

COMPETITION RULES

KIDLAT AWARDS 2021

The Annual Creative Show of the Association of Accredited Advertising Agencies of the Philippines

Important dates:

Submission of Entries: September 18 to October 18, 2021

Awards Night: November 26, 2021, during the 4As Creativefest

*Deadline extensions, if decided upon by the board, will be announced.

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.
2. Only entries made by Philippine-based agencies, production houses, media, PR and design shops that have first aired, gone live, been posted online, or made available for public download between **February 1, 2019 to February 28, 2021** are qualified for the 2021 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.

*For Creative Effectiveness entries the eligibility period is from **January 1, 2019 to February 28, 2021** to accommodate results.

3. Work can be entered in as many categories if qualified.
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 or ASC rules. The Jury can vote to recommend the transfer of a material to another category during the shortlist round. The Kidlat Creative Committee, however, has the final word on reclassification.
8. Work entered in previous Kidlat shows are not qualified even if its implementation date falls within the dates of eligibility.
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:

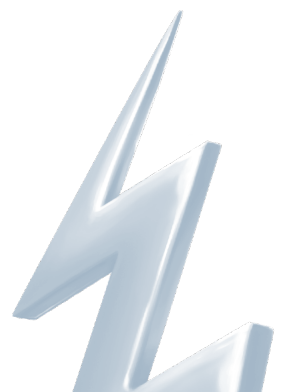
1. Register your agency at www.kidlatawards.com.
2. Choose the categories and upload your work. Please be guided by the technical requirements provided below for all entries.
3. Review your entries and the total amount to be paid.
4. Pay the 4As Philippines via check or bank payment on or before the last day of entry submission.*
5. Upon payment, you will receive an email to confirm payment and an acknowledgement 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.

Entry Fees:

RATES:

	Single	Campaign
4As member	P5,000 + 12%VAT	P7,000 + 12% VAT
Non-4As member	P6,500 + 12% VAT	P8,500 + 12% VAT



Special Awards & Rankings

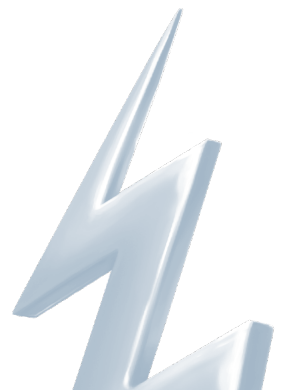
1. **GRAND KIDLAT** – One Grand Kidlat winner may be chosen for each of the following categories below. The Grand Kidlat winner must be chosen from among the gold winners by unanimous vote of their respective juries.
 - Creative Effectiveness
 - Creative Technology & Media
 - Creative Storytelling
 - Craft

2. **KIDLAT SINAG** – One Kidlat Sinag winner may be chosen from among the gold winners of the Creative Purpose category through unanimous vote by all Creative Purpose 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 Creative Effectiveness, Creative Technology & Media, Creative Storytelling, the Corporate Social Responsibility (D01) subcategory of Creative Purpose, and the following Craft subcategories:
 - E01. Audio: Best Copywriting
 - E02. Design/Outdoor/Print: Best Art Direction
 - E03. Design/Outdoor/Print: Best Character Design
 - E04. Design/Outdoor/Print: Best Copywriting
 - E05. Design/Outdoor/Print: Best Digital Imaging
 - E06. Design/Outdoor/Print: Best Illustration
 - E07. Design/Outdoor/Print: Best Photography
 - E08. Design/Outdoor/Print: Best Typography
 - E09. Digital (excluding Film): Best Art Direction
 - E10. Digital (excluding Film): Best Copywriting
 - E11. Digital (excluding Film): Best Character Design *
 - E12. Digital (excluding Film): Best Digital Imaging *
 - E13. Digital (excluding Film): Best Illustration
 - E14. Digital (excluding Film): Best Photography
 - E15. Digital (excluding Film): Best Typography
 - E16. Digital: Best UX/UI
 - E17. Film: Best Art Direction
 - E18. Film: Best Copywriting

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:
 - E19. Audio: Best Direction
 - E20. Audio: Best Music/Sound Design
 - E21. Audio: Best Voice Performance
 - E22. Film: Best Audio Craft



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:

- E23. Film: Best Animation**
- E24. Film: Best Cinematography**
- E25. Film: Best Direction**
- E26. Film: Best Editing**
- E27. Film: Best Production Design**
- E28. Film: Best Visual Effects and Digital Imaging**

The winners of the Kidlat Agency of the Year, Kidlat Advertiser of the Year, and Kidlat Audio Production House of the Year, and Kidlat Film Production House 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 5 main categories:

- A. CREATIVE EFFECTIVENESS** - Creativity that generated impact with measurable results.
- B. CREATIVE TECHNOLOGY & MEDIA** - Creativity as innovative solutions that push emerging platforms and new ways of using media.
- C. CREATIVE STORYTELLING** - Creativity celebrating the beauty of experiential and engaging narratives.
- D. CREATIVE PURPOSE** - Creativity that seeks to help humanity and the world.
- E. CRAFT** – A creative idea lives and dies with craftsmanship. This category rewards the painstaking work to make the best executions of the idea.

