



**ADC\*E Awards '18**

*The Best of  
European Design  
& Advertising*

*Deadline 27 September*

**Submit Now!**

# Call for Entries 2018



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

*Art Directors Club of Europe*  
[www.adceurope.org](http://www.adceurope.org)

*Deadline 27 September*

**Submit Now!**

# Welcome to the 27th 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:

- Free entry for Gold Award winners from the national competitions.
- Reduced entry fee for locally awarded Silver, Bronze and Shortlist (for fees, see page 13).

## *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.**

## *ADCE member Competitions and Awards' Shows*

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

|                       |                                                             |
|-----------------------|-------------------------------------------------------------|
| <b>Austria</b>        | CCA - Venus Awards                                          |
| <b>Croatia</b>        | Art Directors Club Croatia – ADC Awards                     |
| <b>Cyprus</b>         | Cyprus Creative Club - Pygmalion Awards                     |
| <b>Czech Republic</b> | ADC_Czech Republic - Creative Awards                        |
| <b>Estonia</b>        | ADC Estonia – ADC Disainiauhinnad<br>Kuldmuna               |
| <b>Finland</b>        | Grafia - Vuoden Huiput                                      |
| <b>Georgia</b>        | ADC Georgia - AD Black Sea Festival (only Georgian winners) |
| <b>Germany</b>        | Art Directors Club Deutschland - ADC Wettbewerb             |
| <b>Iceland</b>        | FÍT - FÍT Keppnina                                          |



**ADC\*E Awards '18**

|                       |                                                             |
|-----------------------|-------------------------------------------------------------|
| <b>Ireland</b>        | Institute of Creative Advertising and Design - ICAD Awards  |
| <b>Italy</b>          | Art Directors Club Italiano - ADCI Awards                   |
| <b>Latvia</b>         | Latvian Art Directors Club - LADC Awards                    |
| <b>Portugal</b>       | Clube de Criativos de Portugal - Festival CCP               |
| <b>Romania</b>        | Art Directos Club Romania - Premille FIBRA                  |
| <b>Russia</b>         | Art Directors Club Russia - ADCR Awards                     |
| <b>Slovakia</b>       | Art Directors Club Slovakia - Zlatý Klinec                  |
| <b>Slovenia</b>       | ADC Slovenia - SOF                                          |
| <b>Spain</b>          | ADG-FAD - Laus Awards<br>Club de Creativos - Premios c de c |
| <b>Switzerland</b>    | ADC Switzerland - ADC Awards                                |
| <b>United Kingdom</b> | D&AD - D&AD Awards (only UK winners)                        |
| <b>Ukraine</b>        | Art Directors Club Ukraine - ADC*UA Awards                  |



# Eligibility

## *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 shortlist, are eligible to participate at the ADCE Awards (for fees, see page 13).

## *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.**

## *Non-member Eligible Competitions and Awards' Shows*

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

|                    |                                                                |
|--------------------|----------------------------------------------------------------|
| <b>Belgium</b>     | Creative Belgium - CCB Awards                                  |
| <b>Denmark</b>     | Creative Circle Awards                                         |
| <b>France</b>      | Le Club des DA Awards<br>Cristal Awards (only French winners)  |
| <b>Greece</b>      | EBGE awards                                                    |
| <b>Hungary</b>     | Golden Blade Awards                                            |
| <b>Lithuania</b>   | Lithuania Design Forum Awards                                  |
| <b>Netherlands</b> | ADCN Awards (Lampen)                                           |
| <b>Norway</b>      | Kreative Forum - Gullblyanten<br>Grafill - Visueltkonkurransen |
| <b>Poland</b>      | Konkurs KTR                                                    |
| <b>Sweden</b>      | Guldägget                                                      |

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



# Categories

## 1. Film & Radio

- 1.1 TV/Cinema Commercials
- 1.2 Online/Viral Videos
- 1.3 Animated, VFX & 3D - *Computer generated, innovation in film*
- 1.4 Radio Commercials
- 1.5 Sound Design – *Soundlogos, Audio-CI*
- 1.6 Any Other

