



THE INDIE AWARDS 2021

Rules and Requirements

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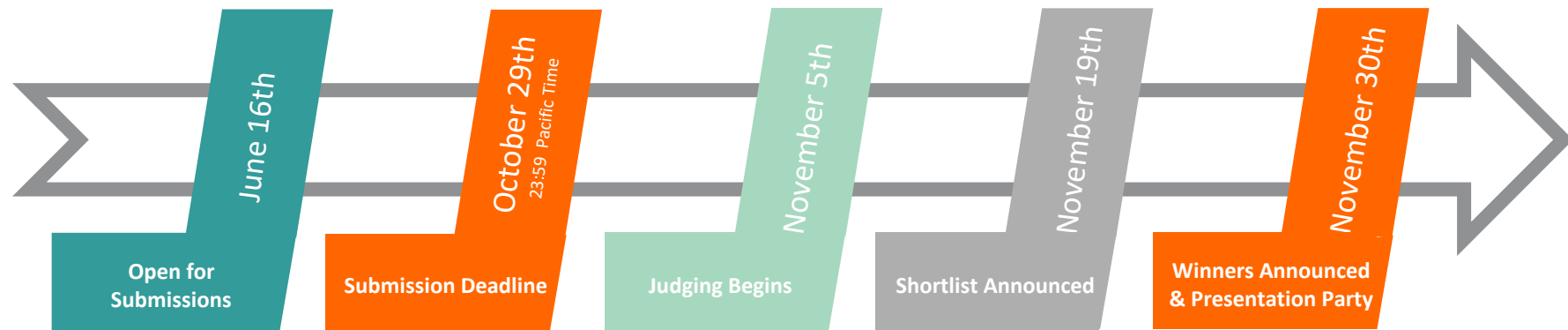
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TIMELINE AND DEADLINES



RULES AND TERMS

1. The networkone Management Ltd. are the organizers of THE INDIE AWARDS. The decisions of the organisers in all matters relating to THE INDIE AWARDS shall be final and binding.

2. Companies entering THE INDIE AWARDS must obtain permission to enter their work from the commissioning client/brand-owning company. Organisers may request proof of this permission at any point, before, during or after the judging.

3. The name and job title of a representative of the commissioning client should be on the entry form.

4. There can be more than one credited company per project. If more than one company is listed one should be nominated as the entrant company, who will be considered responsible for payment of entry fees and will be considered the entry's sole contact.

5. All entries must have been made within the context of a normal paying contract with a client, except in the case of self-promotion and work for non-profit organisations. In the case of work for non-profit organisations, the client must have approved the media implementation and production.

6. Speculative and conceptual projects are not eligible for entry.

7. Entrants must not enter work which has been banned by any regulatory bodies.

8. Work must be submitted exactly as published, aired or implemented and must not be modified for the awards entry. However, entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.

9. Work must have aired, launched or been released to the public/client for the first time between September 25th 2020 – September 30th 2021.

10. Case films must be in English or include a translation.

11. Entries cannot be withdrawn by entrants after October 29th 2021. No refunds will be given if an agency withdraws its entries or if an entry is disqualified for breaking the rules.

12. Entry material, including case films and images must be final at the point of entry completion. No replacement or additional material will be accepted after an entry has been finalised and received by THE INDIE AWARDS.

13. Entrants must submit their work according to our entry deadlines. This allows sufficient time for entries to be processed and reviewed, and for any issues to be resolved.

14. Each entry must be made in a specific category, "Best Lifestyle PR Campaign"; "Best Corporate PR Campaign"; "Best Media Campaign"; "Best Creative- Audiovisual" "Best Creative- Print & Design" or "Public Good Award". The same campaign may be used in more than one category although it is recommended to enter different material tailored to each category.

15. The organisers may at any time request media scheduling details, client confirmation in writing or any other further information needed verify the authenticity of a piece of work.

16. In the event of a complaint against any winning or shortlisted entry, the Awards team will conduct an investigation into each case. If the complaint is upheld and rule(s) are found to have been broken, submissions will be withdrawn accordingly; any trophy awarded must be returned and will be awarded retrospectively to entry(ies) which would otherwise have won.

