



## **RULES FIAP 2016**

### **1. ORGANIZER**

FIAP

### **2. PARTICIPANTS**

- 2.1. Advertising Agencies.
- 2.2. Advertisers.
- 2.3. Communication Media.
- 2.4. Creative Studios.
- 2.5. Designers.
- 2.6. Producers.
- 2.7. Directors.
- 2.8. Media Centers.
- 2.9. Communication Companies.
- 2.10. Post-production Companies.
- 2.11. Photographers.
- 2.12. Illustrators.
- 2.13. Creative People.
- 2.14. Public Relation Consultants.
- 2.15. Social Network Users.
- 2.16. Students.

### **3. MARKETS**

Spanish and Portuguese speaking.

### **4. DISCIPLINES**

- 4.1. Television-Cinema.
- 4.2. Print.
- 4.3. Outdoor.
- 4.4. Radio.
- 4.5. Audiovisual Production Techniques.
- 4.6. Graphic Production Techniques.
- 4.7. Internet.
- 4.8. Media Innovation.
- 4.9. Promo, Activations and Direct Marketing.
- 4.10. Design.
- 4.11. Integrated Campaigns.
- 4.12. Press and Public Relations.
- 4.13. Effective Creativity.
- 4.14. Independent Creativity in Social Networks.
- 4.15. Political Campaigns.

## 5. JURY

- 5.1. Selected by the festival representatives in each country, approved by the FIAP authorities and is formed by outstanding communication professionals.
- 5.2. The President of the Jury is named by the FIAP organization.
- 5.3. The Jury will be able to subdivide or integrate categories, when the number of entrants is excessive or when they do not exceed the minimum that allows an evaluation criterion.
- 5.4. The Jury may make suggestions and recommendations to FIAP whenever they contribute to the advertising industry and its creative development.
- 5.5. Any unforeseen situation regarding the granting of awards shall be decided by the Jury, and such decision is unappealable.

## 6. GENERAL CONDITIONS

- 6.1. Any and all participant declares to know and accept the conditions and requirements of the FIAP rules. The mere act of registering with FIAP implies acceptance of its regulations and the authority of the organizers.
- 6.2. Competes the material registered by participants before the closing date reported by FIAP, and which has not been excluded by FIAP by breach of this Rule.
- 6.3. Competing material must have been published or broadcast before the start of the festival.
- 6.4. No material registered in previous FIAP editions is authorized to compete, except for the category "Latin American classics" (#72).
- 6.5. Participation should be authorized by the Company that created the material or else, its advertiser.
- 6.6. ***Upon enrolling, the participant authorizes: the use of brands, promotions, products, leading players, animate characters and photographic reproductions.*** The logotypes, formats, any image and design, name derivations, trademark, logotype, slogan, design, labels of premises and other image and commercial features, are included in this authorization, which shall be construed in a wide sense.
- 6.7. All participant material remains in the festival archives for its own purposes and objectives.
- 6.8. The FIAP may use the material for the purposes of promotion and advertising; presentations at educational institutions, business groups, communication professionals, and the audience in general; likewise, it may publish the awards in the 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 promise to use the correct name for the award received in any promotion or advertisement.
- 6.11. Winners will be able to incorporate the festival's logo on the home page of their website accrediting the award received, with a link to the FIAP website [www.fiapawards.com](http://www.fiapawards.com).
- 6.12. Material registered must comply with regulations and ethical codes set out by the industry's qualifying bodies.
- 6.13. FIAP reserves the right of admission, and the interpretation and application of the ethical codes in force and the norms thereof.
- 6.14. The material registered that has not been published/released, commonly referred to as "ghost" or "phony", shall be automatically disqualified, without being entitled to any financial refund whatsoever.
- 6.15. The information supplied by the participant must be true and accurate; any false statement will cause automatic disqualification thereof.
- 6.16. If there were a founded complaint, referring to any entry, FIAP shall be entitled to request an explanation to those responsible, and until a clarification or resolution is met, their participation or award shall be suspended.

