

NEWYORKFESTIVALS®

# RULES AND REGULATIONS



2019

ADVERTISINGAWARDS

# NYF 2019 RULES, REGULATIONS & FEES

If you would like assistance or have any questions, concerns or suggestions, please contact our Processing Department at: [processing@newyorkfestivals.com](mailto:processing@newyorkfestivals.com)

Or call us and ask for processing at +1.(212).643.4800

All of us at New York Festivals wish you and your company great success in this year's competition for the World's Best Advertising

Ellen Smyth, *Chief Executive Officer*  
Susan Glass Ruse, *Executive Director*  
Heather Abrams, *Associate Executive Director.*

## NOTES

You must officially register with New York Festivals before you can upload or submit any work.

## 1. DEADLINES AND ENTRY FEES

We'd like to encourage entering as early as possible to make the judging process more efficient. Early entries are rewarded with lower fees.

### **EARLY DEADLINE: DECEMBER 15, 2018**

Single – 1 Piece - \$500

Campaign – 2 to 5 Pieces - \$1500

### **OFFICAL DEADLINE: JANUARY 31, 2019**

Single – 1 Piece - \$550

Campaign – 2 to 5 Pieces - \$1650

### **FINAL EXTENDED DEADLINE: MARCH 1, 2019**

Single – 1 Piece - \$600

Campaign – 2 to 5 Pieces - \$1800

### **STUDENT ENTRIES**

Single or Campaign Entry Fee - \$150

## NOTES

Entrants can only submit payment in US Dollars.

Entry Carts that have been inactive for more than 6 weeks will be considered abandoned and will be automatically deleted.

All physical collateral materials must be received by **February 28th**, or your entries will not be eligible for the 2019 competition.

## CATEGORY GROUPS

ACTIVATION & ENGAGEMENT

AUDIO/RADIO

ARTISTRY & CRAFT IN ADVERTISING

AVANT-GARDE/INNOVATIVE

BRANDED CONTENT/ENTERTAINMENT

CREATIVE MARKETING STRATEGY/EFFECTIVENESS

COLLABORATIONS & PARTNERSHIPS

DESIGN

DIGITAL/MOBILE

DIRECT & COLLATERAL

FILM(CINEMA/ONLINE/TV)

FILM CRAFT

OUTDOOR

PACKAGE & PRODUCT DESIGN

PRINT

POSITIVE WORLD IMPACT

PUBLIC RELATIONS

SOCIAL MEDIA & INFLUENCER

SPORTS

STUDENT

## PROCESSING FEES

Your payments can be made by Bank Transfer or Credit Card.

Credit Card Processing Fees – Visa/MasterCard 3% and American Express 3.2% of total order to be paid by the entrant.

Shipping costs, credit card processing fees, customs duties, insurance, currency conversion and bank transfer fees to be paid by entrant.

### NOTES

All fees must be paid in full by entrant in the amount stated on your invoice before your entries will be processed. We do not charge media handling fees, sales taxes or vat taxes.

**No refunds will be granted once your entries have been processed.**

If you have any questions regarding payment and fees, please contact:  
*accounting@newyorkfestivals.com*

## 2. ELIGIBILITY

To be eligible for the 2019 competition, entries must have been published or aired between January 1, 2018 and March 1, 2019, with the full knowledge and approval of the advertiser. All winners must be able to show proof of media buys if requested.

Entries submitted to the New York Festivals International Advertising Awards in the previous competition and aired between January 1, 2018 and May 1, 2018 can be submitted again this year as long as they are submitted in a different category group or category.

### SCAM ADS

New York Festivals was the first advertising competition to ban “Scam Ads”— ads that were never published, or were published without the full knowledge and consent of the advertiser. Our SCAMGUARD system encourages jury members to anonymously flag suspicious ads and include comments in support of their suspicions. Every flagged entry is investigated; should the evidence prove the ad to be a scam, the entry will be disqualified and the people listed in the credits of the entering company will be barred from entering our competitions for a period of three years.

