

ADC*E Awards 17'

*The Best of
European Design
& Advertising*

Deadline 6 October

Submit Now!

Call for Entries 2017



Co-funded by the
Creative Europe Programme
of the European Union

Art Directors Club of Europe
www.adceurope.org



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Welcome to the 26th edition of the ADCE *Best of European Design and Advertising Awards.*

The ADCE Awards is the only award scheme in the world to bring together the best of European award-winning work under one competition. Participation to the ADCE Awards is exclusively granted to works that have been recognized at the national level offering them international visibility and promotion.



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Eligibility

ADCE members:

Winners of ADCE affiliated national clubs responsible for their respective country's premier award competition are eligible to participate under the following advantageous conditions:

Gold Award winners from the national competitions participate for free.

Silver, Bronze and Shortlist winners, are also eligible to enter at special prices. (eligible competitions and fees, see pages 16 -17 and 11).

ADCE non-members:

The Art Directors Club of Europe welcomes the participation of winners from *non-member* European national associations responsible for the country's premier competitions.

National Gold, Silver, and Bronze, as well as other awarded works, are eligible to participate at the ADCE Awards (eligible competitions and fees, see pages 16 -17 and 11).

Note:

1. All submitted entries will be verified for eligibility with local competition organizers.
2. Because some national member clubs now include international sections in their award's schemes, please note that: **work cannot be submitted when it has not been produced in the country where it has been awarded.**



Categories

1. Film & Radio

- 1.1 TV/Cinema Commercials
- 1.2 Online/Viral Videos
- 1.3 Public Service & Charity
- 1.4 Corporate Video/TV
- 1.5 Radio Commercials
- 1.6 Sound Design – *Soundlogos, Audio-CI*
- 1.7 Any Other

2. Print & Outdoor

- 2.1 Poster Advertising (*outdoor*)
- 2.2 Newspaper Advertising
- 2.3 Magazine & Trade Advertising
- 2.4 Mailings (*one-to-one printed campaigns / mailings*)

3. Interactive & Mobile

- 3.1 Websites
- 3.2 Online Advertising (*banners, e-mailings...*)
- 3.3 Mobile Applications (*apps*)
- 3.4 Social Media Campaigns
- 3.5 Any Other

4. Design & Craft

- 4.1 Graphic Design
- 4.2 Editorial – *Books, Corporate Publishing, Catalogues*
- 4.3 Corporate Brand Identity
- 4.4 Illustration and Photography
- 4.5 Packaging
- 4.6 Motion Graphics
- 4.7 Environmental Design (*trade booths, concept stores, brandscapes*)
- 4.8 Any Other

5. Promotions & New Media

- 5.1 Promotions (*campaigns for promotion sales*)
- 5.2 Ambient Media (*campaigns in public spaces*)
- 5.3 Live Stunts
- 5.4 New Use of Media
- 5.5 Events (*corporate, public, consumer, social/cultural*)

6. Integration & Innovation

- 6.1 Integrated Campaigns
- 6.2 Content Ideas
- 6.3 Best Use of Technology
- 6.4 Creative Strategy



Registration process

1 Registration must be done online at:
<http://adce.submit.to>

Each entry form will be assigned an **Entry ID number** (automatically generated by the system). You can fill in the online entry form and make any changes you consider necessary up to the final registration deadline on 6 October 2017.

After that day, no modifications will be allowed.

Works can only be entered once for each award received locally. The work must be entered in the category where it was locally awarded. In cases where the ADCE categories do not match the local categories, the work should be entered in the closest fit possible.

2 All necessary images, videos, or sound files for the works submitted must be uploaded to the on-line entry platform.

Depending on the category (see Formats, pages 7-8), entries may only be required to upload digital material to the online entry platform, while in some cases (i.e. Design) printed samples of works will also be **required for Judging Day** and must be sent to Barcelona by post. These must be labeled with the corresponding **Entry ID number**, and accompanied by a printed copy of the entry form (look for the PRINT icon on the on-line platform).

3 Works submitted for judging in more than one category must be individually entered in each category.

Note:

Entry forms and work descriptions must be clear and correctly spelled, as this information will be taken from the form and used for promotional purposes (annual, exhibition, etc.).



Formats and specs

All necessary images, videos, or sound files for the works submitted must be uploaded to the on-line entry platform. Moreover, in some cases works must also be sent to the ADCE office in printed format (printed sample) for judging.

Technical requirements for each format:

Videos:

1920x1080 px .mov (codec H.264)

Important: 1st frame must not be black!