- 6.17.** No tie will be considered in first awards. As well, no individual piece competing in the categories of *Campaigns* shall be accepted, nor granting an individual award grouping pieces competing in such condition.
- 6.18.** Any consideration not covered by the present Rule shall be resolved by the Organizing Committee and its decision shall not be open to appeal.
- 6.19.** Any controversy arising out of or as a consequence of this Rule, including, the total or partial validity thereof, interpretation, scope, fulfillment, execution, or termination shall be eventually submitted to arbitrators appointed by FIAP, from a list of arbitrators of the American Arbitration Association, preferably based in Miami, Florida, U.S.A. who will act according to the Summary Proceedings and Arbitration Procedural Rules of the above mentioned entity, which are part herein and which the entrants agree to know and accept. Additionally, if the arbitrator deems it appropriate, UNIDROIT 2010 rules will apply. In the case of entries carried out by natural or legal persons, with an address in one country and received by FIAP in that same country, FIAP, at its own discretion, shall be entitled to carry out the arbitration with an arbitrator appointed from the Capital City's Stock Exchange list of that country and according to the rules and procedures in force approved by the Stock Exchanges Arbitration Tribunal of said Capital City, which are a part herein and which the entrants agree to know and accept.

## **7. DEADLINE FOR ENTRIES**

- 7.1.** Friday April 15, 2016 will be the deadline for receiving the participant's material, without exceptions.

## **8. CATEGORIES**

### **8.1. Television-Cinema / Print / Radio**

- 1) Foods / Meals.
- 2) Drinks (Alcoholic / Non alcoholic)
- 3) Domestic Hygiene, personal hygienic / Beauty / Cosmetics / Perfumes / Medical and Pharmaceutical Articles.
- 4) Domestic Appliances / Furniture / Electronic Devices / Computers / Audio / Video.
- 5) Clothing / Textiles.
- 6) Automobiles.
- 7) Banks / Finance Institutions.
- 8) Public Welfare Services.
- 9) Corporate Image.
- 10) Retailers.
- 11) Communication Media / Releases.
- 12) Recreation / Entertainment / Free Time.
- 13) Transport / Travel / Tourism.
- 14) Public and Private Services.
- 15) Campaigns (Product / Service / Corporate).
- 16) Public Welfare Campaigns.
- 17) Miscellaneous.

### **8.2. Television / Cinema**

- 18) Low Budget.

### **8.3. Radio**

- 19) Jingles / Original Music / Audio logo.

### **8.4. Outdoor**

- 20) Institutional.
- 21) Products.
- 22) Services.
- 23) Campaigns.

### **8.5. Audiovisual Production Techniques**

- 24) General Directing.
- 25) Directing of Actors.
- 26) Artistic Directing.
- 27) Photography.
- 28) Editing.
- 29) Computerized Animation / Special Effects.
- 30) General Production.
- 31) Adapted Music / Original Music / Sound Design / Songs / Jingles / Audio Logo.

## **8.6. Graphic Production Techniques**

- 32) Screenplay writing
- 33) Art Direction.
- 34) Photography.
- 35) Illustration.

## **8.7. Interactive**

- 36) Banners (fixed space) / Rich media / Dynamic.
- 37) Beyond-the-Banner / Hot Sites.
- 38) Online Games.
- 39) Online movies and independent productions.
- 40) Interactive Campaigns.

## **8.8. Media Innovation**

- 41) Television-Cinema / Radio
- 42) Print.
- 43) Outdoor Installations.
- 44) Non-traditional Media.
- 45) Combined Media.
- 46) Sponsorships.
- 47) Advertainment / Branded content.
- 48) Internet, e-mail and cell phones.
- 49) Targeted audience (Children / Teenagers / Adults / Business to Business).

## **8.9. Promo, Activations and Direct Marketing**

- 50) Outdoor promotions and field action.
- 51) Launches, events, sponsorships and patronage.
- 52) Promotions with discounts, vouchers, prizes.
- 53) Direct Mail (2D format / 3D format / Internet / E-mail / Mobile phones).
- 54) Combined Media.

## **8.10. Design**

- 55) Packaging of products.
- 56) Corporate Identity.
- 57) Ambient Design (indoor or outdoor support).
- 58) Prints / Communication / Publishing Design.
- 59) Animated Design.

## **8.11. Integrated Campaigns (exclusive category)**

- 60) Covers all campaigns carried out for two or more of the fields mentioned herein (maximum five different fields).