New York Festivals gives the Executive Jury the right to move an entry to a different category should they determine the work does not belong in the category in which it was originally entered. By moving the ad, the Executive Jury will agree it will receive an award equal to or higher than the one it was originally scheduled to receive.

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## 3. SYNOPSIS

A brief synopsis is required for all entries. It should be broken down into three parts: objective, concept and target audience. The synopsis should be no longer than 200 words total.

### NOTES

Certain category groups require different synopsis information.

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## 4. ENTRIES IN LANGUAGES OTHER THAN ENGLISH

If your entry is not in English, you **MUST** provide a translation or detailed synopsis in the space provided on the online entry form for the jury members. If you are submitting creative materials offline for your entry, a digital translation on CD, DVD or flash drive must be attached and mailed with a copy of your invoice. Please do not send written translations.

**FILM:** It is strongly recommended that translations be included in the film as clear, legible subtitles. White letters on a black bar is recommended.

**AUDIO:** If your entry is not produced in English, a complete script in English for radio is required in order for the jury to understand the entry. Include script text in the translation space on the entry form.

**WEBSITES:** Translate only relevant menu sections, headlines and text.

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## 5. ENTRY SPECIFICATIONS

### TEXT FORMATTING

All entries **MUST** use the following standards for text formatting. These standards allow the juries to properly judge and showcase your work.

**TITLE OF ENTRY AND BRAND NAME FORMAT:** Proper case (correct capitalization) must be used in the title and brand name. Showcased entries will be displayed as they are entered. Campaigns must be named with a single series title or with individual ad titles separated by slashes.

**SINGLE ENTRY EXAMPLE:**

*Title of Entry*

**CAMPAIGN EXAMPLE:**

*Title One / Title Two / Title Three*

**CAMPAIGN WITH OVERALL TITLE EXAMPLE:**

*Campaign Title*

**CLIENT / BRAND URL FORMAT:**

*Submit client or brand web addresses ONLY. Example: [www.newyorkfestivals.com](http://www.newyorkfestivals.com)*

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## 6. ENTRY SUBMISSION TECHNICAL GUIDELINES

Case study videos must not be longer than three minutes in length. Package & Product Design entries and hard copies of original work must be submitted by February 28th to be eligible for judging.

## ONLINE ENTRIES: FILE SIZE UNDER 1 GIGABYTE

### UPLOAD OPTIONS

You have two options for uploading your support material:

–You can upload your pieces from within the online entry process during Step 3

–You can wait until after you checkout and add your pieces later using the upload link you'll get with your invoice.

Both upload methods will send your entry's creative material directly to the New York Festivals server for processing.

### AUDIO UPLOAD

Standard MP3 format (MPEG-2 Audio Layer III), stereo or mono, 44.1 kHz, 16 bit sampling, minimum sample rate: 160 kbps.

### IMAGE UPLOAD

.jpg file format, maximum quality, at least 300 dpi resolution in RGB color, 2000x3400 pixels (portrait or landscape). NOTE: JPEGs in CMYK format are NOT accepted.

## FOR ENTRIES IN THE PRINT PRODUCT AND SERVICE AND PRINT

### CRAFT CATEGORIES:

Tear sheets or proofs mounted on a board 42 cm. X 60 cm. (A2 size or 16.5 in. x 23 in.) are also required. If mounted board is not available, please e-mail a pre-press ready PDF file (PDF version 1.5 or higher) with all the fonts embedded to: [prepresspdf@newyorkfestivals.com](mailto:prepresspdf@newyorkfestivals.com)

### NOTES

**NAME THE PRE-PRESS PDF FILES WITH YOUR SIX DIGIT ITEM NUMBER:**

*Example: 123456-1-PDF.pdf*

### VIDEO UPLOAD

All uploaded videos must use H.264 compression and have a QuickTime (.mov) wrapper as specified below. (10-bit video sources are preferred.) Select "Enable Streaming" or "Fast Start" if your transcoding software offers that option. The audio must be encoded in stereo using the MPEG 4/AAC Main Profile compressor with 48 kHz 16 bit sampling. (160 KBPS minimum, 256 KBPS recommended). Please note: **We do not accept ProRes files.**

