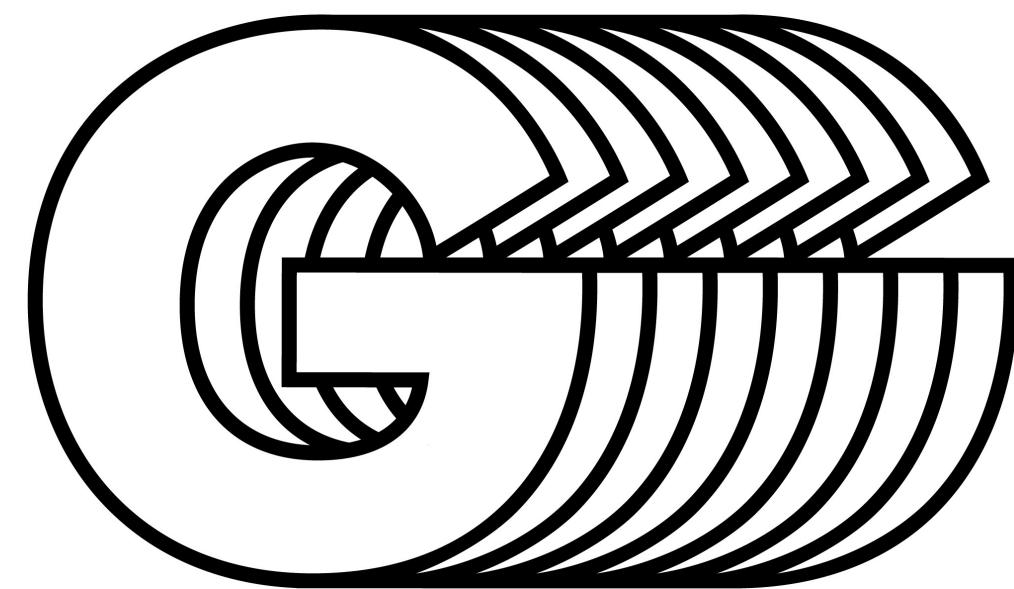# GUIDEBOOK
FOR THE GREAT EIGHT
AWARDS ENTRANTS

ABOUT G8

First Moscow-based festival of creative industries.

New media, music, cinema, fashion, design. Technological innovations, experiments and creative ideas are born at the intersection of various disciplines.

The aim of the festival is to unite creative people from all over the world and to build a community and infrastructure, where Russian creative economy will flourish.

The festival consists of:
— Competition
— Conference
— Awards Ceremony

WHO IS IT FOR?

The competition is open to all professionals of digital advertising. G8 accepts applications from representatives of agencies, studios, brands, media and freelancers.

PRICE

$10

The price of entry submission– $10.
This is the final price until the deadlne.

WHO ASSESS THE PROJECTS?

The jury is represented by more than 50 specialists from creative industries projects. The list includes brand directors and brand managers, creative and art directors, editors and journalists, PR specialists, producers from different countries.

The jury divides into Executive and The Great Eight.
The festival independently selects jury members of Executive and The Great Eight.

The jury of Executive is represented by professionals of Russian and international advertising markets – CEO of biggest creative agencies, marketing directors of transnational brands, owners and design and production studios and famous independent specialists.

The Great Eight jury is represented by eight famous world-class professionals. They select short-lists and winners of the G8 Awards and perform as speakers at the G8 Festival (September 9 and 10 2021)

Names of jury members and information about them are available at the website
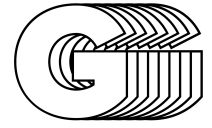
STAGES AND PROCESS OF VOTING

Submitting Entries
until 2.08

Technical Selection
until 4.08

The moderator of the festival checks the work for compliance with technical requirements.

If the applicant did not attach all the necessary materials of if the project did not meet the technical requirements, moderator should reach for the applicant on order to correct mistakes. If everything is alright, the project enters the next stage

Long List (Executive Jury)
until 23.08

The jury evaluates projects in each nomination for the «Rather yes" and «Rather no" criteria. Works are distributed among jury representatives at random. Each of them should receive a minimum of five ratings. The scope of evaluation of work for each member of the jury depends on the number of applications received. Works that received at least three "against" ratings are eliminated from the competition. The rest goes to the next stage.