## 2. Print & Outdoor

- 2.1 Poster Advertising
- 2.2 Digital Screens – *Non-static outdoor advertising*
- 2.3 Newspaper Advertising
- 2.4 Magazine & Trade Advertising
- 2.5 Mailings (*one-to-one printed campaigns / mailings*)

## 3. Interactive & Mobile

- 3.1 Websites
- 3.2 Rich Media – *Online banners, interstitials and other rich media (pop-ups)*
- 3.3 Mobile Apps – *utility, brand-led, non-profit*
- 3.4 Social Media Campaigns
- 3.5 UX/UI Design
- 3.6 Any Other

## 4. Graphic Design

- 4.1 Graphic Communication - *Poster, Promotional Item, Integrated Graphics, Data Visualization*
- 4.2 Editorial Design - *Book, Magazine, Corporate Publication, Annual Reports*
- 4.3 Corporate Brand Identity - *Corporate ID, Logos, Lettering*
- 4.4 Illustration and Photography
- 4.5 Packaging
- 4.6 Motion Graphics
- 4.7 Spatial / Experiential Design
- 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

## 6. Integration & Innovation

- 6.1 Integrated Campaigns
- 6.2 Social Responsibility Campaigns - *Brands*
- 6.3 Public Service & Charity Campaigns
- 6.4 Content Ideas
- 6.5 Best Use of Technology
- 6.6 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 27 September 2018.

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 when possible. 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 9-12), 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** (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** (codec H.264)

*Important:* text caption in English

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

## *Images for Web & Print purposes:*

- **JPG 1920 x 1080 px** 72 dpi (RGB).  
Portrait or landscape.

*and*

- **JPG A4** (297 x 210 mm) 300 dpi  
(CMYK). Portrait or landscape.

## *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 by category

| CATEGORY                                 |                                                             | Upload files to the on-line entry platform: <a href="http://adce.submit.to">http://adce.submit.to</a> |
|------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| 1<br><i>FILM &amp;<br/>RADIO</i>         | 1.1 TV/Cinema Commercials                                   | - <b>Video</b>                                                                                        |
|                                          | 1.2 Online/Viral Videos                                     | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                          | 1.3 Animated, VFX & 3D                                      |                                                                                                       |
|                                          | 1.4 Radio Commercials                                       | - <b>Sound video</b>                                                                                  |
|                                          | 1.5 Sound Design                                            |                                                                                                       |
|                                          | 1.6 Any Other                                               | - <b>Video</b><br>- <b>Images:</b> Upload 3 to 6 images                                               |
| 2<br><i>PRINT &amp;<br/>OUTDOOR</i>      | 2.1 Poster Advertising                                      | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                          | 2.2 Digital Screens – <i>Non-static outdoor advertising</i> | - <b>Video</b>                                                                                        |
|                                          | 2.3 Newspaper Advertising                                   | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                          | 2.4 Magazine & Trade Advertising                            |                                                                                                       |
|                                          | 2.5 Mailings                                                | - <b>3D Sample</b><br>- <b>Video</b> (optional)<br>- <b>Images:</b> Upload 3 to 6 images              |
| 3<br><i>INTERACTIVE<br/>&amp; MOBILE</i> | 3.1. Websites                                               | - <b>URL</b>                                                                                          |
|                                          | 3.2 Rich Media                                              | - <b>Video</b><br>- <b>Images:</b> Upload 3 to 6 images                                               |



