



ENTRY KIT

COLLIDE
ADFEST 2025

20-22 MARCH
PATTAYA, THAILAND

RULES & REGULATIONS

- ENTRY RULES
- ELIGIBILITY
- JUDGING
- AWARDING THE LOTUS WINNERS
- SPECIAL AWARDS
- FEES & KEY DATES

ENTRY GUIDELINE

- ENTRY SUBMISSION
- HOW TO SUBMIT
- SAMPLE ENTRY FORMS
- WRITTEN SUBMISSION
- MATERIAL GUIDELINE
- SENDING MATERIAL OF ENTRIES
- TREATMENT AND PUBLICATION OF ENTRIES & MISCELLANEOUS

CATEGORIES

- BRAND EXPERIENCE LOTUS ●
- COMMERCE LOTUS ●
- CREATIVE STRATEGY LOTUS *NEW* ●
- DESIGN LOTUS ●
- DIGITAL & SOCIAL LOTUS ●
- DIGITAL CRAFT LOTUS ●
- DIRECT LOTUS ●
- EFFECTIVE LOTUS ●
- ENTERTAINMENT LOTUS ●
- FILM CRAFT LOTUS ●
- FILM LOTUS ●
- INNOVA LOTUS ●
- LOTUS ROOTS ●
- MEDIA LOTUS ●
- MOBILE LOTUS ●
- NEW DIRECTOR LOTUS ●
- OUTDOOR LOTUS ●
- PR LOTUS ●
- PRESS LOTUS ●
- PRINT & OUTDOOR CRAFT LOTUS ●
- RADIO & AUDIO LOTUS ●
- SUSTAINABLE LOTUS ●

ENTRY RULES

- Only one party may enter a particular work into a given sub-category. It must be agreed in advance between the parties concerned. If a work is entered twice in the same sub-category, ADFEST will accept the first entry submitted.
- **ADFEST reserves the right to disqualify entries that fail to provide required documentations. Entries that have been run purely to make them eligible for competition will be disqualified and the submitting organisation may be banned from ADFEST competitions for a period of 3 years.**
- ADFEST reserves the right to move entries to more appropriate Lotus category or sub-category.
- Brand Communication which might offend national or religious sentiments or public taste will not be accepted.
- ADFEST reserves the right to disqualify inappropriate and offensive entries.
- ADFEST reserves the right to disqualify an entry if full payment is not made before judging commences.
- No refund will be given for wrong entries, withdrawn entries or disqualified entries.
- Entry credits CANNOT be revised **after Friday 31st January 2025**. Any requests for changes are subject to the approval of the Organiser. **A fee of THB 2,000 per request will be charged for each change including revisions for credit revisions, written submission and material replacements.**
- During or after the festival, any changes to the permission for the publication of entries is subject a fee of **THB 2,000 per request.**

ELIGIBILITY

- Entry submissions to ADFEST are open to companies involved in advertising, communications, and production industry throughout Asia and the Pacific, including Australia, New Zealand, and the Middle East.
- The company must be based in the region regardless of where the entry was designed, implemented, published or aired. Works created for clients in the region, but by companies based elsewhere are not eligible.
- All Brand Communication must have been commercially launched between **1st December 2023 and 31st December 2024**. Except:
 - Works can be launched between **1st January 2023 and 31st December 2024** (in the past 2 years):
 - *Brand Experience Lotus: Customer Acquisition & Retention (BE17)*
 - *Commerce Lotus: Customer Acquisition & Retention (CM11)*
 - *Direct Lotus: Customer Acquisition & Retention (DM16)*
 - *Effective Lotus* (except EF02 Long-Term Creativity and Lotus Roots sub-category (LREF))
 - *New Director Lotus*
 - Works can be launched between **1st January 2022 and 31st December 2024** (in the past 3 years):
 - *Creative Strategy Lotus: Long-Term Strategy (CS13)*
 - *Effective Lotus: Long-Term Creativity (EF02)*
- Works that have entered ADFEST in the past years are not eligible, except for entries into:
 - *Brand Experience Lotus: Customer Acquisition & Retention (BE17)*
 - *Commerce Lotus: Customer Acquisition & Retention (CM11)*
 - *Direct Lotus: Customer Acquisition & Retention (DM16)*
 - *Effective Lotus: EF01-EF07*
- All Brand Communication must be designed for public exposure except:
 - *INNOVA Lotus: Innovation in Prototype Technology (IN03)*
While entries submitted to Innovation in Prototype Technology (IN03) do not need to be public, they must have at least been launched or tested to a small group of people and executed to some extent not merely a prototype idea.
 - *New Director Lotus: Portfolio Spot (ND08) & Film School (ND09)*
- All Brand Communication must have been made within the context of a paying contract with the client, except:
 - Self-Promotion sub-categories: for Self-Promotion or works for non-profit organisations, the works must be endorsed and approved by the client.
 - *New Director Lotus: Online Film (ND05), Portfolio (ND08), Film School (ND09), and Short Films for ADFEST 2025 by The Fabulous Five (ND10)*
- Entries cannot be made without the prior permission of the advertiser/owner of the rights of the commercial or advertisement.
- Entries which have infringed any of its country of origin's voluntary or regulatory codes of practice are not eligible. It is the responsibility of the entrant to withdraw such work immediately should an infringement arise.

JUDGING

Judging will be done by a panel of industry experts and the procedure overview is as follow:

- **Shortlists** determined from 1st Round independent remote judging
- **Finalists** determined from juries' votes after discussions on each shortlisted & call-in entries
- **Winners** determined from juries' votes after discussions on finalists

The decision of the Juries in all matters related to the awarding of medals will be final and binding.

Interest Voting: At all stages of judging, a jury may not vote or be involved in any discussion on entries submitted by his/her company in his/her own city or on entries submitted by an overseas office for which he/she worked during the time the entries were produced.

AWARDING THE LOTUS WINNERS

The juries will make the final decision on the allocation of medal winners.

- If they feel none of the works is a Lotus winner, juries may not award any Lotus winner in that sub-category.
- There is no limit on the Lotus winners.
- Gold winners that are NOT for non-profit organisations, foundations, charities, or NGOs will compete for the Grande of their respective Lotus.
- Gold winners that are for non-profit organisations, foundations, charities, or NGOs will compete for the Grande for Humanity and cannot compete in the Grande of Lotus.

Lotus winners will receive a trophy and a certificate. Finalists will be given certificates.

LOTUS	AWARD
INNOVA Lotus	If there is only One INNOVA Lotus & Lotus Roots awarded, Grande of Lotus will not be awarded.
Lotus Roots	If there are two or more INNOVA Lotus & Lotus Roots awarded, the juries must vote for the Grande of Lotus.
Brand Experience Lotus	
Commerce Lotus	
Creative Strategy Lotus *NEW*	
Design Lotus	
Digital & Social Lotus	
Digital Craft Lotus	
Direct Lotus	
Effective Lotus	
Entertainment Lotus	
Film Craft Lotus	If there is only One Gold Lotus awarded, Grande of Lotus will not be awarded.
Film Lotus	If there are two or more Gold Lotus awarded, the juries must vote for the Grande of Lotus.
Media Lotus	
Mobile Lotus	
New Director Lotus	
Outdoor Lotus	
PR Lotus	
Press Lotus	
Print & Outdoor Craft Lotus	
Radio & Audio Lotus	
Sustainable Lotus	

AWARDING THE LOTUS WINNERS

The Grande for Humanity, which will be judged by the panel comprising of all the Jury Presidents, is an award recognizing creative excellence, where non-profit organisations, foundations, charities, or NGOs Gold winners from the following Lotus categories:

- Brand Experience Lotus
- Commerce Lotus
- Creative Strategy Lotus ***NEW***
- Design Lotus
- Digital & Social Lotus
- Direct Lotus
- Effective Lotus
- Entertainment Lotus
- Film Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus
- Radio & Audio Lotus (Except Audio Craft Lotus sub-categories)
- Sustainable Lotus

and non-profit organisations, foundations, charities, or NGOs winners of:

- INNOVA Lotus
- Lotus Roots

compete for Grande for Humanity (but not for Grande in their respective Lotus categories).

The determinant of eligible work is the brand/client/advertiser of the work. That is, the work must be for non-profit organisations, foundations, charities, or NGOs including non-profit foundations & associations, appeals, charities & donations, volunteers, etc.

SPECIAL AWARDS

ADFEST 2025 Special Awards include:

- Network of the Year
- Agency of the Year
- Regional Agency of the Year
- Independent Agency of the Year
- Digital Agency of the Year
- Media Agency of the Year
- PR Agency of the Year
- Production Company of the Year
- Advertiser of the Year

Each entrant's inputs in marked fields of the online submission will be taken as final to count toward the scoring of these Special Awards. Please make sure the spelling (even spacing) of what you enter in the online submission is accurate and consistent to ensure all your well-deserved points are awarded. As Credits are provided by the entrant and only credits submitted at the point of entry via the ADFEST entry site are used and cannot be changed retrospectively.

ADFEST is not responsible for unallocated scores due to typo mistakes or name inconsistencies done on the entrant's part. Credit revisions cannot be made after Friday 31st January 2025 and must be done in writing to Nat@ADFEST.com. Any requests for changes are subject to the approval of the Organiser. **A fee of THB 2,000 per request will be charged for each change including revisions for credit revisions, written submission and material replacements.**

NETWORK OF THE YEAR

This award is given to the Network (own whole or majority stake in the company) that earned the highest score calculated from the credit entered in **"Network"** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

Note: Holding Company **CANNOT** be entered as Network!

AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **"Agency"** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

REGIONAL AGENCY OF THE YEAR

This award is given to the Regional Agency that earned the highest score calculated from the credit entered in **"Agency"** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

An Agency eligible to compete for Regional Agency of the Year must have a score of at least 30 points to qualify.

An Agency is eligible to win in only one of the following Regional Agency of the Year.

- Central & North Asia Agency of the Year
- East Asia Agency of the Year
- Middle East Agency of the Year
- Oceania Agency of the Year
- South Asia Agency of the Year
- Southeast Asia Agency of the Year

SPECIAL AWARDS

INDEPENDENT AGENCY OF THE YEAR

This award is given to the Independent Agency that earned the highest score calculated from the credit entered in **“Agency”** (regardless of Entrant Company) and declared itself as an Independent Agency from the finalists and winners in all Lotus categories.

DIGITAL AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **“Agency”** (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Digital & Social Lotus
- Digital Craft Lotus
- Mobile Lotus
- Lotus Roots sub-category in the above Lotus categories

MEDIA AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **“Media Agency”** (regardless of Entrant Company) from the finalists and winners in the following Lotus category:

- Media Lotus (including Lotus Roots sub-category)

PR AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **“PR Agency”** (regardless of Entrant Company) from the finalists and winners in the following Lotus category:

- PR Lotus (including Lotus Roots sub-category)

PRODUCTION COMPANY OF THE YEAR

The ADFEST Production Company of the Year is awarded for excellence in craftsmanship and technical prowess. This award is given to the production company that earned the highest score calculated from the credit entered in **“Film Production Company”, “Print Production Company”, “Post-Production Company”, “Special Effects Company”** and **“Sound Production Company”** (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Audio Craft sub-categories (RA10-RA14) in Radio & Audio Lotus
- Digital Craft Lotus
- Film Craft Lotus
- New Director Lotus
- Print & Outdoor Craft Lotus
- Lotus Roots sub-category in the above Lotus categories (except Radio & Audio Lotus)

Note: A given production company will only be counted ONCE for a particular entry. That is, if the same production company is entered under Film Production Company, Print Production Company, Post-Production Company, Special Effects Company and Sound Production Company, that company will only be awarded once for that entry.

If the same production company (same legal entity in same country) has multiple branches in the same country, points will be counted as one production company.

SPECIAL AWARDS

ADVERTISER OF THE YEAR

This award is given to the Advertiser that earned the highest score calculated from the credit entered in “Advertiser” (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

SPECIAL AWARDS SCORING

ALL LOTUS CATEGORIES (Except INNOVA Lotus/Lotus Roots)	
Finalist	1 Point
Bronze	3 Points
Silver	7 Points
Gold	15 Points
Grande	30 Points

INNOVA LOTUS/LOTUS ROOTS/GRANDE FOR HUMANITY	
Finalist	7 Points
INNOVA Lotus/Lotus Roots	20 Points
Grande	35 Points

SINGLE/CAMPAIGN SCORING

For sub-categories where single entries are submitted, juries may group single entries into a campaign. In which case, the scoring for the campaign will be scored from the point for that award plus additional campaign point (1 point each).

For example, a Silver campaign comprising of 3 single entries will be awarded 9 points: that is, 7 points for the Silver win, plus 2 campaign points. A Gold campaign winner with 4 single entries will be awarded a total of 18 points: 15 points for the Gold win plus 3 campaign points, and so on.

MULTIPLE AGENCIES/NETWORKS

If a work or campaign constitutes work(s) from multiple agencies and networks, the scores of the winning work will be allocated proportionately.

Example 1: An entry that is the collaboration between Agency A (Network 1) & Agency B (Network 2) wins Gold (15 points).

Agency A	7.5 points	Network 1	7.5 points
Agency B	7.5 points	Network 2	7.5 points

SPECIAL AWARDS

Example 2: A campaign entry grouped from 3 single entries wins Grande of Film Lotus (30 points), where:

Single Entry 1:	Agency X	Network α
Single Entry 2:	Agency Y	Network α
Single Entry 3:	Agency Z	Network β

The points will be awarded as follow:

Agency X, Agency Y, Agency Z	10 points each
Network α	20 points
Network β	10 points

TIED POINTS

In the event that points are tied between multiple Networks/Agencies/Production Companies, the Special Award will be awarded to the Network/Agency/Production Company that won the highest number of the highest ranking medal.

For example, both Agency A & Agency B both receive 95 points for Agency of the Year, where:

Agency A won:

Grande for Humanity	35 points
Grande of Film Lotus	30 points
2 x Gold Lotus winners	<u>30</u> points

Total **95 points**

Agency B won:

1 x INNOVA Lotus	20 points
4 x Gold Lotus winners	60 points
1 x Silver Lotus winner	7 points
1 x Lotus Roots finalist	7 points
1 x Direct Lotus finalist	<u>1</u> point

95 points

Agency A is the winner of Agency of the Year.

FEES & KEY DATES

FOR ALL LOTUS CATEGORIES

FEES & DEADLINES	Entry Confirmation & Invoice Generation Deadline	Payment Deadline	Materials & Documents Deadline
Early Bird Rate	Friday 13 th December 2024	Friday 20 th December 2024 ¹	Friday 17 th January 2025
Regular Rate	Friday 10 th January 2025	Friday 17 th January 2025 ²	

Early Bird Rate¹: If payment is not received by **Friday 20th December 2024**, 11.59 pm BKK time (UTC+7), the Early Bird Rate invoice will be voided and a new invoice with the Regular Rate will be issued.

Regular Rate²: If payment is not received by **Friday 17th January 2025**, 11.59 pm BKK time (UTC+7), the Regular Rate invoice will be voided and a new invoice with late fees will be issued.

FEES BY LOTUS	EARLY BIRD RATE Invoice by 13 th Dec 2024 Payment by 20 th Dec 2024	REGULAR RATE Invoice by 10 th Jan 2025 Payment by 17 th Jan 2025	LATE FEE Invoice after 17 th Jan 2025
Brand Experience Lotus	THB 15,500	THB 17,500	THB 19,500
Commerce Lotus			
Creative Strategy Lotus *NEW*			
Design Lotus			
Digital & Social Lotus			
Digital Craft Lotus			
Direct Lotus			
Effective Lotus			
Entertainment Lotus			
Film Craft Lotus			
Film Lotus			
Media Lotus			
Mobile Lotus			
New Director Lotus			
Outdoor Lotus			
PR Lotus			
Press Lotus			
Print & Outdoor Craft Lotus			
Radio & Audio Lotus			
Sustainable Lotus			
INNOVA Lotus	THB 23,000	THB 25,000	THB 27,000
Lotus Roots			
Film School (under New Director Lotus)	THB 7,750	THB 8,750	THB 9,750

Note: All entry fees are inclusive of VAT 7%

FEES & KEY DATES

PAYMENT

FOR OVERSEA

- **Credit Card**

- There is an additional charge 3.2%

- **International Bank Transfer**

Payment in Baht, without deductions is due immediately to Payment Method by bank transfer to:

Account Name:	Plannova Co., Ltd.
Account Number:	179-403-6879
SWIFT Code:	BKKBTHBK
Bank Name:	Bangkok Bank Pcl., Bangchak Branch 2109 Sukhumvit Road, Bangchak, Prakanong, Bangkok 10250 Thailand

- There is an additional charge of THB 300 per transaction.
- You must cover all bank charges (all local & overseas charges borne by remitter), otherwise your entry submission may be refused.
- Please send proof of payment to Arunya@ADFEST.com and Da@ADFEST.com

FOR THAILAND ONLY

- **Credit Card**

- There is an additional charge 3.2%

- **Cheque/Bank Transfer**

Account Name:	Plannova Co., Ltd.
Account Number:	140-255601-9
Bank Name:	Siam Commercial Bank Pcl., Siyeaksiwara Branch

TERMS & CONDITIONS

- Entrant is responsible for all bank charges and fees. ADFEST must receive the full amount as stated in the invoice for the entry submission process to be complete.
- No refund will be given for wrong, disqualified or withdrawn entries.

