



Entry Guide – Technical Material Requirements

ADC AWARDS 2013

Category: TV

What to enter:

- TV spots, do not enter cinema or other extended movie formats

Technical requirements:

Movie files: .mov / .mp4, maximum 120 seconds in length, maximum 120 MB in size

! Maximum 3 TV Spots of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign.

Sections:

Art, Culture, Media and Entertainment

Automotive and Automotive Products

Corporate Image

Durables and Other Consumer Goods

Fashion & lifestyle

Fast Moving Consumer Goods

Financial Services

Telecommunications

Others

Social Services, Public Awareness

Category: Radio

What to enter:

- Radio spots

Technical requirements:

Audio file: .mp3, maximum 120 seconds in length, maximum 120 MB in size

! Maximum 3 Radio Spots of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign.

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Category: Print

What to enter:

- newspaper or magazine ads

Technical requirements:

Image files: .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

! Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign.

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Category: Out of Home

What to enter:

- billboard, posters, transit, ambient advertising, including non-traditional formats

Technical requirements:

Image files: .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

! Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign.

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Category: Online

What to enter:

– online media: websites, rich media, viral, social media, digital marketing, etc

Technical requirements:

Mandatory:

URL: in the “URL” field, please put an **active link** to your website, Facebook page/application etc. – so it can be viewed by all users on the websites, when showing all works on www.adcromania.ro.

! If the campaign isn't active any longer, please upload your execution on a server/ftp and add in the entry form the access dates, if necessary (in the “Entry Description” field)

Optional, to better explain the idea:

1. Maximum 5 executions of the same campaign (5 upload fields). If the campaign has more than 5 executions, please choose the best 5 to explain the idea of the campaign. You can upload:
 - Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
 - Audio files, .mp3, maximum 120 seconds in length, maximum 120 MB in size
 - Movie files, .mov / .mp4, maximum 120 seconds in length, maximum 120 MB in size
2. Presentation movie – optional

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Category: Public Relations

What to enter:

- communication campaigns ranging from Marketing PR, Corporate Communication to Social Campaigns PR

Sub-category: Marketing PR

What to enter:

- Communication campaigns integrated in the companies marketing efforts, that enhance products or services promotion

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

Optional, to better explain the idea:

Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign. You can upload:

- Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
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Sub-category: Corporate Communication

What to enter:

- Communication efforts meant to support organizations missions and strategic goals and their branding and communication needs in order to maintain increase their reputation(eg: internal communication, crisis communication)

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

Optional, to better explain the idea:

Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign. You can upload:

- Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
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Sub-category: Social campaigns PR

CSR Campaigns

What to enter:

- Communication campaigns meant to enhance companies social presence and to support the dialogue between organizations and their stakeholders.

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

Optional, to better explain the idea:

Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign. You can upload:

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Social awareness (non-commercial social campaigns)

What to enter:

- Communication campaigns with no commercial purpose, meant to increase awareness on social issues

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

Optional, to better explain the idea:

Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to explain the idea of the campaign. You can upload:

- Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
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- Movie files, .mov / .mp4, maximum 120 seconds in length, maximum 120 MB in size

Category: Direct Communication

What to enter:

- targeted direct communication through events, mailings, activations, stunts, in-store communication

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

Optional, to better explain the idea:

1. Maximum 5 executions of the same campaign (5 upload fields). If the campaign has more than 5 executions, please choose the best 5 to explain the idea of the campaign. You can upload:



- Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
 - Audio files, .mp3, maximum 120 seconds in length, maximum 120 MB in size
 - Movie files, .mov / .mp4, maximum 120 seconds in length, maximum 120 MB in size
2. Presentation movie – optional. The presentation movie should be uploaded only if the presentation board can't fully explain the idea.

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Category: Media

What to enter:

- media campaigns

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size

Optional, to better explain the idea:

1. Maximum 5 executions of the same campaign (5 upload fields). If the campaign has more than 5 executions, please choose the best 5 to explain the idea of the campaign. You can upload:
 - Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
 - Audio files, .mp3, maximum 120 seconds in length, maximum 120 MB in size
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Category: Integrated campaigns

What to enter:

- must exemplify with at least 3 media

Technical requirements:

Mandatory:

- **Presentation board:** Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
- **3 executions** to exemplify that the campaign used at least 3 media

Optional, to better explain the idea:

1. Maximum 3 executions of the same campaign (3 upload fields). If the campaign has more than 3 executions, please choose the best 3 to complete the idea of the campaign. You can upload:

- Image files, .jpg / .png, RGB, at least 150 dpi, maximum 120 MB in size
- Audio files, .mp3, maximum 120 seconds in length, maximum 120 MB in size
- Movie files, .mov / .mp4, maximum 120 seconds in length, maximum 120 MB in size

2. Presentation movie – optional. The presentation movie should be uploaded only if the presentation board can't fully explain the idea.

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Other technical specifications:

- All entries must be completed in English – entry forms, files and materials presenting the entries.
- Files that are not in English must be translated: on the work - as long as the text is the same as the original version or accompanied by a full written translation (use the translation field in the entry form). Eg: subtitles for the TV & radio spots, translation of the copy for the Print and Out of Home submissions, headlines etc.
- All presentation boards must use **maximum 100 words** and it should be a short explanation of the submitted works idea.
- You must make sure that no reference to your agency (name / logo / signature) is included on the entry or materials.
- You can submit an entry in more than one category. Every entry will be submitted and paid separately.
- You can enter executions separately as single entries or as campaigns. Every entry will be paid separately.
- **Mandatory:** besides your entry, you must also send a short movie with a study case about the campaign (challenge & creative idea) meant to be shown during the Awarding Gala.

Exception: Print and OOH entries that do not need explaining. If the agencies decide to, they can send short movies for these 2 categories for the awarding gala, but it is not mandatory. For the TV and Radio categories, we can use the TV/radio spots submitted (if the entry form has more than 1 execution, choose one to be presented at the Awarding Gala).

Technical requirements: maximum 1 minute of length, .mov format, maximum 120 MB in size.

Deliverables and deadline: Awarding gala movies must be sent on a CD / DVD to the organizers to the following address: 21, Gheorghe Lazar Street, The Institute, no later than **November 18th** 2013, 6 p.m.

*! The movies will not be taken into consideration during the judging and are only meant to be shown during the Awarding Gala. All information must be public and can be shown on the ADC*RO website with publicity means.*