



# EPICA AWARDS

THE CREATIVE PRIZE JUDGED BY JOURNALISTS

## Entry kit 2021

### **The Epica Awards**

Epica is unique in the crowded awards sector as it is the only global creative prize judged by journalists from the marketing and communications press.

Epica's aim is to reward outstanding creativity and help agencies, production companies, media consultancies, advertisers, photographers and design studios to develop their reputations beyond their national borders.

Entering Epica allows your work to be judged by an independent jury whose members combine objectivity with expertise. More than 200 specialist journalists from trade as well as mainstream titles and websites from over 50 countries will be represented on the jury this year, which guarantees widespread coverage of the results.

### **Categories**

The awards encompass all main communications disciplines: TV, Print, Digital, Mobile, VR, Social, Radio, Promotions, Direct & Experiential Marketing, Media, Business-to-Business, Corporate Image, Public Relations, Film Craft, Print Craft, Branded Entertainment, Design, Packaging, Photography and Integrated Campaigns.

### **Awards**

All Grand Prix and category winners (gold, silver and bronze) will receive Epica crystal pyramids and certificates.



## Judging criteria

Epica Awards entries are judged on the basis of 2 criteria only: the originality of the creative idea and the quality of its execution (except in the Craft & Imagery categories where only executional quality is taken into consideration).

The Epica Awards results are determined by category. The highest scoring entry in each category wins gold, on condition that the work surpasses a minimum score that qualifies it as a category winner. Other entries in each category that achieve this score win silver or bronze. When no entry meets the standard, there are no winners in the category.

Five grand prix will be awarded to the best overall film, print, alternative, digital and design entries. These will be selected from all the category winners. An additional Responsibility Grand Prix will be awarded among the highest scoring public interest entries

## Ceremony & conference

The 2021 ceremony will be exceptionally taken fully online on December 9<sup>th</sup>, 2021. The program and list of speakers will be announced at a later date.

To date the annual Epica ceremony has been held in 21 different cities: Brussels, Berlin, Amsterdam, Moscow, London, Zurich, Düsseldorf, Warsaw, Lisbon, Helsinki, Prague, Milan, Dublin, Budapest, Istanbul, Stockholm, Athens, Belgrade, Zagreb, Ljubljana and New Delhi.

## Eligibility

The Epica awards are open to all communication agencies, film production companies, advertisers, media consultancies, web agencies, PR specialists, photographers and design studios worldwide. Historically, the Epica Awards only accepts work from the previous year. However, since many projects could not be presented to the jury in 2020, we are exceptionally extending our eligibility dates by one year. **Any work that has been approved by clients and used, published or broadcast since July 1<sup>st</sup> 2019 is eligible for entry.** Work that does not meet these conditions will be disqualified in order to preserve the integrity of the competition and to ensure that all genuine entries have a fair chance of success.

## Key dates

- Early bird discount (no registration fee): July 1<sup>st</sup> to August 31<sup>st</sup> 2021
- Normal entry period: September 1<sup>st</sup> to October 8<sup>th</sup> 2021
- Shortlist publication: November 24<sup>th</sup> 2021
- Ceremony: December 9<sup>th</sup> 2021
- Final results: December 10<sup>th</sup> 2021



## How to enter

- Visit [www.registration.epica-awards.com](http://www.registration.epica-awards.com) to access the online entry system. Across four steps, the online form asks for details about the entry, the list of credits and specific media files.
- Print entries must be uploaded as high-resolution jpegs (300dpi/<24cm wide) for the longest side). Film entries must be uploaded as .mov or .mp4. Radio entries must be uploaded as mp3 and be accompanied by a script in English, or as a video compiling both sound and subtitles in English.
- Since entries are judged on the originality of the creative ideas and on the quality of their execution, film and print entries do not accept case studies. Only the image or video file of the actual execution is accepted. This is motivated by the desire to make the jury to look at the work at face value with no indication of context.
- As judging will occur exceptionally online this season, physical samples are will not be accepted this year.
- After a registration fee of €200 per company, each entry is charged according to the type of media entered (relative to the time necessary for judging). Print entries are charged €290, Film and Radio entries are charged €335. Alternative and Digital entries are charged €369. Integrated Campaigns (category 63) are charged €599.

