



4As
PHILIPPINES
CANNES LIONS OFFICIAL PHILIPPINE PARTNER

**HYPER
CREATIVITY**

16TH KIDLAT AWARDS 2024

ENTRY KIT





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COMPETITION RULES

16th KIDLAT AWARDS

The Annual Creative Show of the Association of Accredited Advertising Agencies of the Philippines
the official Philippine partner of Cannes Lions.



IMPORTANT DATES

ELIGIBILITY
DECEMBER 16, 2022 TO MARCH 31, 2024

DEADLINE OF SUBMISSION OF ENTRIES

EARLY BIRD
MARCH 15 – 21, 2024

REGULAR BIRD
MARCH 22 – 28, 2024

LAST BIRD
MARCH 29 – APRIL 5, 2024





RULES

1. The Kidlat Awards is **OPEN TO ALL 4AS AND NON-4AS MEMBER AGENCIES** based in the Philippines. This includes creative and digital agencies, production houses, media, PR, and design shops.
 - 1.A. This year – seeing how creativity in media, touchpoints and platforms have evolved – we are introducing Creativity UNLMTD. Open to creative entities outside of the above, it's hypercreativity in all forms welcome – including and not limited to new media, performance art, architecture, furniture design, engineering, literary and creative writing, fine arts, even to the once-remote possibilities in the fields of mathematics, quantum physics, economics, education, law, culinary arts, fabric technology, gemology, archeology and the like. Entries must have been created in partnership with a brand and within the context of a normal paying contract with a client.
2. Only entries made by Philippine-based agencies, production houses, media, PR, design shops and entities that have first aired, gone live, been posted online, or made available for public download and viewing between **DECEMBER 16, 2022 TO MARCH 31, 2024** are qualified for the 16th Kidlat Awards. If implementation of an entry exceeds this period, the majority of the campaign must fall within this time to qualify. Private screenings or previews are not eligible.
3. Work can be entered in as many categories if relevant and qualified. However, works by agencies, production houses, media, PR, and design shops may not be entered in the Creativity UNLMTD Category.
4. To be eligible, a piece of work must be accompanied by a fully accomplished entry form (available on www.kidlatawards.com) complete support documents, material requirements and payment. To help in preparing an entry, please refer to the Technical Requirements for Submission section.
5. All entries must have been created within the context of a normal paying contract with a client who has covered all media and production costs, except in the case of self-promotion and non-profit ads. A client certification will be required, signed by an officer with the rank of Assistant Brand Manager or higher. Please use the "Client Certification Pro-Forma."
6. Prior permission from the client/owner of the rights of the work should be sought before entering any piece into the show.
7. Entries are subject to prescreening. The organizers have the right to refuse entries which offend national or religious sentiment, public taste or which breach any applicable laws, 4As by-laws or ASC rules. The Jury can vote to recommend the transfer of a material to another category during the shortlist round. The Kidlat Competition Committee, however, has the final word on reclassification.
 - 7.A. The organizers have the right to refuse entries from agencies suspended by the 4As if said entries were released within the suspension period.
8. Work entered in previous Kidlat shows are not qualified even if implementation date falls within the dates of eligibility except for Creativity in Strategy & Effectiveness.
9. A campaign or parts thereof entered in previous Kidlat shows shall not qualify for the current judging period. For long running campaigns of more than two years, only the material that was aired or published within the judging period can be entered.
10. The organizers may contact the client for queries related to any entry during the pre-screening or judging process, should any question about the implementation or presentation of the work arise.
11. There must be no indication on the actual entry identifying the entrant agency. For videos, no mention or any identifying visual of the agency is allowed on the material. For jpegs and mounted boards, there must be no such information seen on the material. Necessarily, however, this rule does not apply to self-promotion entries.



HOW TO ENTER

- 1. Go to WWW.KIDLATAWARDS.COM and download the entry kit.
- 2. Choose the categories carefully. Please be guided by the technical requirements provided.
- 3. Review your entries and the total amount to be paid.
- 4. Pay the 4As Philippines via check or bank payment on or before the last day of entry submission.*
- 5. Upon payment, you will receive an email to confirm payment and an acknowledgment of your entries.