**Short List (The Great Eight)**
until 1.09

The jury evaluates all the works on a hundred-point scale. The assessments of jury members are summarized for each work. Five works, which scored the maximum score in each nomination, pass to the next stage.

Selection of winners:
until 7.09

The jury will select the winners at the festival internally.
The winners are determined by the general decision of the jury.

Conference and Awards Ceremony
9 – 10.09

The jury has the right to choose up to 3 equivalent winners in each nomination without awarding seats, or to leave the nomination without winners.

The jury members have no right to vote for their own projects or for the projects of companies they work at. All assessments of the jury members will be published publicly on the G8 website
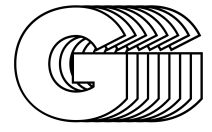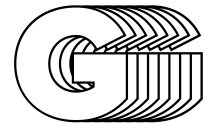
PROJECTS EVALUATION CRITERIA COMMUNICATION AND DESIGN

Works are evaluated in each nomination regardless of the overall level of work at the festival.

Based on the methodology of Michael Conrad * (president of the Berlin School of Creative Leadership and former creative director of Leo Burnett in Germany), we have developed G8-relevant evaluation criteria for all the stages:

1. Conformity of the nomination

2. Hit the brand: works for the brand, emphasizes the dignity of the brand and distinguishes it from the succession of others

3. Hit in target audience

4. Clearly expressed thought

5. Masterfully done: high level of performance, thoroughness and precision of parts

6. Fresh idea: distinguishes from the projects in its category, nobody has ever done that before, out of the box

7. New digital form – original decision, which presents the new way of using the sphere of digital: tools, communication, etc.

8. Emotional: something that you can be particularly struck by on emotional level

PROJECTS EVALUATION CRITERIA
MUSIC AND SOUND

Works are evaluated in each nomination regardless of the overall level of work at the festival.

1. Creative approach, out-of-the-box thinking and project implementation

2. Recording quality, mastering details, production genre context, sound textures, effects, processing

3. Harmonic plan, main melody, hook, selection of instruments

4. Description of the project

5. Relevance of work, trendiness (within the genre)

6. The uniqueness of the performer.

7. Emotional: something that you can be particularly struck by on emotional level
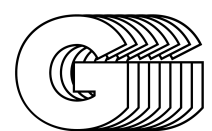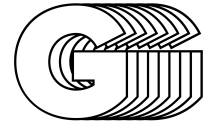
CONDITIONS OF ENTRY:

Acceptance of submissions
COMMUNICATION AND DESIGN

26.04 — 2.08

**Acceptance of submissions**
MUSIC AND SOUND

26.04 — 2.08

1. You can submit a project as an individual or on behalf of the company.

2. You can present any project which was represented on the market in the period from January 1st 2020 to August 2, 2021 inclusive.

3. You have the right to submit an unlimited number of works all at once for the competition, also to submit every work for the reward in several nominations.

4. The jury will assess the project only in the case that the application is filled in correctly in a basic technical plan (check the website and G8 Guidebook), and the application fee is paid on time.
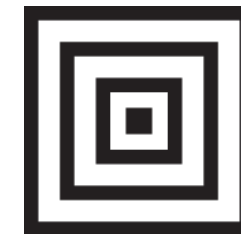
HOW TO SUBMIT YOUR PROJECT

1. Register and sign up on 2021.gggggggggfest.com/en
   Find the application form in your account.

2. Read the terms and conditions (Rules) before submitting your entry

3. If you want to submit a project on behalf of the company – indicate name of the company at the registration or in the section «My profile»

4. Choose categories in which you are going to submit a project. You can choose several categories at once – click on each of them at a time.

5. After the registration fill in all the fields in accordance with technical conditions.

6. Keep in mind that your work is going to be assessed by foreign professionals. Describe your project in English. If your project contains specific national context, fully explain the specificities in your case. Russian version of the entry is not necessary, but preferable for Russian-speaking entrants.