Entry fees must be paid:

**- By bank transfer to:**

**Beneficiary:**

Maydream / Epica, 112 bis rue Cardinet, 75017 Paris – France

Bank Name & Address: HSBC, 35 rue de Sablonville, 92200 Neuilly sur Seine, France

IBAN: FR76 3005 6000 1500 1520 4408 126

BIC/Swift Address: CCFRFRPP

**Your transfer must include all transfer charges.**

**- By credit card**

Note that a **3% processing fee** will be added to your invoice for every transaction.

**- By cheque** payable to Epica (drawn on a bank in France)



# Categories

## INDUSTRY SPECIFIC

### **1. Food**

All savory foods, including fast-food products, pasta, eggs, meats, oils, sauces, butter, cheese, natural yoghurt, pet foods etc.

### **2. Confectionery & Snacks**

Chocolates, sugar confectionery, jams, desserts, nuts, biscuits, salted snacks, gums etc.

### **3. Alcoholic Drinks**

All alcoholic drinks: wine, beer, cider, spirits etc.

### **4. Non-alcoholic Drinks**

Soft drinks, fruit juices, tea, coffee, mineral water and milk-based drinks.

### **5. Health & Beauty**

Optical, medical and dental services, toothpastes, condoms, toiletries, tissues, soaps, diapers, shaving products, perfumes, cosmetics, deodorants, hearing aids, hair care and solar protection products, beauty institutes, spas, bath and shower additives etc.

### **6. Prescription and OTC Products**

Advertising for pharmaceutical and related products and services aimed at the general public or at the medical profession.

### **7. Fashion, Footwear & Personal Accessories**

Including sportswear, swimwear, lingerie, shoes, socks, stockings, hats, gloves, eyewear, writing instruments, wrist watches, jewelry, luggage, hand-

bags, smoking materials and other portable accessories.

### **8. Luxury & Premium Brands**

Luxury fashion and accessories, artisanal and custom-made products, furnishing and housewares, tailoring, jewelry, premium cosmetic products, upscale hotels and resorts, elite travel experiences, value-added services, high status technology, luxury automobiles and other automotive, private aircraft, yachts and motorboats, wines and champagnes.

### **9. Household Maintenance**

Paints, detergents, household cleaning products, air fresheners, insecticides, gardening equipment, plant foods, batteries, adhesives, food containers etc.

### **10. Homes, Furnishings & Appliances**

Property, furniture, floor coverings, domestic appliances, kitchenware, televisions, home cinema, security systems, solar heating and all public utilities providing water, gas, electricity etc.

### **11. Personal Electronics & Devices**

Computers and laptops, phones, tablets, media players, smart watches and wearable technology.

### **12. Automotive**

All vehicles Including SUVs and people carriers, trucks, vans motorcycles, ambulances and other service vehicles. Tires, petrol, oil, spare parts and accessories, in-car entertainment, GPS etc.

### **13. Communication & Public Services**

Telecoms service providers, broadband, postal and courier services, yellow pages, directory enquiries, schools, search engines, energy and



utility providers. (See category 19 for individual television channels and programs.)

**14. Transport & Tourism**

Airlines, railways, car rentals, cruises, tour operators, tourist boards, hotels, resorts, driving schools, and all forms of public transport.

**15. Restaurants, Bars & Cafés**

Advertising and promotions for independent or chain restaurants, fast food services, bars and cafés.

**16. Retail Services**

Supermarkets, department stores, independent or chain stores and Internet shopping.

**17. Financial Services**

Banks, insurance, credit cards, pension plans, investments and related online services etc.

**18. Online & Mobile services**

Advertisement for services found and made possible by web and mobile environment. Web dating, food delivery, housing, transportation services, music libraries etc.