*Uploaded entries will only be accepted in the system **AFTER** payment.
For the entries to be valid, payments must be cleared within the pre-screening period.

	EARLY BIRD MARCH 15 -21, 2024		REGULAR BIRD MARCH 22 - 28, 2024		LAST BIRD MARCH 29 - APRIL 5, 2024	
	SINGLE	CAMPAIGN	SINGLE	CAMPAIGN	SINGLE	CAMPAIGN
4AS MEMBER	Php 5,000+ + 12% vat	Php 7,000+ + 12% vat	Php 6,000+ + 12% vat	Php 8,000+ + 12% vat	Php 7,000+ + 12% vat	Php 9,000+ + 12% vat
NON-4AS MEMBER	Php 6,500+ + 12% vat	Php 8,500+ + 12% vat	Php 7,500+ + 12% vat	Php 9,500+ + 12% vat	Php 8,500+ + 12% vat	Php 10,500+ + 12% vat

FIRST-TIMER DISCOUNTS

If this is your company’s first time to enter in Kidlat Awards a **10% DISCOUNT** will be given to the entry fee.





**16TH
KIDLAT
AWARDS
2024**

SPECIAL AWARDS & RANKING

1. GRAND KIDLAT

One Grand Kidlat winner may be chosen for each of the following categories on the right. The Grand Kidlat winner must be chosen from among the gold winners by unanimous vote of their respective juries.

Classic Creativity
Creativity in Engagement
Creativity in Entertainment
Creativity in Experience
Creativity UNLMTD

2. KIDLAT SINAG

One Kidlat Sinag winner may be chosen from among the gold winners of the Creativity for Good category through unanimous vote by all Creativity for Good jury members. This award does not count in the overall award points for the winner's agency network.

3. KIDLAT AGENCY OF THE YEAR

Awarded to the agency with the most number of points in the Kidlat categories of Classic Creativity, Creativity in Engagement, Creativity in Entertainment, Creativity in Experience, Creativity in Strategy & Effectiveness, and the following Craft subcategories:

B.01. Audio: Best Copywriting
B.02. Design/Outdoor/Print: Best Art Direction
B.03. Design/Outdoor/Print: Best Character Design
B.04. Design/Outdoor/Print: Best Copywriting
B.05. Design/Outdoor/Print: Best Digital Imaging
B.06. Design/Outdoor/Print: Best Illustration
B.07. Design/Outdoor/Print: Best Photography
B.08. Design/Outdoor/Print: Best Typography
B.09. Digital (excluding Film): Best Art Direction
B.10. Digital (excluding Film): Best Copywriting
B.11. Digital (excluding Film): Best Character Design
B.12. Digital (excluding Film): Best Digital Imaging
B.13. Digital (excluding Film): Best Illustration

B.14. Digital (excluding Film): Best Photography
B.15. Digital (excluding Film): Best Typography
B.16. Digital: (excluding Film) Best Motion
Graphics Design & Animation
B.17. Digital: Best UX/UI
B.18. Digital: Best Data Visualization
B.19. Digital: Best AI Storytelling
B.20. Digital: Best Innovative Use of Technology
B.21. Digital: Best Metaverse, New Realities
& Emerging Tech



4. KIDLAT ADVERTISER OF THE YEAR

Awarded to the client with the most number of points, excluding those from the Craft category.



5. KIDLAT AUDIO PRODUCTION HOUSE OF THE YEAR

Awarded to the audio production house with the most number of points in the following Craft subcategories:

- B.22. Audio: Best Direction
- B.23. Audio: Best Music/Sound Design
- B.24. Audio: Best Voice Performance
- B.25. Audio: Best Original Score
- B.26. Audio: Best Song Adaptation
- B.27. Audio: Best Original Song
- B.28. Audio: Best Sonic Branding

6. KIDLAT FILM PRODUCTION HOUSE OF THE YEAR

Awarded to the film production house with the most number of points in the following Craft subcategories:

- B.29. Film: Best Animation
- B.30. Film: Best Cinematography
- B.31. Film: Best Direction
- B.32. Film: Best Editing
- B.33. Film: Best Production Design
- B.34. Film: Best Visual Effects and Digital Imaging
- B.35. Film: Best Color Correction/Grading
- B.36. Film: Best Makeup & Hairstyling
- B.37. Film: Best Casting
- B.38. Film: Best Use of Technology
- B.39. Film: Best Low-Budget Film

5A. KIDLAT AUDIO CRAFT OF THE YEAR

Awarded to the work in the audio craft category with the most number of points.