BRAND EXPERIENCE LOTUS

The Brand Experience awards creative works that have all brand building through the dimension of experience design, activation, immersive, retail and 360° consumer engagement. Entries should demonstrate how the consumer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

The decision of the Juries on Brand Experience Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 30%
- Results 20%

Each execution/campaign/set of execution constitutes one entry.

USE OF MEDIA	MATERIALS *** see Guideline here
<p>BE01 Guerrilla Marketing & Stunts Guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up events to drive consumer engagement.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>BE02 Live Experiences & Events Big-scale events such as sport events, live shows, festivals, concerts, corporate entertainment, built stages, etc. to engage consumers.</p>	
<p>BE03 Exhibitions & Installations Space utilisation or use of a more permanent feature to drive consumer engagement, including galleries, exhibitions, fairs, trade shows, vending machines, floor graphics, transit advertising, etc. Note: Works entered into BE03 cannot be re-entered into Digital Installations (BE11).</p>	
<p>BE04 Ambient: Small Scale Items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers. Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Work or Demo Video (max. 1 min)

BRAND EXPERIENCE LOTUS

USE OF MEDIA	MATERIALS *** see Guideline here
<p>BE05 Ambient: Large Scale Non-traditional outdoor/3D billboards including non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and executions that utilise a space or an existing permanent feature, etc.</p> <p>Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>BE06 In-Store Experience In-store communications including product & shelf display, in-store merchandising & promotion, pop-up stores, events, sampling, etc. designed to drive consumer engagement with a brand.</p>	
<p>BE07 Use of Film & Audio Cinema, TV, online film or radio & audio.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>BE08 Use of Print & Conventional Outdoor Magazines, newspapers, inserts, trade journals, other printed collaterals, posters, billboards, etc.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>BE09 Use of Mobile & Devices Use of technology for mobile or other portable devices such as mobile applications, widgets, Bluetooth and geolocation technology (RFID, NFC, GPS), QR codes, etc. The work should show how it engages the consumer and lead to interaction with the brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>BE10 Use of Digital & Social Platforms Digital (websites, microsites, banners ads, eDMs, messaging, search engine and viral campaigns & social platforms (social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc.) that enhance brand experience or engagement.</p>	<p>Optional</p> <ul style="list-style-type: none"> • URL

BRAND EXPERIENCE LOTUS

TECHNOLOGY	MATERIALS *** see Guideline here
<p>BE11 Digital Installations Immersive digital experiences and events which are set up to engage and interact with consumers including VR/AR installations, multi-screen, multidimensional experience, etc. <u>Note:</u> Works entered into BE11 cannot be re-entered into Exhibitions & Installations (BE03).</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>BE12 Emerging Technology & Tech-led Brand Experience Use of existing or emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, etc. to engage consumers and enhance the consumer experience with the brand. <u>Note:</u> Emerging Technology doesn't include prototypes of early stage technology.</p>	
<p>BE13 Branded Games Branded games that target and engage consumers through games including, but not limited to online games, mobile games, apps, to enhance the consumer experience with the brand.</p>	

STRATEGY	MATERIALS *** see Guideline here
<p>BE14 Launch/Re-Launch Launch or re-launched a brand, product or service.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>BE15 Competitions & Promotions Competitions or promotional incentives used to drive consumer engagement with a brand.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>BE16 Sponsorship & Brand Partnership Partnerships and/or sponsorships that create immediate and long-term brand experiences or activations.</p>	<p>Optional</p> <ul style="list-style-type: none"> • URL
<p>BE17 Customer Acquisition & Retention Consumer engagement that effectively attracts, maintains, or strengthens customer relationships with the brand. <u>Note:</u> Entrants must indicate how the campaign successfully retains consumer loyalty (eligibility period: past 2 years).</p>	

BRAND EXPERIENCE LOTUS

CAMPAIGN EXCELLENCE		MATERIALS
<p>BE18 Integrated Brand Experience Campaign</p> <p>Campaign that effectively and seamlessly utilises multiple mediums/channels to enhance and enrich consumer experience and engagement.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Actual Work or Demo Video (max. 1 min)
<p>BE19 Resilience Through Creativity</p> <p>Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.</p>		

LOTUS ROOTS		MATERIALS
<p>LRBE Lotus Roots</p> <p>This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Actual Work or Demo Video (max. 1 min)

COMMERCE LOTUS

The Commerce Lotus awards creative and innovative solutions to enhance the consumer experience and drive business sales including both offline commerce and eCommerce (Social Commerce, mCommerce, or Digital Commerce).

The decision of the Juries on Commerce Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 20%
- Results 30%

Each campaign/set of execution constitutes one entry.

COMMERCE LOTUS		MATERIALS
		*** see Guideline here
CM01 eCommerce Websites	Creative utilisation of websites to drive business sales.	Required <ul style="list-style-type: none"> • Written Submission • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
CM02 Social & Influencer Commerce	Creative utilisation of online social platforms or influencers to engage consumers to drive business sales.	
CM03 mCommerce	Creative utilisation of application of mobile commerce to drive business sales. This may include, but not limited, to apps, wallets, reward/loyalty programs.	
CM04 Entertainment Commerce	Campaign that effectively combines entertainment content and commerce to engage consumers and drive business sales. Includes brand partnerships and collaborations, theatre, gaming, sports, music, virtual worlds, etc.	
CM05 Sustainable Commerce	Application of environmentally friendly and sustainable commerce practices including use of sustainable/recycled materials for products or packaging, eco-friendly supply chain and logistics, waste management and recycling practices, use of clean energy, etc.	
CM06 Innovative Commerce	Innovative and inventive use of new or existing platforms, technology, or channels to drive business sales.	
		Required <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL

EXPERIENCE & ENGAGEMENT		MATERIALS
		*** see Guideline here
CM07 In-Store Experiences	In-store communications including product & shelf display, in-store merchandising & promotion, pop-up stores, events, sampling, etc. that drive business sales.	Required <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL
CM08 Customer Targeting	Campaign that creatively and effectively target, engage, or retain consumers to enhance their experience and drive business sales including relevant content, promotions, incentives, etc.	

COMMERCE LOTUS

TECHNOLOGY

CM09 Use of Technology

Campaign that effectively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, and all other emerging technology to drive business sales.

Note: Emerging Technology doesn't include prototypes of early stage technology.

CM10 Payment Solutions

Campaign that creatively and innovatively offers payment solutions that motivate consumer purchases or ease consumer purchasing experience including biometric verification technology, blockchain technology, softwares, apps, digital wallets, interactive & touch technology, customer reward automation, etc.

Note: This doesn't include prototypes of early stage technology.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

STRATEGY

CM11 Customer Acquisition & Retention

Campaign that effectively attracts, maintains, or strengthens customer relationships to drive engagement and business sales. Includes online and offline commerce such as competitions, promotional incentives, geofencing, app, use of social & digital platforms, etc.

Note: Entrants must indicate how the campaign successfully retains consumer loyalty (eligibility period: past 2 years).

CM12 Innovative Commerce Solutions

Campaign or brand initiative that creatively and innovatively adapts to changes in consumer behaviour or challenges in the marketplace to offer new commerce solutions.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

COMMERCE LOTUS

CAMPAIGN EXCELLENCE

CM13 Integrated Commerce

Effective and seamless utilisation and integration of multiple platforms, technology, or channels.

CM14 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

LOTUS ROOTS

LRCM Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

CREATIVE STRATEGY LOTUS *NEW*

The Creative Strategy Lotus awards creative problem solving with perceptive insights to devise a creative strategy that enhances that brand.

The decision of the Juries on Creative Strategy Lotus winner will be based on 4 criteria and weighted as follow:

- Insight 30%
- Creative Strategy 30%
- Creative Idea 20%
- Results 20%

Each campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES	MATERIALS
CS01 Consumer Goods	<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	
CS02 Automotive	
Vehicles, boats, and other automotive including automotive accessories.	
CS03 Retail, Leisure & Entertainment	
Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
CS04 Finance, Business & Commercial Public Services	
Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
CS05 Corporate Image & Corporate Social Responsibility	
Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
CS06 Public Services & Cause Appeals	
Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	

CREATIVE STRATEGY LOTUS *NEW*

DATA, INSIGHT & BRAND PARTNERSHIP		MATERIALS
		*** see Guideline here
<p>CS07 Use of Data Campaign that creatively utilises research, data or actionable insight in the formulation of the creative strategy.</p>		<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>CS08 Audience Insight Campaign that creatively utilises audience/consumer insights and behaviours to formulate and tailor the creative strategy to more effectively resonate with the audience/consumer. Entries should indicate how the insights attributed to the success of the creative strategy.</p>		
<p>CS09 Contextual Insight Campaign that creatively utilises contextual, local, cultural, or societal insights and behaviours to formulate and tailor the creative strategy to more effectively resonate with the market. Entries should indicate how the insights attributed to the success of the creative strategy.</p>		
<p>CS10 Collaboration & Partnership Campaign that creatively utilises brand collaboration or partnership with individuals, influencers, or other organisations in the formulation of the creative strategy.</p>		

INNOVATION		MATERIALS
		*** see Guideline here
<p>CS11 Breakthrough in Creative Strategy Gamechanging creative strategy that redefines conventions and sets the brand apart from its competitors.</p>		<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>CS12 Breakthrough on a Budget Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.</p>		

CAMPAIGN EXCELLENCE		MATERIALS
		*** see Guideline here
<p>CS13 Long-Term Strategy Campaign that demonstrates long-term creative strategic plan in achieving specified objectives over the years. Note: Entrants must indicate how the long-term strategy was part of a longer term campaign (eligibility period: past 3 years).</p>		<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>CS14 Gutsy Strategy Campaign strategy the demonstrates bravery and boldness in its approach to set the brand apart.</p>		
<p>CS15 Resilience Through Creativity Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.</p>		

CREATIVE STRATEGY LOTUS *NEW*

LOTUS ROOTS

LRCS Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

DESIGN LOTUS

The Design Lotus awards works of design craftsmanship where the design elevates the brand communication objectives..

The decision of the Juries on Design Lotus winner will be based on the following criteria:

Design-based with no Functionality

Creativity/Idea/Insight	40%
Execution & Craft	30%
Brand Engagement & Justification	30%

Design-based with Functionality

Creativity/Idea/Insight	30%
Execution & Craft	30%
Brand Engagement & Justification	20%
Functionality	20%

Each campaign/set of execution constitutes one entry.

BRANDING	MATERIALS *** see Guideline here
<p>DE01 New Brand Identity Design of a new brand or corporate identity for any product, service or organisation. <u>Note:</u> Works entered into DE01 cannot be re-entered into Rebrand of an existing Brand (DE02).</p>	<p>Required</p> <ul style="list-style-type: none"> Digital Presentation Image Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Actual Work or Demo Video (max. 1 min)
<p>DE02 Rebrand of an Existing Brand Design to rebrand an existing brand identity for any product, service or organisation. <u>Note:</u> Works entered into DE02 cannot be re-entered into New Brand Identity (DE01). Previous brand identity design should be provided for reference.</p>	

PRODUCT DESIGN	MATERIALS *** see Guideline here
<p>Design that creatively and effectively integrates form and function. Products include FMCG, durable consumer goods, appliances, and automotive products.</p>	<p>Required</p> <ul style="list-style-type: none"> Digital Presentation Image Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Actual Work or Demo Video (max. 1 min)
<p>DE03 Product Design: Consumer Products Design that enhances the brand value and experience. How the scale of the creative idea and execution fits the scale of the problem; how the idea works for the particular brand, production execution, and the form and functionality of the design will also be considered.</p>	
<p>DE04 Product Design: Innovative Design Innovative design that redefines or explores inventive utilisation of technology, production process, or use of materials to create a functional and practical product. <u>Note:</u> Works entered into DE04 cannot be re-entered into Other: Innovative Design (DE20). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.</p>	

DESIGN LOTUS

PRODUCT DESIGN

Design that creatively and effectively integrates form and function.

Products include FMCG, durable consumer goods, appliances, and automotive products.

DE05 Product Design: Sustainable Design

Product design that addresses social or environmental issues and introduces long-term solutions to raise the standard and quality of life. Includes environmental and sustainable energy, education, health & hygiene, disaster relief, etc. solutions.

Note: Works entered into DE05 cannot be re-entered into Other: Sustainable Design (DE21). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.

MATERIALS

*** see Guideline [here](#)

Required

- Digital Presentation Image
- Client Endorsement Letter

Optional

- Video Presentation (max. 2 mins)
- Actual Work or Demo Video (max. 1 min)

PACKAGING DESIGN

DE06 Packaging Design: Consumer Products

Packaging design of physical products used for promotion, sales, or displays.

DE07 Packaging Design: Sustainable Design

Packaging design that aims to reduce harm on the environment including, but not limited to, materials used, resource & energy consumption, and production process. This includes recyclable or compostable materials, multi-use packaging, or refurbish materials.

Note: Works entered into DE07 cannot be re-entered into Other: Sustainable Design (DE21). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.

MATERIALS

*** see Guideline [here](#)

Required

- Digital Presentation Image
- Client Endorsement Letter

Optional

- Video Presentation (max. 2 mins)
- Actual Work or Demo Video (max. 1 min)

COMMUNICATION DESIGN

DE08 Brand Collateral & Publications

Physical brand collateral materials e.g. stationary, direct mail, calendars, flyers, leaflets, tickets, postcards, invitations, greetings cards, books, magazines, reports, catalogues, brochures, press kits, etc.

Note: E-Book and online publication are not eligible and should be submitted to DE18: Digital & Interactive Design.

MATERIALS

*** see Guideline [here](#)

Required

- Digital Presentation Image
- Client Endorsement Letter

Optional

- Video Presentation (max. 2 mins)
- Actual Work or Demo Video (max. 1 min)

DESIGN LOTUS

COMMUNICATION DESIGN		MATERIALS
<p>DE09 Poster Printed poster design. Note: Digital poster is not eligible and should be submitted into DE18: Digital & Interactive Design.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> Digital Presentation Image or Digital Image Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Actual Work or Demo Video (max. 1 min)
<p>DE10 Type Design Design and creation of new typefaces including font styles and font families.</p>		
<p>DE11 Illustration</p>		
<p>DE12 Self-Promotion Design of collateral, souvenir, products, etc. for own company's or client's promotion.</p>		
<p>DE13 Limited Special Editions Special edition products designed and produced in a limited quantity for a one-time occasion.</p>		<p>Required</p> <ul style="list-style-type: none"> Digital Presentation Image Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> URL Video Presentation (max. 2 mins) Actual Work or Demo Video (max. 1 min)
EXPERIENTIAL DESIGN		MATERIALS
<p>DE14 Point of Sale: Small Scale In-store communications including product & shelf display, in-store merchandising, signage, poster, POS communication, structural graphics, retail bags & boxes, etc. designed to drive sales at point of purchase. Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> Digital Presentation Image or Digital Image Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Actual Work or Demo Video (max. 1 min)
<p>DE15 Point of Sale: Large Scale Permanent or temporary construction including retail & specialist stores, pop-up stores, installations, etc. at point of purchase. Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>		
<p>DE16 Exhibitions, Events & Public Environment Exhibitions, installations, festivals, events, expos, trade fairs, galleries & museums, office & residential spaces, transportation & transit spaces.</p>		
		<p>Required</p> <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Digital Presentation Image Client Endorsement Letter

DESIGN LOTUS

DIGITAL DESIGN		MATERIALS
DE17 Motion Design Motion graphics, video, moving images, animation.		*** see Guideline here Required <ul style="list-style-type: none"> • Original Work • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Video Presentation (max. 2 mins)
DE18 Digital & Interactive Design Design created for the digital platform to enhance customer journey and experience. Includes static graphic, icon, websites, microsites, digital poster, digital publications, apps and digital installations.		Required <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL
DE19 Social Related Design Design that utilises social platforms including social media platforms, networking sites, social activities, etc.		

INNOVATION		MATERIALS
DE20 Innovative Design Innovative design that redefines or explores inventive utilisation of technology, production process, or use of materials. <u>Note:</u> Works entered into DE20 cannot be re-entered into Product Design: Innovative Design (DE04). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.		*** see Guideline here Required <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL • Actual Work or Demo Video (max. 1 min)
DE21 Sustainable Design Innovative design that addresses social or environmental issues and introduces long-term solutions to raise the standard and quality of life. Includes environmental and sustainable energy, education, health & hygiene, disaster relief, etc. solutions. <u>Note:</u> Works entered into DE21 cannot be re-entered into Product Design: Sustainable Design (DE05) & Packaging Design: Sustainable Design (DE07). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.		