**19. Media**

Consumer advertising for books, films, newspapers, magazines, radio stations, television channels and programs, including related apps, websites etc.

**20. Recreation & Leisure**

Video games, cameras, musical instruments and accessories, lotteries, scratch cards, festivals, concerts, toys, bicycles, dating services, exhibitions, amusement parks, gymnasiums, museums, sporting goods and sporting events, hotels and resorts etc.

*The Public Interest categories are sponsored by Euronews and ACT Responsible.*

**21. Public Interest – Health & Safety**

Road safety, diet & exercise, anti-smoking or anti-alcohol campaigns, sexually transmitted diseases, workplace safety etc.

**22. Public Interest – Social**

Homelessness, children’s rights, race relations, cruelty to animals etc.

**23. Public Interest – Gender Equity**

Campaigns in any medium promoting inclusion and empowerment, women’s rights, LTGBQI+ rights and any positive actions concerning gender identity.

**24. Public Interest – Environment**

Climate change, pollution, nature conservation etc.

**25. Covid-19 Communications**

Campaigns and activations in all media dedicated to communicating healthcare or brand messages during the coronavirus crisis. This includes logos and other graphic design solutions. We are looking for creative work that ran on behalf of healthcare authorities, government bodies, NGOs, charities, businesses and brands.

**26. Professional Products & Services**

Office supplies, furnishings, industrial and agricultural equipment, packing materials, media sales, temporary help, language schools, learning institutions, trade fairs, communication, recruitment and translation agencies, video surveillance etc.

**27. Corporate Image**

Communication work which primary function is to promote the reputation of a corporation as opposed to its individual products or services.



## TECHNIQUE

### **28. Radio Advertising**

Radio commercials for all products and services listed under categories 1 to 27 (a script, in English, must accompany each entry).

### **29. Direct Marketing**

Direct marketing operations aimed at either the general public or professionals.

### **30. Topical and Real-Time Advertising**

Advertisements or campaigns inspired by the news. Rapid or immediate responses to breaking news, headlines, current affairs or very recent topical events.

### **31. Media Innovation - Traditional Media**

Advertising and media planning using conventional media (inc. digital) in an original way.

### **32. Media Innovation - Alternative Media**

Advertising and media planning that invents a new medium to carry its message; ambient, stunts, guerrilla marketing, installations etc.

### **33. Creative Technology**

Objects or devices invented exclusively for a brand or a campaign, including vending machines, wearable technology, interactive installations etc.

### **34. Creative Use of Data**

Campaigns or individual pieces of work that are inspired or based on data.

### **35. Creative Use of A.I.**

Campaigns or individual pieces of work that rely on the use of artificial

intelligence in an innovative fashion.

### **36. Branded Content - Films & Series**

Operations involving films or web series designed to reinforce brand values in the context of entertainment and/or original content.

### **37. Branded Content - Music Videos**

Any music video created as branded content for an advertiser or the promotion of the artist.

### **38. Native Advertising**

Original content that complements or reflects the editorial environment in which it appears, conveying a brand message yet providing engaging information or entertainment for the audience.

### **39. Product & Brand Integration**

Operations which promote branded products or services via appearances in pre-existing films, television shows or other media, and which enable brands to gain or reinforce status from the context in which they are placed.

### **40. Public Relations**

Campaigns in the fields of press relations, public affairs, crisis management, lobbying, reputation management, community and influencer management, financial communications and stakeholder relations. Projects and activities specifically devised to generate earned media.

### **41. Events**

Exhibitions, stunts and special events designed to engage consumers and visitors with the values of a brand.

**42. Promotions & Incentives**

Brand activation and CRM programs, loyalty schemes, special offers, competitions, in-store activities, merchandising, tie-ins etc. designed for immediate results or to reinforce long-term customer relationships.