| CATEGORY                                        |                                                     | Upload files to the on-line entry platform: <a href="http://adce.submit.to">http://adce.submit.to</a> |
|-------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------|
|                                                 | 3.3. Mobile Applications                            | - <b>Video</b>                                                                                        |
|                                                 | 3.4 Social Media Campaigns                          | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                                 | 3.5 UX/UI Design                                    | - <b>Video</b><br>- <b>Images:</b> Upload 3 to 6 images<br>- <b>URL</b> (optional)                    |
|                                                 | 3.6 Any Other                                       | - <b>Video</b><br>- <b>Images:</b> Upload 3 to 6 images<br>- <b>URL</b> (optional)                    |
| <b>4</b><br><i>GRAPHIC DESIGN</i>               | 4.1 Graphic Communication                           | - <b>Printed Samples (sent to ADCE office for judging)</b>                                            |
|                                                 | 4.2 Editorial Design                                | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                                 | 4.3 Corporate Brand Identity                        |                                                                                                       |
|                                                 | 4.4. Illustration & Photography                     |                                                                                                       |
|                                                 | 4.5. Packaging                                      |                                                                                                       |
|                                                 | 4.6. Motion Graphics                                | - <b>Video</b>                                                                                        |
|                                                 | 4.7 Spatial / Experiential Design                   | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                                 | 4.8. Any Other                                      |                                                                                                       |
| <b>5</b><br><i>PROMOTIONS, NEW MEDIA</i>        | 5.1 Promotions                                      | - <b>Video</b>                                                                                        |
|                                                 | 5.2 Ambient Media                                   | and                                                                                                   |
|                                                 | 5.3 Live Stunts                                     | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                                 | 5.4 New Use of Media                                | - <b>Printed samples or 3D material</b>                                                               |
|                                                 | 5.5 Events                                          | (optional)                                                                                            |
| <b>6</b><br><i>INTEGRATION &amp; INNOVATION</i> | 6.1 Integrated Campaigns                            | - <b>Video</b>                                                                                        |
|                                                 | 6.2 Social Responsibility Campaigns - <i>Brands</i> | - <b>Images:</b> Upload 3 to 6 images                                                                 |
|                                                 | 6.3 Public Service & Charity Campaigns              | - <b>Printed samples or 3D material</b>                                                               |
|                                                 | 6.4 Content Ideas                                   | (optional)                                                                                            |
|                                                 | 6.5 Best Use of Technology                          |                                                                                                       |
|                                                 | 6.6 Creative Strategy                               |                                                                                                       |



| CATEGORY                                                |                                              | Upload files to the on-line entry platform: <a href="http://adce.submit.to">http://adce.submit.to</a>         |
|---------------------------------------------------------|----------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <i>7&amp;8<br/>STUDENT &amp;<br/>YOUNG<br/>CREATIVE</i> | 7.1 European Student - Design                | - <b>Printed samples or 3D material</b><br>- <b>Images:</b> Upload 3 to 6 images<br>- <b>Video</b> (optional) |
|                                                         | 7.2 European Student - Creative Ideas        | - <b>Video</b><br>- <b>Images:</b> Upload 3 to 6 images                                                       |
|                                                         | 8.1 Young European Creative - Design         | - <b>Printed samples or 3D material</b><br>- <b>Images:</b> Upload 3 to 6 images<br>- <b>Video</b> (optional) |
|                                                         | 8.2 Young European Creative - Creative Ideas | - <b>Video</b><br>- <b>Images:</b> Upload 3 to 6 images                                                       |



## *Fees*

### *ADCE members:*

Winning works from ADCE affiliated national competitions (see list, page 4-5).

**Gold:** Free entry (0€)  
**Silver:** 120€ / entry  
**Bronze and Shortlist:** 190€ / 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 6).

**Gold, Silver, Bronze and Shortlist:**  
290€ / entry

\* +21% VAT where applicable

These fees apply to all registrations submitted by **27 September 2018**.



# Payment

## *Online payment*

As a new feature this year, fees can be paid directly online on the registration platform.

## *Bank Transfer*

Payments can also be made 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

If you require any assistance with the payment process, please contact [awards@adceurope.org](mailto: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*



**ADC\*E Awards '18**

# *Deadline*

**Official Closing Date: 27 September 2018**

All physical material sent for the ADCE Awards 2018 must be received at the Barcelona office by Thursday, **4 October 2018**, before 18:00.

If you encounter problems with this date, please contact us at [awards@adceurope.org](mailto: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.





**ADC\*E Awards '18**

# *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](mailto:awards@adceurope.org)

Website: [www.adceurope.org](http://www.adceurope.org)



ADC\*E Awards '18

*The Best of  
European Design  
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*Deadline 27 September*

**Submit Now!**

# A Love Story

Creativ  
Club  
Austria



Art Directors Club  
Czech Republic

ADC\*ESTONIA



FIT



ART DIRECTORS CLUB  
ITALIANO



ART DIRECTORS CLUB

ADCS

ArtDirectorsClubSlovenia



c de c  
club de creativos



ADC\*UA

ART DIRECTORS CLUB UKRAINE



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