7. When submitting projects in several categories, attach all materials, required for the categories you have chosen (check the «Categories and entry requirements» table down below). If you are out of fields for all your link and materials, you can add them into «Ideas and decisions» field.

8. Pay an application fee via Robokassa. The overall price comprises all entries in different categories, $10 for the single entry. Each entry should be paid separately.
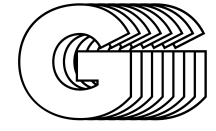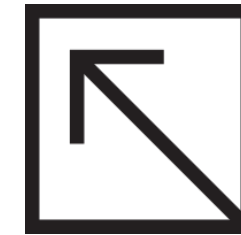
CATEGORIES AND
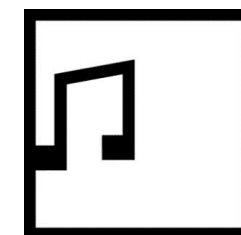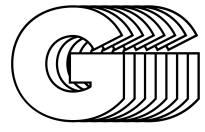# ENTRY REQUIREMENTS

INTERACTIVE PROJECTS AND WEBSITES

MEDIA

CRAFT

Branding and communication design

Music and sound

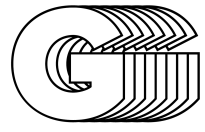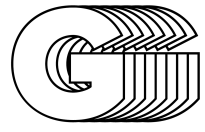| I. Interactive Projects			
Code	Name	Description	Supplement Material
I01	Integrated and Internet-based Campaigns	Campaigns using different tools and communication channels (with a minimum of 3 digital tool and/or communication channels): online campaigns, online parts of integrated campaigns, integrated campaigns	– project description – screenshot or project illustration (for a work page on the web site) – video-case link (up to three minutes) – channel links (minimum of three) in a description – case page link
I02	Digital Campaigns	Solutions for brands promotion with a use of digital tools and channels (incl. Digital Out of Home). Evaluation is based on strategic approach, creativity and effectiveness	– project description – screenshot or project illustration (for a work page on the web site) – video-case link (up to three minutes) – channel links (minimum of three) in a description – case page link
I03	Video	Video on websites, on social networks, special project videos, interactive videos, digital TV series, lightboxes at POS, other video projects in a digital environment.	– project description – project illustration (for a work page on the web site) – project link (video, website) – videocase link (optional)

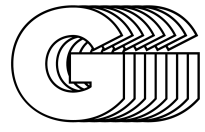| Code	Name	Description	Supplement Material
I04	Self-Promo	Projects which aim to increase brand recognition or to alter reputation of personal brand agencies, studios and freelancers.	– project description – project illustration (for a work page on the web site) – project link – video-case link (up to three minutes) or a presentation link
I05	Innovation	Any projects where, according to an author of submission, absolutely new digital solutions were applied (parameters of a digital environment, technologies, effects).	– project description – project illustration (for a work page on the web site) – project link – video-case link (up to three minutes) or a presentation link
I06	Non-commercial Projects	Projects in a digital environment made for non-commercial purposes (charity, educational, social etc.), except for self-promo projects	– project description – project illustration (for a work page on the web site) – project link (optional) – video-case link (up to three minutes) or a presentation link

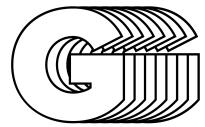| F. Media			
F01	Special Projects	Projects: content-based, (non)interactive, banner-based which are developed especially for a channel/platform with consideration of its specifics	– project description – project illustration (for a work page on the website) – screencast link for interactive projects
F02	Use of Media	Campaigns where media channels and formats are used non-trivial to show benefits of the brand.	– project description – project illustration (for a work card on the web site) – project link – video-case link (up to three minutes) or a case page link