DESIGN LOTUS

CAMPAIGN EXCELLENCE

DE22 Integrated Design Campaign

Campaign that effectively and seamlessly utilises multiple mediums.

DE23 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL
- Actual Work or Demo Video (max. 1 min)

LOTUS ROOTS

LRDE Lotus Roots

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MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL
- Original Work
- Actual Work or Demo Video (max. 1 min)

DIGITAL & SOCIAL LOTUS

The Digital & Social Lotus awards creative utilisation of the digital and social media platforms as well as its tools and capabilities to engage and enhance the consumer experience. The decision of the juries will focus on the creative idea, execution and consumer engagement.

- The same work can only be entered ONCE in Film & Series (DI01-DI03)
- Each campaign/set of execution constitutes one entry

FILM & SERIES		MATERIALS
FILM & SERIES <i>Note:</i> Can select only <u>one</u> sub-category under Film & Series.		*** see Guideline here
DI01 Social Film Film specifically created for social platforms for widespread sharing. Juries will take into account the number of views.		Required <ul style="list-style-type: none"> • URL • Original Film • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Video Presentation (max. 2 mins)
DI02 Social Film Series Film series specifically created for social platforms for widespread sharing. Juries will take into account the number of views. <i>Note:</i> All episodes should be uploaded in a single video file with 3 seconds black between each episode		
DI03 Interactive Film Interactive film that allows users to control, customise or alter the course of their experience.		

SOCIAL ENGAGEMENT		MATERIALS
Work will be judged specifically on how well social platform been utilised in its execution.		*** see Guideline here
DI04 Community Engagement & Management Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to target, build, engage, or maintain online communities to build and enhance consumers relationship with the brand.		Required <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
DI05 Real-time Response Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to call for real-time response and social engagement.		
DI06 Use of Data Campaign that effectively utilises data and insights on social platforms to engage consumers socially to enhance their relationship with the brand.		
DI07 Brand Storytelling Campaign that effectively engages consumers on social platforms through storytelling to enhance consumer relationship with the brand.		
		Optional <ul style="list-style-type: none"> • Demo Video (max. 1 min)
		Required <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter

DIGITAL & SOCIAL LOTUS

SOCIAL ENGAGEMENT

Work will be judged specifically on how well social platform been utilised in its execution.

MATERIALS

*** see Guideline [here](#)

DI08 New Realities & Emerging Technology

Campaign that effectively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, and all other emerging technology to engage consumers on social platforms and enhance their relationship with the brand.

Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Demo Video (max. 1 min)

DI09 Social Commerce

Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to drive eCommerce or mCommerce sales.

Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

DI10 Social Purpose

Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to call for social engagement or action for a social cause.

CONTENT & INFLUENCERS

MATERIALS

*** see Guideline [here](#)

DI11 User Generated Content

Campaign that effectively engages consumers to participate and collaborate with the brand on social platforms to enhance their relationship.

Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

DI12 Content Placement

Campaign that effectively manages content placement on social platforms to engage consumers and enhance their relationship with the brand.

DI13 Use of Influencer

Campaign that effectively utilises talents, celebrities, influencers, KOLs, creators, etc. on digital & social platforms to engage consumers and enhance their relationship with the brand.

DI14 Organic Reach & Influence

Campaign that effectively achieves organic reach on social platforms, and campaign is picked-up by celebrities, influencers, KOLs, creators, etc. to further expand campaign's reach.

DIGITAL & SOCIAL LOTUS

INNOVATION

DI15 Innovative Use of Social

Campaign that creatively and innovatively utilises social media platforms, networking sites, social activities, online communities, etc. to engage consumers and enhance their relationship with the brand.

MATERIALS

*** see Guideline [here](#)

Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

CAMPAIGN EXCELLENCE

DI16 Integrated Digital & Social Campaign

Campaign that effectively and seamlessly utilises multiple social platforms/channels.

DI17 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Demo Video (max. 1 min)

LOTUS ROOTS

LRDI Lotus Roots

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MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Original Work
- Demo Video (max. 1 min)

DIGITAL CRAFT LOTUS

The Digital Craft Lotus awards technological craftsmanship, where design and function enhance user experience using digital elements and capabilities. The decision of the juries will focus on the creative idea, craftsmanship in its execution and user experience.

Each campaign/set of execution constitutes one entry.

DESIGN	MATERIALS
Overall creative aesthetic value of the work.	*** see Guideline here
CD01 User Interface (UI) User Interface design interaction with consumers that optimises the brand on a digital platform through presentation and overall user experience.	Required <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Original Work • Demo Video (max. 1 min)
CD02 Video & Moving Image Use of online video, moving images, motion graphics, animation, interactive video, or other digital footage that enhances aesthetic and user experience.	
CD03 Digital Illustration & Image Design Digital Illustration and image design utilised creatively for the digital platform, including 3D modelling, still imagery, photography, artwork, and image manipulation to enhance the user experience.	
CD04 Music & Sound Design Music or Sound Design, including branded music and sound design, utilised creatively to enhance the user experience.	
CD05 Overall Aesthetic Design The overall aesthetic design that enhances the user experience.	

FUNCTION	MATERIALS
Practicality, Functionality & Performance of the work.	*** see Guideline here
CD06 UX & Journey Design How the design fluidly results in the overall cohesive interactive user experience with focus on functionality.	Required <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Original Work • Demo Video (max. 1 min)
CD07 Native & Built-In Feature Integration Creative utilisation of built-in and existing integral features of a digital device such as mobile, tablet, desktop, laptop, or other digital device including built-in cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS, etc.	
CD08 Experience Design: Multi-Platform Immersive digital experiences (include both large and small scales) and events designed to engage and/or interact with consumers such as VR, AR, MR, XR, digital installations, motion chairs, multi-screen and multi-dimensional experiences.	
CD09 Overall Functional Design The overall excellence in performance and functionality.	

DIGITAL CRAFT LOTUS

DATA & TECHNOLOGY		MATERIALS	
<p>CD10 Use of Data</p> <p>Campaign that demonstrates and utilises innovative use of data to engage consumers whether through its collection, compilation, development, and/or visualisation to enhance the user experience and/or brand communication. The jury will consider how data is presented or utilised to enhance brand experience.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Original Work • Demo Video (max. 1 min) 	
<p>CD11 Use of Technology</p> <p>Campaign that innovatively utilises existing or new technology such as AI, chatbots, automation, avatars, virtual influencers, apps, cloud services, etc. to enhance brand experience.</p> <p>Note: This doesn't include prototypes of early stage technology.</p>			
LOTUS ROOTS		MATERIALS	
<p>LRCD Lotus Roots</p> <p>This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Cultural Context Explanation • URL • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Original Work • Demo Video (max. 1 min) 	

DIRECT LOTUS

The Direct Lotus goes beyond the ambit of traditional direct marketing to encompass all or any kind of communication where it is possible to deliver measurable results in the consumer as well as business to business marketing. Direct medium can be used individually or in combination where there is a simple and clear method to measure success. The key to successful Direct communication is “targeted relationship” with measurable results.

The decision of the Juries on Direct Lotus winner will be based on 5 criteria and weighted as follow:

- Creativity/Idea/Insight 40%
- Strategy 10%
- Execution & Craft 20%
- Results 20%
- Creative Targeting 10%

Each campaign/set of execution constitutes one entry.

USE OF DIRECT	MATERIALS *** see Guideline here
<p>DM01 Mailing One-dimensional and multi-dimensional mailing including greeting cards, inserts, samples and pop-ups where there are clear and measurable results.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Digital Presentation Image • Client Endorsement Letter
<p>DM02 Low Budget Campaign Best creative use of direct with a production budget of below USD 1 per item, excluding agency fee.</p>	<p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Actual Work or Demo Video (max. 1 min)
<p>DM03 Film & Audio Film developed for TV, cinema, web, mobile, or outdoor and communication developed for radio or other use of audio media including radio spots, DJ mentions, radio promos, etc. where there are clear and measurable results.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>DM04 Print & Outdoor Print and outdoor communication, where there is a direct call to action and measurable results. Includes magazines, newspapers, posters, billboards, digital screen, etc.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>DM05 Ambient: Small Scale Use of the surrounding area or environment where there are clear and measurable results. Small scale includes glasses, napkins, beer mats, ashtrays, petrol pumps, flyers, stickers, signage, etc. <i>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i></p>	<p>Optional</p> <ul style="list-style-type: none"> • Actual Work or Demo Video (max. 1 min)

DIRECT LOTUS

USE OF DIRECT	MATERIALS *** see Guideline here
<p>DM06 Ambient: Large Scale Use of the surrounding area or environment where there are clear and measurable results. Large scale includes supersized and non-standard shaped sites, floor media, events, live stunts, etc. Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>DM07 Field Marketing Field marketing targeting consumers face-to-face to build relationships with clear and measurable results including shopper marketing campaigns, on ground promotions, events, sampling, door-2-door campaigns, demo, direct sales, etc.</p>	
DIGITAL	MATERIALS *** see Guideline here
<p>DM08 Online & Digital Platforms Use of online and digital platforms including websites, microsites, banners ads, eDMs, messaging, widgets, games, search engine and viral campaigns where the activities have clear and measurable results.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>DM09 Use of Social Media Platforms Use of social platforms including social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc. with clear and measurable results.</p>	
<p>DM10 Mobile & Devices Use of technology for mobile and portable devices including mobile applications, widgets, bluetooth and geolocation technology (RFID, NFC, GPS), QR codes, etc. with clear and measurable results.</p>	
<p>DM11 Real-time Response Use of direct marketing tools and activities to target consumers to call for real-time response with clear and measurable results.</p>	
<p>DM12 User Generated Content Use of direct marketing tools and activities to engage consumers with clear and measurable consumer engagement, participation, and/or brand collaboration.</p>	

DIRECT LOTUS

DATA & TECHNOLOGY	MATERIALS *** see Guideline here
<p>DM13 Use of Data Campaign that effectively utilises data to identify, profile and target specific consumers to engage and build relationships with consumers with clear and measurable results.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>DM14 New Realities & Emerging Technology Campaign that creatively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, and all other emerging technology to engage consumers with clear and measurable results.</p> <p><u>Note:</u> Emerging Technology doesn't include prototypes of early stage technology.</p>	
<p>DM15 Use of Games Campaign that effectively utilises gaming including online games, mobile games, in-game experiences, simulations tokens, puzzles, etc. to target specific consumers to engage consumers with clear and measurable results.</p>	

STRATEGY	MATERIALS *** see Guideline here
<p>DM16 Customer Acquisition & Retention Campaign that targets consumers to establish/maintain relationships with the brand or drive consumer loyalty for the brand.</p> <p><u>Note:</u> Entrants must indicate how the campaign successfully retains consumer loyalty (eligibility period: past 2 years).</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>DM17 Launch/Re-Launch Campaign created to launch or re-launched a brand, product or service.</p>	

CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline here
<p>DM18 Integrated Direct Campaign Campaign that effectively and seamlessly utilises multiple mediums/channels. Entries should include details of measurable results of the campaign.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Actual Work or Demo Video (max. 1 min)
<p>DM19 Resilience Through Creativity Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.</p>	

DIRECT LOTUS

LOTUS ROOTS

LRDM Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL
- Actual Work or Demo Video (max. 1 min)

EFFECTIVE LOTUS

The Effective Lotus awards works that are not only creative, but also have significant and measurable impact.

The decision of the Juries on Effective Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 15%
- Execution 15%
- Results 40%

Each campaign/set of execution constitutes one entry.

EFFECTIVE LOTUS	MATERIALS
	*** see Guideline here
<p>EF01 Campaign Success</p> <p>Campaign that demonstrates measurable success in achieving specified objectives.</p> <p><u>Note:</u> Entrants must indicate the number/quantity of the increase in results to show campaign effectiveness, not simply a percentage increase of the results to support their entry.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>EF02 Long-Term Creativity</p> <p>Campaign that demonstrates long-term measurable success in achieving specified objectives over the years.</p> <p><u>Note:</u> Entrants must indicate how sustained brand effectiveness was achieved as part of a longer term campaign (eligibility period: past 3 years).</p>	
<p>EF03 Small Budget</p> <p>Campaign that creatively and effectively utilises limited budget to achieve objectives. This is only eligible for campaigns with a total budget under USD 200,000 (including all media & production budget).</p> <p><u>Note:</u> Entrants must indicate the number/quantity of the increase in results to show campaign effectiveness, not simply a percentage increase of the results to support their entry. Entrants must also clearly indicate a breakdown of the budget.</p>	
<p>EF04 Launch/Re-launch</p> <p>Campaign for launch or re-launch of a brand, product, or service.</p>	
<p>EF05 Customer Acquisition & Retention</p> <p>Campaign that effectively targets consumers to drive engagement or strengthen customer relationships with the brand.</p> <p><u>Note:</u> Entrants must indicate the number/quantity of the increase in new customer activities.</p>	
<p>EF06 Collaboration & Partnership</p> <p>Campaign that demonstrates effective brand collaboration or partnership to achieve objectives.</p> <p><u>Note:</u> Entrants must indicate how the collaboration or partnership has an effect on business results.</p>	

EFFECTIVE LOTUS

CAMPAIGN EXCELLENCE

EF07 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

LOTUS ROOTS

LREF Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

ENTERTAINMENT LOTUS

The Entertainment Lotus awards brand-funded creative content and entertainment that is created or co-created seamlessly into a platform to engage consumers.

The decision of the Juries on Entertainment Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 20%
- Results 30%

Each execution/campaign/set of execution constitutes one entry.

FILM	MATERIALS *** see Guideline here
<p>EN01 Fiction & Non-Fiction Film: Up to 5 minutes Branded fiction & non-fiction film, series, documentaries, docuseries, reality film for TV, cinema, online, video-on-demand and streaming platforms. <u>Note:</u> for series & docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Original Film • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins)
<p>EN02 Fiction & Non-Fiction Film: 5-30 minutes Branded fiction & non-fiction film, series, documentaries, docuseries, reality film for TV, cinema, online, video-on-demand and streaming platforms. <u>Note:</u> for series & docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.</p>	
<p>EN03 Fiction & Non-Fiction Film: Over 30 minutes Branded fiction & non-fiction film, series, documentaries, docuseries, reality film for TV, cinema, online, video-on-demand and streaming platforms. <u>Note:</u> for series & docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.</p>	

MUSIC & AUDIO	MATERIALS *** see Guideline here
<p>EN04 Branded Music Content Branded entertainment through music including music videos, collaboration between brand and artist to promote brand or artist.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Original Work or Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>EN05 Live Experience: Music Branded entertainment utilising music-led live events to enhance experience for the audience including concerts, live stunts, festivals, events, installations, virtual worlds, etc.</p>	
<p>EN06 Audio Content Branded entertainment or content created for radio, podcasts or other audio platforms.</p>	

ENTERTAINMENT LOTUS

GAMING Includes esports if appropriate.	MATERIALS *** see Guideline here
EN07 Audio-Visual Content NEW Branded entertainment utilising gaming-led content including film, series, documentaries, posters, music, etc. <u>Note:</u> For series & docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.	Required <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
EN08 Brand Integration, Partnerships & Collaborations: Gaming NEW Branded entertainment through gaming where brand partnerships, or collaborations are seamlessly integrated into the gaming experience and enhance the brand.	Optional <ul style="list-style-type: none"> • URL
EN09 Live Experience: Gaming NEW Branded entertainment utilising gaming-led live events to enhance experience for the audience including festivals, installations, live demonstrations, esports competitions, virtual worlds, etc.	
EN10 Community Engagement: Gaming NEW Branded entertainment that effectively utilises gaming to establish and maintain relationships with the gaming community through social engagement with the brand.	
EN11 Use of Talent & Influencer: Gaming NEW Branded entertainment that effectively utilises or collaborates with gamers, influencers, streamers, or creators to engage the gaming community.	
EN12 Breakthrough in Gaming NEW Branded entertainment through gaming that innovatively utilises technology, platforms, or other media to redefine and enhance the gaming experience.	

