **Actual Original Tearsheet OR Original Client Endorsment Letter in client's letter Must Be Sent By Post Only**

IMPORTANT: Print proofs or pictures of the tearsheet are not acceptable. Only original tearsheets **must** be submitted. Your entry will not be shown to the juries if you fail to provide a tearsheet.

For Online / Social Media/Mobile Entries

■ **URL of Website**

- URL must lead the viewer straight into your entry
- You must provide username and password (if applicable)
- 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
- For Campaign entries, separate URL addresses must be provided linking directly to **each** entry in the campaign.
- **URL must be active until 30 April 2012.**
ADFEST is not accountable if your entry is not judged due to unactivated site.
- **English version** of the site. ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided.

■ **Hi-res JPEG file**

- 300 dpi, CMYK & RGB minimum A4 size
- Digital images must be supplied on PC compatible DVD.
- You may include multiple entries of the same Lotus category in a particular DVD, but please Separate DVDs for different Lotus categories.
- Please separate your folder according to resolution and match the name of all images with the title of the corresponding entry

■ **Video Navigation**

- 1 minutes Video navigation must also be submitted.
Videos exceeding 1 minute limit will be cut-off at the 1 minute mark and not shown to juries during judging.
- If the video navigation has copyright or licensing concerns for which the video presentation cannot be shown after the festival e.g on the website or promotional activities, entrants must remark these constraints when submitting their entries.

Audio-Visual Presentation

■ **File Format**

- Hi-res Quicktime H264 720 X 576 (DV-PAL0 P) OR 1280 X 720 (HDTV 720p)
OR
- Hi-res MPEG2 PAL (720 X 576 ratio 4:3 OR ratio 16:9)

■ **Sound: Stereo**

■ **3 seconds black/colour bar at the beginning**

** Do not include the clock/agency/post-house slate in your encoding**

You must submit audio-visual presentations of your entry in 2 Versions:

I. **Long Version**: Maximum duration 3 minutes

Must not exceed 3 minutes. Videos exceeding 3 minutes limit will be cut-off at the 3 minutes mark and not shown to juries during judging.

To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the work.

II. **Short Version**: maximum duration 45 seconds for award presentation

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.

Note: If applicable, you may also submit TVC if the ad is not featured fully in the explanatory clip
The presentation must be **subtitled or dubbed in English**. ADFEST is not accountable for any disadvantage to your entry during judging if English translation is not provided.

The presentation should contain key visuals, video, still images or any other appropriate footage that best explain the campaign.

**Optional
Support
Materials**

ENTRY FEES

FILM LOTUS, PRESS LOTUS, RADIO LOTUS, PRINT CRAFT LOTUS & FILM CRAFT LOTUS

(in baht)

Single entry	8,000.00
Campaign (up to 4 works)	9,700.00
Additional per work into campaign*	1,900.00

* If applicable

OUTDOOR LOTUS

(in baht)

Single entry	8,000.00
Set of Execution (OD/ODC01-12)	9,700.00
Campaign (up to 4 works) (OD/ODC 13-26)	9,700.00
Additional per work into campaign*	1,900.00

* If applicable

CYBER LOTUS, DIRECT LOTUS, PROMO LOTUS, DESIGN LOTUS & NEW DIRECTOR LOTUS# *

(in baht)

Entry	8,000.00
# except ND06 : Film School	4,000.00

* except Fabulous Four, which has no entry fee

360 LOTUS, INNOVA LOTUS & LOTUS ROOTS

(in baht)

Entry	13,800.00
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Remark:

- Due to fluctuations in foreign currency exchange rates, ADFEST 2012 entry fees will be quoted in Thai baht.
(All entry fees are inclusive of VAT 7%)
- For Remote Judging (Other Film (F/FC23 – F/FC25), Radio Lotus, Cyber Lotus, 360 Lotus, INNOVA Lotus, & Lotus Roots **must be paid by Tuesday 17th January 2012.**
- **Other Categories must be paid no later than by Wednesday 29th February 2012.**
- Late submissions are subject to THB1, 000 fees per entry.

PAYMENT DETAILS

■ 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

IMPORTANT:

- There is a **THB 250.00** handling fee per transaction made via bank transfer. It is imperative what you cover **ALL BANK CHAGES (ALL LOCAL AND OVERSEAS CHARGE BORNE BY REMITTER)**; otherwise, your entry submission may be refused.
- Please supply your bank with your Pro-forma Invoice No., Company detail. Once the transfer has been made, please email a copy of your bank transfer confirmation to Nat@adfest.com or fax us at +662 530 9292-3

■ Alternative, Credit Card (VISA, MASTER CARD & American Express) are acceptable

- Visa and Master Card: There is a **3.5%** charge for paying with Visa and Master Card
- American Express: there is a **4.4%** charge for paying with American Express.
- No Refunds will be given for wrong, disqualified or withdrawn entries.

■ Cheque for Thailand Residence only

Payment 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.

MAILING CHECKLISTS

The following instructions must be strictly adhered to. Failure to do so may involve disqualification and/or loss of materials.

ENTRY DEADLINE:

For Remote Judging (Other Film (Film Lotus), Radio, Cyber, 360, INNOVA & Lotus Roots): Friday 23rd December 2011.

For Other Categories: Friday 6th January 2012.

The following documentation and materials must be included for all entries:

- Entry Submission
- Entry Confirmation
- Entry Summary Form
- Proforma Invoice
- Proof of Payment (If applicable)
- Receipt (If applicable)
- Tear sheet, Media Schedule or a Client Endorsement Letter. Each Lotus category requires different documentation. Please refer to each Lotus category for specification.

****Please use photocopies if necessary****

- Commercial Invoice marked: "*Festival Material – **NO COMMERCIAL VALUE**: Customs Tariff for Film/Outdoor Film/Direct Film/Promo Film/Design Film/Film Craft/New Director/Radio /360 Film/INNOVA Film/ Lotus Roots Film/Cyber **No. 8524.53** and for Press/Poster/Outdoor Print/Direct Print/Promo Print/Design Print/Print Craft/360 Print/INNOVA Print/Lotus Print **No. 4911.91***" affixed to the parcel.

The following documentation and materials must be included if applicable:

- Movie Files
- Audio Files
- Mounted Board
- Digital Images
- Script
- Synopsis
- Audio-visual presentation
- Written Submissions

Note: all materials must be provided in the format as specified in Technical Requirements.

SENDING OF ENTRIES

The Entry Package should be couriered to:

Plannova Co., Ltd.

c/o Asia Pacific Advertising Festival

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:

Ms. Nat Luevarapong

Entry Manager

Tel: +662 530 9300 ext. 23

Fax: +662 530 9292-3

Mobile: +6687 711 6903

Email: nat@adfest.com

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 his/her 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 13th January 2012.**

TREATMENT AND PUBLICATION OF ENTRIES

- All entries submitted will become the property of ADFEST Organizer and will not be returned.
- In order to promote the Asia Pacific Advertising Festival, each entrant authorizes ADFEST Organizer to show his/her advertising 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 Asia Pacific Advertising Awards, 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.
- For further promotional purposes, each entrant of advertising commercials 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.
- 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.
- 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.
- Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

MISCELLANEOUS

- Each entrant accepts full responsibility in respect of the quality of videotape entries and discharges ADFEST Organizer from any responsibility in respect of third parties.
- 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 Asia Pacific Advertising Festival 2012 shall be final and binding.