17. Entrants or companies who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering for a period of time following THE INDIE AWARDS as specified by the organisers.

18. By submitting any campaign in the course of entering THE INDIE AWARDS, the entrant acknowledges that such material will be used for the Awards purposes, such as event promotion.

19. Each entrant accepts full responsibility for the quality of entries and discharges THE INDIE AWARDS from any responsibility in respect of third parties.

20. All entrants will strictly observe the above Entry Rules. Completion of the entry form will imply full acceptance by each entrant of the Entry Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.

21. The awards are open to all independent agencies throughout the world including but not limited to those involved in advertising, production, media, PR, design and the creative industries. Independent agency means a trading company (not an individual person) which is wholly or majority owned by its management or independent stakeholders; and whose trading name does not include the name of a network owned or controlled by an agency holding company such as WPP, Omnicom, Publicis, IPG, Havas, Dentsu, MDC or similar company.

22. The organizers may refuse entries which offend national or religious sentiments or public taste or which in the Organizers opinion breach any applicable laws, regulations or codes of practice or infringe any third party rights. Any entry which, up to and including the final day of judging, has infringed any of its country of origin's voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the Entrant to inform the Organizers should their Entry breach the provisions of this paragraph prior to the judging and Awards Ceremony.

23. All entry forms must be completed online at <https://theindieawards.awardstage.com/>

24. Entries will not be considered completed until the compulsory media has been uploaded online and full payment has been made.

25. Entrants warrant that all work which is shortlisted is licensed for public sharing within the context of THE INDIE AWARDS.

26. The Awards Ceremony will held on 30th November 2021, with speakers and judges participating in person and remotely. All shortlisted entrants are encouraged to attend in person or virtually. If unable to do, they are required to nominate a representative to do so and accept the awards.

27. All shortlisted agencies will be required to submit a video case study with their submission. If selected as a winner, this will be shown during the Awards ceremony.

28. Entrants may be required to supply additional material of any shortlisted or winning work for promotional publication and exhibitions held before, during, or after the India Awards presentation ceremony.

29. In order to promote THE INDIE AWARDS, the organisers may :

- Screen or publish all materials submitted to the organisers for purposes of conducting and promoting THE INDIE AWARDS, including all entry/campaign, with or without charge at public or private presentations, in such manner and form as the organisers reasonably think fit;
- Reproduce all materials submitted to the organisers for the purpose of conducting and promoting THE INDIE AWARDS;
- Permit the material to be used directly or indirectly for the purpose of promoting THE INDIE AWARDS. This may include adaptation/translation by a third party; provided, however, that THE INDIE AWARDS shall exclude any action that may violate (a) any applicable law, or (b) any restriction placed on the use of that material by its legal owner, permitted licensee or third party whose property is included within such material as disclosed to the organisers by the entrant and notified to the Organiser as detailed below (each of (a), and (b), being a "Restriction").

30. To the extent that the entrant is not the owner of the material comprising the campaign, the organiser's exercise of THE INDIE AWARDS Purposes shall be subject to Restrictions. The entrant shall use commercially reasonable endeavours to ensure that the organiser may exercise THE INDIE AWARDS Purposes, but shall not, in any event, be required to spend any money in order to permit the organizer to do so, and entrant's failure to obtain sufficient rights in order to enable the organizer to do so shall not give rise to any liability on entrant's part; and the entrant shall notify the organiser in writing (including by e-mail) of any Restriction as soon as reasonably practical on becoming aware of the same. For the avoidance of doubt, "commercially reasonable endeavours" shall include the entrant using its commercially reasonable efforts to attempt to cause the applicable third parties to agree to permit the Organiser to exercise THE INDIE AWARDS Purposes, but shall not require the entrant to retrospectively amend or agree new terms of engagement for any Campaign already commissioned.