ENTERTAINMENT LOTUS

SPORTS	MATERIALS
<p>Includes esports if appropriate.</p> <p>EN13 Film & Audio NEW</p> <p>Branded entertainment through sports including films, series, documentaries, radio, music, other audio content, etc.</p> <p><u>Note:</u> For series & docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.</p>	<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>EN14 Live Broadcast & Livestream: Sports NEW</p> <p>Branded entertainment through live sports coverage including live broadcast through service providers and livestreams.</p> <p><u>Note:</u> Sample film must not exceed 30 minutes.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Sample film (max. 30 mins)
<p>EN15 Live Experience: Sports</p> <p>Branded entertainment through live sporting events including esports, events, installations, virtual worlds, etc.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins)
<p>EN16 Community Engagement: Sports NEW</p> <p>Branded entertainment that effectively utilises sports to establish and maintain relationships with the community and fans to enhance relationship with the brand.</p>	<ul style="list-style-type: none"> • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>EN17 Use of Talent & Influencer: Sports NEW</p> <p>Branded entertainment that effectively utilises or collaborates with athletes, sportscasters, influencers, streamers, or creators to engage the sports community.</p>	
<p>EN18 Breakthrough in Sports NEW</p> <p>Branded entertainment through sports that innovatively utilises technology, platforms, or other media to redefine and enhance the sports experience.</p>	

ENTERTAINMENT LOTUS

BRAND PARTNERSHIP & COLLABORATION	MATERIALS *** see Guideline here
<p>EN19 Brand Storytelling & Content NEW Branded entertainment or content to promote the brand and engage consumers.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>EN20 Brand Integration, Partnerships & Collaborations Branded entertainment or content integrating brand into an existing platform or program including brand sponsorship or partnership collaborations in films, TV programs, radio shows, livestreams, etc. Includes sports-led brand collaborations. <u>Note:</u> Gaming-led partnerships or collaborations must be entered into EN08.</p>	<p><u>Optional</u></p> <ul style="list-style-type: none"> • URL
<p>EN21 Community Engagement NEW Branded entertainment or content that effectively establishes and maintains relationships with the community through social engagement with the brand. <u>Note:</u> Gaming community engagement must be entered into EN10. Sports community engagement must be entered into EN16.</p>	
<p>EN22 Use of Talent & Influencer Branded entertainment or content utilising strategic collaboration with talents, celebrities, influencers, KOLs, or creators to create content that engages consumers and enhances the brand. <u>Note:</u> Use of gamers or gaming-related influencers must be entered into EN11. Use of athletes or sports-related influencers must be entered into EN17.</p>	

EXPERIENTIAL	MATERIALS *** see Guideline here
<p>EN23 Live Broadcast & Livestream Branded entertainment or content utilising live broadcast through service providers and livestreams. <u>Note:</u></p> <ul style="list-style-type: none"> • Live sports broadcast & livestream must be entered into EN14. • Sample film must not exceed 30 minutes. 	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL • Sample film (max. 30 mins)
<p>EN24 Live Experience Branded entertainment utilising live events to enhance experience for the audience including live stunts, festivals, events, installations, expos & trade fairs, virtual worlds, etc. <u>Note:</u> Music-led live experience must be entered into EN05. Gaming-led live experience must be entered into EN09. Sports-led live experience must be entered into EN15.</p>	<p><u>Required</u></p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p><u>Optional</u></p> <ul style="list-style-type: none"> • URL

ENTERTAINMENT LOTUS

INNOVATION & TECHNOLOGY	MATERIALS *** see Guideline here
EN25 Diversity & Inclusion in Entertainment NEW Branded entertainment or content that addresses diversity and/or inequality issues in the community including gender, disability, race, religion, etc.	Required <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
EN26 Digital, Social & Emerging Technology Branded entertainment or content utilising websites, microsites, social platforms, mobile technology, and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, voice activated technology, blockchain technology, and all other emerging technology to engage consumers.	Optional <ul style="list-style-type: none"> • URL
EN27 Breakthrough in Entertainment NEW Branded entertainment or content that innovatively utilises technology, platforms, or other media to enhance the experience or redefines new excellence in branded entertainment.	
CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline here
EN28 Integrated Entertainment Campaign Campaign that effectively and seamlessly utilises multiple mediums.	Required <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
EN29 Resilience Through Creativity Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.	Optional <ul style="list-style-type: none"> • URL
LOTUS ROOTS	MATERIALS *** see Guideline here
LREN Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.	Required <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL • Original Work or Sample film (max. 30 mins)

FILM CRAFT LOTUS

The Film Craft Lotus awards craftsmanship and technical prowess in film production that are not only flawlessly executed, but also enhance the idea.

For Film Craft Lotus categories (CF01-CF16):

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Breakthrough in Production (CF17) and Lotus Roots (LRCF):

- Each execution/campaign/set of execution constitutes one entry.

PRODUCTION	MATERIALS *** see Guideline here
<p>CF01 Directing How the director's vision enhances the story and makes the idea stronger.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF02 Script How the interpretation and development of the script enhance the story and make the idea stronger. The origin and development of the script can be either from agency or production.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • English Script • Client Endorsement Letter or Media Schedule
<p>CF03 Cinematography How the cinematography enhances the story and makes the idea stronger. Namely, through composition, style of photography, lighting and use of camera techniques.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF04 Production Design How the execution of a cohesive overall aesthetic via production design, including set design, location builds and prop design enhance a story and make the idea stronger.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF05 Costume Design How the costume designer's vision of props and wardrobes enhances the director's vision and makes the idea stronger.</p>	<p>Recommended</p> <ul style="list-style-type: none"> • 'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins) • If a 'making of' or demo VDO is not feasible, entrant can submit a presentation image.
<p>CF06 Casting How the casting selections bring the idea to life and enhance the delivery of the script. Script can be either way (agency or production/director).</p>	
<p>CF07 Use of Talent/Celebrity How the use of the talent, celebrity, influencer, or KOLs enhances the idea and brings the script to life.</p>	

FILM CRAFT LOTUS

POST-PRODUCTION		MATERIALS
		*** see Guideline here
<p>CF08 Editing</p> <p>How the editing enhances the story and makes the idea stronger.</p>		<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF09 Colour Grading</p> <p>How the colour grading enhances a story and makes the idea stronger.</p>		<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF10 Special Effects: In-Camera</p> <p>How the execution of in-camera practical effects (e.g. pyrotechnics, mechanized props, models, atmospheric effects) or in-camera optical effects (e.g. multiple exposure, ramping speed, shutter adjustment, time-lapse, mattes) enhance the story and make the idea stronger.</p> <p>Note: Works involving digital visual effects must be entered into Special Effects: Digital Visual Effects (CF11).</p>		<p>Recommended</p> <ul style="list-style-type: none"> • ‘Making of’ or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins) • If a ‘making of’ or demo VDO is not feasible, entrant can submit a presentation image.

POST-PRODUCTION		MATERIALS
		*** see Guideline here
<p>CF11 Special Effects: Digital Visual Effects</p> <p>How the digitally created or manipulated imagery (CGI) enhances a story and makes the idea stronger.</p> <p>Note: Works involving the integration of in-camera effects must be entered into Special Effects: In-Camera (CF10).</p>		<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter or Media Schedule
<p>CF12 Animation (In-Camera or Digital)</p> <p>How the execution of the animation (including character/asset design, build, 2D/3D animation and integration, stop motion, motion graphics) enhance a story and make the idea stronger.</p>		<p>Recommended</p> <ul style="list-style-type: none"> • ‘Making of’ or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins) • If a ‘making of’ or demo VDO is not feasible, entrant can submit a presentation image.

FILM CRAFT LOTUS

MUSIC & SOUND

CF13 Original Music **NEW**

How the creation of a completely new piece of music, instrumental or vocal, composed specifically for the film enhances the story and makes the idea stronger. This includes original lyrics, melody and arrangement.

Note: Works entered into CF13 cannot be re-entered into Use of Adapted Music (CF14) and Use of Licensed Music (CF15).

CF14 Use of Adapted Music **NEW**

How the creative adaptation of pre-existing music including remixes and cover versions enhances the story and makes the idea stronger. Entries will be judged on the quality of production, originality of the remix or new version and/or musical rearrangements of the existing music.

Note: Works entered into CF14 cannot be re-entered into Original Music (CF13) and Use of Licensed Music (CF15).

CF15 Use of Licensed Music **NEW**

How the creative use of an existing piece of music enhances the story and makes the idea stronger. Entries will be judged on the reinterpretation of the song, how it works within the story, and the quality of the production.

Note: Works entered into CF15 cannot be re-entered into Original Music (CF13) and Use of Adapted Music (CF14).

CF16 Sound Design

How the creation and integration of all non-musical sound elements enhance the story and make the idea stronger. This includes the use of original sound effects, Foley, ambient sounds, dialogue editing, and audio engineering. Entries will be judged on the creativity, technical skill, and how effectively the sound design enhances the narrative, atmosphere and emotional impact of the film.

MATERIALS

*** see Guideline [here](#)

Required

- Original Film
- Client Endorsement Letter or Media Schedule

INNOVATION

CF17 Breakthrough in Production

How the production from idea to execution innovatively redefines production capabilities. The crafts utilised in the production should reflect unparalleled or groundbreaking achievements in production including production methods or technological applications.

MATERIALS

*** see Guideline [here](#)

Required

- Original Film
- Client Endorsement Letter or Media Schedule

Recommended

- 'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins)
- If a 'making of' or demo VDO is not feasible, entrant can submit a presentation image.

FILM CRAFT LOTUS

LOTUS ROOTS

LRCF Lotus Roots

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MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Original Film
- Client Endorsement Letter or Media Schedule

Recommended

- 'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins)
- If a 'making of' or demo VDO is not feasible, entrant can submit a presentation image.

FILM LOTUS

The same work (identical version & duration) can only be entered ONCE in Broadcast (F01-F10) and ONCE in Online Film: Products & Services (F11-F20)

For Broadcast (F01-10), Online Film: Products & Services, and Viral Film (F11-F21), Other Films (F24-F25), Resilience Through Creativity (F27):

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Micro Short Film (F22), Web Series (F23), Use of Film as a Medium (F26) and Lotus Roots (LRF):

- Each execution/campaign/set of execution constitutes one entry.

For entries in the Resilience Through Creativity (F27) sub-category can be either the broadcast film version or the internet film including other film version.

BROADCAST	MATERIALS *** see Guideline here
F01 Broadcast: Food & Beverages	Required <ul style="list-style-type: none"> • Original Film • Media Schedule
F02 Broadcast: Consumer Goods Beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decorations & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	
F03 Broadcast: Automotive Vehicles, boats, and other automotive including automotive accessories.	
F04 Broadcast: Retail Retail stores including online stores, restaurants including cafes & bars.	
F05 Broadcast: Travel & Leisure Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums.	
F06 Broadcast: Media & Entertainment Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
F07 Broadcast: Finance & Real Estate Financial & investment institutions, insurance, and real estate.	
F08 Broadcast: Business & Commercial Public Services B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
F09 Broadcast: Corporate Image & Corporate Social Responsibility Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
F10 Broadcast: Public Services & Cause Appeals Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	

ONLINE FILM	MATERIALS *** see Guideline here
F11 Online Film: Food & Beverages	Required
F12 Online Film: Consumer Goods Beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decorations & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<ul style="list-style-type: none"> • Original Film • URL • Client Endorsement Letter
F13 Online Film: Automotive Vehicles, boats, and other automotive including automotive accessories.	
F14 Online Film: Retail Retail stores including online stores, restaurants including cafes & bars.	
F15 Online Film: Travel & Leisure Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums.	
F16 Online Film: Media & Entertainment Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
F17 Online Film: Finance & Real Estate Financial & investment institutions, insurance, and real estate.	
F18 Online Film: Business & Commercial Public Services B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
F19 Online Film: Corporate Image & Corporate Social Responsibility Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
F20 Online Film: Public Services & Cause Appeals Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	
F21 Viral Film Films created primarily to be shared or distributed online.	
F22 Micro Short Film Micro short films for social platforms such as TikTok, Facebook, Instagram, X, etc. Note: Set of execution can be entered as one entry, where each micro short film cannot exceed 15 seconds, and total executions cannot exceed 60 seconds.	
F23 Web Series A series of online films. Note: Series must consist of at least 2 episodes with episodes weaved into a single video file.	

FILM LOTUS

OTHER FILMS		MATERIALS
<p>F24 Other Screens</p> <p>Film primary aired on screen other than TV, cinema or online. Film can be aired at public or private events. It is not limited to festivals, expos, shows, exhibitions or internal functions.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>F25 New Realities & Emerging Technology</p> <p>Film that creatively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), live action photography, gamification, virtual worlds, and all other emerging technology.</p>		<p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL <p>Recommended</p> <ul style="list-style-type: none"> • ‘Making of’ or demo VDO to provide juries with a better understanding of the immersive and emerging technology utilised with the film. (max. 2 mins)

INNOVATION		MATERIALS
<p>F26 Use of Film as a Medium NEW</p> <p>Innovative use of film medium in the brand communication.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins)

CAMPAIGN EXCELLENCE		MATERIALS
<p>F27 Resilience Through Creativity</p> <p>Ideas and creative solutions that demonstrate the brand’s resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Video Presentation (max. 2 mins)

FILM LOTUS

LOTUS ROOTS

LRF Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Original Film
- Client Endorsement Letter or Media Schedule

Optional

- URL
- Video Presentation (max. 2 mins)

Recommended

- 'Making of' or demo VDO to provide juries with a better understanding of the immersive and emerging technology utilised with the film. (max. 2 mins)

INNOVA LOTUS

The INNOVA Lotus entries will be judged on their level of genuine innovation, talk-value, and results. The entry may utilise only one media or across multiple mediums.

INNOVA Lotus will be presented to world-class concepts that have made a dramatic impact on the marketplace i.e. unique, “landmark” ideas, technologies, designs, applications or creative properties that have pushed the marketing industry into uncharted territory.

Shortlisted INNOVA Lotus entries are required* to present their works to the juries and delegates at ADFEST 2025 on Thursday 20th March 2025 in Pattaya.

***Failure of a shortlisted entry to send a presenter forfeits the entry’s right to be eligible to become a Finalist or INNOVA Lotus winner.**

The same work can only be entered ONCE in IN01-IN03 but it may be re-entered into other sub-categories.

Each execution/campaign/set of execution constitutes one entry.

INNOVA LOTUS	MATERIALS *** see Guideline here
<p>IN01 Innovation in Creativity Campaign must clearly demonstrate a breakthrough in creative idea, execution, or innovation that provides communication or business solutions for the brand. Includes innovative ideas, as well as product innovations that create solutions to the challenges. Note: Technological innovations should be entered into Innovation in Technology (IN02) or Innovation in Prototype Technology (IN03). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>IN02 Innovation in Technology Campaign must clearly demonstrate technological innovativeness that may utilise big data, innovative tools, invention, platforms or other measures that lead to an improvement or solutions. The solutions may or may not lead to the brand.</p>	
<p>IN03 Innovation in Prototype Technology Campaign with technological innovativeness but yet to be marketed or launched openly in the market. The technology can be prototype, beta, or pre-production stage. While the technology has yet to be launched, it must have at least been tested. Concept ideas are not acceptable.</p>	
<p>IN04 Scalable Innovation Campaign with scalability of innovation to expand the presence, use, and impact of the innovation. Includes expansion through Scaling Up (scaling effectiveness or economies of scale), Scaling Out (geographic or demographic expansion to new market segments), and Scaling Deep (maximising impact of innovation). Note: Submitted works do not need to achieve scalability yet, but should be able to demonstrate potential for scalability.</p>	

INNOVA LOTUS

INNOVA LOTUS

IN05 Sustainable Innovation

Campaign with innovation initiatives to address social or environmental issues to raise the standard and quality of life. Includes environmental and sustainable energy, education, health & hygiene, disaster relief, etc. solutions.

IN06 Innovation for Humanity

Campaign with innovation initiatives with the potential to transform and improve the quality of life of people on a significant scale. Includes initiatives to improve social or gender equality, education, healthcare, human rights, or other social justice issues.

IN07 Innovation in Local Culture Application

Campaign must demonstrate how the innovation is culturally relevant whether through solving a local issue or problem in terms of culture, religion, beliefs, traditions or languages.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

LOTUS ROOTS

LOTUS ROOTS

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

For Lotus Roots submissions, please enter into the Lotus Roots sub-category in the appropriate Lotus Award category.

MATERIALS

*** see Guideline [here](#)

See specific materials in each Lotus.

MEDIA LOTUS

The Media Lotus awards creative and effective use of media channels to help achieve business goals and objectives.

The decision of the Juries on Media Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 20%
- Results 30%

Each execution/campaign/set of execution constitutes one entry.