- maximum video length is 2,5 min.
- maximum file size is 500Mb
- English voice over or subtitles

Sound Videos:

1920x1080 px .mov (codec H.264)

Important: text caption in English

(Font Helvetica Bold 55, white on black, line space 60).

Images:

4266x3200 px jpeg (rgb, longest size).

Not compressed.

3D and Printed Samples:

- 3D Real size samples
- 2D printed samples should be mounted on an A2 or A3 rigid board

Note:

Descriptions of each piece must be included in the online entry form. They will be used for judging and also for publication. Please ensure the descriptions are written in correct English and contain no spelling or typographical errors.



Formats table

CATEGORY		Upload files to the on-line entry platform	3D or printed samples (to be sent by post)
1 <i>FILM & RADIO</i>	1.1 TV/Cinema Commercials	- Video	- No
	1.2 Online/Viral Videos	- Images: Upload	
	1.3 Public Service & Charity	3 to 6 images	
	1.4 Corporate Video/TV		
	1.5 Radio Commercials	- Sound video	- No
	1.6 Sound Design – <i>Soundlogos, Audio-CI</i>	(.mov)	
	1.7 Any other	- Video - Images: Upload 3 to 6 images	- No
2 <i>PRINT & OUTDOOR</i>	2.1 Poster Advertising	- Images: Upload 3 to 6 images	- No
	2.2 Newspaper Advertising	- Images: Upload	- No
	2.3 Magazine & Trade Advertising	3 to 6 images	
	2.4 Mailings	- Video (optional) - Images: Upload 3 to 6 images	- Printed samples or 3D material.



CATEGORY		Upload files to the on-line entry platform	3D or printed samples (to be sent by post)
<i>3</i> <i>INTERACTIVE & MOBILE</i>	3.1. Websites	- URL - Video - Images: Upload 3 to 6 images	- No
	3.2. Online advertising	- URL - Video - Images: Upload 3 to 6 images	- No
	3.3. Mobile applications	- Video - Images: Upload 3 to 6 images	- No
	3.4 Social Media Campaigns	- Video	- No
	3.5 Any other	- Images: Upload 3 to 6 images	
<i>4</i> <i>DESIGN & CRAFT</i>	4.1. Graphic Design	- Images: Upload 3 to 6 images	- Printed samples
	4.2. Editorial / Books / Corporate Publishing / Catalogues	- Images: Upload 3 to 6 images	- 3D samples
	4.3. Corporate Brand Identity	- Images: Upload 3 to 6 images	- Printed samples
	4.4. Illustration & Photography	- Images: Upload 3 to 6 images	- Printed samples or mounted boards
	4.5. Packaging	- Images: Upload 3 to 6 images	- 3D samples
	4.6. Motion Graphics	- Video - Images: Upload 3 to 6 images	- No
	4.7. Environmental Design	- Video	- Printed samples
	4.8. Any Other	- Images: Upload 3 to 6 images	- Printed samples or mounted boards (optional)



CATEGORY		Upload files to the on-line entry platform	3D or printed samples (to be sent by post)
5 <i>PROMOTIONS, NEW MEDIA</i>	5.1 Promotions 5.2 Ambient Media 5.3 Live stunts 5.4 New use of media 5.5 Events	- Video - Images: Upload 3 to 6 images	- Printed samples or 3D material. (optional)
6 <i>INTEGRATION & INNOVATION</i>	6.1 Integrated campaigns 6.2 Content Ideas 6.3 Best use of Technology 6.4 Creative Strategy	- Video - Images: Upload 3 to 6 images	- Printed samples or 3D material. (optional)
7 <i>STUDENT & YOUNG CREATIVE</i>	7.1 European Student 7.2 Young European Creative	- Video - Images: Upload 3 to 6 images	- 3D, printed samples or mounted boards (optional)



Fees

ADCE members:

Winning works from ADCE affiliated national (see list, page 14-15)

Gold: Free entry (0€)
Silver: 100€ / entry
Bronze and Shortlist: 170€ / entry

* +21% VAT is applicable to entries from Spain.

ADCE non-members:

Winning works from other National competitions outside of the ADCE Network. (see list, page 14-15)

Gold, Silver, Bronze and Shortlist:
270€ / entry

* +21% VAT where applicable

These fees apply to all registrations submitted by **6 October 2017**.



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Payment

Payment can be made through bank transfer to the following bank account:

Caixabank

Passeig Sant Gervasi, 52

08022 Barcelona / SPAIN

IBAN number : ES60 2100 3084 8322 0038 4200

SWIFT CODE: CAIXESBBXXX

VAT: ESG63983621

For Spanish transfers: CC. 2100 3084 83 2200384200

The final invoice will be sent after the Call for Entries has officially ended. If you require any assistance with the payment process, please contact awards@adceurope.org

Failure to make payment will automatically exclude works from the judging session.