**IF YOU'RE SUBMITTING FROM A SITE SUCH AS VIMEO, SOUNDCLLOUD, ETC. PLEASE MAKE SURE YOUR VIDEO IS DOWNLOADABLE.**

**IF SUBMITTING FROM YOUTUBE OR OTHER NON-DOWNLOADABLE SITES, WE WILL NEED A NATIVE QUICKTIME H/264.MOV FILE FOR SHOWCASING PURPOSES, SHOULD YOUR ENTRY REACH THE FINALIST STATUS**

For television spots, please maintain the original frame rate and frame size of your source material. Any technical questions may be emailed to: [videosupport@newyorkfestivals.com](mailto:videosupport@newyorkfestivals.com)

### **WEBSITES AND ONLINE ADVERTISING**

Not only can you submit websites as entries, you may also set up a web page with your supporting creative material instead of uploading it to our servers. Just provide the URL in the proper place on the entry form. The same technical requirements outlined above apply.

Should your entry reach finalist status, we'll need a native Quicktime h.264.mov file for showcasing purposes.

#### **NOTES**

Any URL address or web page embedded with the entering company's name or logo will NOT be accepted. The URL should lead directly to your entry and not require a password or login.

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### **ONLINE ENTRIES: FILE SIZE OVER 1 GIGABYTES**

The same technical file requirements outlined above apply.

**TO RECEIVE A LINK TO UPLOAD:** Please email [processing@newyorkfestivals.com](mailto:processing@newyorkfestivals.com). The email subject line must include the title of your entry AND the corresponding six-digit item ID number from the invoice. You will receive a reply with a Dropbox link for you to upload your file. Once you have completed the upload to Dropbox, we will audit the file and contact you if there are any issues before it goes into judging.

**TO SEND A LINK TO DOWNLOAD:** If you would prefer to send us a link from which we may download your file, please email the link to [processing@newyorkfestivals.com](mailto:processing@newyorkfestivals.com). Please make sure the file we will be downloading is not labeled with anything except the corresponding six-digit item ID number from your invoice. If this is a campaign entry, use a "-" followed by 1, 2, 3...

*Example:*  
*123456-1.mov*  
*123456-2.jpg*  
*123456-3.pdf*

#### **NOTES**

The email subject line must include the title of your entry AND the corresponding six-digit item ID number from the invoice.

## THE FOLLOWING FORMATS ARE NOT ACCEPTABLE

*AgencyName123456-1.mov*

*EntryTitle123456-2.jpg*

If you have questions about the upload process or technical questions, please contact:  
[processing@newyorkfestivals.com](mailto:processing@newyorkfestivals.com)

## OFFLINE ENTRIES

After completing your online entry forms we recommend uploading all creative materials in digital files directly to our server. However, once you have entered online, you may submit your creative material when necessary through the post office. Please include a copy of your invoice in the package.

### ORIGINAL WORK:

In general, hard copies of original work as it initially appeared should be submitted in support of your entry.

All print and outdoor ads must be uploaded as digital files to be judged. It is highly recommended that they are also sent via post mounted on foam core boards for live judging. All package design, brochures, and other collateral promotional items should be submitted as hard copies as they originally appeared.

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## 7. ONLINE ENTRY FORM

You must be officially registered with a New York Festivals account before you can upload or submit any work.

Once you have gathered the basic information for your entry, begin by creating an account or login to your existing account.

*To prevent possible data loss, you must be logged in before beginning the online entry process.*

Once you are logged in and have provided basic information for your entry, you will be able to select the specific asset format you are entering from the menu and proceed as directed. A printable record of the total for all your entries, including an invoice for the total amount due, will be automatically generated at checkout and emailed to you. See our website for a PDF walkthrough of the entry process.



Creative materials can be uploaded during the online entry process, or no later than two weeks after checkout. If you are uploading materials for your entries after checkout, you will receive an additional email containing full uploading instructions, including upload links, within one hour after checkout.

**CAUTION:** Open carts without any activity for 6 weeks will be considered abandoned and will be automatically deleted.

## **NOTES**

A separate entry fee will be applicable for each category.

