



## **RULES**

### **1. ORGANIZER**

FIAP

### **2. PARTICIPANTS**

- 2.1.** Advertising Agencies.
- 2.2.** Digital Agencies.
- 2.3.** Advertisers.
- 2.4.** Communication Media.
- 2.5.** Creative Studios.
- 2.6.** Designers.
- 2.7.** Production Companies.
- 2.8.** Directors.
- 2.9.** Media Centers.
- 2.10.** Communication Companies.
- 2.11.** Post-production Companies.
- 2.12.** Information Technology Companies.
- 2.13.** Photographers.
- 2.14.** Illustrators.
- 2.15.** Copywriters
- 2.16.** Consultants.
- 2.17.** Students.

### **3. MARKETS**

Spanish and Portuguese speaking countries.

### **4. DISCIPLINES**

- 4.1.** Formats.
- 4.2.** Innovation.

- 4.3. Advertisements.
- 4.4. Production.

## 5. JURY

- 5.1. The Juries comprise well-known professionals in the communication field elected by the festival representatives in each country and designated by FIAP.
- 5.2. Jury Presidents are appointed by FIAP.
- 5.3. The Juries and/or the organization are entitled to subdivide or integrate categories, when the number of participants is in excess, or else when they do not reach the minimum that allows an assessment criterion.
- 5.4. The Juries are entitled to make suggestions and recommendations to FIAP as long as they contribute to the advertising industry and its creative development.
- 5.5. Any unforeseen situation regarding the grant award procedure shall be decided by the Juries, with FIAP 2018 organization's approval.

## 6. GENERAL CONDITIONS

- 6.1. Any and all participant upon registration agrees to know and accept the conditions and requirements of these rules. The mere act of registering with FIAP means the acceptance of these rules, the power of the organizers and the Juries.
- 6.2. Only the material entered by participants before the closing date reported by FIAP, and which has not been excluded by FIAP by breach of any of the clauses herein, is entitled to participate.
- 6.3. Competing material must have been published or broadcast between August 1<sup>st</sup> 2017 and August 27<sup>th</sup> 2018.
- 6.4. No material registered in previous FIAP editions is authorized to compete herein.
- 6.5. Participation should be authorized by the Company that created the material or else, its advertiser.
- 6.6. Upon enrolling, the participant hereby authorizes FIAP to use brands, promotions, products, leads, cartoon characters and photographic reproductions. The logotypes, formats, any image and design, name derivations, trademark, logotype, slogan, design, Company logotypes and other image and commercial features, are hereby included in this authorization, which shall be construed in a wide sense.
- 6.7. All participating material is hereby incorporated to the FIAP file for its own purposes and objectives.

- 6.8.** FIAP is entitled to use the material registered for several purposes, such as promotion and advertising; presentations at educational institutions, business groups, communication professionals, and the audience in general; likewise, it is entitled to publish the awards in public and private media.
- 6.9.** The participant will hold FIAP harmless from any claim or legal action that might arise from the promotion, exhibition and/or use of the material. Any emerging conflict will be the exclusive responsibility of the participant.
- 6.10.** Winners hereby agree to use the correct name for the award received in any promotion or advertisement.
- 6.11.** Winners will be entitled to incorporate the festival's logo in their Website Home Page accrediting the award received, with a link to FIAP Website: [www.fiapawards.com](http://www.fiapawards.com).
- 6.12.** Material registered must comply with all regulations and ethical codes set out by the industry's qualifying bodies.
- 6.13.** FIAP reserves the right of admission, as well as the interpretation and application of the ethical codes in force and the norms thereof.
- 6.14.** The information supplied by the participant must be true and accurate; any false statement will cause automatic disqualification thereof.
- 6.15.** In case of a grounded complaint in connection with any registration, FIAP shall be entitled to request an explanation to the person responsible. Until a clarification or resolution is met, such participation or award shall remain pending.
- 6.16.** No tie will be considered in first prizes. As well, it is hereby not accepted to individually award pieces competing in *Campaigns* categories or grant an individual prize by grouping pieces competing in such condition.
- 6.17.** Any consideration not covered by these Rules shall be resolved by FIAP, and such decision will be final.
- 6.18.** Any controversy arising out of, or as a consequence of these Rules, including, the total or partial enforcement thereof, interpretation, scope, fulfillment, execution, or termination shall be eventually submitted to arbitrators appointed by FIAP, from the list of arbitrators of the Stock Exchange of the City of Buenos Aires, Argentina, and under the norms and procedures in force for arbitrations approved by the Arbitration Court of the Stock Exchange of the City of Buenos Aires, Argentina, norms that the participants hereby agree to know and accept as a part hereto. Additionally, if the arbitrator deems it appropriate, UNIDROIT 2010 rules will apply.