C. Craft			
Code	Name	Description	Supplement Material
C01	Creative copywriting	Projects which, according to an author of submission, is an example of a copywriter's outstanding work: ideas for campaigns, scripts, texts (for a website, a campaign, a banner, an app, social networks), names, slogans. What is assessed: uniqueness of the idea and language, compatibility of an idea with the brand needs.	– project description – project illustration (for a work page on the website) – link to the full version of the text — in description – project link (link to a website, a model board, an app, a video, a banner, a special project and etc.)
C02	Direction	Jury evaluate director's skills, vision and methods he/she delivers brand message	– project description – project illustration (for a work page on the web site) – link on video – making of (optional)
C03	Visual effects	Animated videos and social media shows. Jury evaluate creative and technical level of the execution, new approach	– project description – project illustration (for a work page on the web site) – link on video – making of (optional)
C04	Animation, motion design	Any animated projects: on websites, on social networks, special projects, interactive projects, digital TV series, animated lightboxes at POS, other projects in digital environments. What is assessed: creative and technical levels of a product, nontrivial solutions and findings, product compatibility with conditions of a digital environment. A story about the process of creating a product may influence the assessment.	– project description – project illustration (for a work page on the web site) – link on video – making of (optional)

Code	Name	Description	Supplement Material
C05	Music and Sound Design	Examples of sound editing in ad projects in digital sphere: music, background noises, sound effects, jingles, integrated audio sequence - the material varies depending on the project's concept. What is assessed: the idea and originality of the solution, compatibility with the project's tasks, quality of technical execution, using features from the interactive environment, the method of creation.	– project description – project illustration (for a work page on the web site) – case study or a link on the project
C06	Websites Design	Commercial and corporate sites, promosites etc.	– product description – project illustration (for a work page on the website) – a board or screen shots (up to 5, JPEG, up to 1400 X 3000 px) – project link – videocase link (optional)
C07	Apps Design	Any apps (entertainment, service, developing, information etc) developed for mobile phones, smart phones, tablets and made for a particular brand for ad purposes	– product description – project illustration (for a work page on the website) – working app link – video-case link (up to three minutes) or presentation board link
C08	Illustration	Illustration in digital projects. What is assessed: quality of visual execution, using of interactive environment, attention to details	– product description – project illustration (for a work page on the website) – case study or a link on the project
C09	UX, UI & Journey Design	Websites, apps, any other interactive products which, according to a user, are easy to use (the design, the interface). The assessment is based on the jury's user experience and on other users' experience of product exploitation (based on provided indicators of effectiveness). Products in C11 have to: - have more than 5 pages; - follow the non-linear user path.	– product description – project illustration (for a work page on the web site) – project link – video-case link (up to three minutes) or a presentation link *** In a description: – website traffic data, time spent on a page, indicator of refusals, goal achieving conversion.

B. Branding and Communication Design			
Code	Name	Description	Supplement Material
B01	Logo	Logo design or redesign for any companies, products and services	– project description – project illustration (for a work page on the web site) – case study or a link on the project
B02	Brand Identity	New branding or rebranding for any companies, products and services	– project description – project illustration (for a work page on the web site) – case study or a link on the project
B03	Promotional printed Media and Item Design	Posters, postcards, indoor and outdoor samples, t-shirts, calendars and other accessories etc.	– project description – project illustration (for a work page on the web site) – case study or a link on the project

M. Music and sound			
Code	Name	Description	Supplement Material
M01	Production (track)	Consistency of genre style, used instruments, effects, relevance of sound solutions, creativity	– project description – a photo of the contestant – a link to the track in soundcloud
M02	Best track	Jury's Best Track (Artist Emotional Response)	– project description – a photo of the contestant – a link to the track in soundcloud
M03	Songwriting	A music track that evaluates a musical idea and main melody, in one of the genres described (alternative, trap, pop, electronic music, indie, jazz)	– project description – a photo of the contestant – a link to the track in soundcloud
M04	Sound design	Technical performance of sound design in cinema, advertising, games using modeling of sound spaces. Creation of special sound effects for screen and multimedia works	– project description – a photo of the contestant – a video in which the presented work is used – a separate audio file with the work – comments
M05	Mixing	Recording and mixing of instruments (balances, timbres, mix depth, creative effects, processing)	– project description – a photo of the contestant – a link to the track in soundcloud