USE OF MEDIA	MATERIALS *** see Guideline here
<p>ME01 Use of Screens & Displays TV, cinema, video-on-demand, in-flight screening, digital & interactive screens, online film, and other online service providers.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>ME02 Use of Audio Radio, podcasts, and other audio platforms.</p>	
<p>ME03 Use of Print & Conventional Outdoor Magazines, newspapers, inserts, trade journals, printed collaterals, posters, billboards.</p>	
<p>ME04 Use of Ambient: Small Scale Items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers. Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Work or Demo Video (max. 1 min)
<p>ME05 Use of Ambient: Large Scale Supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations, signage, buildings or street furniture. Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>ME06 Use of Events Exhibitions, events, expos & trade fairs, festivals, etc.</p>	
<p>ME07 Use of Guerrilla Marketing & Stunts Guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up events.</p>	
<p>ME08 Use of Digital Platforms Websites, microsites, banner ads, email marketing, games, widgets. Note: Social media-led campaigns should be entered to Use of Social Platforms (ME10).</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>ME09 Use of Mobile & Devices Campaign that effectively utilises technology for mobile and portable devices including mobile applications, widgets, Bluetooth and geolocation technology (RFID, NFC, GPS), QR codes, etc.</p>	
<p>ME10 Use of Social Platforms Campaign that effectively utilises social platforms including social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc.</p>	

MEDIA LOTUS

DATA & TECHNOLOGY		MATERIALS
		*** see Guideline here
<p>ME11 Use of Data</p> <p>Campaign that effectively utilises creative use of data collected, created, or generated including real-time data to execute its media plan.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL 	
<p>ME12 Use of Technology</p> <p>Campaign that effectively utilises existing or emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, etc.</p> <p><u>Note:</u> Emerging Technology doesn't include prototypes of early stage technology.</p>		
CONTENT & INFLUENCERS		MATERIALS
		*** see Guideline here
<p>ME13 Branded Entertainment & Content: Program & Platforms</p> <p>Campaign that effectively utilises an entertainment or content funded (or co-funded) and generated by the brand for TV, cinema, series, program sponsorships, or partnerships.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL 	
<p>ME14 Branded Entertainment & Content: Digital & Social Platforms</p> <p>Campaign that effectively utilises an entertainment or content funded (or co-funded) and generated by the brand for digital (websites, microsites, banners ads, eDMs, messaging, search engine and viral campaigns & social platforms (social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc.).</p>		
<p>ME15 Use of Influencer</p> <p>Campaign that effectively utilises talents, celebrities, influencers, KOLs, creators, etc.</p>		
STRATEGY		MATERIALS
		*** see Guideline here
<p>ME16 Media Strategy</p> <p>Campaign that effectively utilises insights to effectively target the right consumers with the right content and message, in the right tone, to achieve the brand's communication goals.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL 	
<p>ME17 Media Planning & Execution</p> <p>Campaign that effectively determines how, when, how often, and who to the target, and flawlessly executed the media plan in order to achieve the brand's communication goals.</p>		
<p>ME18 Audience Insights</p> <p>Campaign that effectively utilises consumer insights and behaviours to formulate and tailor the media plan appropriately. Entries should indicate how the insights attributed to the success of the media plan.</p>		
<p>ME19 Collaboration & Media Partnership</p> <p>Campaign that demonstrates effective brand collaboration or partnership between brand and media to strengthen its media plan and achieve the brand's communication goals.</p>		

MEDIA LOTUS

CAMPAIGN EXCELLENCE		MATERIALS
<p>ME20 Integrated Media Campaign Campaign that effectively and seamlessly utilises multiple mediums.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Actual Work or Demo Video (max. 1 min)
<p>ME21 Resilience Through Creativity Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.</p>		

LOTUS ROOTS		MATERIALS
<p>LRME Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>		<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL • Actual Work or Demo Video (max. 1 min)

MOBILE LOTUS

The Mobile Lotus awards creative and innovative use of mobile, portable, wearable devices and technology to target and engage consumers.

Each execution/campaign/set of execution constitutes one entry.

MOBILE CAMPAIGN	MATERIALS *** see Guideline here
<p>MB01 Use of Mobile Campaign centrally led by mobile including mobile websites, apps, games, messaging, etc. on mobile and portable devices.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Demo Video (max. 1 min)
MOBILE DESIGN	MATERIALS *** see Guideline here
<p>MB02 User Experience for Mobile User experience design for mobile enhancing customer satisfaction and loyalty by improving the usability, ease to use, and pleasure provided in the interaction between the customer and the product.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Demo Video (max. 1 min)
<p>MB03 Mobile Games Brand related games designed for and played on mobile phones, tablets or any other portable devices, whether pre-installed, downloaded or hosted on a mobile website.</p>	
<p>MB04 Application & Utility Applications and utilities designed for mobile and portable devices to engage the consumer with the brand. Can be pre-installed, downloaded or distributed.</p>	
TECHNOLOGY	MATERIALS *** see Guideline here
<p>MB05 Mobile Technology Campaign that creatively utilises geolocation technology, proximity technology, immersive and emerging technology, new realities, gamification, virtual worlds, voice activated technology, blockchain technology, wearable technology, connected devices, noise cancellation, interactive & touch technology, and other technology for mobile. Note: Emerging Technology doesn't include prototypes of early stage technology.</p>	<p>Required</p> <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Demo Video (max. 1 min)
<p>MB06 mCommerce Campaign that creatively utilises application of mobile commerce that optimises the user experience and increases brand engagement and benefit. This may include, but not limited, to apps, wallets, reward/loyalty programs.</p>	
<p>MB07 Use of Data Campaign that effectively utilises data for mobile and other portable devices.</p>	

MOBILE LOTUS

SOCIAL & INFLUENCER		MATERIALS *** see Guideline here
MB08 Use of Social Campaign that effectively utilises social media platforms, networking sites, social activities, etc.		Required <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
MB09 Mobile-led Influencer Campaign that creatively utilises influencers, creators, or streamers to engage consumers through portable platforms.		
CAMPAIGN EXCELLENCE		MATERIALS *** see Guideline here
MB10 Integrated Mobile Campaign Campaign that effectively and seamlessly utilises mobile technology and other mediums, where the campaign's mobile element integrates across other channels.		Required <ul style="list-style-type: none"> • URL or URL link to Application • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Demo Video (max. 1 min)
MB11 Resilience Through Creativity Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.		
LOTUS ROOTS		MATERIALS *** see Guideline here
LRMB Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.		Required <ul style="list-style-type: none"> • Cultural Context Explanation • URL or URL link to Application • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter Optional <ul style="list-style-type: none"> • Demo Video (max. 1 min)

NEW DIRECTOR LOTUS

The New Director Lotus awards up-and-coming new directors to give them exposure to the creative community and help launch their directorial careers.

- For New Director Lotus, works submitted must have been directed during a Director's first two years of Director career (Eligibility period: 1st January 2023 and 31st December 2024).
- For Portfolio Spot (ND08), works submitted do not need to be commercially broadcasted and Assistant Directors and students are also eligible.
- For Film School (ND09), entries must be part of a film school project.
- For Short Films for ADFEST 2025 by The Fabulous Five (ND10), the Director must have started a Director career after March 2023. That is, no more than 2 years professional experience as a Director.

Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries **except** Series Film (ND07), it constitutes one entry.

The same work (identical version & duration) can only be entered ONCE in New Director Lotus, but it can be re-entered into Lotus Roots (LRND).

NEW DIRECTOR LOTUS	MATERIALS *** see Guideline here
ND01 Commissioned Spot Eligible works must be works created for clients for the purpose of on-air TV or cinema broadcast, and other non-broadcast medium such as internal promotion or special event screening.	Required <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL
ND02 Music Video	
ND03 Short Film: Up to 10 minutes Eligible works must be works created for clients for the purpose of broadcast program, internal promotion, or special event screening.	
ND04 Short Film: Over 10 minutes Eligible works must be works created for clients for the purpose of broadcast program, internal promotion, or special event screening.	
ND05 Online Film Eligible works must be created for online film, website, email, or mobile devices.	Required <ul style="list-style-type: none"> • Original Film • URL • Client Endorsement Letter
ND06 Documentary NEW Eligible works must be work created for the reality or documentary film purpose. Films should be brought the story closely to the audience. <u>Note: maximum duration is 60 mins.</u>	Required <ul style="list-style-type: none"> • Original Film • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL
ND07 Series Film NEW Eligible works must be created for series film. <u>Note: Series must consist of at least 2 episodes with episodes weaved into a single video file.</u>	

NEW DIRECTOR LOTUS

NEW DIRECTOR LOTUS		MATERIALS
		*** see Guideline here
ND08 Portfolio Eligible works must be directed for the purpose of building a director's reel without a client or on-air broadcast.		Required <ul style="list-style-type: none"> • Original Film
ND09 Film School Eligible works must be films created for school projects.		Required <ul style="list-style-type: none"> • Original Film • Certified Letter from Institution
ND10 Short Films for ADFEST 2025 by the Fabulous Five ND10 is a non-entry fee basis. Eligible entrants submit scripts under the ADFEST 2025 theme, COLLiDE , where only 5 selected scripts will become the Fabulous Five New Directors. The Fabulous Five will premiere their short films on stage at ADFEST 2025. For more information, refer to the Fabulous Five's Rules & Regulations or visit Fabulous Five .		Required <ul style="list-style-type: none"> • Script • Script Submission Form to ADFEST

LOTUS ROOTS		MATERIALS
		*** see Guideline here
LRND Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.		Required <ul style="list-style-type: none"> • Cultural Context Explanation • Original Film • Client Endorsement Letter Optional <ul style="list-style-type: none"> • URL • Certified Letter from Institution

OUTDOOR LOTUS

The Outdoor Lotus awards creative and innovative use of out-of-home marketing executions.

- The same work can only be entered ONCE in Products & Services (OD01-OD06)
- Each execution/campaign/set of execution constitutes one entry.

POSTER

Traditional static posters including printed 2-dimensional & digital posters.

Note: Animated posters must be entered into Animated Billboard/Poster (OD08).

MATERIALS

*** see Guideline [here](#)

OD01 Consumer Goods

Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.

OD02 Automotive

Vehicles, boats, and other automotive including automotive accessories.

OD03 Retail, Leisure & Entertainment

Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.

OD04 Finance, Business & Commercial Public Services

Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.

OD05 Corporate Image & Corporate Social Responsibility

Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.

OD06 Public Services & Cause Appeals

Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.

Required

- Digital Presentation or Digital Image
- Picture of Work on the Location
- Client Endorsement Letter

OUTDOOR LOTUS

USE OF OUTDOOR	MATERIALS *** see Guideline here
<p>OD07 Traditional Billboard Traditional 2-dimensional billboards including static digital billboards for standardised, formatted billboard spaces including highway and transit billboards.</p>	<p>Required</p> <ul style="list-style-type: none"> • Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 mins)
<p>OD08 Animated Billboard/Poster Standardised, formatted outdoor digital screens for motion content or animation including digital billboards, digital posters, transit displays, LED displays, etc. Note: Works entered into OD08 cannot be re-entered into Poster (OD01-06) and Traditional Billboard (OD07).</p>	
<p>OD09 Transit Non-standardised, non-formatted transit and vehicle advertising including use of vehicles, non-standardised transit locations such as stations, airports, car parks, roads, etc.</p>	
<p>OD10 Ambient: Small Scale Non-standardised, non-formatted small scale ambient advertising to engage consumers in unique and creative ways including promotional items, merchandise, giveaways, flyers, signage, etc. Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Actual Work or Demo Video (max. 1 min)
<p>OD11 Ambient: Exhibition & Installation Non-standardised, non-formatted ambient advertising to engage consumers in unique and creative ways including exhibitions, digital & interactive installations, projection mapping, displays, etc.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Digital Presentation Image • Picture of Work on the Location • Client Endorsement Letter
<p>OD12 Ambient: Special Build Non-standardised, non-formatted large scale construction ambient advertising to engage consumers in unique and creative ways including supersize sites, 3D and non-standard shaped sites, pop-up stores, etc.</p>	
<p>OD13 Events, Guerrilla Marketing & Stunts Guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up & promotional events, concerts, etc.</p>	
<p>OD14 Interactive & Immersive Experiences Campaign that effectively engages and interacts with consumers in unique and creative ways including interactive experiences, experiential marketing, and use of technology such as AI, new realities (VR, AR, MR, XR), gamification, geolocation technology (RFID, NFC, GPS), voice activated technology, etc.</p>	

OUTDOOR LOTUS

INNOVATION

OD15 Innovative Use of Outdoor

Campaign that innovatively utilises outdoor media including traditional outdoor, ambient, and use of technology that enhance consumer experience.

MATERIALS

*** see Guideline [here](#)

Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Picture of Work on the Location
- Client Endorsement Letter

Optional

- Actual Work or Demo Video (max. 1 min)

CAMPAIGN EXCELLENCE

OD16 Integrated Outdoor Campaign

Campaign that effectively and seamlessly utilises multiple platforms and channels, where the outdoor element plays a major role.

OD17 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Picture of Work on the Location
- Client Endorsement Letter

Optional

- Actual Work or Demo Video (max. 1 min)

LOTUS ROOTS

LROD Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Image or Digital Presentation Image
- Picture of Work on the Location
- Client Endorsement Letter

Optional

- Actual Work or Demo Video (max. 1 min)

PR LOTUS

The PR Lotus awards the strategy and creative execution that develop, preserve or strengthen the reputation and business of the brand. Entries should demonstrate how the strategy, insight, and creative ideas have a positive impact on the brand’s perception leading to changes whether business, societal or cultural.

The decision of the Juries on PR Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 30%
- Results 20%

Each execution/campaign/set of execution constitutes one entry.

IMPLEMENTATION	MATERIALS *** see Guideline here
<p>PR01 Corporate Image & Corporate Social Responsibility Brand’s concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image. <u>Note:</u> Works entered into PR01 cannot be re-entered into Public Services & Cause Appeals (PR02).</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>PR02 Public Services & Cause Appeals Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues. <u>Note:</u> Works entered into PR02 cannot be re-entered into Corporate Image & Corporate Social Responsibility (PR01).</p>	
<p>PR03 Crisis Management Campaign that aims to negate the impact of negative publicity or crisis that might affect the company's credibility and reputation. Entries should include details of the crisis management plan, execution, and demonstrate resolution of the issue.</p>	
<p>PR04 Use of Media Relations Campaign with the media and journalism at its core, where innovative use of media leads to engagement or editorial influence. Entries should include details of media coverage and how the campaign met its communication objectives.</p>	
<p>PR05 Use of Guerrilla Marketing & Stunts Campaign that utilises guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up events to increase brand perception and achieve communication objectives.</p>	
<p>PR06 Use of Events Big-scale events such as sport events, festivals, concerts, live shows, corporate entertainment, built stages, etc. to increase brand perception and achieve communication objectives.</p>	

IMPLEMENTATION	MATERIALS *** see Guideline here
<p>PR07 Use of Talent/Celebrity Campaign that collaborates with talents, celebrities, influencers, or KOLs to raise awareness, increase brand perception and achieve communication objectives.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter
<p>PR08 Sponsorship & Partnership Campaign that utilises sponsorship and/or partnership programme to raise awareness, increase brand perception and achieve communication objectives.</p>	
<p>PR09 Launch/Re-launch Campaign for launch or re-launch of a brand, product or service.</p>	
<p>PR10 Brand Voice & Strategic Storytelling Campaign that customises communication strategy to establish a brand's perception and identity in a particular way in order to establish brand affinity with its stakeholders.</p>	

DIGITAL & SOCIAL Works will be judged specifically on how well the digital medium/social platform was used to execute the PR campaign.	MATERIALS *** see Guideline here
<p>PR11 Use of Social Campaign that effectively utilises social media platforms, networking sites, social activities, online communities, etc. to increase brand perception and achieve communication objectives.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>PR12 Real-time Response Campaign that effectively engages consumers to call for real-time response.</p>	
<p>PR13 Use of Content Campaign that effectively creates and distributes content to reach and engage consumers to increase brand perception and achieve communication objectives.</p>	

DATA & TECHNOLOGY	MATERIALS *** see Guideline here
<p>PR14 Use of Data Campaign that effectively utilises research, data or actionable insight as part of the formulation of the PR strategy. Entries should include details of how the research, analytical data, and/or insights contribute to the strategic formulation of the campaign.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>PR15 PR Effectiveness Campaign that demonstrates effectiveness with measurable results on the brand's perception and reputation. Entries should include details of measurement methods, analysis, and results to demonstrate quantitatively the effectiveness of the campaign.</p>	
<p>PR16 Use of Technology Campaign that effectively utilises existing or emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, robotics & electronic gadgets, etc. to increase brand perception and achieve communication objectives. Note: Emerging Technology doesn't include prototypes of early stage technology.</p>	

PR LOTUS

CAMPAIGN EXCELLENCE

PR17 Integrated PR Campaign

Campaign that effectively and seamlessly utilises multiple platforms/channels, where the PR element plays a major role. Entries should include details of how the different platforms/channels complement each other to demonstrate how the campaign is truly integrated at its core.

PR18 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

LOTUS ROOTS

LRPR Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- URL

PRESS LOTUS

The Press Lotus awards creativity of traditional print advertising including the innovative use of print as the medium.

The same work can only be entered ONCE in Products & Services (P01-P06):

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Books & Publications (P07), Innovative Use of Print (P08), Resilience Through Creativity (P09) and Lotus Roots (LRP):

- Each execution/campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES For print advertisement in newspaper, magazine, etc.	MATERIALS *** see Guideline here
P01 Consumer Goods Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	Required <ul style="list-style-type: none"> • Digital Image • Tearsheet • Client Endorsement Letter
P02 Automotive Vehicles, boats, and other automotive including automotive accessories.	
P03 Retail, Leisure & Entertainment Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
P04 Finance, Business & Commercial Public Services Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
P05 Corporate Image & Corporate Social Responsibility Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
P06 Public Services & Cause Appeals Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	

PRESS LOTUS

PRINTED PUBLICATIONS

P07 Books & Publications

Printed or published media including books, magazines, annual reports, catalogues, brochures, press kits, covers and digital publications for commercial or promotional purposes.

