

RULES OF THE INTERNATIONAL FESTIVAL OF ADVERTISING G8 2021

1. GENERAL PROVISIONS

1.1. **The international festival of advertising G8 2021** (hereinafter referred to as the «Competition») is aimed at the development of creative approach in online advertising and it is carried out with the purpose to reveal more interesting implementations of authors' creative concept and the ways of realization of digital advertising technologies, opportunities of new media, applied tools and methods.

1.2. The present regulations have been developed and approved by Limited liability company RED KEDS (registered address: bld B, letter A, 2nd floor, room 15, Novoslobodskaya str., 45, Moscow City, OGRN 1077762704667, INN 7718676285, KPP 770701001), hereinafter referred to as the – «Organizer».

1.3. The way of formation of the Competition prize fund and the territory where the Competition is carried out:

1.3.1. The Competition prize fund is formed at the expense of the Organizer.

1.4. The Competition is carried out on the territory of the Russian Federation. Persons from any countries may be take part in the Competition, if they meet the requirements and conditions, foreseen by the present Rules.

1.5. The information as regards to the Organizer of the Competition, the rules of its carrying out, the number of prizes or winnings on the Competition results, period, place and order of their receipt is published on the Organizer's website in the Internet: www.ggggggggfest.com (hereinafter referred to as the – «Website» / «Website of the Competition»).

1.6. Period of the Competition:

1.6.1. The Competition is carried out in the period from **26.04.2021 till 10.09.2021**.

1.6.2. The receipt of applications for participation in the Competition is carried out during the period, foreseen by clause 2.2. of the present Rules.

1.7. The Competition is not a promotion action, other advertising campaign or an advertisement of any specific goods, services and (or) a seller (manufacturer, executor) and (or) any brand and trade mark, it does not pursue the objective to promote specific goods, works, services and brands on the corresponding markets.

1.8. The Competition is not a lottery or any other gambling activity.

1.9. In case of any questions, related to carrying out the Competition, contact the Organizer by email at the the@gggggggfest.com.

2. CONDITIONS OF PARTICIPATION IN THE COMPETITION

2.1. Filing an application for participation in the Competition is performed through the website. The form of filing the application is available in the personal account on the website after the user registration. At filing the application, one shall strictly observe all rules of works submitting, stated on the website of the Competition, also the rules of works submitting in specific nominations (see the section Rules of filing the applications in specific nominations).

2.2. The application for participation may be filed in the period from **26.04.2021 (00:00:01 Moscow time) till 02.08.2021 (23:59:59 Moscow time)**.

2.3. Legally capable physical (private) persons who have reached the age of 18 years may take part in the Competition (hereinafter referred to as the – «Competitor» / «Participant» / «User»).

2.4. Any project, which participated in the advertising campaign or which had been represented on the market in the period from **January 1, 2020 till August 2, 2021 (inclusively)** may apply for the reward.

2.5. The Competitor shall have the full (legal, intellectual) power and authority for the submitted work. The authenticity of the information, indicated in the application, may be checked by the Organizers of the Competition. In case if the information, provided by the participant, is unauthentic, the Organizers of the Competition have the right to require written explanations from the Participant and making changes by him, or to decline the participation of such Competitor in the Competition. In case of absent explanations, the Organizer also has the right to exclude the Participant's application.

3. RULES OF FILING THE APPLICATION FOR PARTICIPATION IN THE COMPETITION

3.1. The Competitor has 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. The nominations, where a work will be submitted, are defined independently by the author (participant), depending on the topic and form of the work.

3.2. Application for the Competition shall be filed in the personal account on the website, the section «Submit a work». In order to file an application, the user, who is going to become a participant, shall consistently perform all actions described below:

3.2.1. to sign up, having indicated actual contact details (surname and name, email and phone number);

3.2.2. if a candidate is going to submit a work on behalf of the company – indicate name of the company at the registration or in the section «My profile»;

3.2.3. to choose nominations where he is going to submit a work;

3.2.4. to fill in the form of work submitting in English and additionally (optionally) in Russian;

3.2.5. to download a description-preview of work, also at least one illustration or a video case;

3.2.6. to provide all materials, necessary for work submitting to the corresponding nomination (links to the case, a presentation, etc.);

3.2.7. to pay the application (price for the Organizer's services on consideration of applications (works) for participation in the Competition through payment by bank cards under the conditions, indicated on the website of the Competition.

3.3. The price is formed by the number of nominations where a user files an application, calculated on the basis of **10 USD (ten United States dollars) for one campaign**. Every application shall be paid separately. All payments shall be made in Russian rubles at the exchange rate of the Bank of Russia as of the date of deduction.

