



ADC[★]E

Call for Entries 2008.
The Art Directors Club of Europe.
Best of European Design
& Advertising Awards 2008.

European Judging. Saturday June 7th at the FAD.
Plaça dels Àngels 5-6 / 08001 / Barcelona / Spain.

ADC*E

President's Foreword

Don't miss the opportunity to enter your work in the *Best of the Best European Advertising Design Awards*. The ADC*E Awards is the only competition in the world to bring all the award-winning work from the European national competitions into one contest.

A panel of over 50 top creatives from our European member clubs will select the best work from prize-winning advertising, design, editorial, illustration, film, photography and new media European work.

This event is an enriching opportunity for leading European creative professionals to meet and share in their respective country's creativity.

At the conclusion of the Awards session, all the entries will be showcased in the ADC*E Annual, an inspiring archive of the very best of European creativity.

The ADC*E was founded in 1990 as a non-profit organisation to foster and honour creative excellence in European design and advertising. It is owned and managed by elected professionals from the seventeen European Creative member Clubs. The ADC*E also encourages and supports the young developing Clubs in Europe.

By valuing and understanding creative diversity, by bringing people together through events and publications and benchmarking creativity across borders, ADC*E represents a respected voice in the international arena.

As the globalisation process continues, the mission of ADC*E becomes more of an imperative for the future of our communication industry.

Franco Moretti President

ADC[★]E Board Members

Michael Conrad
Honourable Member
of the European Board

Franco Moretti
President, Italy

Martin Spillmann
Deputy President, Switzerland

Johannes Newrkla
Treasurer, Austria

Alexander Alexeev
Russia

Patrizia Boglione
Italy

Andrei Bortun
Romania

Renos Demetriou
Cyprus

Bojan Hadzihalilovic
Bosnia Herzegovina

Gyula Halász
Hungary

Eda Kauba
Czech Republic

J. Margus Klaar
Estonia

Hordur Larusson
Iceland

Mário Mandacaru
Portugal

Michael Preiswerk
Germany

Kot Przybora
Poland

Jernej Repvos
Slovenia

Helena Rosa-Trias
Spain

Eriks Stendzenieks
Latvia

Bertrand Suchet
France

Manifesto

To those who chase a dream in life
- the obstinate, the tenacious,
the committed, the sincere, the
open-minded

To those who strive for
excellence, work to a higher
standard and never give up

To those in constant search for
that new, groundbreaking idea

To those with a passion for
crafting detail

To those who place integrity
before profit and believe in
the triumph of enthusiasm over
scepticism

To those committed to honour
excellence beyond prejudice,
cultural borders and national
differences

To those with the vision and
ability to challenge what is
accepted

To those who never stop dreaming

ADC[★]E

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ADC*E Categories

Work may be entered in any of the following categories.

I Film

- 1.1 TV Commercials
- 1.2 Cinema Commercials
- 1.3 TV Graphics
- 1.4 Public Services & Charity
- 1.5 Any Other

2 Advertising Print

- 2.1 Poster Advertising
- 2.2 Newspaper Advertising
- 2.3 Magazine Advertising
- 2.4 Trade Advertising

3 New & Mixed Media

- 3.1 Interactive Media:
Websites/DVDs
- 3.2 Online advertising
- 3.3 Mixed Media Campaigns
- 3.4 Promotions and Mailings
- 3.5 Ambient Media
- 3.6 Any Other

4 Design

- 4.1 Graphic Design
- 4.2 Editorial/Books/
Corporate publishing
- 4.3 Corporate Identity/Branding
- 4.4 Illustration and Photography
- 4.5 Packaging
- 4.6 Environmental Design
- 4.7 Any Other

All entries (including those for the Judging Day and for the Annual) must be in the format shown in the following page otherwise they will not be accepted.