Be sure to complete all of your entry information in your cart before proceeding to checkout.

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## **8. CAMPAIGN ENTRIES**

Campaigns (same-media, integrated or cross-platform) may include up to five examples plus a case study. Entrant may submit all pieces of a campaign as individual files or all together in one file.

**EXAMPLE:** In video format—one .mov file with two seconds of black or silence between each ad.

Only one entry form is required per campaign.

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## **9. CAMPAIGN BRIEFS**

When entering the category groups below, briefs with additional information are required.

### **CREATIVE MARKETING STRATEGY/EFFECTIVENESS:**

OBJECTIVE	COST OF CAMPAIGN
TARGET	CAMPAIGN PLANNING
AUDIENCE	MARKETING STRATEGY
CAMPAIGN SUMMARY	MEDIA STRATEGY
OTHER AWARDS WON	CREATIVE STRATEGY
MARKETING CONTEXT	EVIDENCE OF RESULTS
CAMPAIGN DESCRIPTION	

## PUBLIC & MEDIA RELATIONS:

OBJECTIVE

RESEARCH

PLANNING

EXECUTION

TARGET AUDIENCE

RESULTS

### NOTES

If you wish to keep all submitted information confidential and used for judging purposes only, you must indicate this on the entry form.

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## 10. CREDITS

All NYFA trophies have a unique way to display your credits. When you lift the trophy up, a movie file of your winning work followed by a credit title crawl are projected from the bottom of the trophy onto a desktop, wall or any surface. You can include an unlimited number of names and titles in your credit crawl.

Everyone involved in the ad is eligible to have their name and professional title listed in crawling credits inside the trophy and on our website, including the names of people on the client side, agency account and brand managers as well as the production team members. The trophies make great gifts for the clients as well as the entire team.

Entrants must enter the credit information at the time of entry. You will be able to review and update your credits if chosen as a finalist.

Name credits may be listed in order of rank, with the highest-ranking team member first, as shown below

**LINE 1:** Entering Company

**LINE 2:** Brand/Sponsor

**LINE 3:** "Title of Entry"

**LINE 4:** Category

**LINE 5:** Year & Competition

**LINE 6:** Company and/or Person's Name & Job Title

**LINE 7:** Company and/or Person's Name & Job Title

**LINE 8:** Company and/or Person's Name & Job Title

**LINE 9:** Company and/or Person's Name & Job Title

**LINES 10 AND UP:** Company and/or Person's Name & Job Title Etcetera.

## 11. DISPOSITION OF ENTRY

Entries and materials submitted will not be returned and may be displayed, shown, duplicated, published or reproduced for educational or promotional purposes, as New York Festivals deems appropriate. By entering our competitions, the entrant agrees to hold International Awards Group, LLC, and any of its affiliated companies, exempt from any costs or expenses of any claim arising out of any use.

If you do not want your work showcased on our website and platforms, indicate “NO” where prompted and email Heather Abrams: [Heather.Abrams@newyorkfestivals.com](mailto:Heather.Abrams@newyorkfestivals.com)

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## 12. WINNER ANNOUNCEMENTS

Finalists will be informed of their status via email and announced on our website, email blasts, social media platforms and through press releases to top publications in the industry. The 1st place, 2nd place, 3rd place and Industry Awards will be decided by the Executive Jury at a live session held in New York City.

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## 13. INDUSTRY AWARDS

**GLOBAL BRAND OF THE YEAR** is awarded to a brand that earns the highest score for entries in all mediums and has distinguished itself through innovative and creative marketing while demonstrating effective communications.

**GLOBAL AGENCY NETWORK OF THE YEAR** is awarded to an advertising agency network that earns the highest score for entries in all mediums. For consideration to be part of a Network, the company concerned must be wholly or majority owned by a network, or associated with a network group through naming and/or branding.

**REGIONAL AGENCY OF THE YEAR** is awarded to an advertising agency that earns the highest score for entries in all mediums. The five regions of the world are North America, South America, Middle East/Africa, Europe and Asia/Pacific.