6A. KIDLAT FILM CRAFT OF THE YEAR

Awarded to the work in the film craft category with the most number of points.

The winners of the Kidlat Agency of the Year, Kidlat Advertiser of the Year, Kidlat Audio Production House of the Year, Kidlat Audio Craft of the Year, Kidlat Film Production House of the Year, and Kidlat Film Craft of the Year will be determined by tallying the cumulative wins of the entrants after judging is done, based on the following point system:

**GRAND
KIDLAT**

5 points

GOLD

15 points

SILVER

7 points

BRONZE

3 points

SHORTLIST

1 point



THE CATEGORIES

There are 8 main categories

- A. CLASSIC CREATIVITY**
B. CRAFT
C. CREATIVITY IN ENGAGEMENT
D. CREATIVITY IN ENTERTAINMENT
- E. CREATIVITY IN EXPERIENCE**
F. CREATIVITY IN STRATEGY & EFFECTIVENESS
G. CREATIVITY FOR GOOD
H. CREATIVITY UNLMTD

A. CLASSIC CREATIVITY

Celebrating creative excellence through classic marketing media. Open to single and campaign entries (two or more pieces). Components of the campaign can also be entered as separate single entries.

AO1. OUTDOOR/AMBIENT

Big and small-scale OOH including posters, billboards, outdoor LED screens, installations, performance art, murals, free-standing structures, ambient ads, and transit ads.

AO2. PRINT & PUBLICATION

Print and press work published in dailies, books, and magazines.

AO3. FILM

Any video or film that aired on television, in cinemas, or in digital and mobile media platforms.

AO4. AUDIO

All audio media content. This includes ads broadcast over public radio, podcasts, and innovative use of audio.

AO5. DESIGN

Work that uses visual craftsmanship to define a brand or communicate its key messages. These include brand identity materials, communication design, product design, packaging, interactive design, environmental design, and other design-driven pieces of work.





B. CRAFT

Each entry will be judged specifically on the quality of its craftsmanship. Only original, produced work will be accepted. Absolutely no purchased material (i.e. stock footage, purchased music).