**43. Experiential & Shopper Marketing**

Installations or campaigns allowing consumers to engage directly with the brand, physical brand spaces such as exhibitions, museums and pop-up stores, in-store displays and merchandising, operations targeting consumers at the point of sale.

**CRAFT & IMAGERY****44. Copywriting & Storytelling**

Exceptional writing, whether in a print advertisement, a film, or a piece of branded entertainment. Elegant phrasing, wit, sparkling dialogue, or simply a moving story.

**45. Direction & Cinematography**

Including lighting, camera angles, art direction, set design, casting, costumes, acting and other on-set considerations that contribute to the overall appreciation of a commercial independently of the creative idea.

**46. Post Production & Visual Effects**

Editing, color grading, compositing and all other post-production considerations that enhance production values and contribute to the overall appreciation of a commercial independently of the creative idea.

**47. Animation**

Including traditional, stop-motion and computer-generated techniques, used exclusively or in combination with live

action to contribute to the overall appreciation of a commercial independently of the creative idea.

**48. Best Use of Sound**

A creative idea driven or enhanced by its sound design.

**49. Best Use of Music**

A creative idea driven or enhanced by the selection and use of music.

**50. Print Craft**

Aesthetic considerations, including art direction and copywriting that contribute to the overall appreciation of print advertising independently of the creative idea.

**51. Advertising Photography**

Original photography, including digital imaging, used for commercial communications (finished ads only; work must be entered as it appeared in the media).

**52. Illustration**

Illustrations used in the context of commercial communication only.

**DESIGN****53. Graphic Design**

Logos, letterheads, typography, etc.

**54. Publication Design**

Brochures, annual reports, catalogues, calendars, postcards, etc.

**55. Packaging Design**

All packages, containers, covers and labels.

**56. Brand Identity**

The creation or redesign of the entire visual identity of a brand, from logo and



font styles to graphic elements, digital presence, stationery, signage etc.

**57. Product Design**

Furniture, objects, toys etc. created for the client in a marketing context.

**DIGITAL**

**58. Websites**

Innovation and creativity in the design of sites and microsites; sites with a specific brand objective.

**59. Online Ads**

Animated banners, pop-up ads etc.

**60. Online & Viral Films**

Web commercials and viral films produced primarily for online viewing.

**61. Social Networks**

Operations relying primarily on targeted community applications, microblogging services and other user generated content.

**62. Mobile Campaigns**

Operations created specifically for mobile environments, for example using GPS technology.

**63. Apps & Games**

Apps and created specifically for branding or promotional purposes.

**64. VR/AR**

All virtual reality or augmented reality campaigns and applications created for the client in a marketing context.

**SPECIAL**

**65. Integrated Campaigns**

Operations using at least three different media for a synergistic effect.

**66. Humour in Advertising**

A special category for advertising and branding using humour to convey messages, including film, print, digital and alternative media.





# Media types

## TV/CINEMA (TVC)

A film under 90 seconds that has aired on television and/or movie theaters.

Several TV/Cinema entries can be gathered under the same campaign to be judged and win together.

TV/Cinema entries are all eligible for the Film Grand Prix.

**Upload requirements:** 1 file (.mov or .mp4) of the actual execution.

**Fee:** €335 per single entry.

## PRINT (PRT)

Any print ad or still image, whether published in the press, on billboard and even online. Several Press entries can be gathered under the same campaign to be judged and win together.

Print entries are all eligible for the Print Grand Prix.

**Upload requirements:** 1 image file (RGB, .jpeg, 300dpi/<24cm wide) of the actual execution. Note: No case study allowed for Print categories.

**Fee:** €290 per single entry.

## ALTERNATIVE (ALT)

Use this media type for work that necessitate a case study or presentation board to be explained such as Ambient, experiential, PR operations or design work. Alternative entries are eligible for the Alternative Media Grand Prix except for design entries, eligible for the Design Grand Prix.

**Upload requirements:** A case study video (.mov or .mp4, under 3mn) and/or a presentation board (RGB, .jpeg, landscape orientation, 300dpi/<24cm wide) are required to explain the work. Additional images can be uploaded optionally.