## **7. DEADLINE FOR ENTRIES**

- 7.1.** The deadline for delivering the material will be on August 27<sup>th</sup> 2018, without exceptions.

## **8. CATEGORIES**

### **8.1. FORMATS (it is not mere entertainment, but entertainment to make brands grow)**

- 1) Programs or TV channels for Brands.
- 2) Programs or Radio Stations for Brands.
- 3) Feature Films for Brands.
- 4) Theatre Plays for Brands.
- 5) Political Content.
- 6) Product Placement.
- 7) Live Experience.
- 8) Music Content.
- 9) Advergaming.
- 10) Mobile Content.
- 11) Social Content.
- 12) Real Time Content.
- 13) Advertorial.
- 14) Broadcast Promotion.
- 15) PR Content.
- 16) Students.

### **8.2. INNOVATION (comprises the innovation expressions for Brands, outside the traditional formats).**

- 17) Television Innovation.
- 18) Print Innovation.
- 19) Radio Innovation.
- 20) Outdoor Innovation.
- 21) Internet Innovation.
- 22) Events Innovation.
- 23) Technology Innovation.
- 24) Big data Innovation.
- 25) Entertainment Innovation.
- 26) Ambient Innovation.
- 27) Mobile Innovation.
- 28) Social Networks Innovation.

- 29) Promotions Innovation.
- 30) Activations Innovation.
- 31) Direct Marketing Innovation.
- 32) Politics Innovation.
- 33) PR Innovation.
- 34) Students.

### **8.3. ADVERTISEMENTS (traditional categories, with which FIAP was born)**

- 35) **Television / Cinema** – Foods / Drinks.
- 36) **Television / Cinema** – Beverages (Alcoholic / Non-alcoholic)
- 37) **Television / Cinema** – Household Hygiene / Body Care / Beauty / Cosmetics /  
Perfumery / Medicines and Pharmacy Articles.
- 38) **Television / Cinema** – Home Appliances / Furniture / Electronics / Computers / Audio /  
Video.
- 39) **Television / Cinema** – Clothing / Textile Industry.
- 40) **Television / Cinema** – Automobiles.
- 41) **Television / Cinema** – Banks / Financial Institutions.
- 42) **Television / Cinema** – Public Welfare
- 43) **Television / Cinema** – Corporate Image.
- 44) **Television / Cinema** – Public Stores.
- 45) **Television / Cinema** – Communication Media / Publications.
- 46) **Television / Cinema** – Entertainment / Pleasure / Free Time.
- 47) **Television / Cinema** – Transport / Travels / Tourism.
- 48) **Television / Cinema** – Public and Private Services.
- 49) **Television / Cinema** – Campaigns (Products / Services / Corporate).
- 50) **Television / Cinema** – Public Welfare Campaigns.
- 51) **Television / Cinema** – Miscellaneous.
- 52) **Television / Cinema** – Low Budget.
- 53) Print – Food / Meals**
- 54) Print - Beverages (Alcoholic / Non-alcoholic)**
- 55) **Print** – Household Hygiene / Body Care / Beauty / Cosmetics / Perfumery /  
Medicines and Pharmacy Articles.
- 56) **Print** – Home Appliances / Furniture / Electronics / Computers / Audio / Video.
- 57) **Print** – Clothing / Textile Industry.
- 58) **Print** – Automobiles.
- 59) **Print** – Banks / Financial Institutions.
- 60) **Print** – Public Welfare.