ADC[★]E

Format for Judging Day

I Film

DATA DVD - Quicktime
PAL 720x576/Codec: PNG

2 Advertising Print

- 2.1 Poster Advertising:
Digital support (EPS, TIFF)
 - 2.2 Newspaper Advertising:
Printed Samples
 - 2.3 Magazine Advertising:
Printed Samples
 - 2.4 Trade Advertising:
Printed Samples
-

3 New & Mixed Media

- 3.1 Interactive Media:
Websites & DVDs:
URL / DVD (all access codes)
 - 3.2 Online advertising:
DATA DVD-Quicktime PAL
720x576/Codec: PNG
 - 3.3 Mixed Media Campaigns:
Posters (Digital Support:
EPS or TIFF)
Press: Printed Samples
Videos: DATA DVD-Quicktime
PAL 720x576/Codec: PNG
 - 3.4 Promotions and Mailings:
Printed samples
 - 3.5 Ambient Media:
Digital support (EPS, TIFFS)
 - 3.6 Any Other:
Printed Samples/
Digital Support (EPS, TIFF)
-

4 Design

- 4.1 Graphic Design:
Printed Samples
- 4.2 Editorial/Books/
Corporate publishing:
Printed Samples
- 4.3 Corporate Identity/Branding:
Printed Samples
- 4.4 Illustration and Photography:
Printed Samples
- 4.5 Packaging:
Products/Printed Samples
- 4.6 Environmental Design:
Digital support (EPS, TIFFS)
- 4.7 Any Other:
Products/Printed Samples

ADC*E Format for ADC*E Annual & Website

All entries for the ADC*E Annual and website must be submitted in the following digital formats:

- High resolution scan (approx size: 23x23) 300 dpi for the annual
- Low resolution scan (approx size: 23x23) 72 dpi for the website
- Photoshop files saved as TIFF
- Ensure image is cropped as you would like to see it appear in the annual and on the website
- No more than 6 frames will be shown on TV ad campaigns and websites

Please ensure each file and folder on the submitted CD are clearly labelled with the Entry ID number. Please supply a visual reference of each piece in the online entry form.

IMPORTANT: Descriptions of each piece must be entered in the online entry form. They will be used for the judging and also for the ADC*E Annual.

ADC*E Eligibility

ADC*E Members:

ADC*E member clubs running their country's premier awards scheme are eligible. Gold or Silver Awards from each national competition are eligible for free entry into the Art Directors Club of Europe Awards.

Bronze Awards and other awarded work published in the national annual for an ADC*E member club may be entered for a small fee (see page 11). This is a unique opportunity to sit side-by-side with the Gold and Silver Awards and be judged by a top European jury.

ADC*E Non-Members:

Since 2005 the Art Directors Club of Europe has opened the Awards to non-member European countries, allowing their national winners to compete along with the Best of the Best of European Advertising & Design. Therefore Gold, Silver, Bronze and other awarded work published in the national annual from non-member countries is eligible for entry into the Art Directors Club of Europe Awards for a small fee (see page 11).

ADC*E THE CUP Intercontinental Advertising Festival

ADC*E winners will participate
in the THE CUP

The 2nd edition of THE CUP, the Intercontinental Advertising Festival, will take place in November 2008, where winners from regional festivals will come together to be judged in this new global festival. The idea comes from the following major festivals from around the world: Asian Pacific AdFest; the Iberoamerican FIAP, and the Europeans Golden Drum and ADC*E. They decided to create a 'festival of festivals' at an intercontinental level, to recognize and value regional cultures from around the world. THE CUP is a global festival embracing local culture, and it prides itself on ensuring global standard while paying respect to local origins. That's why it is dedicated to "Genius Loci", the creative spirit from local places.

Finalists of the ADC*E Awards 2008 (GP, Gold and Nominations) will participate in the first edition of the THE CUP, thus being promoted to a top international level in a global competition.