Note:

In your transfer information, please **indicate the Entry ID number and country** corresponding to the work you are submitting and paying for. If you are paying for more than one entry with the same transfer, please indicate all the Entry ID numbers.

In addition, you must **upload your proof of payment**, with the corresponding Entry ID number(s), to the online registration platform.



Packing and shipping

For 3D and printed samples:

Each entry must be sent with an attached entry form, printed from the on-line entry platform (look for the PRINT icon on the on-line platform), including the Entry ID number, full address and contact person.

Entry forms should be attached with drafting tape (**do not glue or mount**) to clearly identify the work.

- Pack the entries by category.
- For campaigns, number each item in the preferred viewing sequence (1 of 3, 2 of 3, etc.)

Pack and send the parcel to:

ADCE Awards

attention: Maytee Rodríguez

Disseny Hub Barcelona

c/ Badajoz 175

08018 Barcelona

SPAIN

Write the following on

the outside of the package:

“INTERNATIONAL EXHIBITION /

CONTEST MATERIAL /

NO COMMERCIAL VALUE”

Delivery Hours:

Mon-Friday: 8:00 – 18:00



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Deadline

Official Closing Date: 6 October 2017

All physical material sent for the ADCE Awards 2017 must be received at the Barcelona office by Monday, **16 October 2017**, before 14:00.

If you encounter problems with this date, please contact us at awards@adceurope.org.

Return of entries

(Only for ADCE country members)

Unless the work is requested for return, all entries will be offered to clubs for exhibition purposes. ADCE is a non-profit organization dedicated to fostering and rewarding creative excellence in European Design & Advertising, therefore any return of entries will be sent by international courier at the entrant's expense.



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Entrant information

Should you have any queries regarding entry details please contact:

Maytee Rodríguez

Project Manager

Art Directors Club of Europe

Telephone: +34 932 566 765 / 932 566 766

Email: awards@adceurope.org

Website: www.adceurope.org



Eligible Competitions

Local winners from the latest edition of the following national competitions are eligible to participate at the ADCE Awards.

ADCE Members

Austria	CCA - Venus Awards
Croatia	Art Directors Club Croatia – ADC Awards
Cyprus	Cyprus Creative Club - Pygmalion Awards
Czech Republic	ADC_Czech Republic - Creative Awards
Estonia	ADC Estonia – ADC Disainiauhinnad Kuldmuna
Finland	Grafia - Vuoden Huiput
Georgia	ADC Georgia - AD Black Sea Festival (only Georgian winners)
Germany	Art Directors Club Deutschland - ADC Wettbewerb
Iceland	FÍT - FÍT Keppnina
Italy	Art Directors Club Italiano - ADCI Awards
Portugal	Clube de Criativos de Portugal - Festival CCP
Romania	Art Directos Club Romania - Premille FIBRA
Russia	Art Directors Club Russia - ADCR Awards
Slovakia	Art Directors Club Slovakia - Zlatý Klinec
Slovenia	ADC Slovenia - SOF
Spain	ADG-FAD - Laus Awards Club de Creativos - Premios c de c
Switzerland	ADC Switzerland - ADC Awards
United Kingdom	D&AD - D&AD Awards (only UK winners)
Ukraine	Art Directors Club Ukraine - ADC*UA Awards

*If your local competition is not listed above, please contact us to inquire about its eligibility.



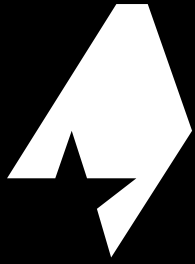
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Local winners from the latest edition of the following national competitions are eligible to participate at the ADCE Awards.

ADCE Non-Members

Belgium	Creative Belgium - CCB Awards
Denmark	Creative Circle Awards
France	Le Club des DA Awards Cristal Awards (only French winners)
Greece	EVGE awards
Hungary	Golden Blade Awards
Ireland	ICAD Awards
Latvia	Latvian Art Directors Club - LADC Awards
Lithuania	Lithuania Design Forum Awards
Netherlands	ADCN Awards (Lampen)
Norway	Kreative Forum - Gullblyanten
Poland	Konkurs KTR
Sweden	Guldägget

*If your local competition is not listed above, please contact us to inquire about its eligibility.



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Here We Go!

Creativ
Club
Austria



ADC*ESTONIA



FIT

ADC*UA



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