A. CREATIVE EFFECTIVENESS

The Creative Effectiveness category recognizes the essential and measurable effect creativity has on business results. All entries in this category require a detailed report on results, based on objectives defined to showcase creativity and effectiveness across all executions and platforms. Open to single and campaign entries (two or more pieces). Components of the campaign can also be entered as separate single entries.

A01. 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.

A02. Print & Publication

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

A03. Film

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

A04. Audio

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

A05. Promo & Activation

Any activity designed to push immediate sales, sampling, trial, participation and engagement. This includes events, sampling, tie-ups, competitions, games, in-store events, stunts, exhibitions, other promotional vehicles, and digital activation.

A06. Direct

Work designed to elicit immediate action or response from its audience. This includes design pieces, films with direct response, digital coupons, etc. All entries must have a clearly defined prompted response mechanism. The material must clearly be designed to induce a response in order to qualify. Results should be indicated in the entry.

A07. Public Relations

Efforts with a clear and specific objective to raise awareness of a product, service or brand. This includes improving the size of your audience reach, boosting sales, improving your brand's reputation, changing public or government behavior, or addressing a public relations problem.

A08. Digital Activation & Campaigns

Advertising efforts and solutions that exist primarily on digital platforms. This includes social media posts, banners ads, pop up ads, listicles, digital activation, and social media activation.

A09. Digital Solutions

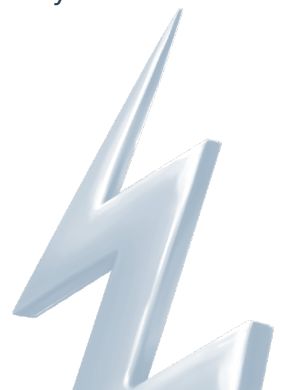
Websites, microsites, apps, games, utilities, and other similar solutions.

B. CREATIVE TECHNOLOGY & MEDIA

Creativity as innovative solutions that push emerging platforms and new ways of using media.

B01. Creative Use of Media

The non-conventional or innovative use of any media.



B02. Creative Use of Data: Visualization

Creative visual representation of data. Can be static or dynamic forms of charts, maps, graphs, custom content, etc.

B03. Creative Use of Data: Storytelling

Work for which data was used and interpreted to create or enhance a brand narrative. Data must have played an integral role in telling a brand's story.

B04. Creativity in Social Media: Social Post

Single: a single branded post on a social network, utilizing that particular network's individual qualities or strengths.

Campaign: a campaign of 3-10 branded posts around a central theme. Campaigns may span multiple social networks.

B05. Creativity in Social Media: Real-time Response

The use of real-time information to create brand-centric messaging or to react to current events.

B06. Creativity in Social Media: User-generated Content

Branded social content that is derived from user-submitted materials.

B07. Creativity in Social Media: Influencer Campaign

Creative and effective use of influencers in a social media campaign.

B08. Creativity in Experiential & Immersive: Events & Competition

A planned public event, competition or social gathering centered around a brand.

B09. Creativity in Experiential & Immersive: Brand Installations

Installations centered around a brand within a larger environment. Includes pop-ups, takeovers, kiosks, trade show booths, etc.

B10. Creativity in Experiential & Immersive: Brand-owned Experiences

Immersive environments owned by a brand. Includes exhibitions, trade shows, expos, and other large scale branded experiences.

B11. Creative Use of Technology: Augmented, Virtual, and Mixed Reality (AR, VR, MR)

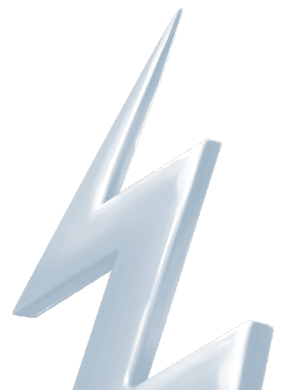
Use of Augmented Reality, Virtual Reality or Mixed Reality in brand experiences.

B12. Creative Use of Technology: App

A mobile application created to promote a brand, product, or service.

B13. Creative Use of Technology: Websites & E-commerce

A site created to promote a brand, product, or service. A branded tool in-app or on a site that facilitates the buying, selling, or trading of goods or services.