- 61) **Print** – Corporate Image.
- 62) **Print** – Public Stores.
- 63) **Print** – Communication Media / Publications.
- 64) **Print** – Entertainment / Pleasure / Free Time.
- 65) **Print** – Transport / Travels / Tourism.
- 66) **Print** – Public and Private Services.
- 67) **Print** – Campaigns (Products / Services / Corporate).
- 68) **Print** – Public Welfare Campaigns.
- 69) **Print** – Miscellaneous.
- 70) **Radio** – Foods / Meals.
- 71) **Radio** – Beverages (Alcoholic / Non-alcoholic)
- 72) **Radio** – Household Hygiene. Body Care / Beauty / Cosmetics / Perfumery /  
Medicines and Pharmacy Articles.
- 73) **Radio** – Home Appliances / Furniture / Electronics / Computers / Audio / Video.
- 74) **Radio** – Clothing / Textile Industry.
- 75) **Radio** – Automobiles.
- 76) **Radio** – Banks / Financial Institutions.
- 77) **Radio** – Public Welfare.
- 78) **Radio** – Corporate Image.
- 79) **Radio** – Public Stores.
- 80) **Radio** – Communication Media / Publications.
- 81) **Radio** – Entertainment / Pleasure / Free Time.
- 82) **Radio** – Transport / Travels / Tourism.
- 83) **Radio** – Public and Private Services.
- 84) **Radio** – Campaigns (Products / Services / Corporate).
- 85) **Radio** – Public Welfare Campaigns.
- 86) **Radio** – Miscellaneous.
- 87) **Radio** – Jingles / Score / Audio logotype.
- 88) **Outdoor** – Institutional.
- 89) **Outdoor** – Products.
- 90) **Outdoor** – Services.
- 91) **Outdoor** – Campaigns.
- 92) **Integral Campaigns** – Campaigns developed for more than two disciplines of those mentioned above in these Rules (a maximum of five different disciplines).
- 93) **Effective Creativity** – Products / Services / Corporate Image.
- 94) **Effective Creativity** – Public Welfare.
- 95) **Effective Creativity** – Results sustained in time: *campaigns with sound results during three or more years. The last action, advertising material, activation, promotion or intervention*

*should have been implemented within 24 months prior to the festival. The effectiveness has to be proved throughout the term of the campaign.*

- 96) **Effective Creativity** – Cultural Contribution: *products, services or institutional Campaigns that have contributed to the cultural heritage of a village or country, achieving its identification and promoting its restoration. In order to clarify the messages, campaigns, actions or interventions to be accepted in this category, some examples are herein quoted: “The Osborne Bull” (Brandy Veterano, Spain), “Juan Valdez” (Colombian Coffee), “Bombriil” (Brazil).*
- 97) **Political Campaigns** – Electoral Campaign.
- 98) **Political Campaigns** – Best Government Campaign.
- 99) **Political Campaigns** – Individual Piece (the Jury is entitled to subdivide the category according to the media used).
- 100) **Political Campaigns** – Best claim.
- 101) **Political Campaigns** – Interactive (includes Web actions, viral actions and social networks).
- 102) **Design.**
- 103) **Best concept.**
- 104) **Best use of local culture.**
- 105) **Broadcast Promotion.**
- 106) **Students.**

#### **8.4. PRODUCTION (technical, traditional and non-traditional categories)**

- 107) **Audiovisual Production Techniques** – General Direction.
- 108) **Audiovisual Production Techniques** – Actors Direction.
- 109) **Audiovisual Production Techniques** – Art Direction.
- 110) **Audiovisual Production Techniques** – Photography.
- 111) **Audiovisual Production Techniques** – Edition.
- 112) **Audiovisual Production Techniques** – Computed Animation / Special Effects.
- 113) **Audiovisual Production Techniques** – General Production.
- 114) **Audiovisual Production Techniques** – Adapted Score / Original Score / Sound Design / Songs / Jingles / Audio Logotype.
- 115) **Print Production Techniques** – Writing.
- 116) **Print Production Techniques** – Art Direction.
- 117) **Print Production Techniques** – Photography.
- 118) **Print Production Techniques** – Artwork.