B01.
AUDIO: BEST COPYWRITING

B02.
DESIGN/ OUTDOOR/ PRINT:
BEST ART DIRECTION

B03.
DESIGN/ OUTDOOR/ PRINT:
BEST CHARACTER DESIGN

B04.
DESIGN/ OUTDOOR/ PRINT:
BEST COPYWRITING

B05.
DESIGN/ OUTDOOR/ PRINT:
BEST DIGITAL IMAGING

B06.
DESIGN/ OUTDOOR/ PRINT:
BEST ILLUSTRATION

B07.
DESIGN/ OUTDOOR/ PRINT:
BEST PHOTOGRAPHY

B08.
DESIGN/ OUTDOOR/ PRINT:
BEST TYPOGRAPHY

B09.
DIGITAL (EXCLUDING FILM):
BEST ART DIRECTION

B10.
DIGITAL (EXCLUDING FILM):
BEST COPYWRITING

B11.
DIGITAL (EXCLUDING FILM):
BEST CHARACTER DESIGN

B12.
DIGITAL (EXCLUDING FILM):
BEST DIGITAL IMAGING

B13.
DIGITAL (EXCLUDING FILM):
BEST ILLUSTRATION

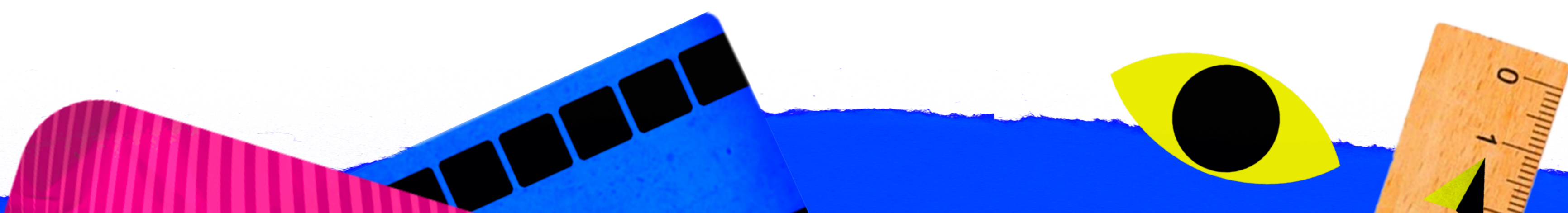
B14.
DIGITAL (EXCLUDING FILM):
BEST PHOTOGRAPHY

B15.
DIGITAL (EXCLUDING FILM):
BEST TYPOGRAPHY

B16.
DIGITAL (EXCLUDING FILM):
BEST MOTION GRAPHICS DESIGN
& ANIMATION (NEW)

Computer graphics and animation that are intuitive to the digital context.

B17.
DIGITAL: BEST UX/UI





B18.
**DIGITAL: BEST DATA
VISUALIZATION (NEW)**

Awesome visual presentation of digital data and insights.

B19.
**DIGITAL: BEST AI STORYTELLING
(NEW)**

Undoubtable demonstration of AI and/or machine learning that engages with desired audience.

B20.
**DIGITAL: BEST INNOVATIVE USE
OF TECHNOLOGY (NEW)**

Tech used to improve the user experience. This could include, but not be limited to, smart automation, AI, avatars, influencers, apps, cloud services and marketplaces. Prototypes are not acceptable.

B21.
**DIGITAL: BEST METAVERSE,
NEW REALITIES & EMERGING TECH
(NEW)**

The use of immersive experiences that pushes the boundaries of technology. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, video mapping, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Prototypes are not acceptable.

B22.
AUDIO: BEST DIRECTION

B23.
**AUDIO: BEST MUSIC/
SOUND DESIGN**

B24.
**AUDIO: BEST VOICE
PERFORMANCE**

B25.
**AUDIO: BEST ORIGINAL
SCORE (NEW)**

Music with very little or no lyrics. It is not a pre-existing track or stock music.

B26.
**AUDIO: BEST SONG
ADAPTATION (NEW)**

The re-imagining of an existing composition or music. Must provide the name(s) of Original Artist and Original Song Title.

B27.
**AUDIO: BEST ORIGINAL
SONG (NEW)**

Music with lyrics, composed specifically for a film. It is not a pre-existing track or stock music.

B28.
**AUDIO: BEST SONIC
BRANDING (NEW)**

The expression of the brand through sound. Can include but is not limited to sonic logos and jingles.

B29.
FILM: BEST ANIMATION

B30.
**FILM: BEST
CINEMATOGRAPHY**

B31.
FILM: BEST DIRECTION

B32.
FILM: BEST EDITING



B33. **FILM: BEST PRODUCTION DESIGN**

B34. **FILM: BEST VISUAL EFFECTS AND DIGITAL IMAGING**

B35. **FILM: BEST COLOR CORRECTION/GRADING (NEW)**

Creating a consistent and stylized color scheme that evokes a specific emotion and transform the final look of the film.

Note: It is highly recommended to provide a two-minute demo film showcasing the before and after effects of correction/grading.

B36. **FILM: BEST MAKEUP & HAIRSTYLING (NEW)**

Celebrates the artisans behind the mirror. Can include but is not limited to prosthetics, ageing/de-ageing, period pieces and fantasy pieces.

B37. **FILM: BEST CASTING (NEW)**

Celebrates achievement in casting. Can include but is not limited to the selection of actors, dancers, singers, models, non-professionals, animals and other talent.