**BOUTIQUE AGENCY OF THE YEAR** is awarded to an agency unaffiliated with a large agency network, employs less than 75 people and has made an impact on the marketplace. In order to qualify for this award, the agency must win at least three different awards (First/Second/Third Prize) for three separate or individual entries. Finalist Awards do not apply. Single and Campaign entries do not count as separate entries. In the event no agency qualifies, this award will not be presented.

**BEST NEW AGENCY OF THE YEAR** is based on total points earned and recognizes the impact upstart agencies less than four years old have on the marketplace and their ability to garner international exposure. In order to qualify for this award, the agency must win at least three awards (First/Second/Third Prize) for three different or individual entries. Finalist Awards do not apply. Single and Campaign entries do not count as separate entries. In the event no agency qualifies, this award will not be presented.

**INDEPENDENT AGENCY OF THE YEAR** is based on total points earned, the Independent Agency of the Year Award will be given to the non-networked agency that obtains the highest score for entries in all categories across all mediums, irrespective of whether these have been entered by the agency or another party. Agencies must opt in for Independent Agency of the Year during the entry process in order to qualify for this award. In order to win Independent Agency of the Year, the individual agency must win at least three awards for three separate or individual campaigns. The agency with the highest scoring entries in total will be awarded this honor.

**FILM PRODUCTION COMPANY OF THE YEAR** is based on total points scored, regardless of whether entries were submitted by the production company, advertising agency, or a third party.

**BEST OF SHOW** is determined by the Executive Jury from among top-scoring winners. The Best of Show will be awarded to the entry that possesses creativity and innovation deserving of this special recognition.

#### NOTES

Please be sure to enter the production company's name on the entry forms so they can receive their due credit.

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## 14. UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION (UNDPI) AWARD

In 1990, New York Festivals established the UNDPPI awards in collaboration with the United Nations Department of Public Information to honor public service advertising that best exemplifies the aims and ideals of the United Nations, including peace and security; advancement of women's rights; social development; health issues, including HIV/AIDS; human rights; crime and violence; literacy; sustainable development; and poverty.

All Public Service entries achieving Shortlist status will be automatically eligible for consideration for this prestigious award at no additional cost to the entering company. All entries are judged by an official panel convened by the United Nations.

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## 15. PERSONALIZED AWARDS

Personalized awards can be purchased from the New York Festivals store. Each additional trophy and certificate can be personalized to recognize the contributions of any or all individuals involved with the award-winning work.

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## 16. EXHIBITION AND COPYRIGHT

All copies of entries submitted become the property of International Awards Group, LLC, and its affiliated awards companies, AME Awards®, Midas Awards®, Global Awards® and New York Festivals® (hereafter collectively referred to as NYF), and can be used for supplemental presentations to educational institutions, trade shows, advertising professionals, and the general public. Entries will not be returned.

Entrant specifically grants worldwide, royalty-free permission to NYF to play or show the entries at award presentations, at NYF sponsored screenings around the world, or in any other public or private presentation with or without charge whenever and as often as NYF and its representatives see fit without any compensation to Entrant.

Entrant authorizes NYF the use of any trademarks, animated characters, animals, and merchandised items included in the entries for such purposes. NYF may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant or Entrant's clients, non-exclusively throughout the world, for use in telecasts, broadcasts, videotapes, Internet, DVDs, exhibits, annuals, and any other publications including without limitation, television, radio, or Internet presentations featuring the NYF winners.

Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold NYF, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of its entries or any third party claims against NYF, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting entry or entries certifies that he or she has full authority to approve the rights granted herein.

We sincerely thank you and your company for your business and wish all of you great success in this year's competitions.

## **NOTES**

If you wish to not have your winning work shown publicly, please contact Heather Abrams at: 1.212.643.4800  
*Heather.Abrams@newyorkfestivals.com*

## **CONTACT INFO**

### **General Information**

*info@newyorkfestivals.com*

### **Entry Information**

*processing@newyorkfestivals.com*

### **Susan Glass Ruse**

*Susan.Ruse@NewYorkFestivals.com*

### **Heather Abrams**

*Heather.Abrams@newyorkfestivals.com*