- 119) **BTL Production Techniques.**
- 120) **Digital Production Techniques** – Interface and Navigation.
- 121) **Digital Production Techniques** – Digital Illustration.
- 122) **Digital Production Techniques** – Image Design.
- 123) **Digital Production Techniques** – General Design.
- 124) **Technological Production Techniques.**
- 125) **Content Production Techniques.**
- 126) **Production Techniques in Politics.**
- 127) **Broadcast Promotion.**
- 128) **PR Production Techniques.**

## **9. DELIVERY REQUIREMENTS**

- 9.1.** Registration and delivery of participating pieces shall be done through FIAP exclusive registration system, free of charge for participants.
- 9.2.** Participants should go to: **[www.fiapawards.com](http://www.fiapawards.com)** and click on FIAP 2017 Registration tab, which will take you to the System's Website. Once registered as user, please follow the directions to complete the registration process.
- 9.3.** Materials will be received without exception until the closing date of registration.
- 9.4.** To facilitate the Juries task, participants from Brazil and Portugal are encouraged to subtitle in Spanish language.
- 9.5.** The technical quality of the material sent is the sole responsibility of participants. FIAP is not responsible for controlling the quality of the original files sent; notwithstanding, FIAP shall carry out all its reasonable efforts to check and classify files as they are sent, within the registration terms originally set forth. In case of any technical problem, FIAP will notify the participant and recommend corrections.

### **9.6. Formats – The whole category**

- 9.6.1.** Send 8 Mbps 720p / 1080p videos, Codec H264, in .mpg .mov & .mp4 containers.
- 9.6.2.** Commercials will be of 3 minutes each, maximum.
- 9.6.3.** Files that are part of a campaign (maximum 4), should be sent separately.
- 9.6.4.** To facilitate the Juries' task, participants from Brazil and Portugal are encouraged to subtitle in Spanish.

### **9.7. Innovation – The whole category**



- 9.7.1. Send 8 Mbps 720p / 1080p videos, Codec H264, in .mpg .mov & .mp4 containers.
- 9.7.2. Commercials will be of 3 minutes each, maximum.
- 9.7.3. Files that are part of a campaign (maximum 4), should be sent separately.
- 9.7.4. To facilitate the Juries' task, participants from Brazil and Portugal are encouraged to subtitle in Spanish.

### **9.8. Advertisements – TV, Integral Campaigns, Effective Creativity, Design, Best Concept, Best Use of Local Culture**

- 9.8.1. Send 8 Mbps 720p / 1080p videos, Codec H264, in .mpg .mov & .mp4 containers.
- 9.8.2. Commercials will be of 3 minutes each, maximum.
- 9.8.3. Files that are part of a campaign (maximum 4), should be sent separately.
- 9.8.4. To facilitate the Juries' task, participants from Brazil and Portugal are encouraged to subtitle in Spanish.

### **9.9. Advertisements – Print, Outdoor**

- 9.9.1. Each piece requires a jpg file of 150 dpi in RGB, in a maximum 2598 px x 1800 px format (horizontal or vertical, according to its features).
- 9.9.2. The longest side of the ad banner should have 2598 px, and the other one should not exceed 1800 px (if a piece has a square format, all sides should be of 1800 px).
- 9.9.3. Besides the jpg file requested, a support video can be sent (maximum 4-minute long) same format as Television-Cinema / TPA.
- 9.9.4. One file per piece shall be attached in case of "Campaign" ads (maximum of 4).

### **9.10. Advertisements – Radio**

- 9.10.1. For each piece (3 minutes maximum), an mp3 file will be sent.
- 9.10.2. Commercials will be of 3 minutes each, maximum.
- 9.10.3. Files that are part of a campaign (maximum 4), should be sent separately.
- 9.10.4. To facilitate the Juries' task, participants from Brazil and Portugal are encouraged to translate into Spanish, attaching a file in Word format.

### **9.11. Design – Integral Campaigns**

- 9.11.1. Send an explanatory video (same format as Television-Cinema / TPA – 4 minutes maximum) visualizing action, development, strategy, and key data of the different pieces that compose the campaign and describe the positioning goal in consumers.
- 9.11.2. Use techniques and resources necessary for a better interpretation by the juries (photographs, videos, speeches, superimposed texts, animations, others).
- 9.11.3. To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.12. Advertisements – Political Campaigns**

- 9.12.1. The material shall have to comply with the delivery requirements according to the media in which it has been created.