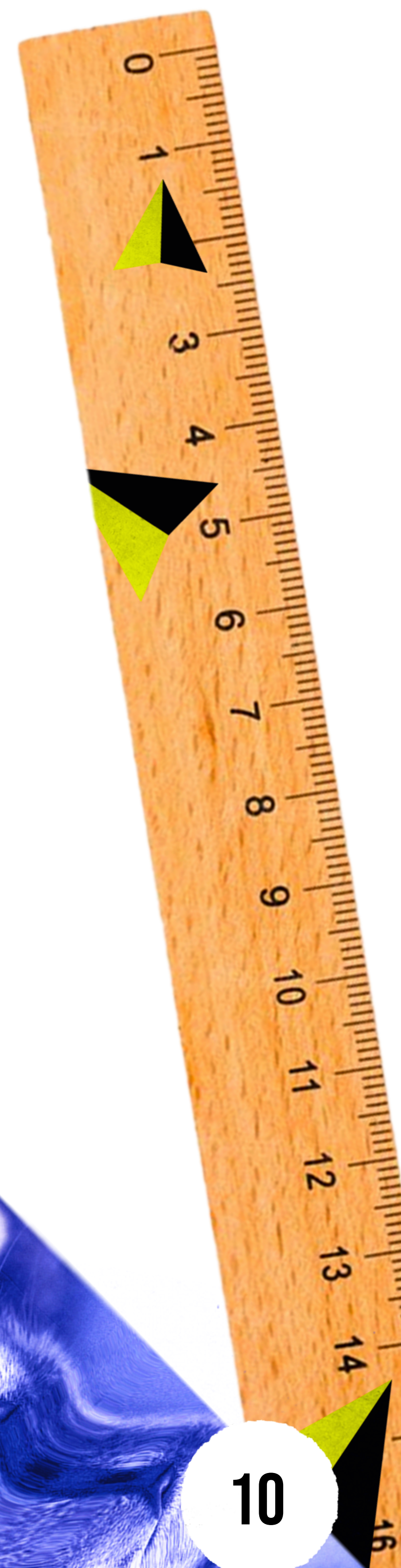
B38. **FILM: BEST USE OF TECHNOLOGY (NEW)**

The use of new or existing technology and tools. Can include but is not limited to use of generative AI, camera technology and modern post-production innovation.

B39. **FILM: BEST LOW-BUDGET FILM (NEW)**

Creatively utilizing a low or conservative production budget not exceeding Php 1 Million.

Note: Entries must provide the production budget and an explanation of how it was applied.





CREATIVITY IN ENGAGEMENT

Celebrating insightful creativity that captivates at every touchpoint. Creating authentic interaction and immersive experiences that engage consumers and impact culture.

CO1. CREATIVE B2B

Celebrates game-changing creativity and effectiveness in work for products and services that are purchased by professionals on behalf of businesses.

CO2. CREATIVE DATA

Celebrates the interplay of ideas and information. Entries will need to demonstrate how the work was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust.

CO3. MEDIA

Celebrates the context of creativity. Entries will need to demonstrate an inspiring and innovative implementation of media ideas; work which is enhanced and amplified by a game-changing channel strategy.

CO4. PR

Celebrates the craft of strategic and creative communication. Entries will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organization or brand.

CO5. INFLUENCER (NEW)

Celebrates creative and strategic influencer marketing solutions. Entries will need to demonstrate how levels of engagement, reach and the creative use of brand ambassadors and influencers led to commercial success.

CO6. SOCIAL (NEW)

Celebrates creative thinking in social content. Entries will need to demonstrate how levels of engagement, reach and the creative use of content led to desired conversion and success.



CREATIVITY IN ENTERTAINMENT

Celebrates creativity that turns content into culture. Entries will need to demonstrate ideas that are unskippable; work which captivates in order to cut-through, communicated a brand message or connected with consumers in a new way.

DO1. AUDIO-VISUAL BRANDED CONTENT

Includes Fiction, Non-fiction, Documentaries or Series made for VR, AR, Live Broadcast/Live Streaming, Audio Content such as podcast and other audio platforms, Brand Integration and Sponsorships/Partnerships.

DO2. TALENT

Entertainment that features or is developed in collaboration with talent. Entries should demonstrate how the talent's influence was leveraged to amplify a brand's message.



DO3. GAMING

Games and gaming initiatives that communicate a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.

DO4. SPORTS & ESPORTS

Rewarding examples of sports entertainment and initiatives across different platforms, including esports.

DO5. INNOVATION

Innovative branded content that pushes the boundaries of the industry utilizing forward thinking ideas to engage with the chosen audience.