**Fee:** €369 per single entry.

## ONLINE VIDEO (OFL)

A film under 3mn published on the internet. If the work is over 3mn long, a URL to the full-length version must be entered and only a cut-down version or trailer should be

uploaded (category 37, Music Videos, accepts video files longer than 3mn).

Several Online Video entries can be gathered under the same campaign to be judged and win together. Online Video entries are eligible for the Film Grand Prix.

**Upload requirements:** 1 video file (.mov or .mp4) of the actual execution.

**Fee:** €335 per single entry.

## DIGITAL (DIG)

Media type available for online categories. It allows to upload different file types and enter a URL.

Digital entries are all eligible for the Digital Grand Prix.

**Upload requirements:** A case study video (.mov or .mp4, under 3mn) and/or a presentation board (RGB, .jpeg, landscape orientation, 300dpi/<24cm wide) are required to explain the work. Optionally, additional images can be uploaded and a URL to the actual project or a landing page can be entered.

**Fee:** €369 per single entry.

## RADIO (RA)

Any commercial under 3mn long that aired on the radio.

Several Radio entries can be gathered under the same campaign to be judged and win together.

A transcript in English of the dialogues must be pasted on page 2 of the online registration.

**Upload requirements:** One audio file (.mp3) of the actual execution or video (.mov or .mp4) compiling both sound and subtitles in English...

**Fee:** €335 per single entry.

## INTEGRATED (INT)

Media type only available for the Integrated category. The different parts of an integrated campaign must be clearly described in the details on page 2 of the online registration.

**Upload requirements:** Any number of videos (under 3mn long each) and images. File names must point to the detailed parts.

**Fee:** €599 for a whole campaign.



# Media requirements

Because of the diversity of categories and different media they cover, upload requirements are gathered into several "media types". If you wish to know beforehand what file(s) the online system will ask you to upload, you may look up the desired categories in the table below and identify the corresponding media type(s).

#	CATEGORY	TVC	PRT	ALT	OFL	DIG	RA	INT
1	Food	x	x	x	x	x		
2	Confectionery & Snacks	x	x	x	x	x		
3	Alcoholic Drinks	x	x	x	x	x		
4	Non-Alcoholic Drinks	x	x	x	x	x		
5	Health & Beauty	x	x	x	x	x		
6	Prescription & OTC Products	x	x	x	x	x		
7	Fashion, Footwear & Personal Accessories	x	x	x	x	x		
8	Luxury & Premium Brands	x	x	x	x	x		
9	Household Maintenance	x	x	x	x	x		
10	Homes, Furnishings & Appliances	x	x	x	x	x		
11	Personal Electronics & Devices	x	x	x	x	x		
12	Vehicles, Automotive Services & Accessories	x	x	x	x	x		
13	Communication & Public Services	x	x	x	x	x		
14	Transport & Tourism	x	x	x	x	x		
15	Restaurants, Bars & Cafés	x	x	x	x	x		
16	Retail Services	x	x	x	x	x		
17	Financial Services	x	x	x	x	x		
18	Online & Mobile services	x	x	x	x	x		
19	Media	x	x	x	x	x		
20	Recreation & Leisure	x	x	x	x	x		
21	Public Interest - Health & Safety	x	x	x	x	x		
22	Public Interest - Social	x	x	x	x	x		
23	Public Interest - Gender Equity	x	x	x	x	x		
24	Public Interest - Environment	x	x	x	x	x		
25	Covid-19 Communications	x	x	x	x	x	x	x
26	Professional Products & Services	x	x	x	x	x		
27	Corporate Image	x	x	x	x	x		
28	Radio Advertising						x	
29	Direct Marketing			x				