The jury for these awards is world-renowned. It is composed of top industry names around the world and the presidents of the four festivals.

www.thecupawards.com

Michael Conrad
President of the Jury

Rafa Antón
Spain

Carlos Baccetti
Argentina

Mark Collins
Australia

David Droga
USA

Marie-Catherine Dupuy
France

Agustín Elbaile
Spain

Ami Hasan
Finland

Igor Lutz
Russia

Akira Kagami
Japan

Tham Khai Meng
Singapore

Johannes Newrkla
Austria

Filip Nilsson
Sweden

Piyush Pandey
India

Stefan Sagmeister
USA

Toni Segarra
Spain

Marcello Serpa
Brasil

Rishad Tobaccowala
USA

Sebastian Turner
Germany

**THE
CUP**
INTERCONTINENTAL
ADVERTISING
CUP



ADC*E

Entry form

—Submission

Procedure

I

Submissions may only be made on-line, by filling out the online entry form which you can find at the following link:

www.adceurope.org/call_for_entries/

Every entry form will be assigned an Entry ID number (automatically generated by the system).

All submitted entries must be marked with their corresponding Entry ID number.

Please fill out the entry form with care. You will be able to save it as a draft before submitting but once it has been submitted it cannot be changed. After submitting, you will be able to do the payment on-line and after doing it print out the online entry form and send it in with the work.

2

Items submitted for judging in more than one category must be individually entered in each category. Each item must be accompanied by an entry form for the category it is entered in.

Note: Entry forms and work descriptions must be clear and correctly spelled, as this information will be taken from the form and re-printed in the ADC*E 'Best of European Design & Advertising' Annual and Nominated, Gold, Grand Prix winning work is displayed with credits on the website www.adceurope.org

ADC*E Payment

Entries by Members of ADC*E

Gold and Silver Awards from national competitions of clubs who are members of ADC*E are eligible for free entry.

Bronze and other awarded work published in the national annual may be entered for a fee of 100€ per entry (+16% VAT).

Entries by non-members of ADC*E

Gold, Silver, Bronze and other awarded work published in the national annual from clubs who are not members of ADC*E may be entered for a fee of 200€ per entry (+16% VAT).

Fees can be paid by bank transfer directly to the ADC*E bank account or via credit card (+1.5% Bank Charges) by on-line payment:

LA CAIXA
Passeig Sant Gervasi, 52
08022 Barcelona / SPAIN
IBAN number:
ES60 2100 3084 8322 0038 4200
SWIFT CODE:
CAIXESBXXXX

For Spanish transfers:
CC. 2100 3084 83 2200384200

Important: In your transfer information, please indicate the Entry ID number and country corresponding to the work you are submitting and paying for. If you are paying for more than one entry with the same transfer, please indicate all the Entry ID numbers. In addition, print out the proof of your transfer, write the corresponding Entry ID number(s) on it and enclose it in your package.

If you do the on-line payment, the entry form will include your confirmation of payment. So print this one and send it with the work.

ADC*E Packing and shipment

- Each entry must be submitted with an attached entry form, including the Entry ID number, full address and contact person. Entry forms should be attached with drafting tape (do not glue or mount) to clearly identify the work.

- Pack the entries by categories

- Send all files that are required for each entry: for judging day and for publishing it in the ADC*E Annual and on the ADC*E website (see specific requirements on pages 6-7).

- For campaigns, number each item in the preferred viewing sequence (1 of 3, 2 of 3, etc.)

- Attach a copy of Total Master Guide/Entries Survey (see page 13)

- Add a copy of the signed Terms and Conditions (see page 14)

- Include Proof of Payment in each package, indicating all Entry ID numbers that relate to the payment (not needed for Gold and Silvers from ADC*E members).

- Include a certificate from the National Club (member or non-member) that the entered work was awarded at their National Awards 2008.

- Pack and send the parcel as follows:

Members of ADC*E:

to your National Club (They will send it to the ADC*E Awards office in Barcelona)

Non-Members of ADC*E:

to the ADC*E office in Barcelona

ART DIRECTORS CLUB OF EUROPE
2008 ADC*E AWARDS OFFICE
Plaça dels Angels 5-6
08001 - Barcelona
SPAIN

- Write the following on the outside of the package:
"INTERNATIONAL EXHIBITION /
CONTEST MATERIAL / NO COMMERCIAL
VALUE"

Deadline

Closing date is 30 April, 2008

Send your entries to the Art Directors Club of Europe Awards 2008 - these must be received at the Barcelona office by Friday 30 April, 2008, before 8pm.