E. CREATIVITY IN EXPERIENCE

This category celebrates creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimization of every touch point led to increased brand affinity and commercial success.

EO1. TOUCHPOINTS & TECHNOLOGY

The use of tech and multiple touchpoints across a brand experience or activation. Ex. Work that harnesses social media, mobile app, portable device, mobile tech to enhance a live experience or activation. or work that uses branded websites or microsites or creative use of AR/VR, voice activation to drive engagement. This also includes branded games, digital installations, interactive brand videos.

EO2. BRAND EXPERIENCE

Any live brand experience, retail experience or activation that was held at a consumer or B2B event. This may include, but is not limited to installations, product demos, trade shows, expos & pop-ups.

EO3. GUERRILLA MARKETING & STUNTS

Any brand experience or activation using guerrilla marketing, short / one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.

EO4. SPONSORSHIP & BRAND PARTNERSHIP

Partnerships / sponsorships that create immediate and long-term brand experiences or activations. Entries will be judged on how effective the partnership / sponsorship was.





EO5.
CREATIVE COMMERCE

Celebrates the innovative and creative approach to online and offline commerce, payment solutions and transactional journeys. Entries will need to demonstrate how innovation and optimization at any point of the end-to-end customer journey led to increased consumer engagement and commercial success.

EO6.
INNOVATION

Celebrates ground-breaking innovation, technology and problem solving. Stand-alone technological solutions including tools, products, models, platforms and other forms of adtech will also be recognized, as well as creative campaigns utilizing new technology.



**CREATIVITY IN STRATEGY
& EFFECTIVENESS**

Celebrating commercial effectiveness, strategic planning and creative application of solutions to unlock growth and measure impact.

FO1.
**CREATIVE
EFFECTIVENESS**

Celebrates the measurable impact of creative work.

Entries into this category will need to demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, how it generated positive customer outcomes and drove sustainable business impact over time.

A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.

FO2.
CREATIVE STRATEGY

Celebrates the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

Entries will need to demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

A number of criteria will be considered during judging and weighted as follows: 30% interpretation of business/brand challenge, 30% insight / breakthrough thinking, 20% creative idea, 20% outcome/results.





CREATIVITY FOR GOOD

This category recognizes that creativity can be a beacon of hope and change in this world. Open to single and campaign entries (two or more pieces). Components of the campaign can also be entered as separate single entries.

GO1. CORPORATE SOCIAL RESPONSIBILITY

Non-product or service-based social responsibility campaigns by brands, aimed at addressing social, ethical, and environmental issues.

GO2. NON-PROFIT, CHARITY, & GOVERNMENT

Advertising for government, public information, military, charities, and non-profit organizations.

GO3. PUBLIC SERVICE & CAUSE APPEALS

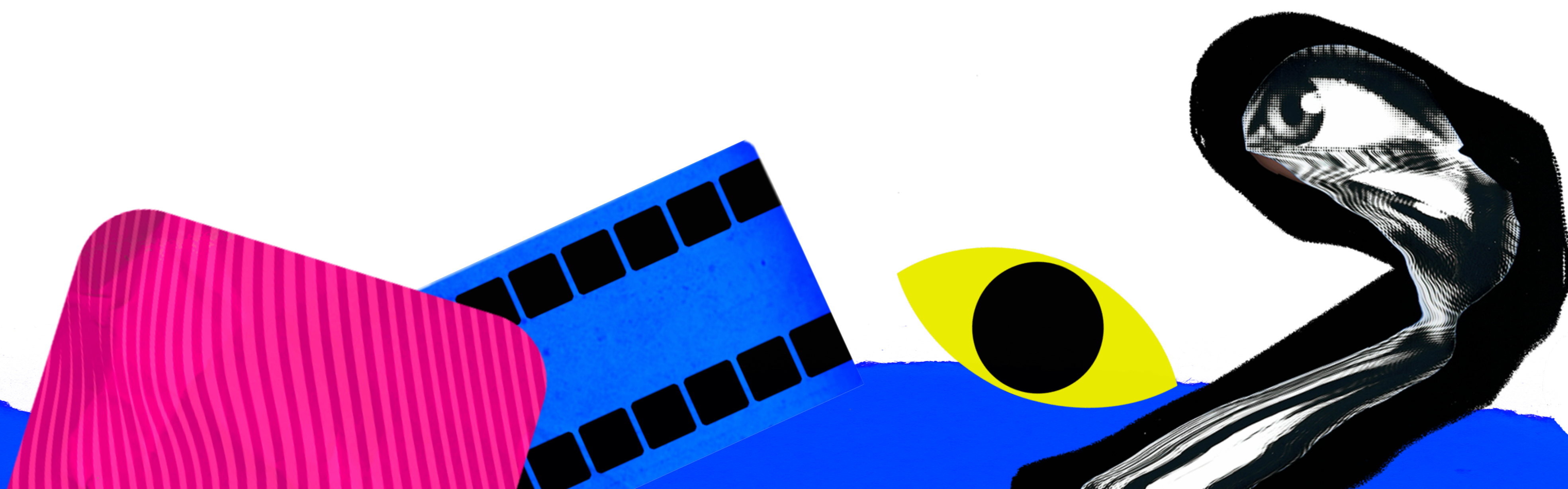
Anti-smoking, anti-drug & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights awareness, education, racial, ethnic & disability awareness, gender equality, volunteers & donation appeals, NGOs.