### **9.13. Production – Audiovisual Production Techniques, BTL Production Techniques, Digital Production Techniques, Technological Production Techniques, Content Production Techniques, Production in Political Campaigns**

- 9.13.1. Send 8 mbps 720p / 1080p videos, Codec H264, in .mpg .mov & .mp4 containers.
- 9.13.2. Commercials will be of 3 minutes each, maximum.
- 9.13.3. Files that are part of a campaign (maximum 4), should be sent separately.
- 9.13.4. To facilitate the Juries' task, participants from Brazil and Portugal are encouraged to subtitle in Spanish.

### **9.14. Production – Print Production Techniques**

- 9.14.1. Each piece requires a jpg file of 150 dpi in RGB, maximum 2598 px x 1800 px format (horizontal or vertical, according to its features).
- 9.14.2. The longest side of the ad banner should have 2598 px, and the other one should not exceed 1800 px (if a piece has a square format, all sides should be of 1800 px).
- 9.14.3. Besides the jpg file requested, a support video can be sent (maximum 4-minute long) same format as Television-Cinema / TPA.

## **10. DELIVERY INSTRUCTIONS AND PAYMENT METHOD**

- 10.1. Forms will be entered online when the registration is carried out, together with the delivery of the material.

- 10.2.** Registrations are in US dollars.
- 10.3.** The material entered in campaigns and simultaneously in individual pieces must pay the fee corresponding to each category.
- 10.4.** Once the forms are entered and the corresponding files attached, the participant will select “End registration process”. The System will then send to the participant’s e-mail address (stated in the general entry form) all the information about the pieces and/or campaigns registered, the corresponding amounts due, and the steps to be followed to complete payment.
- 10.5.** Once the registration process is ended, no refunds or cancellations will be accepted, whether partial or in full.
- 10.6.** FIAP is entitled to exclude from the competition, registrations not paid in full, but does not have the obligation to do so.

## **11. AWARDS AND DISTINCTIONS**

### **11.1. Awards**

- 11.1.1.** *Sol de Oro*, *Sol de Plata* and *Sol de Bronce* Awards for each category.
  - Sol de Oro* (a single trophy), no tie.
  - Sol de Plata* (Diploma), up to two per category.
  - Sol de Bronce* (Diploma), up to three per category.
- 11.1.2.** Grand Prix (single Trophy), no tie, for each discipline, except in the Advertisement discipline in which there is the possibility to award ONE Grand Prix in each subcategory.
- 11.1.3.** Grand Slam, awarded if obtaining a *Sol de Oro* in each discipline.
- 11.1.4.** Finalists (Diploma)

### **11.2. Agency / Production Company / Advertising Company / Social Network of the Year / Independent Agency**

- 11.2.1.** Distinctions will be awarded to those companies and/or social networks, respectively, scoring the majority of points, according to the following scale:

Grand Slam .....	10 points
Grand Prix	10 points
Sol de Oro .....	7 points
Sol de Plata	5 points
Sol de Bronce	3 points

Finalist (not being awarded a Sol) 1 point

**11.2.2.** In the selection of the Agency of the Year and the Production Company of the Year, points will only be awarded to the company responsible for the registration.

**11.2.3.** To determine the Social Network of the Year, the points obtained by the different branches or representations comprising the same Social Network will be added up; the award will be granted to the Social Network's Regional Creative Director, at the festival's closing dinner.

### **11.3. Other Terms**

**11.3.1.** This list does not exclude other FIAP distinctions and awards.

**11.3.2.** The Juries are entitled to award Highly Commended Awards in the disciplines and/or categories that deserve it.

**11.3.3.** The award holder will be whoever carried out the festival registration.

**11.3.4.** FIAP is entitled to assess the admission of other awards offered by governments, institutions, companies and/or national and international bodies.

## **12. CREATIVE STUDENTS**

**12.1.** Students of the following disciplines: Advertising, Social Communication, Print or related disciplines will participate with their own creative proposals in the disciplines under the corresponding category.

**12.2.** Pieces that comprise one campaign must be registered individually; and the corresponding fee for each advertisement should be paid.