#	CATEGORY	TVC	PRT	ALT	OFL	DIG	RA	INT
30	Topical & Real-time Advertising	x	x	x	x	x		
31	Media Innovation - Traditional Media			x				
32	Media Innovation - Alternative Media			x				
33	Creative Technology			x				
34	Creative Use of Data				x			
35	Creative Use of A.I.					x		
36	Branded Content - Film & series				x			
37	Branded Content - Music Video				x			
38	Branded Content - Native Advertising			x	x			
39	Branded Content - Product & Brand Integration			x				
40	Public Relations			x				
41	Events			x				
42	Promotions & Incentives			x				
43	Experiential & Shopper Marketing			x				
44	Copywriting & Storytelling	x	x		x	x	x	
45	Direction & Cinematography	x			x			
46	Post Production & Visual Effects	x			x			
47	Animation	x			x			
48	Best Use of Sound	x		x	x	x	x	
49	Best Use of Music	x		x	x	x	x	
50	Print Craft		x					
51	Advertising Photography		x					
52	Illustration		x					
53	Graphic Design			x				
54	Publication Design			x				
55	Packaging Design			x				
56	Brand identity			x				
57	Product Design			x				
58	Websites					x		
59	Online Ads					x		
60	Online & Viral Films				x			
61	Social Networks					x		
62	Mobile Campaigns					x		
63	Apps & Games					x		
64	VR/AR					x		
65	Integrated Campaigns							x
66	Humour	x	x	x	x	x	x	x



# Rules 2021

1. The competition is open to all local and multinational advertising agencies, PR agencies, film production companies, media consultancies, design studios, photographers and advertisers worldwide. Only advertising and other forms of communication that have been approved by the client and have been or will be used, published or broadcast anywhere between July 1<sup>st</sup>, 2019 and November 15<sup>th</sup> 2021 are eligible for entry. Work that does not meet these eligibility conditions will be disqualified.
2. The purpose of the competition is to reward outstanding creativity. Entries will be judged on the originality of the creative ideas and on the quality of their execution.
3. Pre-selection and final juries are only made up of journalists and senior editors, representatives of the marketing communications trade press. Some votes may also come from expert journalists specializing in the industry sector the category relates to. In the designation of category winners, judges do not vote on entries from their own country.
4. All Grand Prix and category winners (gold, silver and bronze) will receive crystal pyramid trophies. All winners will also receive certificates. For the purpose of identifying winners, a single award and certificate will be attributed to campaigns of several entries.
5. Six Epica Awards Grand Prix will be chosen from the highest-scoring film, print, alternative, digital, PR and design entries in each category, with the exception of the Public Interest categories (categories 21 to 24). They will be attributed by majority vote of the entire jury after a process of progressive elimination. A Responsibility Grand Prix will be awarded among the highest scoring public interest entries (categories 21 to 24).
6. The organisers and/or jury reserve the right to change the categories selected by entrants if they consider that the category chosen is incorrect or that the work would fare better elsewhere (unless the initial category choice relates to the specialty of the entrant, such as design house, sound studio etc.). The decision of the judges is final and awards may be withheld at the discretion of the jury or if no entry in a category achieves a score that qualifies it as a winner.
7. By uploading and submitting entries to the competition online, entrants undertake to pay the corresponding registration and entry fees. All entries submitted to the competition will be judged, and the payment of fees will be due, unless the entries are withdrawn, in writing, before November 15<sup>th</sup>, 2020. Invoices are due for payment upon receipt, those that are not paid within 30 days will be subject to a late payment fee of 2% per month.
8. Professional photographers may enter at a discount in the Advertising Photography category. Their fee for each entry in this category is €100 and the company fee is waived.
9. All entrants authorize the organizers and other third-party companies to copy, scan, digitalize and otherwise duplicate their entries in whatever form and to use such



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material for exhibitions, screenings, publications, broadcasts, and on the Internet in order to promote the Epica awards and to propagate the results of the competition. Under no circumstances shall the organizers, or their authorized representatives, be held responsible for the payment of royalties or other charges in connection with the aforementioned activities. Each entrant agrees to not hold the organizers, and/or their authorized representatives, liable against any claims concerning the material in this respect.