EPICA AWARDS 2018

THE CREATIVE PRIZE JUDGED BY JOURNALISTS

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 100 specialist journalists from trade as well as mainstream titles and websites from 50 countries will be represented on the jury this year, which guarantees widespread coverage of the results.
The best work will be featured in the annual Epica Book, published by Bloomsbury and sent free of charge to all entrants. It is also available to the public via design and visual arts bookstores around the world.

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. All the winners and a selection of other high-scoring entries will be published in the annual Epica Book.

RESULTS

Complete results of the 2018 awards will be announced in the press and confirmed on the Epica website during the last week of November.

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 2018 ceremony and Creative Circle conference will take place in Amsterdam on November 15, 2018. The program and list of speakers will be announced at a later date. For tickets and more information on the Amsterdam event please contact ceremony@epica-awards.com.
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.

FREE BOOK

Each company participating in the competition will receive a free copy of the 400-page Epica Book, volume 31, to be published in August 2019.
Epica Book 31, covering the 2017 awards, is introduced by Kate Stanners, Chairwoman and Global Chief Creative Officer, Saatchi & Saatchi. The book includes background stories on last year's Epica Grand Prix winners. The front cover features a photograph by Shawn van Eeden for Advantage Y&R and Greenpeace Africa.

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. Only work that has been approved by clients and used, published or broadcast since July 1st, 2017 is eligible to enter. 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.

NEW IN 2018

- Pricing adjustments to increase fairness and account for review time of different media types.
- Press and Outdoor are now combined into one Print media type, all eligible for the Print Grand Prix.
- Industry specific categories (category 1 to 25), including public interest, now also accept Alternative, Online Film and Digital media types.
- New categories: Topical & Real Time (see page 7) and World Cup Advertising *see page 10).
- Mobile Social Networks and Online Social Networks are now combined into just one category: Social Networks
- Creation of the Responsibility Grand Prix, picked from public interest work, and the Alternative Grand Prix, picked from entries of Alternative media type (Ambient, experiential, PR...).

HOW TO ENTER

1. 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.

2. Print entries must be uploaded as high-resolution jpegs (300dpi/>24 cm 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.

3. 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 one image or one video of the actual execution for each entry. This is motivated by the desire to make the jury to look at the work at face value with no indication of context.

4. Entrants wishing to provide sample materials in the Direct Marketing, Media Usage, Promotion and Design categories should send them to Epica and clearly write the entry ID on the package. Samples will not be returned.

5. 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. For Photographers, the entry fee for Advertising Photography (category 49) is €100, see Rule 18 on page 15 for details.

6. Entrants from France (only) will also be charged French TVA (VAT) at the prevailing rate.

7. Deadline for entries is September 30th, 2018

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)

Feel free to contact us for any additional information.

EPICA CATEGORIES

INDUSTRY SPECIFIC

FOOD & DRINK

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, chewing gum, ice cream 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.

HEALTH, BEAUTY & FASHION

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, jewellery, luggage, hand bags, smoking materials and other portable accessories.

LUXURY & PREMIUM BRANDS

8. Luxury & Premium Brands

Luxury fashion and accessories, artisanal and custom-made products, furnishing and housewares, tailoring, jewellery, 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.

HOUSEHOLD PRODUCTS

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.

AUTOMOTIVE

12. Vehicles, Automotive Services & Accessories

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

CONSUMER SERVICES

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, independant 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

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

MEDIA & ENTERTAINMENT

19. Media

Consumer advertising for books, films, newspapers, magazines, radio stations, television channels and programmes, including related apps, websites etc. (see category 24 for business to business media ads).

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.

PUBLIC INTEREST

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, gender issues, cruelty to animals etc.

23. Public Interest – Environment

Climate change, pollution, nature conservation etc.

B-TO-B & CORPORATE

24. 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.

25. Corporate Image

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

RADIO

26. Radio Advertising

Radio commercials for all products and services listed under categories 1 to 25 (a script, in English, must accompany each entry).

TECHNICAL CATEGORIES

DIRECT MARKETING (samples recommended where appropriate)

27. Consumer Direct

Direct marketing operations aimed primarily at the general public.

28. Business to Business Direct

Direct marketing operations aimed primarily at professional target groups.

MEDIA USAGE

29. Topical and Real-Time Advertising NEW

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

30. Media Innovation - Traditional Media

Advertising and media planning that uses conventional media, including digital, in an original way.

31. Media Innovation - Alternative Media

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

32. Creative Technology

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

BRANDED CONTENT & ENTERTAINMENT

33. Films & Series

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

34. Music Videos

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

35. Branded Games

Offline as well as online, mobile, tablet or video games created specifically for brands, or product placements that enhance a player's experience of the game.

36. 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.

37. 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.

PR & PROMOTIONS

38. Public Relations

Sponsorship, PR campaigns and other activities designed to achieve specific objectives in the media on an unpaid basis (print, broadcast and digital).

39. Events

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

40. Promotions & Incentives

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

41. 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

42. 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.