31. Each entrant agrees to assist THE INDIE AWARDS organisers (at the sole cost and expense of THE INDIE AWARDS organisers) in every reasonable way in supporting any legal action that may be taken against THE INDIE AWARDS in relation to the exercise of the rights set out in the paragraph above and to supply information to THE INDIE AWARDS organisers immediately should they become aware that an unauthorised collection or compilation including their materials is available for sale or distribution.

32. Each entrant confirms to the organisers that they have the legal right to enter the campaign into THE INDIE AWARDS on the terms of these entry rules, subject to any Restrictions.

33. Each entrant accepts full responsibility for the quality of entries and discharges the Organisers from any responsibility in respect of third parties.

34. THE INDIE AWARDS trophies are the intellectual property, copyright, design rights and trademark rights, of thenetworkone Management Limited. thenetworkone Management Limited have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell the trophies in any size or medium, and to distribute or exploit the design of the trophies or reproductions of same by gift, sale, re-sale or licence. No reproduction, replica or other copy of the trophies may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have the prior express written consent or license from thenetworkone Management Limited.

35. These Entry Rules shall be governed by and construed according to English law and the parties submit to the exclusive jurisdiction of the English courts.

36. The organisers reserve the right to request a full media schedule from each entrant company to verify authenticity of the entry in the event that entry is shortlisted or a winner.

37. The fee for each entry will be \$250 USD. The Early Bird discounted entry fee is \$200 USD until the 31st July 2021. Late entries may be accepted (prior to the commencement of any judging) for an additional fee, at the organisers' sole discretion.

38. In the case a judge's agency submits work, no judge will judge his/her own agency's work.

JUDGING GUIDELINES

PROCESS

- The first round of judging will be conducted online
- Each entry will be judged by at least three judges according to clear criteria outlined previously per category. No judge will judge his/her own agency's work or work where he/she has a personal involvement.
- If there are more judges needed, they will be named. In this case, each judge's score will be weighted (to account for some judges being more generous than others)
- Unusual scores will be flagged and will be re-assessed by three new judges
- The three entries in each category with the highest average scores will be shortlisted. Shortlisted agencies will be announced November 19th
- After the shortlisting, judges from each category will convene (in person or by conference call) to deliberate and identify the top winners per category
- Once six winners have been selected, judges across all categories will convene to determine one winner of "Best-In-Show"
- All six top prize winners including "Best-in-Show" will be announced at THE INDIE AWARDS Presentation Party on 29th November in central London (Public health guidelines permitting)

JUDGES

The judges are leaders and creative talent from the top independent agencies, in 2021 these include:

- Acorn Strategy, UAE
- Atrevia, Spain
- Generation Media, UK
- Joe Public, South Africa
- Nitro, Finland
- Noah's Ark, Nigeria
- SPRG, Hong Kong
- Superson, Finland
- The Good Agency, UK
- The Odd Number, South Africa
- VMC, Canada
- WE Communications, USA

Judges are featured on the Indie Awards website, www.indieawards.global

GENERAL ENTRY REQUIREMENTS

ENTRY GUIDELINES

- All work must have been released to public for the first time between September 25th 2020– September 30th 2021, and must not previously have been entered for THE INDIE AWARDS.
- Each campaign constitutes one entry
- All entries must relate to one campaign. Entries relating to more than one campaign (even if promoting same client), must be entered individually and paid for as separate entries
- Same entry may be entered in multiple categories, if eligible.
- If a single entry is entered more than once it is highly recommended that the presentation of each is tailored to highlight the elements most relevant to the chosen categories
- Please carefully check the credits you have entered. If you are shortlisted or a winner, these credits will be published as you have typed them. Credits cannot be altered before and/or during judging.
- Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video)
- We will not accept replacement media, so please make sure that the version you have uploaded is final and can be used for judging AND shown publicly.