**12.3.** In relation to practical assignments, they should have been made exclusively for the corresponding Institution (if they were published, they should not belong to an advertising agency, communication agency, production company or communication private entity).

**12.4.** Material must meet the delivery requirements applicable.

**12.5.** Jury: Outstanding creative professionals of the region will judge at the festival seat the proposals of all the participants, determining the Finalists and Winners.

### **12.6. Regional Ranking of Universities and Schools of Communication**

**12.6.1.** Ratifying its philosophy and commitment to tomorrow's creative people and their teachers, FIAP, as every year, draws up the Regional Ranking, which will distinguish the best positioned Latin American Institution of the 2016/2017 term.

**12.6.2.** For the award, a ranking will be drawn up adding the points won by students of the

same University or School of Communication: *Sol de Oro* (7 points) / *Sol de Plata* (5 points) / *Sol de Bronce* (3 points) / Finalists (1 point).

**12.6.3.** The institution with the highest score will obtain the “FIAP Creative Culture” Award.

**12.6.4.** The Institution that obtains the highest score, according to the performance of the different branches in the region, will obtain the “2017 Ibero-American Education Network” Award.

**12.6.5.** In case of being awarded the same number of points, the Award will go to the School achieving the most *Soles de Oro*, *Soles de Plata* or *Soles de Bronce* Awards, in that order.

### **13. CREATIVE YOUNGSTERS MARATHON**

**13.1.** Are entitled to participate: creative duos of up to 28 years of age, at the closing date of registration, working in agencies in the region.

**13.2.** They will be selected by FIAP representatives in their respective countries.

**13.3.** They will undertake their task, based on a brief set forth by the organizers.

**13.4.** Participants should use their own equipment to carry out and present the assignment.

**13.5.** The winners will be selected by a Jury made up of outstanding acting professionals.

**13.6.** Participants will have free access to all the festival conferences and exhibitions.

**13.7.** Those interested should contact their country’s FIAP representative, or else send an e-mail to: [info@fiaponline.net](mailto:info@fiaponline.net)

### **14. REGISTRATION FEES FIAP 2017 (IN USD)**

#### **14.1. FORMATS**

- 1) Programs or TV channels for Brands. ....450.00
- 2) Programs or Radio Stations for Brands. ....450.00
- 3) Feature Films for Brands. ....450.00
- 4) Theatre Plays for Brands. ....450.00
- 5) Political Content. ....450.00
- 6) Product Placement. ....450.00
- 7) Live Experience. ....450.00
- 8) Music Content. ....450.00
- 9) Advergaming. ....450.00
- 10) Mobile Content. ....450.00
- 11) Social Content. ....450.00

12) Real Time Content. ....	450.00
13) Advertorial. ....	450.00
14) Broadcast Promotion. ....	450.00
15) PR Content. ....	450.00
16) Students. ....	100.00

## **14.2. INNOVATION**

17) Television Innovation.....	450.00
18) Print Innovation.....	450.00
19) Radio Innovation.....	450.00
20) Outdoor Innovation.....	450.00
21) Internet Innovation.....	450.00
22) Events Innovation. ....	450.00
23) Technology Innovation.....	450.00
24) Big data Innovation.....	450.00
25) Entertainment Innovation.....	450.00
26) Ambient Innovation.....	450.00
27) Mobile Innovation.....	450.00
28) Social Networks Innovation.....	450.00
29) Promotions Innovation.....	450.00
30) Activations Innovation.....	450.00
31) Direct Marketing Innovation.....	450.00
32) Politics Innovation.....	450.00
33) PR Innovation.....	450.00
34) Students. ....	100.00

## **14.3. ADVERTISEMENTS**

35) <b>Television / Cinema</b> – Foods / Drinks.....	450.00
36) <b>Television / Cinema</b> – Beverages (Alcoholic / Non-alcoholic).....	450.00
37) <b>Television / Cinema</b> – Household Hygiene / Body Care / Beauty / Cosmetics / Perfumery / Medicines and Pharmacy Articles.....	450.00
38) <b>Television / Cinema</b> – Home Appliances / Furniture / Electronics / Computers / Audio / Video.....	450.00