If you encounter problems with this date please contact Mercè Segú at the main office at: office@adceurope.org.

ADC*E Master Guide/ Total Entry Survey

(To be filled out by each ADC*E member club or each entrant of non-member countries).

This is a final comprehensive check on the number of entries in each category.

Please make your own copies of this page as required and type or print clearly in capital letters when completing each form.

Category	<u>1 Film</u>	Number of Entries
	1.1 TV Commercials _____	_____
	1.2 Cinema Commercials _____	_____
	1.3 TV Graphics _____	_____
	1.4 Public Service and Charity _____	_____
	1.5 Any Other _____	_____
	<u>2 Advertising Print</u>	
	2.1 Poster Advertising _____	_____
	2.2 Newspaper Advertising _____	_____
	2.3 Magazine Advertising _____	_____
	2.4 Trade Advertising _____	_____
	<u>3 New & Mixed Media</u>	
	3.1 Interactive Media: Websites & DVDs _____	_____
	3.2 Online Advertising _____	_____
	3.3 Mixed Media Campaigns _____	_____
	3.4 Promotions and Mailings _____	_____
	3.5 Ambient Media _____	_____
	3.6 Any Other _____	_____
	<u>4 Design</u>	
	4.1 Graphic Design _____	_____
	4.2 Editorial/Books/Corporate Publishing _____	_____
	4.3 Corporate Identity/Branding _____	_____
	4.4 Illustration and Photography _____	_____
	4.5 Packaging _____	_____
	4.6 Environmental Design _____	_____
	4.7 Any Other _____	_____
		Total Entries _____

Contact Person _____ Company _____

Address _____

Telephone _____ Fax _____

Signature _____ Date _____

Complete this form, make one copy for yourself and send with your entries to Barcelona.

ADC*E Terms and Conditions

Entries and materials received will be retained by the ADC*E for use in exhibitions organised by the ADC*E. The entrant agrees not to hold ADC*E liable for any loss or damage to any materials submitted to the ADC*E. The entrant grants permission to the ADC*E to include entries in the 2008 Annual and to show or run the entries at such time as it may deem appropriate, with Nominated, Gold and Grand Prix work shown on ADC*E's website www.adceurope.org, and to submit them for free to the Intercontinental Advertising Festival - THE CUP.

ADC*E and the designers of the 2008 Annual cannot be held liable for any loss or damage to any materials submitted for inclusion in the Annual.

With respect to film, television and video entries, the entrant grants the ADC*E the right to make duplications for similar purposes.

Under no circumstances will an entrant or anyone claiming through or acting on behalf of an entrant, demand payment of any royalties by the ADC*E following the use made of such entries or materials by the ADC*E or its agents for whatever purpose.

I agree to the terms and conditions as set out above.

Name _____

Date _____

Signature _____

Company _____

Address _____

Country _____

Entry ID Number/s _____

Please complete this form and include it with the entries you are sending to the ADC*E Office, in Barcelona.

ADC*E

Return of Entries

(Only for ADC*E country members)

Unless the work is requested for return all entries will be offered to clubs for exhibition purposes. ADC*E is a non-profit organisation dedicated to fostering and rewarding creative excellence in European Design & Advertising, therefore any return of entries will be sent by international courier at the entrant's expense.

Entrant Information

If you have any queries regarding entry details please contact:

Mercè Segú
Art Directors Club of Europe
Plaça dels Àngels 5-6
08001 Barcelona
Spain

Telephone: +34 934 437 520

Fax: +34 933 296 079

Email: office@adceurope.org

Website: www.adceurope.org

ADC[★]E



Education and Culture DG

Culture Programme



MIAMI AD SCHOOL EUROPE

adforum.com



sappi

BABELGUM
ONLINE
FILM FESTIVAL



Pioneer
sound. vision. soul