3.4. In case if the application is filled in correctly in a basic technical plan (i.e. the download of attached files is completed, working links are added), it comes to moderation.

3.5. All visual materials in the application shall correspond to the technical requirements, indicated in the registration form. Fuzzy, indistinct and unreadable pictures will not be admitted to the Competition.

3.6. Links to external links shall be working and shall lead to actual information about the project.

3.7. Applications shall not contain pornography, cults of violence or cruelty, they shall not provoke a national, class, social and religious intolerance, shall not spread the information related to the kinds and means of the development, production and use, places of getting of drugs, psychotropic substances and their precursors, the information which propagates any benefits of drugs, psychotropic substances, their analogues and precursors, any other

information, interdicted by the legislation of the Russian Federation, also the information of erotic and obscene nature.

3.8. Technical requirements to applications (works):

3.8.1. Requirements to pictures:

- miniature picture 205x205 px, formats: jpg, png ;
- illustration of the project, formats: jpg, png, the size of every file - no more than 7 (seven) megabytes;
- or links to external sources.

3.8.2. Requirements to video: video only in Vimeo.

4. RULES OF FILING THE APPLICATION IN SPECIFIC NOMINATIONS

4.1. At the work submitting in every nomination, one shall download or give links to the materials, corresponding to such nomination:

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	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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.	<ul style="list-style-type: none"> – project description – project illustration (for a work page on the web site) – project link (video, website) – videocase link (optional)
I04	Self-Promo	Projects which aim to increase brand recognition or to alter reputation of personal brand agencies, studios and freelancers.	<ul style="list-style-type: none"> – 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).	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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	Use of Media	Campaigns where media channels and formats are used non-trivial to show benefits of the brand.	<ul style="list-style-type: none"> – 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

F02	Special Projects	Projects: content-based, (non)interactive, banner-based which are developed especially for a channel/platform with consideration of its specifics	<ul style="list-style-type: none"> – project description – project illustration (for a work page on the website) – screencast link for interactive projects
C. Craft			
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.	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – project description – project illustration (for a work page on the web site) – link on video – making of (optional)

C04	Animation, motion design	<p>Any animated projects: on websites, on social networks, special projects, interactive projects, digital TV series, animated lightboxes at POS, other projects in digital environments.</p> <p>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.</p>	<ul style="list-style-type: none"> – project description – project illustration (for a work page on the web site) – link on video – making of (optional)
C05	Music and Sound Design	<p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> – 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, promosite etc.	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – product description – project illustration (for a work page on the website) – case study or a link on the project
C09	UX, UI & Journey Design	<p>Websites, apps, any other interactive products which, according to a user, are easy to use (the design, the interface).</p> <p>The assessment is based on the jury's user experience and on other users' experience of product exploitation (based on provided indicators of effectiveness).</p> <p>Products in C11 have to:</p> <ul style="list-style-type: none"> - have more than 5 pages; - follow the non-linear user path. 	<ul style="list-style-type: none"> – 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 <p>***</p> <p>In a description:</p> <ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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.	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – project description – a photo of the contestant – a link to the track in soundcloud
M02	Best track	Jury's Best Track (Artist Emotional Response)	<ul style="list-style-type: none"> – 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)	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – 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)	<ul style="list-style-type: none"> – project description – a photo of the contestant – a link to the track in soundcloud

5. MODERATION, VOTING AND ANNOUNCEMENT OF THE WINNERS

5.1. Upon filing the application, every application (work) in the period from **10.08.2021 till 11.08.2021** comes through the technical moderation on the correspondence to the rules of filing the applications (works). In case if the application (work) does not correspond to one or several rules of filing, this application becomes declined in one or several nominations; under these circumstances, the user is not able to edit the application (work) and to send it for moderation once again. In such case, payment for the application, filed earlier, is not returned, but a new and (or) edited application (work) shall be paid again.