39) <b>Television / Cinema</b> – Clothing / Textile Industry.....	450.00
40) <b>Television / Cinema</b> – Automobiles.....	450.00
41) <b>Television / Cinema</b> – Banks / Financial Institutions.....	450.00
42) <b>Television / Cinema</b> – Public Welfare.....	450.00
43) <b>Television / Cinema</b> – Corporate Image.....	450.00
44) <b>Television / Cinema</b> – Public Stores.....	450.00
45) <b>Television / Cinema</b> – Communication Media / Publications.....	450.00
46) <b>Television / Cinema</b> – Entertainment / Pleasure / Free Time.....	450.00
47) <b>Television / Cinema</b> – Transport / Travels / Tourism.....	450.00
48) <b>Television / Cinema</b> – Public and Private Services.....	450.00
49) <b>Television / Cinema</b> – Campaigns (Products / Services / Corporate).....	580.00
50) <b>Television / Cinema</b> – Public Welfare Campaigns.....	580.00
51) <b>Television / Cinema</b> – Miscellaneous.....	450.00
52) <b>Television / Cinema</b> – Low Budget.....	450.00
<b>53) Print – Food / Meals.....</b>	<b>450.00</b>
<b>54) Print - Beverages (Alcoholic / Non-alcoholic).....</b>	<b>450.00</b>
55) <b>Print</b> – Household Hygiene / Body Care / Beauty / Cosmetics / Perfumery / Medicines and Pharmacy Articles.....	450.00
56) <b>Print</b> – Home Appliances / Furniture / Electronics / Computers / Audio / Video.....	450.00
57) <b>Print</b> – Clothing / Textile Industry.....	450.00
58) <b>Print</b> – Automobiles.....	450.00
59) <b>Print</b> – Banks / Financial Institutions.....	450.00
60) <b>Print</b> – Public Welfare.....	450.00
61) <b>Print</b> – Corporate Image.....	450.00
62) <b>Print</b> – Public Stores.....	450.00
63) <b>Print</b> – Communication Media / Publications.....	450.00
64) <b>Print</b> – Entertainment / Pleasure / Free Time.....	450.00
65) <b>Print</b> – Transport / Travels / Tourism.....	450.00
66) <b>Print</b> – Public and Private Services.....	450.00
67) <b>Print</b> – Campaigns (Products / Services / Corporate).....	450.00
68) <b>Print</b> – Public Welfare Campaigns.....	580.00
69) <b>Print</b> – Miscellaneous.....	450.00
70) <b>Radio</b> – Foods / Meals.....	450.00
71) <b>Radio</b> – Beverages (Alcoholic / Non-alcoholic).....	450.00
72) <b>Radio</b> – Household Hygiene. Body Care / Beauty / Cosmetics / Perfumery / Medicines and Pharmacy Articles.....	450.00
73) <b>Radio</b> – Home Appliances / Furniture / Electronics / Computers / Audio / Video.....	450.00
74) <b>Radio</b> – Clothing / Textile Industry.....	450.00