## **8.12. Press and Public Relations**

- 61) Interest management / Crisis management.
- 62) Business social responsibility.
- 63) Institutional Advertisement / Corporate Publications.
- 64) Relation with Media / Press.
- 65) Sponsorship and big events.
- 66) Internal communications.

## **8.13. Effective Creativity**

- 67) Products / Services / Corporate Image.
- 68) Public welfare.
- 69) Sustained results in time: campaigns that have experienced substantial results during three or more years. The last action, advertising material, activation, promotion or intervention, must have been implemented within the 24 months preceding the festival. Effectiveness must be shown throughout the whole period of the campaign.
- 70) Cultural Contribution: products, services or institutional campaigns, which have contributed to the cultural heritage of a village or country, identifying and revitalizing said village or country. For the purpose of clarifying the campaign, actions or interventions' messages accepted in the present category, the following are some examples: The Osborne Bull (Veterano Brandy, Spain), Juan Valdez (Colombian coffee), Bombril (Brazil).
- 71) Storytelling: multiplatform campaign in which this technique is used.

### **8.13.1. Special Award: *Sol de Fuego***

- 72) Classics of Latin America: Campaigns that have achieved relevant results in the region's advertising history, regardless of the date of its implementation. An award to the most effective campaign of all times. Entries for this category may be made even if the advertiser or agency responsible have changed their trading name or the product is no longer in the market. In such case, the person accrediting to be the author of the material shall be entitled to registration.

## **8.14. Independent creativity in Social Networks**

- 73) Commercial or public welfare products.
- 74) Works commonly called "homemade".

## **8.15. Political Campaigns**

- 75) Election Campaign.
- 76) Best governmental campaign.
- 77) Individual work (the Jury is entitled to subdivide the category according to the means used).
- 78) Best claim.
- 79) Interactive (includes Web actions, viral actions and social networks).

## **9. MAILING REQUIREMENTS**

- 9.1.** FIAP's Exclusive Entry System is free of charge for participants.
- 9.2.** Go to: [www.fiapawards.com](http://www.fiapawards.com) and click on the FIAP 2016 Entry tab, which will take you to the System's website. Once registered as user, please follow the directions.
- 9.3.** Materials submitted online through the system will be received without exception until the closing date of entries.

- 9.4.** To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.
- 9.5.** The technical quality of the material sent is the sole responsibility of the 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. Television-Cinema / Audiovisual Production Techniques**

- 9.6.1.** Send videos in 720p or 1080p format H264 codec, no more than 8Mbps in .mpg, .mov or .mp4 containers.
- 9.6.2.** Commercials should have a maximum duration of 3 minutes each.
- 9.6.3.** Files that are part of a campaign (maximum 4), should be sent separately.
- 9.6.4.** To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.7. Print / Outdoor / Graphic Production Techniques**

- 9.7.1.** Each piece requires a JPEG file at 150 dpi in RGB, to a maximum layout of 2598px X 1800px (horizontal or vertical according to its characteristics).
- 9.7.2.** The longest side of the advertisement must be max. 2598px and the other shall not exceed 1800px (if a piece is square in layout, the sides must measure max. 1800px).
- 9.7.3.** For outdoor pieces, apart from the request jpg file, a support video (4 min. max) can also be sent in the same format for TV-cinema /TPA.
- 9.7.4.** In "Campaign" one file shall be attached per ad submitted (maximum 4).

### **9.8. Radio**

- 9.8.1.** For each piece –maximum duration 3 minutes– a file shall be sent in MP3 format.
- 9.8.2.** Commercials part of a Campaign (maximum 4 pieces), must be sent separately.
- 9.8.3.** To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish, attaching a file in Word format.

### **9.9. Internet**

- 9.9.1.** Entries must be lodged in an active URL from the entry date and until December 2016 inclusive, (for an eventual participation in The Cup).
- 9.9.2.** According to the fields that appear in the entry form, you must enter: name of the piece, URL and category in which you are competing.
- 9.9.3.** Complete comprehensively all the required fields on the technical entry sheet: description of the campaign, target, strategy, period of publication and launch date.
- 9.9.4.** Optionally, for each piece an explanatory video can be sent (in the same format as for Television-Cinema/APT, maximum duration 4 minutes), showing the action, development, strategy and key details: description, target, period of publication, launch date, etc. and illustrating the idea of consumer positioning.
- 9.9.5.** To guarantee the judgement objectivity, entries must be presented online without the agency name.