Note: Entrants must indicate whether the publication should be judged in part or as a whole.

MATERIALS

*** see Guideline [here](#)

Required

- Digital Presentation Image
- Actual Work
- Client Endorsement Letter

Optional

- Video Presentation (max. 2 mins)

INNOVATION

P08 Innovative Use of Print

Innovative use of print as a medium including interactive print ads, use of new materials, use of printing technology such as 3D printing, use of immersive technology with digital and interactive elements such as downloadable applications, QR codes, AR and NFC to enhance consumer experience. Eligible works must have been published in newspapers, magazines, books, or inserts (digital works are not eligible).

MATERIALS

*** see Guideline [here](#)

Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Actual Work or Demo Video (max. 1 min)

CAMPAIGN EXCELLENCE

P09 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Digital Presentation Image
- Client Endorsement Letter

Optional

- Video Presentation (max. 2 mins)
- Actual Work or Demo Video (max. 1 min)

LOTUS ROOTS

LRP Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Tearsheet or Client Endorsement Letter

Optional

- Actual Work or Demo Video (max. 1 min)

PRINT & OUTDOOR CRAFT LOTUS

The Print & Outdoor Craft Lotus awards craftsmanship and technical prowess in print production, where skillfulness is an integral part and its execution brings the idea to life.

Each execution/campaign/set of execution constitutes one entry.

PRINT & OUTDOOR CRAFT LOTUS		MATERIALS
		*** see Guideline here
CP01 Photography How the photography or use of photography brings the creative idea to life.		Required <ul style="list-style-type: none"> Digital Image or Digital Presentation Image Tearsheet or Client Endorsement Letter Optional <ul style="list-style-type: none"> Video Presentation (max. 2 mins)
CP02 Illustration How the illustration or use of illustration brings the creative idea to life.		
CP03 Typography How the typography or font design brings the creative idea to life.		
CP04 Art Direction How the art direction brings the creative idea to life.		
CP05 Copywriting How the writing of the copy, including headline, body, and tagline bring the creative idea to life.		
CP06 Retouching How the retouching and image manipulation bring the creative idea to life.		Required <ul style="list-style-type: none"> Digital Image or Digital Presentation Image Tearsheet or Client Endorsement Letter Optional <ul style="list-style-type: none"> Video Presentation (max. 2 mins)
CP07 Computer Generated Imagery (CGI) How CGI such as 3D modeling, lighting, rendering, etc. bring the creative idea to life.		
CP08 Production Design How the production design & styling including wardrobe, props contribute to the final image and bring the creative idea to life.		Required <ul style="list-style-type: none"> Digital Image or Digital Presentation Image Tearsheet or Client Endorsement Letter Optional <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Recommended <ul style="list-style-type: none"> Original Layout/Layers/Stages Images or Source Photography
		Required <ul style="list-style-type: none"> Digital Image or Digital Presentation Image Tearsheet or Client Endorsement Letter Optional <ul style="list-style-type: none"> Video Presentation (max. 2 mins) Recommended <ul style="list-style-type: none"> 'Making of' or demo VDO to provide juries with a better understanding of how the production design bring the creative idea to life. (max. 2 mins)

PRINT & OUTDOOR CRAFT LOTUS

INNOVATION

CP09 Innovative Use of Printing Technique

Innovative use of printing techniques such as 3D printing, or use of new materials.

MATERIALS

*** see Guideline [here](#)

Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

Optional

- Actual Work

LOTUS ROOTS

LRCP Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Digital Presentation Image
- Tearsheet or Client Endorsement Letter

Optional

- Video Presentation (max. 2 mins)
- Actual Work

Recommended

- Original Layout/Layers/Stages Images or Source Photography
- Video Presentation (max. 2 mins)
- 'Making of' or demo VDO to provide juries with a better understanding of how the production design bring the creative idea to life. (max. 2 mins)

RADIO & AUDIO LOTUS

The Radio & Audio Lotus awards creativity through the use of the audio medium including radio, podcasts, and other audio streaming platforms. Audio Craft sub-categories also award craftsmanship.

For Radio Spots (RA01-RA06):

- Entries must be aired on the radio.
- The same work (that is, identical version & duration) can only be entered ONCE in Radio Spots.
- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Innovation (RA07-RA09), Sonic Branding (RA14) in Audio Craft, Resilience Through Creativity (RA15) and Lotus Roots (LRRR):

- Each execution/campaign/set of execution constitutes one entry.

For RA10-RA13 in Audio Craft:

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

RADIO SPOTS	MATERIALS *** see Guideline here
<p>RA01 Consumer Goods Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.</p>	<p>Required</p> <ul style="list-style-type: none"> • Original Radio Spot • English Script • Media Schedule or Client Endorsement Letter
<p>RA02 Automotive Vehicles, boats, and other automotive including automotive accessories.</p>	
<p>RA03 Retail, Leisure & Entertainment Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.</p>	
<p>RA04 Finance, Business & Commercial Public Services Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.</p>	
<p>RA05 Corporate Image & Corporate Social Responsibility Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.</p>	
<p>RA06 Public Services & Cause Appeals Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.</p>	

RADIO & AUDIO LOTUS

INNOVATION	MATERIALS
<p>RA07 Use of Radio & Audio as a Medium Innovative use of audio or radio medium in the brand communication.</p>	<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Client Endorsement Letter or Media Schedule <p>Optional</p> <ul style="list-style-type: none"> • Original Work • Digital Presentation Image
<p>RA08 Use of Audio or Voice Technology Innovative use of audio or voice technology such as software, apps, AI, voice activated technology, or other technology in the audio or voice production process to enhance the audience experience.</p>	
<p>RA09 Branded Content/Podcasts Brand commissioned content created for radio, podcasts or other audio platforms to enhance the audience experience in the brand communication.</p>	

AUDIO CRAFT	MATERIALS
<p>RA10 Use of Music How the use of music (existing, composed, or rearranged) enhances the radio spot/audio work.</p>	<p>*** see Guideline here</p> <p>Required</p> <ul style="list-style-type: none"> • Original Work or Video Presentation (max. 2 mins) • Client Endorsement Letter or Media Schedule <p>Optional</p> <ul style="list-style-type: none"> • Digital Presentation Image <p>Recommended</p> <ul style="list-style-type: none"> • ‘Making of’ or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the audio. (max. 2 mins)
<p>RA11 Casting & Use of Talent/Celebrity How the use of voice talent, celebrity, or influencer whose script delivery enhances the radio spot/audio work.</p>	
<p>RA12 Sound Design How the use of sound including sound effects, ambient sound, etc. enhances the radio spot/audio work.</p>	
<p>RA13 Script How the scriptwriting enhances the radio spot/audio work.</p>	<p>Required</p> <ul style="list-style-type: none"> • Video Presentation (max. 2 mins) • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • Original Work • Digital Presentation Image
<p>RA14 Sonic Branding How the creation of a brand’s sonic identity including sonic logos, brand music, UI sounds or brand voice enhances brand value and elevates brand identity.</p> <p>Criteria for consideration includes <i>Appeal</i> (creative concept & technical execution), <i>Brand Fit</i> (amplification and connection to brand identity), <i>Uniqueness</i> (distinctive & ownable by the brand), and <i>Recognition</i> (association with the brand).</p> <p>Note: Entrants must submit video presentations with details on the creative process and range of sonic branding applications and executions to demonstrate the flexibility of the sonic brand assets.</p>	

RADIO & AUDIO LOTUS

CAMPAIGN EXCELLENCE

RA15 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

MATERIALS

*** see Guideline [here](#)

Required

- Original Work or Video Presentation (max. 2 mins)
- Client Endorsement Letter or Media Schedule

Optional

- Digital Presentation Image
- English Script

LOTUS ROOTS

LRRR Lotus Roots

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

MATERIALS

*** see Guideline [here](#)

Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Client Endorsement Letter or Media Schedule

Optional

- Original Work
- Digital Presentation Image
- English Script

SUSTAINABLE LOTUS

The Sustainable Lotus recognises the importance of Sustainable Development Goals and how striving for these Global Goals can drive transformational change and positively impact the world and its people. Creativity, knowhow, technological development and resources are invaluable to achieve social, environmental, and economic sustainability.

The decision of the Juries on Sustainable Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 15%
- Execution 15%
- Results 40%

Each execution/campaign/set of execution constitutes one entry.

SOCIAL	MATERIALS
*** see Guideline here	
<p>ST01 Poverty & Hunger Campaign initiatives to eradicate poverty, end hunger, achieve food security and improved nutrition and promote sustainable agriculture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>ST02 Health & Well-Being Campaign initiatives to ensure healthy lives and promote well-being for all.</p>	
<p>ST03 Education Campaign initiatives to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p>	
<p>ST04 Gender Equality Campaign initiatives to achieve gender equality and empower all women and girls.</p>	

ENVIRONMENT	MATERIALS
*** see Guideline here	
<p>ST05 Climate Action & Conservation Campaign initiatives to combat climate change and its impacts; conserve and sustainably use the oceans, seas and marine resources for sustainable development; and protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>ST06 Energy, Sanitation & Sustainable Communities Campaign initiatives to ensure access to affordable, reliable, sustainable and modern energy; availability and sustainable management of water and sanitation; make cities and human settlements inclusive, safe, resilient and sustainable; and ensure sustainable consumption and production patterns.</p>	

SUSTAINABLE LOTUS

ECONOMIC	MATERIALS *** see Guideline here
<p>ST07 Reduced Inequalities Campaign initiatives to reduce inequality within and among countries.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL
<p>ST08 Decent Work & Economic Growth Campaign initiatives to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.</p>	
<p>ST09 Innovation, Infrastructure & Institutions Campaign initiatives to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation; and peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.</p>	
<p>ST10 Partnerships for the Goals Campaign initiatives to strengthen the means of implementation and revitalise the global partnership for sustainable development.</p>	

LOTUS ROOTS	MATERIALS *** see Guideline here
<p>LRST Lotus Roots This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p>Required</p> <ul style="list-style-type: none"> • Written Submission • Cultural Context Explanation • Video Presentation (max. 2 mins) • Digital Presentation Image • Client Endorsement Letter <p>Optional</p> <ul style="list-style-type: none"> • URL

ENTRY SUBMISSION

All entry details must be completed online. To submit:

- Go to www.ADFEST.com, in menu under “Awards”, select “Entry Submission”. You will be re-directed to an online entry submission system created by WebEnergy.
- Select the appropriate Lotus Category and complete the online submission.
Note: An entry can be pended for further revisions and additions of details until you click “Confirm”
- After you confirmed your entry submission, you can download the Entry Submission form and Entry Confirmation form from the Entry List & Payment.
- After you have submitted your payment details, the Invoice will be sent directly to your email and you can also download/print it out from the Payment Summary page.
- An Entry Summary containing all your entries submitted can be downloaded/printed from the Entry Summary page.

Note: Your entry is not complete until all required materials, and payment have been received.

IMPORTANT: Carefully check the credits you enter. If the work is a finalist or winner, As Credits are provided by the entrant and only credits submitted at the point of entry via the ADFEST entry site are used and cannot be changed retrospectively. Any requests for credit changes must be done in writing to Nat@ADFEST.com. Entry credits **CANNOT** be revised **after Friday 31st January 2025**. Any requests for changes are subject to the approval of the Organiser. **A fee of THB 2,000 per request will be charged for each change including revisions for credit revisions, written submission and material replacements.**

HOW TO SUBMIT

HOW TO SUBMIT

All entry details must be completed online, so make sure you have read the rules and go through our Lotus categories prior to entering your works to the ADFEST 2025 Online Entry Submission. Our submission system is quite simple to enter. You only need to select the Lotus & sub-categories you wish to submit, enter the entry details including title and fill in the credit information of those involved in the creation of the work. You will be required to provide common information as well as some specific details depending on the Lotus categories selected.

Don't worry if you don't have all the information for your entries yet, you can edit your entry details and save them along the way before confirming your entries. You can come back to edit your details and upload your works as long as your entry is not confirmed.

Have you ever entered work to ADFEST before?

If you are new to ADFEST, you need to create an ADFEST account [here](#)

If you need help, please feel free to email Nat, Entry Manager at Nat@ADFEST.com

WHAT YOU MUST ENTER: ENTRY DETAILS

LOTUS CATEGORY

Select Lotus category and sub-category

ENTRY INFORMATION

Entry Title, Duration (if applicable), Brand, Advertiser, Launch Date of your entry

AGENCY INFORMATION

Details of companies involved in the work's creative process e.g. Agency, Media Agency, etc.

Details of people who were involved in the work e.g. Adam Johnson, Chief Creative Officer, Plannova

PRODUCTION INFORMATION

Details of companies involved in the work's production process e.g. Film Production Company, Post-Production Company, Special Effects Company, Sound Production Company, Print Production Company etc.

Details of people who were involved in the work e.g. Dan Brown, Director, Plannova

CONTACT INFORMATION

In the event that questions arise during judging, ADFEST may need to contact the team directly involved with the creation of the work for the juries' clarification.

HOW TO SUBMIT

CLIENT CONTACTS INFORMATION

In the event that questions arise during judging, ADFEST may need to contact the client directly involved with the creation of the work.

ADFEST will not contact the client unless it is absolutely necessary to do so in the case that it affects the judging of the work.

IS THIS BRAND NON-PROFIT ORGANISATION, FOUNDATION, CHARITY, OR NGO?

The determinant of eligible work is the brand/client/advertiser of the work. That is, the work must be for non-profit organisations, foundations, charities, or NGOs including non-profit foundations & associations, appeals, charities & donations, volunteers, etc. to complete in the Grande for Humanity.

While you are required to declare your brand whether YES or No, ADFEST Organiser reserves the right to determine the entries eligible to compete in the Grande for Humanity.

PUBLICATION OF ENTRIES:

Can all the materials submitted for your entry be used for public use?

Note: Public Use includes exhibition, award presentation, winners showcase, award annual.

URL:

URL of your entry

WRITTEN SUBMISSION:

Written information of the work according to the category guidelines.

SAMPLE ENTRY FORMS

ENTRY DETAILS

LOTUS CATEGORY

Select Lotus category and sub-category you wish to enter.

TITLE

The name of the work being entered.

CAMPAIGN NAME

If your work is part of a campaign, juries may group the single entries and award the works as a campaign if they see fit. In this case, please enter what you would like the campaign to be named.

BRAND

The product or service of the work (e.g. Dove, Google Play Music, Johnnie Walker)

ADVERTISER

The name of the company or organisation who commissioned the work (e.g. Unilever, Google, Diageo)

LAUNCHED DATE

Launch date of your entry

CREATIVE CREDITS

Details of the company/ies significantly involved in the creativity of the work.

You can add multiple companies, but please note that the points will be divided proportionately among the Agencies and Networks.

AGENCY

Agency credit will count towards Agency of the Year, Independent Agency of the Year and Digital Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

AGENCY

CITY

AGENCY NETWORK

Agency Network credit will count towards Network of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

AGENCY NETWORK

SAMPLE ENTRY FORMS

CREATIVE TEAM CREDITS

Details of people who made significant contribution to the work.

CHAIRMAN	<input type="text"/>
CHIEF EXECUTIVE OFFICER	<input type="text"/>
MANAGING DIRECTOR	<input type="text"/>
CHIEF CREATIVE OFFICER	<input type="text"/>
EXECUTIVE CREATIVE DIRECTOR	<input type="text"/>
CREATIVE DIRECTOR	<input type="text"/>
ART DIRECTOR	<input type="text"/>
COPYWRITER	<input type="text"/>
EXECUTIVE PRODUCER	<input type="text"/>
AGENCY PRODUCER	<input type="text"/>
CREATIVE TECHNOLOGIST	<input type="text"/>
INTERACTIVE DESIGNER	<input type="text"/>
TECHNICAL DIRECTOR	<input type="text"/>
DEVELOPER	<input type="text"/>
PROGRAMMER	<input type="text"/>
ANIMATOR SPECIAL EFFECTS	<input type="text"/>
COMPUTER ARTIST	<input type="text"/>
RETOUCHER	<input type="text"/>
ILLUSTRATOR	<input type="text"/>
DESIGNER	<input type="text"/>
RESEACH & DATA ANALYST	<input type="text"/>
BUSINESS STRATEGY DIRECTOR	<input type="text"/>

SAMPLE ENTRY FORMS

CLIENT SERVICE DIRECTOR

ACCOUNT DIRECTOR

ACCOUNT MANAGER

ACCOUNT EXECUTIVE

MARKETING COMMUNICATION DIRECTOR

MARKETING COMMUNICATION MANAGER

STRATEGIC PLANNING DIRECTOR

STRATEGIC PLANNING MANAGER

STRATEGIC PLANNER

PLANNER

PR DIRECTOR

MEDIA PLANNER

MEDIA BUYER

OTHER CREATIVE CREDITS

Enter the details (positions & names) of additional creative team members who made significant contribution to the work.

MEDIA CREDITS

Details of the company/ies significantly involved in the media strategy of the work. If the company/ies involved in both the creative and media strategy, it should be entered in both Agency and Media Agency.