C. CREATIVE STORYTELLING

Creativity celebrating the beauty of experiential and engaging narratives. Open to single and campaign entries (two or more pieces). Components of the campaign can also be entered as separate single entries.

C01. 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.

C02. Print & Publication

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

C03. Film

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

C04. Audio

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

C05. Promo & Activation

Any activity designed to push immediate sales, sampling, trial, participation, and engagement. This includes events, sampling, tie-ups, competitions, games, in-store events, stunts, exhibitions, and other promotional vehicles and digital activation.

C06. Direct

Work designed to elicit immediate action or response from its audience. This includes design pieces, films with direct response, digital coupons, etc. All entries must have a clearly defined prompted response mechanism. The material must clearly be designed to induce a response in order to qualify. Results should be indicated in the entry.

C07. Public Relations

Efforts with a clear and specific objective to raise awareness of a product, service or brand. This includes improving the size of your audience reach, boosting sales, improving your brand's reputation, changing public or government behavior, or addressing a public relations problem.

C08. Digital Activation & Campaigns

Advertising efforts and solutions that exist primarily on digital platforms. This includes social media posts, banners ads, pop up ads, listicles, digital activation, and social media activation.

C09. Digital Solutions

Websites, microsites, apps, games, utilities, and other similar solutions.

D. CREATIVE PURPOSE

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.

D01. Corporate Social Responsibility

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

D02. Non-Profit, Charity and Government

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

D03. Public Services & 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.

E. CRAFT

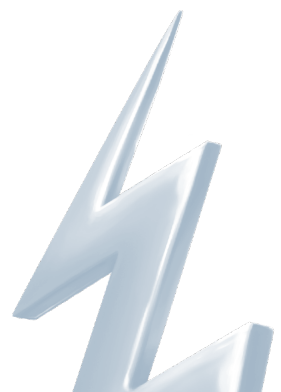
Each entry will be judged specifically on the quality of its craftsmanship. Only original, produced work will be accepted. Absolutely no purchased material (i.e. stock footage, purchased music).

Subcategories for Agencies

- E01. Audio: Best Copywriting
- E02. Design/Outdoor/Print: Best Art Direction
- E03. Design/Outdoor/Print: Best Character Design
- E04. Design/Outdoor/Print: Best Copywriting
- E05. Design/Outdoor/Print: Best Digital Imaging
- E06. Design/Outdoor/Print: Best Illustration
- E07. Design/Outdoor/Print: Best Photography
- E08. Design/Outdoor/Print: Best Typography
- E09. Digital (excluding Film): Best Art Direction
- E10. Digital (excluding Film): Best Copywriting
- E11. Digital (excluding Film): Best Character Design
- E12. Digital (excluding Film): Best Digital Imaging
- E13. Digital (excluding Film): Best Illustration
- E14. Digital (excluding Film): Best Photography
- E15. Digital (excluding Film): Best Typography
- E16. Digital: Best UX/UI
- E17. Film: Best Art Direction
- E18. Film: Best Copywriting

Subcategories for Audio Production Houses

- E19. Audio: Best Direction
- E20. Audio: Best Music/Sound Design



- E21. Audio: Best Voice Performance
- E22. Film: Best Audio Craft

Subcategories for Film Production Houses

- E23. Film: Best Animation
- E24. Film: Best Cinematography
- E25. Film: Best Direction
- E26. Film: Best Editing
- E27. Film: Best Production Design
- E28. Film: Best Visual Effects and Digital Imaging

Technical Requirements for Submission:

Please prepare the following to make uploading of entries easier and faster:

A. CREATIVE EFFECTIVENESS

Entries for Creative Effectiveness should include the following:

- JPEG of Concept Board in which results of idea are indicated (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
- Written Case Study as part of the online entry submission

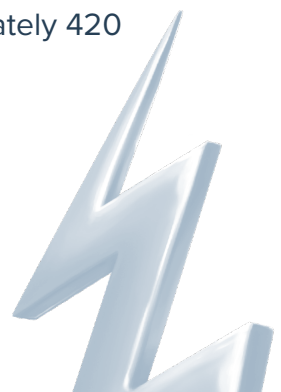
Required documents:

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

B. CREATIVE TECHNOLOGY & MEDIA

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 Board (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

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

C. CREATIVE STORYTELLING

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 Board (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
- 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)
- 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

D. CREATIVE PURPOSE

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 Board (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
- 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)
- 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

E. CRAFT

AUDIO - Best Copywriting, Direction, Music/Sound Design, Voice Performance

- MP3 (64 Kbps BitRate, AAC 44.1 khz stereo)

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)

- English Translation (in PDF) if needed

DESIGN - 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 - 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 - 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 - Best in Art Direction/Design, Best Copywriting, Best UX/UI

- 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 - 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

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

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)