75) <b>Radio</b> – Automobiles.....	450.00
76) <b>Radio</b> – Banks / Financial Institutions.....	450.00
77) <b>Radio</b> – Public Welfare.....	450.00
78) <b>Radio</b> – Corporate Image.....	450.00
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81) <b>Radio</b> – Entertainment / Pleasure / Free Time.....	450.00
82) <b>Radio</b> – Transport / Travels / Tourism.....	450.00
83) <b>Radio</b> – Public and Private Services.....	450.00
84) <b>Radio</b> – Campaigns (Products / Services / Corporate).....	580.00
85) <b>Radio</b> – Public Welfare Campaigns.....	580.00
86) <b>Radio</b> – Miscellaneous.....	450.00
87) <b>Radio</b> – Jingles / Score / Audio logotype.....	450.00
88) <b>Outdoor</b> – Institutional.....	450.00
89) <b>Outdoor</b> – Products.....	450.00
90) <b>Outdoor</b> – Services.....	450.00
91) <b>Outdoor</b> – Campaigns.....	580.00
92) <b>Integral Campaigns</b> – Campaigns developed for more than two disciplines of those mentioned above in these Rules (a maximum of five different disciplines).....	830.00
93) <b>Effective Creativity</b> – Products / Services / Corporate Image.....	500.00
94) <b>Effective Creativity</b> – Public Welfare.....	500.00
95) <b>Effective Creativity</b> – Results sustained in time: <i>campaigns with sound results during three or more years. The last action, advertising material, activation, promotion or intervention should have been implemented within 24 months prior to the festival. The effectiveness has to be proved throughout the term of the campaign</i> .....	500.00
96) <b>Effective Creativity</b> – Cultural Contribution: <i>products, services or institutional Campaigns that have contributed to the cultural heritage of a village or country, achieving its identification and promoting its restoration. In order to clarify the messages, campaigns, actions or interventions to be accepted in this category, some examples are herein quoted: “The Osborne Bull” (Brandy Veterano, Spain), “Juan Valdez” (Colombian Coffee), “Bombril” (Brazil).</i> .....	500.00
97) <b>Political Campaigns</b> – Electoral Campaign.....	580.00
98) <b>Political Campaigns</b> – Best Government Campaign.....	580.00
99) <b>Political Campaigns</b> – Individual Piece (the Jury is entitled to subdivide the category according to the media used).....	450.00
100) <b>Political Campaigns</b> – Best claim.....	450.00
101) <b>Political Campaigns</b> – Interactive (includes Web actions, viral actions and social networks).....	450.00



102) <b>Design</b> .....	450.00
103) <b>Best concept</b> .....	450.00
104) <b>Best use of local culture</b> .....	450.00
105) <b>Broadcast Promotion</b> .....	450.00
106) <b>Students</b> .....	100.00

#### **14.4. PRODUCTION (technical, traditional and non-traditional categories)**

107) <b>Audiovisual Production Techniques – General Direction</b> .....	450.00
108) <b>Audiovisual Production Techniques – Actors Direction</b> .....	450.00
109) <b>Audiovisual Production Techniques – Art Direction</b> .....	450.00
110) <b>Audiovisual Production Techniques –</b> Photography.....	450.00
111) <b>Audiovisual Production Techniques – Edition</b> .....	450.00
112) <b>Audiovisual Production Techniques – Computed Animation / Special</b> Effects.....	450.00
113) <b>Audiovisual Production Techniques – General Production</b> .....	450.00
114) <b>Audiovisual Production Techniques – Adapted Score / Original Score / Sound Design /</b> Songs / Jingles / Audio Logotype.....	450.00
115) <b>Print Production Techniques – Writing</b> .....	450.00
116) <b>Print Production Techniques – Art Direction</b> .....	450.00
117) <b>Print Production Techniques – Photography</b> .....	450.00
118) <b>Print Production Techniques – Artwork</b> .....	450.00
119) <b>BTL Production Techniques</b> .....	450.00
120) <b>Digital Production Techniques – Interface and Navigation</b> .....	450.00
121) <b>Digital Production Techniques – Digital Illustration</b> .....	450.00
122) <b>Digital Production Techniques – Image Design</b> .....	450.00
123) <b>Digital Production Techniques – General Design</b> .....	450.00
124) <b>Technological Production Techniques</b> .....	450.00
125) <b>Content Production Techniques</b> .....	450.00
126) <b>Production Techniques in Politics</b> .....	450.00
127) <b>Broadcast Promotion</b> .....	450.00
128) <b>PR Production Techniques</b> .....	450.00

#### **15. SPECIAL PROVISIONS**

**15.1** Values are expressed in US dollars.

**15.2** Values herein expressed don't include taxes. Any applicable tax should be added to the registration cost.

**15.3** Once the registration deadline expires, a 20% surcharge will be applied.

**15.4** The material must be submitted and paid for before the closing of registrations. FIAP is hereby entitled, but not compelled to, to exclude the material in case of lack of payment.

**15.5** FIAP means Ibero-American Advertising Festival S.R.L., a Company incorporated under the laws of Argentina and subject to the legislation thereof.

**15.6** FIAP is a trademark. All rights reserved.

***DEADLINE FOR THE RECEPTION OF MATERIALS: AUGUST 27TH, 2018***

Assistance: [info@fiaponline.net](mailto:info@fiaponline.net)