FILE GUIDELINES

- All submissions should be digital, NO hardcopies or physical materials will be considered
- Judges will not be forced to watch or read ALL content but entrants are assured that they will be requested to view a reasonable amount in order to judge the work
- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation.
- It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances
- As applicable and possible, please submit the actual content as it was received by its intended audience (advert as they were aired, print ads as they were printed, etc.). However you should ensure that all agency/production company names and 'people' credits have been removed. Reference to the client name (even if they contributed to the work) is of course acceptable
- Entrants are responsible for ensuring that they have the right to use the content contained in their entry material. This should include use in public domain within the context of the INDIE AWARDS purposes
- All files must not exceed 250MB
- Accepted File Types: (jpg, JPG, jpeg, png, gif, pdf, doc, docx, mp3, avi, wmv, mpg, mov, mp4, mpeg).



SUBMISSION MATERIALS GUIDELINES

The intention is to keep rules for submission simple so that as far as possible materials prepared for other major awards programs can be easily adapted for THE INDIE AWARDS. Below please find general guidelines for submission materials, please refer to respective category slide to see which will be required per category.

CASE VIDEO

- If submitted, the case video will be viewed by the judges during voting and deliberations and could be used if your entry is a winner or shortlisted in post-event promotions.
- The video should contain some key visuals – video, still images, or any other appropriate footage to best explain the campaign with a simple, clear commentary in English.
- The maximum length should be 3-minutes. If it extends past 3-minutes, your submission will be disqualified.
- You should upload your Case Film as MOV/MP4/WMF/WMV/MPG/MPEG(2) file when you submit your entry using the online upload facility. Please note the file size can be no more than 250MB

WRITTEN CASE

- If submitted, the written case will be reviewed by the judges during voting and deliberations
- The case should be an overview of the submitted campaign or work and an analysis of its likely or proven effectiveness.
- We recommend you provide an overview of the submitted material/campaign from start to finish including the challenge, objectives, strategy, idea, and execution.
- The work should be no more than 950 words. If the case is longer than 950-words, your submission will be disqualified.
- You should upload your written case as a PDF, DOC(X), PPT(X)

SUPPORTING MATERIALS

- Depending on the type of entry you are submitting, please consider supplying a digital representation of relevant support material
- The materials should include but are not limited to the actual content for submission and if possible in its original context. For example, if submitting a print ad, if possible please provide the digital version of the surrounding material to provide contextual evidence.
- Most file types will be accepted (mp3, mp4, MOV, JPEG, PDF, DOC, PPT, etc)
- Files may not exceed 250MB

BEST LIFESTYLE PR CAMPAIGN 2020-2021

DEFINITION

Creative use of editorial, social and other 'earned' media to create visibility, interest and positive attitudes for brands, businesses or organisations.

Awarded to the freshest creative PR ,social media and experiential campaigns, programs, tactics that actively engage consumers/audiences with products/brands/organizations and demonstrate the highest levels of strategic planning, creativity and business results

JUDGING CRITERIA

- 1) Research, Insight and Strategy (30%)
- 2) Originality of Idea / Creativity (30%)
- 3) Quality of Execution (20%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (20%)

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR consultancies, digital and social media agencies, etc..

Work in any sector, any specialism, and utilizing any medium is eligible for submission.

Entries must be of campaigns led by PR/earned media **OR** of campaigns with exceptional examples of PR/earned media

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.

BEST CORPORATE PR CAMPAIGN 2020-2021

DEFINITION

Strategic and creative use of stakeholder engagement, including earned media, to enhance corporate reputation by the building and preservation of trust and understanding between individuals, business or organisations and their publics/audiences.

Awarded to the freshest creative PR campaigns, programs and tactics that create positive sustainable engagement between businesses and organisations and their customers, stakeholders and other stakeholders, and demonstrate the highest levels of strategic planning, creativity and business results.

JUDGING CRITERIA

- 1) Strategy and Research (30%)
- 2) Originality of Idea/Approach (20%)
- 3) Quality of Execution (20%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (30%)

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR and Public Affairs consultancies, digital and social media agencies, etc..

Work in any sector, any specialism, and utilizing any medium is eligible for submission.

Entries must be of campaigns led by PR/earned media **OR** of campaigns with exceptional examples of PR/earned media

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.

BEST MEDIA CAMPAIGN 2020-2021

DEFINITION

Creative use of paid media, and how media ideas demonstrate understanding of the target market, innovatively implement strategy across channels and maximize business results for a successful outcome. Judges will be looking not just for brilliant ideas, but moreover, ideas that work.