5.2. Within the upcoming voting, every work is evaluated by the Expert Jury, elected by Organizers of the Competition. The Jury is divided into three sectors, every sector evaluates the works on different stages of the competition:

- 5.2.1. Pre-selection Jury (Russian specialists);
 - 5.2.2. Executive Jury (Russian Jury);
 - 5.2.3. The Great Eight (International Jury).
- 5.3. Organizers of the Competition define the members of three jury sectors. The Organizers have the right to change the number of Jury members in every sector.
- 5.4. Every nomination, where a work has been submitted, is evaluated depending on the requirements to the corresponding nomination.
- 5.5. Voting of Jury is carried out with the following stages:
- 5.5.1. **First stage. Choosing the long list of the Competition in the period from 12.08.2021 till 23.08.2021:**
The works are judged by the Pre-selection Jury and the Executive Jury. The works are evaluated by the criterion Pros and Cons in every nomination. Every work shall get five evaluations as a minimum. The works with three «Cons» evaluations, drop out of the competition. The rest works come to the third stage of the Competition.
 - 5.5.2. **Second stage. Choosing the short list of the Competition in the period from 24.08.2021 till 1.09.2021:**
The works are judged by The Great Eight Jury. Every work is evaluated on 100-point grading scale. Every member of the Jury evaluates all works. All evaluations, made by the members of the Jury, are summarized for every work. Five works with maximal points in every nomination come to the next stage.
 - 5.5.3. **Third stage. Announcement of the winners of the Competition 7.09.2021:**
The works are judged in person by The Great Eight during the Competition. The winners are defined by the general decision of the Jury.
- 5.6. Winners of the Competition will be announced on the awards ceremony on **10.09.2021**, this information will be available on the website ggggggggfest.com in the section «Works». Place of carrying out the awards ceremony will be indicated on the website of the Competition.
- 5.7. Conference (educational part) will take place on 9.09.2021-10.09.2021.** Place of carrying out the Conference will be indicated on the website of the Competition.
- 5.8. The monetary funds, paid by the User at filing the application, including the cases when the application (work) was not approved by moderation or if it was dropped out on one of the stages of the Competition, are not returned neither fully nor partially. In case if the User refuses to take part in the Competition on any stage, his paid monetary funds shall not be returned to him.

6. PRIZES OF THE COMPETITION

- 6.1. Every participant, announced as a winner following the results of voting by Jury, shall get a prize. The number and kinds of prizes will be indicated on the website of the Competition.
- 6.2. The winners of the Competition will get a prize by post (including email) or on the awards ceremony on **10.09.2021**. To get a prize by post (including email), the winner of the competition shall inform the Organizer hereof, by writing at the email: the@ggggggggfest.com
- 6.3. In case if the prize was sent by post (including email) and returned by reason of «Acceptance refused», or if it was not accepted by the addressee by any other reason, it can't be repeatedly demanded by its owner. Claims in regards to the uncollected prizes are not accepted.
- 6.4. To fulfill the obligations on prize delivery/distribution to the winner of the Competition, the Organizer has the right to demand from the winner the information, foreseen and necessary for the execution of similar actions. If the winner of the Competition fully or partially refuses

to provide the above indicated information, the Organizer becomes immediately discharged from the obligations on prize delivery/distribution.

6.5. In case if the prize was sent by post (including email), the Organizer of the Competition shall not bear the responsibility if the prize was sent to incorrect address or wrong addressee because the Participant had provided the imprecise and invalid data.

7. PERSONAL DATA

7.1. Participation in the Competition is a liberal, specific, informed and explicit expression of the Participant's consent for processing of his personal data and the data of all other persons on Photos by the Organizer of the Competition (other partners, acting by order/assignment of the Organizer of the Competition) by all means, including commercial usage, with the purpose to carry out the Competition and in order, foreseen by the present Rules.

7.2. The Participant gives his consent to personal data processing for the whole period of the Competition and for a term of 3 (three) years after carrying out such processing.

7.3. The Participant of the Competition or any other personal data subject, whose personal data had been provided by the Participant of the Competition to the Organizer, has the right to withdraw in any time his consent on personal data processing, by sending of the corresponding notification to the Organizer of the Competition by registered letter with recorded delivery.

7.4. The Participant of the Competition is a personal data subject. The Organizer of the Competition is the operator of personal data.

7.5. The purpose of personal data processing: to ensure the participation of the personal data subject in the Competition and to execute other arrangements related to it.

7.6. The list of personal data, the processing of which is approved by the personal data subject: surname, name, patronymic, year, month, date and place of birth, address, passport data, Individual Taxpayer Number, phone number, email, billing details.

7.7. The list of approved actions with the personal data: collection, systematization, accumulation, storage, improvement (renewal, change), use, distribution (including transfer), depersonalization, blocking, destruction of personal data and other actions.

7.8. General description of personal data processing procedures: personal data processing with the use of automation tools and without them, including the introduction of personal data to the electronic database, adding to the lists (registers) and the report forms, foreseen by the documents which regulate the provision of reported data (documents), the exchange (acceptance and transfer) of personal data with the use of electronic data storage devices or by telecommunication lines or by the submission of documents.