43. Direction & Cinematography

The Direction & Cinematography category is sponsored by Screenvision.

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.

44. 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.

45. 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.

46. Best Use of Sound

A creative idea driven or enhanced by its sound design.

47. Best Use of Music

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

48. Print Craft

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

49. Advertising Photography

Enter the Lürzer's Archive / Epica Photography Award for photographers

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

50. Illustration

Illustrations used in the context of commercial communication only.

DESIGN

51. Graphic Design
Logos, letterheads, typography, etc.
52. Publication Design
Brochures, annual reports, catalogues, calendars, postcards, etc.
53. Packaging Design
All packages, containers, covers and labels for products and services listed under categories 1 to 25 above.
54. 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.
55. Product Design
Furniture, objects, toys etc. created for the client in a marketing context.

DIGITAL CATEGORIES

56. Websites
Innovation and creativity in the design of sites and microsites; sites with a specific brand objective.
57. Online Ads
Animated banners, pop-up ads etc.
58. Online & Viral Films
Web commercials and virals produced primarily for online viewing.
59. Social Networks
Operations relying primarily on targeted community applications, microblogging services and other user generated content.
60. Mobile Sites & Apps
Apps and sites for mobile or tablet devices created specifically for branding or promotional purposes.
61. Mobile Campaigns
Operations created specifically for mobile environments, for example using GPS technology.
62. Virtual Reality
All virtual reality campaigns and applications using the Oculus Rift and similar devices created for the client in a marketing context.

SPECIAL CATEGORIES

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

64. World Cup Advertising

Advertising and branding inspired by or based on the 2018 Soccer World Cup.

65. Humour in Advertising

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

MANY THANKS TO OUR 2018 PARTNERS :

MEDIA REQUIREMENTS

Submitting work takes place at http://registration.epica-awards.com/. Because of the diversity of categories and the 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 for, you may look up the desired categories in the table below, identify the corresponding media type(s), and refer to their description in the next section.

Industry specific categories now accept more media types.

#	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 - Environment	x	x	x	x	x		
24	Professional Products & Services	x	x	x	x	x		
25	Corporate Image	x	x	x	x	x		
26	Radio Advertising						x	
27	Consumer Direct			x				
28	Business to Business Direct			x				
29	Topical & real-time	x	x	x	x	x		

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

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 video file (.mov or .mp4) of the actual execution.
Fee: €335 per single entry.

PRINT (PRT)

Any print ad, whether published in the press or on billboard. 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 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 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) 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 33, 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.

EPICA RULES 2018

1. The competition is open to all film production companies, media consultancies photographers, design studios, local and multinational advertising agencies and advertisers worldwide. Only advertising and other forms of communication that have been approved by the advertiser and used, published or broadcast since July 1st, 2017 are eligible as entries. Work that does not meet these eligibility conditions will be disqualified.

2. The official deadline for entry submission is September 30th, 2018.

3. 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.

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. Five Epica Grand Prix will be chosen from the highest-scoring film, print, alternative, digital and design entries in each category, with the exception of the Public Interest categories (categories 21 to 23). 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 23).

6. 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.

7. 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.

8. All entries must be submitted online. Print entries must be uploaded as high-resolution jpegs (RGB, .jpeg, 300dpi/>24cm for the longest side). Radio entries must be submitted in mp3 format with an English script also provided. Videos and case study films may be uploaded as mov or mp4 files only and may not exceed 3 minutes.

9. Entrants may submit physical samples of Direct Marketing, Media Usage, PR & Promotions and Design entries in addition to the media uploaded online. Samples must be sent to the Epica office in France with the corresponding entry number clearly written on the package, and will not be returned.

10. 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…).

11. Each company taking part in the awards must pay a basic registration fee of €200.

12. 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. For Photographers, the entry fee for Advertising Photography (category 49) is €100.

13. Companies based in France will be charged French TVA (VAT) at the prevailing rate. Entries from all other countries are exempt from French TVA in application of articles 259 A-C of the CGI (French tax code).

14. Entry fees must be paid by cheque, credit card or bank transfer. Cheques should be drawn on a bank in France. Credit card payments must be made online and include a 3% charge per transaction. Transfers should include all bank charges. 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.

15. 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 October 15th, 2018.

16. Professional photographers may enter at a discounted price in the Advertising Photography category (category 49 only). Their fee for each entry in this category is €100 and the company fee is waived. Photographers must contact Epica directly before taking advantage of these conditions.

17. All entrants authorise the organisers and other third-party companies to copy, scan, digitalise and otherwise duplicate their entries in whatever form and to use such material for exhibitions, screenings, publications, broadcasts, DVDs and on the Internet in order to promote the Epica awards and to propagate the results of the competition. Under no circumstances shall the organisers, or their authorised representatives, be held responsible for the payment of royalties or other charges in connection with the aforementioned activities. Each entrant agrees to hold the organisers, and/or their authorised representatives, harmless against any claims concerning the material in this respect.