MEDIA AGENCY

For Media Lotus entries, the Media Agency credit will count towards Media Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

MEDIA AGENCY

CITY

SAMPLE ENTRY FORMS

MEDIA TEAM CREDITS

WHO WAS INVOLVED?

Enter the details of people who significantly involved in the work. Enter the names of your media team members in the field.

MEDIA PLANNING DIRECTOR

MEDIA PLANNING MANAGER

MEDIA PLANNER

STRATEGIC PLANNING DIRECTOR

STRATEGIC PLANNING MANAGER

STRATEGIC PLANNER

DATA & ANALYTICS MANAGER

CLIENT DIRECTOR

CLIENT MANAGER

OTHER MEDIA CREDITS

Enter the details (positions & names) of additional media team members who made significant contribution to the work.

PR CREDITS

Details of the company/ies significantly involved in the PR strategy of the work. If the company/ies involved in both the creative and PR strategy, it should be entered in both Agency and PR Agency.

PR AGENCY

For PR Lotus entries, the PR Agency credit will count towards PR Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

PR AGENCY

CITY

SAMPLE ENTRY FORMS

PR TEAM CREDITS

WHO WAS INVOLVED?

Enter the details of people who significantly involved in the work. Enter the names of your PR team members in the field.

PR DIRECTOR

PR MANAGER

EXECUTIVE PR

PR PLANNER

SOCIAL MEDIA MANAGER

MEDIA RELATIONS

INFLUENCER RELATIONS

OTHER PR CREDITS

Enter the details (positions & names) of additional PR team members who made significant contribution to the work.

PRODUCTION CREDITS

Details of the company/ies involved in each specialisation in the production process.

The company credits when entered into Audio Craft sub-categories (RA10-RA14) in Radio & Audio Lotus, Digital Craft Lotus, Film Craft Lotus, New Director Lotus and Print & Outdoor Craft will count towards Production Company of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

FILM PRODUCTION COMPANY

Details of the company/ies significantly involved in film production of the work.

FILM PRODUCTION COMPANY

CITY

FILM PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the film production of the work.

MANAGING DIRECTOR

DIRECTOR

DIRECTOR OF PHOTOGRAPHY

SAMPLE ENTRY FORMS

CINEMTOGRAPHER

CAMERAMAN

GAFFER

ASSISTANT DIRECTOR

EXECUTIVE PRODUCER

FILM PRODUCER

PRODUCTION MANAGER

PRODUCTION DESIGNER

LIGHTING

GRADING

CASTING

HAIR & MAKE-UP

STYLIST

WARDROBE

OTHER FILM PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the film production of the work.

POST-PRODUCTION COMPANY

Details of the company/ies significantly involved in post-production of the work.

POST-PRODUCTION COMPANY

CITY

POST-PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the post-production of the work.

EDITOR

COLORIST

SAMPLE ENTRY FORMS

FLAME ARTIST

SPECIAL EFFECTS

SOUND DESIGNER

TECHNICAL DESIGNER

GRAPHIC DESIGNER

COMPOSER

MOTION GRAPHIC

MIXER

POST EXECUTIVE PRODUCER

POST PRODUCER

OTHER POST-PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the post-production of the work.

SPECIAL EFFECTS PRODUCTION COMPANY

Details of the company/ies significantly involved in Special Effects, Visual Effects, or Animation of the work.

SPECIAL EFFECTS COMPANY

CITY

SPECIAL EFFECTS PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the Special Effects, Visual Effects, or Animation of the work.

VISUAL EFFECTS

SPECIAL EFFECTS

CG DIRECTOR

CG SUPERVISOR

CG DESIGNER

SAMPLE ENTRY FORMS

DESIGNER

COMPUTER ARTIST

ANIMATOR

ILLUSTRATOR

SPECIAL EFFECTS EXECUTIVE PRODUCER

SPECIAL EFFECTS PRODUCER

COMPOSER

OTHER SPECIAL EFFECTS CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the Special Effects, Visual Effects, or Animation of the work.

SOUND PRODUCTION COMPANY

Details of the company/ies significantly involved in sound production of the work.

SOUND PRODUCTION COMPANY

CITY

SOUND PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the sound production of the work.

SOUND DESIGNER

SOUND ENGINEER

SOUND EXECUTIVE PRODUCER

SOUND PRODUCER

MIXER

MUSIC DIRECTOR

MUSIC COMPOSER

MUSIC ARRANGER

OTHER SOUND PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the sound production of the work.

SAMPLE ENTRY FORMS

PRINT PRODUCTION COMPANY

Details of the company/ies significantly involved in print production of the work.

PRINT PRODUCTION COMPANY

CITY

PRINT PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the print production of the work.

PHOTOGRAPHER

TYPOGRAPHER

RETOUCHER

ILLUSTRATOR

DESIGNER

GRAPHIC DESIGNER

PRINT EXECUTIVE PRODUCER

PRINT PRODUCER

OTHER PRINT PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the print production of the work.

ENTRY CONTACTS DETAILS

In the event that questions arise during judging, ADFEST may need to contact the team directly involved with the creation of the work for the juries' clarification.

NAME

POSITION

MOBILE NUMBER

EMAIL

SAMPLE ENTRY FORMS

CLIENT CONTACTS DETAILS

In the event that questions arise during judging, ADFEST may need to contact the client directly involved with the creation of the work.

ADFEST will not contact the client unless it is absolutely necessary to do so in the case that it affects the judging of the work.

NAME

POSITION

MOBILE NUMBER

EMAIL

ADDRESS

CITY

SAMPLE ENTRY FORMS

WHAT YOU ENTER: SPECIFIC DETAILS

IS THIS BRAND NON-PROFIT ORGANISATION, FOUNDATION, CHARITY, OR NGO?

The determinant of eligible work is the brand/client/advertiser of the work. That is, the work must be for non-profit organisations, foundations, charities, or NGOs including non-profit foundations & associations, appeals, charities & donations, volunteers, etc. to complete in the Grande for Humanity.

While you are required to declare your brand whether YES or No, ADFEST Organiser reserves the right to determine the entries eligible to compete in the Grande for Humanity.

YES

NO

PUBLICATION OF ENTRIES

*Can all the materials submitted for this entry be used for public use?

If this work has restrictions on its public use, please specify what can be shown publicly.

*Can all the materials submitted for this entry be used for public use?

If this work has restrictions on its public use, please specify what can be shown publicly.

Yes, All materials submitted can be made public.

No, None of the materials can be made public.

No, There are restrictions on some materials. Please select all that apply:

VDO

VDO can be used for Award Presentations

VDO can be used for Exhibition

VDO can be used for Winners Showcase

VDO can be used for Award Annual

VDO can be used for Press Kit

JPEG

Jpeg Can be used for Award Presentations

Jpeg Can be used for Exhibition

Jpeg Can be used for Winners Showcase

Jpeg Can be used for Award Annual

Jpeg Can be used for Press Kit

SAMPLE ENTRY FORMS

URLS

Active browsable URL must lead the viewer straight into your entry. Your URL must be active [until 30th April 2025](#). URLs must start with [http://](#) or [https://](#) and you must provide username and password (if applicable). ADFEST is not responsible for invalid/inactive sites or failure to provide necessary login/download details.

URL

E.G. <http://www.ADFEST.com>

TYPE

Please select from the drop-down

- URL link to Application
- Online Video
- Social Page
- Website

IF ENTERING 'URL link to Application'

Please provide the application download details. These details will not be shared with anyone but used for judging purposes only.

APP NAME

APP STORE/GOOGLE PLAY USERNAME

APP STORE/GOOGLE PLAY PASSWORD

Juries will go through the written submissions during judging, so it is recommended that you provide as much details as possible.

WRITTEN SUBMISSION

BRAND EXPERIENCE LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign with focus on brand building through the dimension of experience design, activation, immersive experience, retail and 360° consumer engagement.

Entries should demonstrate how the consumer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success. (300 words max).

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of the target consumer, and how the strategy is appropriate for this target. What is the current relationship/ perception of the consumer toward the brand? Include any specific the consumer journey, experience of the brand and how it been optimized on every touch point to increase brand affinity and commercial success? (200 words max.)

Execution:

Description of campaign execution in order of implementation. Placement and timeline of the campaign engage and/or attract the target consumer. (200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and/or statistical data on the target consumer awareness and behaviour. (200 words max.)

WRITTEN SUBMISSION

COMMERCE LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of this campaign with focus on works have creativity of Commerce solutions to enhance the consumer experience and drive business sales including both offline commerce and eCommerce. Entries should demonstrate how the its effort in the business that define the future. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of the campaign, and how the strategy is appropriate for this target? Include any specific insights on the market and its audience. (200 words max.)

Execution:

Description how the idea is implemented for the work that have creativity of Commerce solutions to enhance the consumer experience and drive business sales including both offline commerce and eCommerce? Placement and timeline of the campaign connect and/or attract the target consumer. (200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data. Details of the result of the campaign and how it affects in the business that define the future? (200 words max.)

WRITTEN SUBMISSION

CREATIVE STRATEGY LOTUS ***NEW***

Campaign Summary:

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the crucial roles strategic planning and creative solutions played in the success of a campaign. (300 words max.)

Insight:

Description of any specific insights including consumer insights, behaviours, research, or other background context. If applicable, entries should also outline any challenges the brand faced to provide full context of the campaign. (300 words max.)

Creative Strategy:

Description of the creative strategy. How the strategic planning that utilised the insights and addressed the challenges played a crucial role in the success of a campaign. Why the strategy is appropriate to achieve campaign objectives and drive campaign success. (300 words max.)

Creative Idea:

What was the creative idea? And how it aligned with the creative strategy in addressing the challenge and achieving the campaign objectives. (300 words max.)

Execution:

Description of campaign execution in order of implementation. How the execution strengthened the creative strategy? (300 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data? Details of the result of the campaign and the creative strategy impact. To what extent can you attribute the results to the campaign. Were there other factors that might have affected the results? (300 words max.)

If the work is submitted into CS12 Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max.)

If the work is submitted into CS13 Long-Term Strategy, entrant must indicate how the long-term strategy was part of a longer term campaign (eligibility period: past 3 years).

WRITTEN SUBMISSION

DIRECT LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution and craft. Summary of the direct marketing campaign with focus on the creativity. Entries should demonstrate how the appropriate strategy been implemented to the target audience and its results. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of the target audience of this direct marketing campaign, and how the strategy is appropriate for this target. What is the current relationship/perception of the target toward the brand? Include any specific insights on the market and its audience. (200 words max.)

Execution & Craft:

Description of campaign execution in order of implementation. Placement and timeline of the campaign connect and/or attract the target consumer. (200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data on how the target audience responded to the campaign? (200 words max.)

WRITTEN SUBMISSION

EFFECTIVE LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign from launch to completion, and its results. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (300 words max.)

Strategy:

Description of the campaign. Why each chosen channel is appropriate to drive results and make the campaign effective. Include any specific insights on the market and its audience? (300 words max.)

Execution:

Description of campaign execution in order of implementation. How the execution strengthened the effectiveness of the campaign? (300 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data? Details of the result of the campaign and how they served the objectives (commercial, marketing, and/or communication). To what extent can you attribute the results to the campaign. Were there other factors that might have affected the results? (300 words max.)

The results must indicate the number/quantity of the increase to show effectiveness, not only the percentage. For example, you must state that sales increase from 1,000 units to 1,500 units, not simply that there was a 50% increase in sales.

If the work is submitted into EF02: Long-Term Creativity, Entrant must clearly indicate how sustained brand effectiveness was achieved as part of a longer term campaign (eligibility period: past 3 years) (300 words max.)

If the work is submitted into EF03: Small Budget, Entrant must clearly indicate a breakdown of the budget, which the total budget is under USD 200,000 (including all media & production budget). (300 words max.)

If the work is submitted into EF05: Customer Acquisition & Retention, Entrant must clearly indicate the number/quantity of the increase in new customer activities or the number of retained customers. (300 words max.)

WRITTEN SUBMISSION

ENTERTAINMENT LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign from launch to completion. The campaign's brand-funded creative content and entertainment that is created or co-created seamlessly into a platform to engage consumers., and how the audience was drawn to the campaign. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of the campaign and its audience. How is the campaign appropriate for the content and the audience? Include any background information of media landscape, challenges, restrictions in the market, or any specific insights on the market and its audience. (200 words max.)

Execution:

Description of campaign execution in order of implementation. Placement and timeline of the campaign engage and/or attract the target consumer. (200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and impact on the engage consumer? (200 words max.)

WRITTEN SUBMISSION

INNOVA LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign on their level of genuine innovation, talk-value, and results. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of the campaign. What opportunities were there for such innovation? and how the innovation would help achieve the objectives. Include any specific insights on the market and its audience?

(200 words max.)

Execution:

For Innovation in Creativity (IN01)

Description of campaign execution in order of implementation. How was the campaign breakthrough in creative idea, execution, or innovation that provides communication or business solutions for the brand?

(200 words max.)

For Innovation in Technology (IN02)

Description of campaign execution in order of implementation. How was the campaign technological innovativeness that may utilize big data, innovative tools, invention, platforms or other measures that lead to an improvement or solutions? (200 words max.)

For Innovation in Prototype Technology (IN03)

Description of campaign execution in order of implementation. How was the campaign technological innovativeness but yet to be marketed or launched openly in the market? The technology can be prototype, beta, or pre-production stage. (200 words max.)

WRITTEN SUBMISSION

For Scalable Innovation (IN04)

Description of campaign execution in order of implementation. How was the campaign expand its scalability of innovation to the presence, or use, and impact of the innovation. Includes expansion through Scaling Up (scaling effectiveness or economies of scale), Scaling Out (geographic or demographic expansion to new market segments), and Scaling Deep (maximising impact of innovation)?

(200 words max.)

For Sustainable Innovation (IN05)

Description of campaign execution in order of implementation. How was the campaign initiatives designed for improved and sustainable developments for the environment that create positive impact on the physical environment? (200 words max.)

For Innovation for Humanity (IN06)

Description of campaign execution in order of implementation. How was the campaign initiatives with the potential to transform and improve the quality of life of people on a significant scale? Includes initiatives to improve social or gender equality, education, healthcare, human rights, or other social justice issues.

(200 words max.)

For Innovation in Local Culture Application (IN07)

Description of campaign execution in order of implementation. How was the campaign is innovative culturally relevant whether through solving a local issue or problem in terms of culture, religion, beliefs, traditions or languages? (200 words max.)

Result:

How the innovation succeeded in achieving the objectives with inclusion of specific results and statistical data? (200 words max.)

WRITTEN SUBMISSION

MEDIA LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of this campaign with focus on the creativity and insight and results. Entries should demonstrate how the appropriate media strategy been implemented to the target audience and what the executions and its results. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of media strategy and target audience. How each media channel is appropriate for the campaign and target? Include any specific insights on the market and its audience. (200 words max.)

Execution:

Description of media execution in order of implementation. How the media implementation strengthened the overall campaign? (200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data?

The results must indicate the number/quantity of the increase to show brand achievement, it also can be any change on the consumer behavior or awareness. (200 words max.)

WRITTEN SUBMISSION

PR LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign with focus on the strategy and creative execution that develop, preserve or strengthen the reputation and business of the brand. Entries should demonstrate how the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of PR strategy and target audience. How the creativity communication is appropriate for the campaign and target? Include any PR platforms/channels or media. (200 words max.)

Execution:

Description of PR campaign execution in order of implementation. How the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural? (200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data to show the increasing the brand's perception leading to changes whether business, societal or cultural? Any change on the consumer behavior or awareness can be shown and/or indicate the number/quantity of the business achievement. (200 words max.)

WRITTEN SUBMISSION

SUSTAINABLE LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution, strategy, and execution. Summary of the campaign with focus on the how the brand striving for these sustainable goals driving transformational change and positively impact the world and its people.

Entries should demonstrate how the creativity, knowhow, technological development and resources are invaluable to achieve social, environmental and economic sustainability. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

Strategy:

Description of the strategy and target goal. How was the strategy initiatives planned for achieve the social, environmental and economic that create positive impact on the physical environment?

(200 words max.)

Execution:

Description of campaign execution in order of implementation. How the strategy, insight, and creative idea been striven for these sustainable goals and positive impact on the world and its people?

(200 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data to show the increasing contribution to those goals or brand's perception leading to changes whether. (200 words max.)

RESILIENCE THROUGH CREATIVITY

*Description how the creative solutions relevant and/or appropriate for the campaign and target.

(200 words max.)

LOTUS ROOTS

This is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

Description of how the work is culturally relevant. (200 words max.)

MATERIAL GUIDELINE

ACTUAL WORK OR DEMO VIDEO (MAX. 1 min)

Any samples, products or other actual materials submitted for judging such as Packaging, Product Design, Flat & Dimensional Direct Mail etc.

CERTIFIED LETTER FROM INSTITUTION

An official letter from the Academic Institution certifying that the entrant is a student and created the submitted film for a school project.