### **9.10. Promo, Activations and Direct Marketing / Press and Public Relations**

- 9.10.1.** For each piece or advertising action entered, an explanatory video must be sent (in the same format as for Television-Cinema/APT, maximum duration 4 minutes), showing the action, development, strategy and key details: place, events, etc. and illustrating the idea of consumer positioning.



- 9.10.2. Use the techniques and resources considered necessary for a better interpretation by the Jury (photos, videos, commentary, superimpositions, animations, etc.).
- 9.10.3. To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.11. Design**

- 9.11.1. Participants must send, for each piece entered, an A3 PDF file (vertical layout, maximum 4 pages), showing its development, strategy and methodology implemented.
- 9.11.2. There may also be a description of the idea to show how consumer positioning will be achieved.
- 9.11.3. Use techniques and resources necessary for a better interpretation by the Jury (photos, texts, stills, illustrations, etc.).
- 9.11.4. To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.12. Media Innovation**

- 9.12.1. All the pieces shall be related to the same message or to one single advertising campaign.
- 9.12.2. Pieces relating to different campaigns must be presented and entered individually.
- 9.12.3. Material may be entered in a maximum of three categories.
- 9.12.4. Guidelines for sending: An explanatory video must be sent for each piece (same format as for Television-Cinema/APT, maximum duration 4 minutes) showing the action, development, strategy and key details: place, events, etc., and illustrating the idea of consumer positioning.
- 9.12.5. Use techniques and resources considered necessary for better interpretation by the Jury (photos, videos, commentary, superimpositions, animations, etc.).
- 9.12.6. To facilitate the judges' job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.13. Integrated Campaigns**

- 9.13.1. Send an explanatory video (same format as for Television-Cinema / APT, maximum duration 4 minutes) showing the action, development, strategy, key details of the different pieces that make up the campaign, and describe the target for consumer positioning.
- 9.13.2. Use techniques and resources considered necessary for better interpretation by the Jury (photos, videos, commentary, superimpositions, animations, etc.).
- 9.13.3. To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.14. Effective Creativity**

- 9.14.1. It rewards the effectiveness of creative strategies, drawn up in traditional, digital or innovative media, or else promotions, installations, activations or actions that have contributed to the positioning of a brand, product or service, obtaining substantial results on the basis of previously traced objectives. The Jury will evaluate and reward the level of return or response to the investment of each case presented, the creativity and innovation of the actions carried out, the use of measurement tools, and evidence of the results obtained. The Jury shall not measure such results, it shall only analyze and evaluate them on the basis of each presentation.
- 9.14.2. For every piece or action entered to compete, an explanatory video must be submitted (the same format as that of Television/Movies and TPA - maximum 4-minute duration) showing action, development, key strategy and facts: place, events, etc. and illustrating the idea of consumers positioning.



- 9.14.3. The video must include the data that prove the results obtained and the sources that certify such information.
- 9.14.4. Use techniques and resources that are considered necessary for a better interpretation by the Jury (photos / videos / narration / superimpositions / animations / others).
- 9.14.5. To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish.

### **9.15. Independent Creativity in Social Networks**

- 9.15.1. The audiovisual material in its different formats must not last more than 4 mins.
- 9.15.2. To facilitate the Jury's job, participants from Brazil and Portugal are recommended to subtitle in Spanish

### **9.16. Political Campaigns**

- 9.16.1. Material entered has to adjust to the delivery requirements, according to the media in which it participates.

## **10. INSTRUCTIONS FOR MAILING AND MEANS OF PAYMENT**

- 10.1. Forms are completed online when the entry is carried out, and when the material is sent.
- 10.2. Entries 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 completed and the corresponding files attached, the participant will select the option "Finalize entry process". The System will then send to your e-mail address (stated in the general entry form) the full information about the pieces and/or campaigns entered, the corresponding amounts due, and the steps to be followed to carry out the payment in full.
- 10.5. Once the entry has been accepted, no refunds or cancellations will be accepted, whether partial or in full.
- 10.6. FIAP is entitled to exclude from the competition, entries not paid in full, but does not have the obligation to do so.
- 10.7. The material awarded with the *Sol de Oro* Award in the different categories of Television-Cinema / Print / Radio / Outdoor / Internet / Media Innovation / Promo, Activations and Direct Marketing, will compete directly for the *Latin American Cup*, without additional cost for the participant.

