



EPICA AWARDS

THE CREATIVE PRIZE JUDGED BY JOURNALISTS

Entry kit 2024

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.

Seven Epica Awards Grand Prix will be chosen from the highest-scoring film, print, innovation, digital, PR, media and design entries, with the exception of the Public Interest categories (categories 21 to 26). 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 2024 ceremony will take place on December 12th, 2024. The nature and location of the event is yet to be announced.

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. **Any work that has been approved by clients and used, published or broadcasted from July 1st 2023 to November 15th 2024 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 company registration fee): July 1st to September 1st 2024
- Normal entry period: September 2nd to October 11th 2024
- Shortlist publication: November 26th 2024
- Ceremony: December 12th 2024
- Final results: December 13th 2024



How to enter

- Visit 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 (>2000px 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.
- 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 €349. Alternative and Digital entries are charged €390. Integrated Campaigns (category 65) are charged €629.

Entry fees must be paid:

- By bank transfer to:

Beneficiary:

Maydream S.A.S – Epica Awards

Bank: HSBC, 7 Pl. de la Defense, 92400 Courbevoie, France

BIC (or Swift): CCFRFRPP

IBAN: FR76 3005 6000 1500 1520 4408 126

(Bank: 30056, Branch: 00015, Account #00152044081, Key: 26)

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.



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**

Real estate services and development, furniture, floor coverings, domestic appliances, kitchenware, televisions, home cinema, security systems, solar heating etc.

11. Personal Electronics & Devices

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

12. Vehicles, Automotive Services & Accessories

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 and all utilities providing water, gas, electricity etc... (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. Search engines, 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 etc.



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

21. Public Interest – Health & Safety

Includes health-related issues like anti-smoking, diet & exercise, and safety topics such as road safety and workplace safety.

22. Public Interest – Social Advocacy

Covers homelessness, children's rights, race relations, cruelty to animals, emphasizing social justice, and advocacy for vulnerable populations.

23. Public Interest – Gender Equity

Dedicated to campaigns promoting gender equity, women's rights, LGBTQI+ rights, and inclusion efforts.

24. Public Interest – Mental Health & Well-being

Mental health awareness, emotional health, well-being campaigns, and support for communities affected by social, environmental, or other stresses.

25. Public Interest – Environment

Efforts related to climate change, pollution control, nature conservation, and promoting sustainability.

26. Public Interest – Humanitarian Aid

Focuses on war, conflict zones and disaster relief, including support for affected populations and emergency preparedness.

27. 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.

28. Corporate Image

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

29. Self-Promotion

Work that advertises the services of the advertising agency, design studio or production company that made it.

TECHNIQUE

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. Cultural Insights**

Work that leverages local customs, practices, and beliefs to craft messages that resonate authentically within specific communities or regions.

32. Radio Advertising

Radio commercials for any product or service. (a script, in English, must accompany each entry).

33. Direct Marketing

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

34. Media Innovation - Traditional Media

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

35. Media Innovation - Alternative Media

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

36. Creative Technology

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

37. Branded Content - Films & Series

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

38. Branded Content - Music Videos

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

39. Branded Content - 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.

40. Branded Content - 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.

41. Public Relations

Campaigns in the fields of press relations, public affairs, crisis management, lobbying etc. Projects and activities specifically devised to generate earned media.

42. Events

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

**43. 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.

44. 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.

45. Brand Activations

Innovative tactics to interact directly with audiences, focusing on dynamic engagement methods that prompt immediate consumer action and deepen brand connection.

CRAFT & IMAGERY**46. 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.

47. Commercial Direction

Focuses on the director's vision and execution, including aspects like mise en scène, acting direction, and the orchestration of on-set dynamics to bring a commercial's creative idea to life.

48. Cinematography & Production Design

Highlights the artistry behind camera work, lighting, set design, and costumes, showcasing how these elements collectively enhance the visual storytelling of a commercial.

49. 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.

50. 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.

51. Best Use of Sound

A creative idea driven or enhanced by its sound design.

**52. Best Use of Music**

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

53. Print Craft

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

54. Advertising Photography

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

55. Illustration

Illustrations used in the context of commercial communication only.

56. AI Craft

Visuals or videos crafted primarily with the help of Artificial intelligence with an emphasis on advanced prompting and workflow to achieve the intended result.

DESIGN**57. Graphic Design**

Logos, letterheads, typography, etc.

58. Publication Design

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

59. Packaging Design

All packages, containers, covers and labels.

60. 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.

61. Product Design

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

DIGITAL**62. Websites**

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

**63. Online Ads**

Animated banners, pop-up ads etc.

64. Online & Viral Films

Web commercials and viral films produced primarily for online viewing.

65. Social Networks

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

66. Influencer & Creator Marketing

Campaigns relying on influencers or content creators to amplify brand messages, engage audiences, and drive marketing objectives across social platforms.

67. Mobile Campaigns

Operations created specifically for mobile environments: apps, games, and campaigns using mobile features (such as GPS) for engagement and marketing impact.

68. Metaverse (inc. AR/VR)

Virtual reality or augmented reality campaigns and applications as well as virtual worlds and collectibles created in a marketing context.

69. Creative Use of Data

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

70. Creative Use of A.I.

Campaigns or individual pieces of work that rely on the use of artificial intelligence in an innovative fashion.

SPECIAL**71. Integrated Campaigns**

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

72. Sports-related Advertising

Communication relying on any aspect of sports, such as sporting events or sports personalities, to promote a product or service.

73. Humor

A special category for advertising and branding using humor 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: €349 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, >2000px for the longest side) 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 PR or Innovation 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, >2000px for the longest side) are required to explain the work. Additional images can be uploaded optionally.

Fee: €390 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: €349 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, >2000px for the longest side) 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: €390 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: €349 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.

Fee: €629 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 advocacy	X	X	X	X	X		
23	Public Interest - Gender Equity	X	X	X	X	X		
24	Public Interest - Mental Health & Well-being	X	X	X	X	X		
25	Public Interest - Environment	X	X	X	X	X		
26	Public Interest - Humanitarian Aid	X	X	X	X	X		
27	Professional Products & Services	X	X	X	X	X		
28	Corporate Image	X	X	X	X	X		
29	Self-Promotion	X	X	X	X	X		
30	Topical & Real-time Advertising	X	X	X	X	X		
31	Cultural Insights	X	X	X	X	X		
32	Radio Advertising						X	
33	Direct Marketing			X				



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



Rules 2024

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 1st 2023, and November 15th 2024 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. Seven Epica Awards Grand Prix will be chosen from the highest-scoring film, print, innovation, digital, PR, media and design entries, with the exception of the Public Interest categories (categories 21 to 26). They will be attributed by majority vote of the jury after a process of progressive elimination. A Responsibility Grand Prix will be awarded among the highest scoring public interest entries.
6. The organizers 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 15th, 2024. 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.



In category Print Craft (53), Advertising Photography (54) and Illustration (55), any substantial use of AI image generation technique must be explicitly mentioned (on page 2 of the online registration form).

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 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.