CLIENT ENDORSEMENT LETTER IN CLIENT'S LETTERHEAD

An official letter from the client certifying that they endorsed the entrant's company to create the work submitted to ADFEST. Note: Your entry will not be shown to the juries if you fail to provide the Client Endorsement Letter in client's letterhead.



MATERIAL GUIDELINE

CULTURAL CONTEXT EXPLANATION

Written explanation of how the work is culturally relevant. It will be in your own interest to explain how the work reflects the local cultural relevance.

DIGITAL FILE

The digital file of the original motion & digital design as it ran such as motion graphic, video, moving image, animated or static graphic, icon, etc. Original digital file can be uploaded into the online submission.

DIGITAL IMAGE or DIGITAL PRESENTATION IMAGE

- JPEG file
- Resolution 300 dpi (CMYK & RGB) minimum A4 size
- Digital File can be uploaded into the online submission.

Sample of Digital Image



Note:

- Ad as it was published
- No agency logo
- No additional text description

MATERIAL GUIDELINE

Sample of Digital Presentation Image

SAM·MA·KORN
NOT
SAN·PA·KORN

SAMMAKORN

The unlucky real estate brand whose name is similar to revenue department, launched self-mocking campaign.

BACKGROUND
In Thailand, name confusion is a big common problem.

- People often confused...
 - Sam-ma-korn Housing Developer
 - San-pa-korn Revenue Department
- People messaged Sammakorn to ask about tax filling.
 - Is this Sanpakorn?? How can I submit my income tax?
 - Sorry... This is 'Sam-Ma-Korn' Housing Developer
- Their employees were confused with tax collector.

IDEA
To address this issue, we create self-mocking campaign start with film that asking people for sympathy and reminding them that Sammakorn sells houses. The story tell about a frustrated Sammakorn employee who had to deal with repeated cases of confusion because people thought Sammakorn was Sanpakorn, a Thai revenue department. She tried various methods to solve the problem, but nothing seemed to work. So finally, she let out all her repressed emotions. And because name confusion is a common pain, we also further push the topic to social by inviting people to share their experiences.

RESULT

- 7.6M+** VIEWS
- 4M+** ENGAGEMENT
- +82.6%** BRAND SEARCH VOLUME
- GROWTH RATE WAS NO.1** REAL ESTATE BRAND IN THAILAND

OVER 40 INFLUENCERS AND OTHER BRANDS ALSO GOT INVOLVED

- Nathanan Votsiri: Just know they have a lot house project
- Bouma Tin: Brand name stuck in my head
- Nai_Prajong: Pls create commercial to solve my case too.
- Bly Wasuwati: Me too, My name is Bly NOT Bovy
- Piyada Ging: I just realized Sammakorn is not Sanpakorn.
- Peem Peeraphol: Already know Sells Houses LOL.
- Nathanan Votsiri: Repeating watch 10 times.
- Lookmee Nin: The best commercial ever!

OTHER BRANDS INVOLVED: JAWAB, Don't Confuse "Jaquar", "Nu Skin", "Triumph"

Note:

- Ad as it was published
- No agency logo
- Clear & Concise Text separated in each section (100 words maximum for each section)

MATERIAL GUIDELINE

LAYOUT/LAYERS/STAGES IMAGES OR SOURCE PHOTOGRAPHY

Must be accompanied by the ad in which the work finally appeared in order to judge the image manipulation/3D contribution to the final ad.



Note:

- Ad as it was published
- No agency logo
- No additional text description

MATERIAL GUIDELINE

MEDIA SCHEDULE FROM MEDIA AGENCY

A progame or plan that identifies the media channel used in an advertising campaign, and specifies on broadcast dates, positions and durations. Media schedule can be uploaded into the online submission.

Note: Your entry will not be shown to the juries if you fail to provide Media Schedule from Media Agency.

Cymopsis MEDIA FALL/WINTER BROADCAST PRIMETIME SCHEDULE - 2008-09									
	abc			NBC	FOX	CW	MNT		
MON									
8PM	Dancing with the Stars		Big Bang Theory	Chuck	Terminator: S.C. Chronicles		Gossip Girl		The Twilight Zone
830PM			How I met Your Mother						The Twilight Zone
9PM			Two and a Half Men	Heroes	Prison Break		One Tree Hill		Magi: Secrets
930PM	Samantha Who?		Worst Week						
10PM	Boston Legal (final season)		CSI Miami	My Own Worst Enemy					
1030PM									
TUE									
8PM	TBA		NCIS	Biggest Loser (2-hrs)	AMERICAN IDOL	11-Jan	00210		Street Patrol
830PM									Street Patrol [encore]
9PM	Dancing with the Stars		The Mentalist		Fringe		Privileged		Jail
930PM									Jail [encore]
10PM	Eli Stone		Without a Trace	Law & Order: SVU					
1030PM									
WED									
8PM	Pushing Daisies		The New Adv of Old Christine	Knight Rider	Bones		America's Next Top Model		Life's Funniest Moments
830PM			Gary Unmarried						
9PM	Private Practice		Criminal Minds	Life	House		Stylista		Tony Rock Project
930PM									Tony Rock Project
10PM	Dirty Sexy Money		CSI New York	Law & Order					
1030PM									
THU									
8PM	Ugly Betty		Survivor	My Name is Earl	Kitchen Nightmares		Smallville		MyNetwork TV Movie
830PM				Kath & Kim					
9PM	Grey's Anatomy		CSI	The Office	Hell's Kitchen	29-Jan	Supernatural		
930PM				30 Rock					
10PM	Life on Mars		Eleventh Hour	ER					
1030PM									
FRI									
8PM	Wife Swap		Ghost Whisperer	Deal or No Deal	Are You Smarter than a 5th Grader?		Everybody Hates Chris		WWE Smackdown
830PM							The Game		
9PM	Super Nanny		The Ex List	Crusoe	Dollhouse	13-Feb	America Next Top Model [r]		
930PM									
10PM	20/20		num3rs	Life					
1030PM									
SAT									
8PM	ABC College Football		Crimetime Saturday	Knight Rider [encore]	Cops				MyNetworkTV Movies [encore]
830PM					Cops [r]				
9PM			Crimetime Saturday	Law & Order	America's Most Wanted				
930PM									
10PM			48 Hours Mystery	Lipstick Jungle					
1030PM									
SUN									
7PM	America's Funniest Home Videos		60 Minutes	Football Night in America	The O.T.		In Harms Way		
730PM									
8PM	Extreme Makeover: Home Edition		Amazing Race	Sunday Night Football			Valentine, Inc.		
830PM									
	Desperate Housewives		Cold Case		The Simpsons		Easy Money		
930PM					King of the Hill				
10PM	Brothers & Sisters		The Unit		Family Guy				
1030PM					American Dad				
	Midseason:		Midseason:	Midseason:	Midseason:				
	Banka/Kulchmer Project	Monday		The Philanthropist	Monday				
	The Bachelor	Monday		Law & Order	Wed				
	Scrubs	Tuesday		Untitled The Office Spinoff	Thurs				
	The Goode Family	Tuesday		The Apprentice	Thurs				
				Friday Night Lights	Friday				
				Law & Order [encore]	Sat				
				Dateline NBC	Sund				
				Merlin	Sunday				
				Medium	Sunday				
				Kings	Sunday				
					Sunday				
					Sunday				
					Sunday				
					Sunday				

ORIGINAL FILM

The original film ad as it was broadcasted or aired. Original film can be uploaded into the online submission.

MATERIAL GUIDELINE

ORIGINAL RADIO SPOT

The original radio spot with the running script. Original radio spot can be uploaded into the online submission.

Digital File Format

• HD 720p: 1280 x 720	OR	• Full HD 1080p: 1920 x 1080
• QuickTime (.mov) H.264		• QuickTime (.mov) H.264
• MP4 H.264		• MP4 H.264

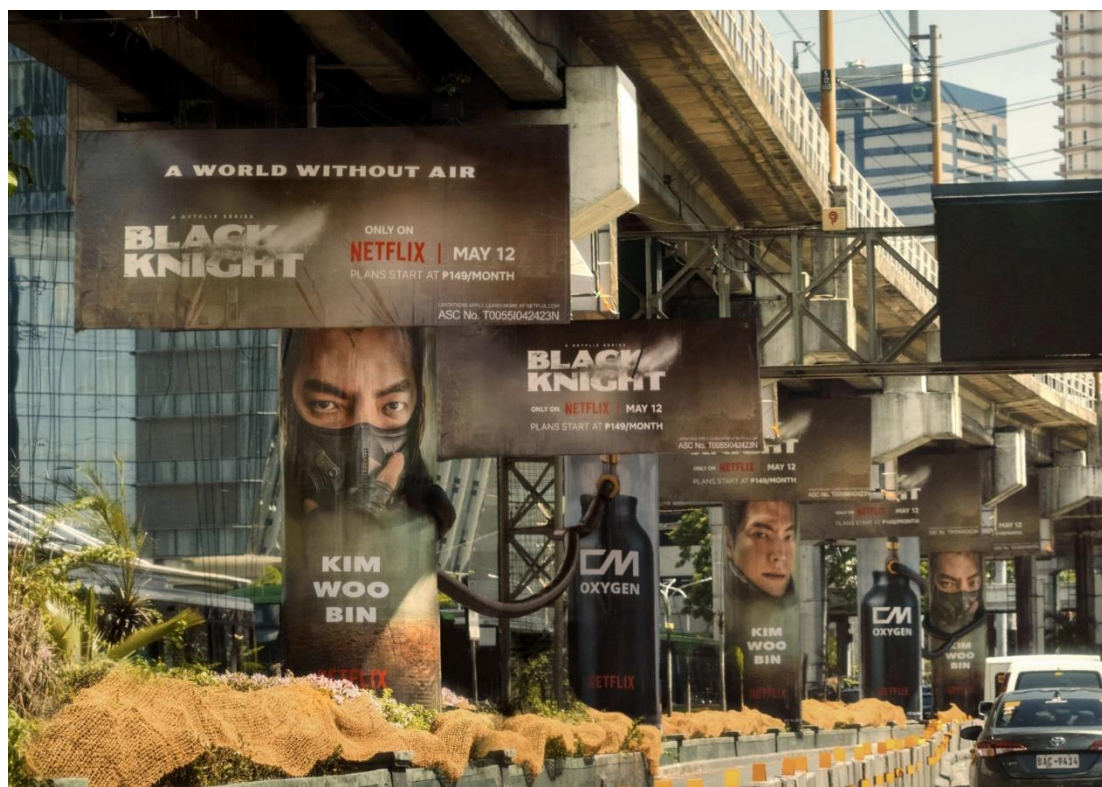
- Sound: Stereo
- 3 seconds black bar at the beginning
Do not show the clock/agency/post house slate in encoding
- **All works must be dubbed or subtitled in English.** ADFEST is not accountable for any disadvantage to your entry if translation is not provided.
- For Original Radio Spot with English Subtitles sync to the spoken script and colour-coded by speaker/voice over. For Sample, Click [here](#)

Note: Although the sample is not in Quicktime or MP4 format (for purposes of efficiency on the website), please make sure your entry is in Quicktime or MP4 format.

PICTURE OF WORK ON THE LOCATION

Entrant must provide the picture of work on the location.

- JPEG file (image must be shown on the location).
- Digital File can be uploaded into the online submission.



MATERIAL GUIDELINE

SAMPLE FILM

The edited shortened version of the original live broadcast or livestream. Sample Film can be uploaded into the online submission.

TEARSHEET

The page cut from a publication to prove to the juries that this printed ad was published. Your entry will not be shown to the juries if you fail to provide the tearsheet. Furthermore, digital image must be exactly appeared as the tearsheet.

Note: Tearsheet must be sent not print proofs.



URL

- Active Browsable URL must lead the viewer straight into your entry
- You must provide username and password (if applicable)
- URL must be active until **30th April 2025**.

Note: ADFEST is not accountable if your entry is not judged due to inactivated site

- English version of the site ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided
- Launch pages are permitted but must not show any agency branding
- Brief synopsis of the entry and the title and client name may be included
- Offline URL of the entry (if Online URL is expired)

MATERIAL GUIDELINE

URL LINK TO APPLICATION

Any URL Application that can be installed on a mobile device, or downloaded available in the Apple App Store or Google Play Store and can be downloaded throughout the judging periods.

VIDEO PRESENTATION

Video presentation can be uploaded into the online submission.

VDO SUPPORT

VDO support to provide the behind the scenes video show to the juries a better understanding of particular methods applied in the production process. It is highly recommended to provide a 2 minutes video in additional to the film as it aired. VDO support can be uploaded into the online submission.

Digital File Format

• HD 720p: 1280 x 720		• Full HD 1080p: 1920 x 1080
• QuickTime (.mov) H.264	OR	• QuickTime (.mov) H.264
• MP4 H.264		• MP4 H.264

- Sound: Stereo
- 3 seconds black bar at the beginning
 - *Do not show the clock/agency/post house slate in encoding*
- **All works must be dubbed or subtitled in English.** ADFEST is not accountable for any disadvantage to your entry if translation is not provided.

Note: for Video presentation If you are submitting video presentation, you must submit 2

Versions:

1. **Long Version:** Maximum duration 2 minutes

To be viewed by the Juries during judging and could be used if your work is a winner in post-Festival promotions.

Note: Videos exceeding 2 minutes limit will be cut-off at the 2 minutes mark and not shown to juries during judging.

2. **Short Version:** maximum duration 45 seconds

To be shown at the award presentation. If the short version (45 seconds) is not provided, ADFEST will use the long version and cut-off after 45 seconds instead.

IMPORTANT: If the video presentation has copyright or licensing concerns for which the video presentation cannot be shown after the festival e.g. on website or promotional activities, entrants must remark these constraints when submitting their entries.

SENDING MATERIAL OF ENTRIES

For ALL Lotus Categories:

Friday 17th January 2025

CHECKLISTS

The following instructions must be strictly adhered to. Failure to do so may result in loss of materials.

The following documentation must be included for all entries:

- 1) Entry Confirmation Form
- 2) Entry Summary Form

Note:

- All materials must be provided in the format as specified in Technical Requirements.
- **It is the entrant's responsibility to guarantee arrival of shipment at ADFEST Office and to cover fully all courier, mailing and insurance costs and any import duties where applicable, in advance, up to and including arrival at ADFEST Office.**
- ADFEST Organiser cannot accept responsibility for non-presentation at ADFEST of materials received in Bangkok **after Friday 17th January 2025.**

SENDING OF ENTRIES

The Entry Package should be couriered to:

Plannova Co., Ltd.

c/o ADFEST

1537 Town in Town 3/1

Srivara Road, Plubpla,

Wangthonglang, Bangkok

10310, Thailand

Tel: +662 530 9300

CONTACT

For more information, please contact:

Nat Luevarapong

Entry Manager

Tel: +662 530 9300 ext. 23

Mobile: +6687 711 6903

Email: Nat@ADFEST.com

TREATMENT AND PUBLICATION OF ENTRIES & MISCELLANEOUS

- 1) All entries submitted will become the property of ADFEST Organiser and will not be returned.
- 2) In order to promote the ADFEST, each entrant authorizes ADFEST Organiser to show his/her brand communication materials without charge at public or private presentations, at such time and place and as often as ADFEST Organiser sees fit. In addition, each entrant undertakes to allowing the lending or selling by ADFEST Organiser of the entries to any interested public or private organisation with a view to promoting The ADFEST, either directly or indirectly. If any materials have copyright or licensing concerns for which the material cannot be shown after the festival e.g. on website or promotional activities, entrants must remark these constraints when submitting their entries.
- 3) For further promotional purposes, each entrant of brand communication will supply ADFEST Organiser upon request with a series of different digital copies of each of his/her finalised or award-winning commercials. ADFEST Organiser may also use advertisements submitted for similar purposes.
- 4) Any entry that wins an award may be used by ADFEST Organiser to compile into a collection bearing a designation indicating that the entry has won such an award. Such a collection of award winning materials, nor any extract or extracts from it, may not be copied, marketed or sold. Each entrant agrees to assist ADFEST Organiser in supporting any legal action taken by ADFEST Organiser to prevent a breach of this condition and to supply information to ADFEST Organiser immediately on becoming aware that an unauthorized collection or compilation is being made available for sale or distribution.
- 5) Each entrant agrees not to hold ADFEST Organiser responsible for any claims made against them by reason of any presentation set out in Clause 2 or the publication of any collection as set out in Clause 4.
- 6) Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

MISCELLANEOUS

- 1) Each entrant accepts full responsibility in respect of the quality of supplement material and discharges ADFEST Organiser from any responsibility in respect of third parties.
- 2) All entrants must strictly observe the Entry Rules and Regulations. Completion of the summary of entries form will imply full acceptance by each entrant of ADFEST Rules. Non-compliance with any of the Entry Rules and Regulations will result in the automatic disqualification of the entry. The decisions of ADFEST Organiser in all matters relating to the ADFEST 2025 shall be final and binding.