CREATIVITY UNLMTD

This category celebrates work that demonstrates exceptional creativity in ALL forms, especially ones that don't fit in existing advertising industry categories. Groundbreaking, transformative ideas and innovative executions that not only celebrate the now but projects to the future.

This is open to creative individuals or entities outside of creative and digital agencies, production houses, media, PR, and design shops. Hypercreativity in all forms welcome – including and not limited to new media, performance art, architecture, furniture design, engineering, literary and creative writing, fine arts, even to the once-remote possibilities in the fields of mathematics, quantum physics, economics, education, law, culinary arts, fabric technology, gemology, archeology and the like.





TECHNICAL REQUIREMENTS FOR SUBMISSION

PLEASE PREPARE THE FOLLOWING TO MAKE UPLOADING OF ENTRIES EASIER AND FASTER:

CLASSIC CREATIVITY

CREATIVITY IN EXPERIENCE

CREATIVITY IN ENGAGEMENT

CREATIVITY FOR GOOD

CREATIVITY IN ENTERTAINMENT

CREATIVITY UNLMTD

Depending on the subcategory, you may choose to submit your entry in one or more of the following formats that best represent the merit and excellence of your entry:

JPEG OF CONCEPT

300 dpi, longest side measuring approximately 420 mm.

CASE VIDEO

with the following specifications:

2 minutes maximum

MP4

NTSC 720 x 486 at 29.97 fps

minimum 8mbps or 1080p/720p

23.976fps, minimum 16 mbps (1080p recommended)

H.264 compression

44.1 khz stereo audio

File size must not exceed 150MB

WORKING URL AND DEMO FILM

(2 mins max) for digital entries

REQUIRED DOCUMENTS

JPEG of Client Certification signed by a senior-ranking client
(use Pro-Forma)

JPEG of ASC Clearance if applicable

JPEG of Media Certification of Performance if applicable

FILM

with the following specifications:

MP4

NTSC 720 x 486 at 29.97 fps

minimum 8mbps or 1080p/720p

23.976fps, minimum 16 mbps (1080p recommended)

H.264 compression

44.1 khz stereo audio

File size must not exceed 150MB; for longer films that may exceed the maximum upload size, the entrant may provide an unlisted YouTube link so judges can view the work at the ideal resolution.

Put English subtitles if needed

JPEG OF POSTERS

300 dpi, longest side measuring approximately 420 mm
with English translation if needed

AUDIO

MP3, 64 Kbps BitRate, AAC 44.1 khz stereo



CREATIVITY IN STRATEGY

Entries for Creativity in Strategy should include the following:

JPEG OF CONCEPT BOARD

in which results of idea are indicated
(300 dpi, longest side measuring approximated 420 mm.)