Awarded to entries that demonstrate a thorough understanding of the target audience and their relationship with the brand, innovative implementation of the strategy across the selected channel(s), and how the media solution maximized business results for a successful outcome.

JUDGING CRITERIA

- 1) Insight, Strategy, and Originality of Idea (35%)
- 2) Quality of Execution (30%)
- 3) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (35%)

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in the use of planning and/or buying Media for communications purposes around the world: agencies of any specialism, including but not limited to, media consultancies, digital and social media agencies.

Work in any sector (FMCG, B2B, etc), and utilizing any medium (TV, radio, cinema, digital, etc) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.

BEST CREATIVE (AUDIOVISUAL) 2020-2021

DEFINITION

The Audiovisual Creativity Award is open to submissions of either full campaigns or individual materials/content that demonstrate the true spirit of creativity: online or offline or both. This can include but is not limited to examples of creativity in outdoor, TVC, experiential, film, etc..

Awarded to entries that demonstrate a high quality and aesthetic, and developed from an insight or objective. Judges will evaluate how effective (for measurable entries) or how *likely* effective (for other entries) the work may have been. Judges will be encouraged to evaluate the quality and originality of the work within the context of its category.

JUDGING CRITERIA

- 1) Research, Insight and Strategy (15%)
- 2) Originality of Idea / Creativity (40%)
- 3) Quality of Execution (30%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (15%)

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in communications around the world including but not limited to: agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc), and principally utilizing any medium (TV, radio, cinema, digital, outdoor, experiential, etc.) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.

BEST CREATIVE (PRINT & DESIGN) 2020-2021

DEFINITION

The Print & Design Creativity Award is open to submissions of either full campaigns or individual materials/content that demonstrate the true spirit of creativity. This can include but is not limited to examples of creativity in printed media such as newspapers, magazines, displays, promotional material, packaging, stationery, etc..

Awarded to entries that demonstrate a high quality and aesthetic, and developed from an insight or objective. Judges will evaluate how effective (for measurable entries) or how *likely* effective (for other entries) the work may have been. Judges will be encouraged to evaluate the quality and originality of the work within the context of its category.

JUDGING CRITERIA

- 1) Research, Insight and Strategy (15%)
- 2) Originality of Idea / Creativity (40%)
- 3) Quality of Execution (30%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (15%)

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in communications around the world including but not limited to: agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc), and principally utilizing any owned or paid medium (newspaper, magazine, promotional material, displays, stationery, signage, packaging etc.) is eligible for submission

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.

PUBLIC GOOD AWARD 2020-2021

DEFINITION

A marketing, promotional or PR campaign in any discipline (creative, media, PR) or multiple disciplines, commissioned and produced for the public good, rather than for commercial objectives.

Work commissioned by and for a charity, not-for-profit organization or NGO, provided the work is not made for the purpose of paid recruitment. Work commissioned for or by a commercial enterprise, even for philanthropic aims, should not be included in this category.

JUDGING CRITERIA

- 1) Research, Insight and Strategy (25%)
- 2) Originality of Idea / Creativity (25%)
- 3) Quality of Execution (25%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (25%)

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines, involved in producing work for the public good.

Work in any medium (TV, radio, cinema, digital, newspaper, magazine, promotional material, displays, packaging etc.) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: ONLY ENTER WORK CREATED FOR CHARITIES, NOT-FOR-PROFIT ORGANISATIONS AND NGO'S IN THIS CATEGORY. WORK FOR OTHER CLIENTS (INCLUDING AGENCY SELF-PROMOTIONS) MUST BE ENTERED IN ONE OF THE OTHER CATEGORIES.



ENTRY CHECKLIST

1. The final deadline for completed and paid submission is **23.59 Pacific Time on October 29th 2021.**
2. Enter at: <https://theindieawards.awardstage.com/>
3. You will need:
 - Details of entrant and entry
 - Files of work to upload
 - Credit card (Visa or Mastercard) to pay entry fee of \$250 USD per entry