7.9. The consent is valid since the date of its signing by the personal data subject till the date of withdrawal in a written form.

7.10. The order of withdrawal of consent: the withdrawal of consent shall be executed by sending of the corresponding application by the personal data subject to the operator.

7.11. The personal data subject, in accordance with Article 152.1. of Civil Code of the Russian Federation, gives his consent to the manifestation and further use of picture of the personal data subject (including his photos, video records or works of visual art where he is represented) in any purposes, including commercial usage, also photos, audio and video records with the participation of personal data subject, including the consent to video and sound recording, the use of photographic image and the receipt of personal data of messages, notifications and letters (including letters of informational and advertising nature) from the operator to the email address, phone number, in social networks (in the Internet) and various means of exchange of instant messages.

8. MISCELLANEOUS

8.1. Every Participant becomes acquainted and agrees with the present Rules, accepts them upon the registration for participation in the Competition on the website. Participation in the Competition means a full Participant's acceptance of the present Rules.

8.2. Participation in the Competition means that all participants agree and guarantee the consent, given by the authors and rightholders of results of intellectual activity, contained in the Participant's work to the effect that in case of participation or a victory in the Competition, their work may be used by the Organizer, including:

8.2.1. publication on the website www.gggggggfest.com;

8.2.2. publication in mass media as the information, related to the Competition;

8.2.3. publication on pages of the Competition in social networks.

8.3. If for some reason the Competition or any of its parts can't be organized and carried out in the way, foreseen by the Rules, for any reasons which shall include, but not be limited to viral infections, breakdown of the Internet and/or cell communication, defects, interdicted manipulations, unauthorized tampering, technical bugs or any other reasons beyond the control of the Organizer, the Organizer may in his sole discretion cancel, cease, change or interrupt carrying out the Competition or declare invalid any affected applications for participation in the Competition and exclude the corresponding participants from the participation in the Competition.

8.4. All Participants shall pay all expenses, incurred by them in connection with the participation in the Competition at their own expense (including but not limited to the expenses, connected with access to the Internet).

8.5. In no circumstances the Organizer shall compensate the Participants' expenses, incurred in connection with the participation in the Competition (including change of the Rules or cancellation of the Competition), also the expenses of the persons, whose works were not admitted to the participation in the Competition or if their works do not correspond to the requirements of the Rules.

8.6. Participation in the Competition does not authorize any Participant to demand prizes from the Organizer, except the cases when the prize is awarded to the corresponding Participant in accordance with the Regulations.

8.7. The Organizer has the right to change the Rules of the Competition during the period of its carrying out in any moment and any number of times. All changes shall be published on the website.

8.8. The Participant of the Competition provides (and/or guarantees) that the author and (or) the rightholder grant to the Organizer of the Competition the right to use the results of the intellectual activity, contained in the Participant's work, on the rights of an ordinary (nonexclusive) license in a volume and by means, necessary to carry out the present Competition and its promotion in the Internet. The use is performed on a non-repayable basis – the Organizer is excused from payment of any commissions for the use of results of the intellectual activity, contained in the Participant's work, also from the reports for use of such results.

8.9. All responsibility to the authors and rightholders of results of intellectual activity, contained in the Participant's work, for the observance of rights of the latter to the full extent rests on the Participant, who had submitted the corresponding work to take part in the Competition.

8.10. Determination of the winners (prizewinners) of the Competition is not of a random (probable) nature, it is based on the Jury's choice according to the present Rules.

8.11. The Organizer may on his own discretion hold invalid all and any applications for participation, also forbid further participation in the present Competition to any person which falsifies or derives benefit from the falsified process of filing the applications for participation or carrying out the Competition, or which acts contrary to the present Rules of the Competition, acts in a destructive way, or pursues actions with the purpose to disoblige, offend, threaten or disturb any other person related to the present Competition.

8.12. Terms, used in the present Rules, refer exclusively to the present Competition.

8.13. All disputable points as regards to the present Competition, shall be regulated by the applicable legislation of the Russian Federation.

Unless otherwise stipulated by the applicable legislation of the Russian Federation, all disputes shall be settled where the Organizer has his registered office, the pre-court (pre-action) dispute resolution is obligatory, the complaint response time is 30 (thirty) days.

8.14. Participation in the Competition means that the Participant has become fully acquainted with the present Rules, the Participant has understood them and the Participant completely agrees with the present Rules of carrying out the Competition and its conditions, the Participant is obliged to comply with them.