CASE VIDEO

with the following specifications:
2 minutes maximum o MP4
NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/
720p
23.976fps, minimum 16 mbps (1080p recommended)
H.264 compression
44.1 khz stereo audio
File size must not exceed 150MB

WRITTEN CASE STUDY

As part of the online entry submission

REQUIRED DOCUMENTS

JPEG of ASC Clearance
JPEG of Media Certification of Performance
JPEG of Client Certification signed by a senior-ranking client
(use Pro-Forma)

CRAFT

AUDIO CRAFT

Best Copywriting, Direction, Music/Sound Design,
Voice Performance, Best Original Score, Best Song
Adaptation, Best Original Song, Best Sonic Branding

MP3 (64 Kbps BitRate, AAC 44.1 khz stereo)

English Translation (in PDF) if needed

REQUIRED DOCUMENTS

JPEG of ASC Clearance
JPEG of Media Certification of Performance
JPEG of Client Certification signed by a senior-ranking
client (use Pro-Forma)

DESIGN CRAFT

Best Art Direction, Character Design, Best Copywriting,
Best Digital Imaging, Best Illustration, Best Photography,
Best Typography

JPEG of the piece (300 dpi, longest side measuring
approximately 420 mm.) with English translation
if needed

Optional: JPEG of Concept Board of the entry (300 dpi,
longest side measuring approximately 420 mm.) that further
explains its design merits, with English translation
if needed

REQUIRED DOCUMENTS

JPEG of Client Certification (use Pro-Forma)



OUTDOOR CRAFT

Best Art Direction, Character Design, Best Copywriting, Best Digital Imaging, Best Illustration, Best Photography, Best Typography

JPEG of the piece (300 dpi, longest side measuring approximately 420 mm.) with English translation if needed

Optional: JPEG of Concept Board of the entry (300 dpi, longest side measuring approximately 420 mm.) that further explains its design merits, with English translation if needed

REQUIRED DOCUMENTS

JPEG of ASC Clearance if applicable
JPEG of Media Certification of Performance if applicable
JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)

PRINT CRAFT

Best Art Direction, Character Design, Best Copywriting, Best Digital Imaging, Best Illustration, Best Photography, Best Typography

JPEG of entry (300 dpi, longest side measuring approximately 420 mm.) with English translation if needed

Optional: JPEG of Concept Board of the entry (300 dpi, longest side measuring approximately 420 mm.) that further explains its design merits, with English translation if needed

REQUIRED DOCUMENTS

JPEG of Media Certification of Performance
JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)

DIGITAL CRAFT

Best in Art Direction/Design, Best Copywriting, Best UX/UI, Best Motion Graphics Design & Animation, Best Data Visualization, Best AI Story telling, Best Innovative Use of Technology, Best Metaverse, New Realities & Emerging Tech

Working URL and Demo Film or JPEG of the piece if static

Optional: JPEG of Concept Board of the entry (300 dpi, longest side measuring approximately 420 mm.) that further explains its design merits, with English translation if needed

REQUIRED DOCUMENTS

JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)



FILM CRAFT

Best Animation, Best Art Direction, Best Audio Craft, Best Cinematography, Best Copywriting, Best Direction, Best Editing, Best Production Design, Best Visual Effects and Digital Imaging, Best Color Correction/Grading, Best makeup & Hairstyling, Best Casting, Best Use of Technology, best Low-Budget Film

FILM

with the following specifications:
MP4
NTSC 720 x 486 at 29.97 fps
minimum 8mbps or 1080p/720p
23.976fps, minimum 16 mbps (1080p recommended) H.264
compression
44.1 khz stereo audio
File size must not exceed 150MB; for longer films that may
exceed the maximum upload
size, the entrant may provide an unlisted

FOR PRODUCT SUBCATEGORIES

before-and-after videos are welcome but must be included in
the 2-minute case video.

FOR BRANDED FILM CONTENT,
A CASE VIDEO

with the following specifications:
2 minutes maximum
MP4
NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
23.976fps, minimum 16 mbps (1080p recommended)
H.264 compression
44.1 khz stereo audio
File size must not exceed 150MB

REQUIRED DOCUMENTS:

JPEG of ASC Clearance
JPEG of Media Certification of Performance
JPEG of Client Certification signed by a senior-ranking client
(use Pro-Forma)



SEND A MESSAGE

Contact us for any questions about Kidlat Awards. Our team is ready to help!

VANNE OR LIZA

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