## **11. AWARDS AND DISTINCTIONS**

### **11.1. Awards**

- 11.1.1. *Sol de Oro*, *Sol de Plata* and *Sol de Bronce* Awards for each category (except Integrated Campaigns).
  - 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. *Sol de Fuego* (a single trophy), no tie.
- 11.1.3. Country Award (a single trophy), no tie. Awarded to the agency of each country that has obtained more points in the total award.
- 11.1.4. *Gran Sol de Iberoamérica* (a single trophy), no tie, awarded for: Television-Cinema / Print / Radio / Outdoor / Internet / Media Innovation / Promo, Activations and Direct Marketing / Press and Public Relations. Categories: 8, 16, 24 to 35, 60 and 67 to 74 do not compete.
- 11.1.5. *Sol de Platino Award* (a single trophy), no tie, for category 60: Integrated Campaigns.
- 11.1.6. Latin American Cup (a single trophy), no ties, for the winners of each Chapter.

- 11.1.7. Big Bang (a single trophy), no tie, for the winner of each category.
- 11.1.8. Consumer Award (a single trophy) no tie, for the winner of each category.
- 11.1.9. Finalists (diploma).

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

- 11.2.1. Distinctions will be awarded to those companies scoring the majority of points, according to the following scale:

|  |           |
|--|-----------|
| <i>Gran Sol de Iberoamérica</i> .....          | 10 points |
| <i>Sol de Platino</i> .....                    | 10 points |
| <i>Sol de Oro</i> Category #24 .....           | 10 points |
| <i>Sol de Oro</i> (except for Category #24)... | 7 points  |
| <i>Sol de Fuego</i> .....                      | 7 points  |
| Latin American Cup.....                        | 7 points  |
| <i>Sol de Plata</i> .....                      | 5 points  |
| <i>Big Bang</i> .....                          | 5 points  |
| <i>Consumer Award</i> .....                    | 5 points  |
| <i>Sol de Bronce</i> .....                     | 3 points  |
| Finalist (without a Sol awarded).....          | 1 point   |

- 11.2.2. In the selection of the Agency of the Year and the Production Company of the Year, the points will only be awarded to the company responsible for the respective entry.
- 11.2.3. To determine the Network of the Year, the points obtained by the different branches or representations comprising the same Network will be added up; the award will be granted to the Network's Regional Creative Director, at the festival's closing dinner.
- 11.2.4. The Country Award does not score any points.
- 11.2.5. The "Independent Creativity in Social Networks" categories (# 73 and #74) do not score any points.

## 11.3. Other conditions

- 11.3.1. The present list does not exclude other FIAP distinctions and awards.
- 11.3.2. The Jury will be able to award Highly Commended Awards in the disciplines and/or categories that deserve it.
- 11.3.3. In the Design discipline, the Jury will select the Advertising Design Company of the Year considering how the strategies have been carried out and the innovative design actions that have sustained their brand value creativity.
- 11.3.4. The award holder is whoever carried out the festival entry.
- 11.3.5. The organizers will be able to evaluate the admission of other awards offered by governments, institutions, companies and/or national and international bodies.

## 11.4. Latin American Cup

- 11.4.1. The Latin American Cup uses an exclusive classification and award system created by FIAP and the rest of the Cup members in order to award ideas, independently of the media in which they compete: the Latin American Cup was born as a call for integration of all media.
- 11.4.2. Entries winning the *Sol de Oro* Award in the different categories of the disciplines Television-Cinema / Print / Radio / Outdoor / Interactive / Media Innovation / Promo, Activations and Direct Marketing, will compete directly in the Latin American Cup, **without any additional cost to the participant.**
- 11.4.3. Once the *Sol de Oro* Awards are awarded in each category, the winning individual pieces, campaigns and actions will be classified by product in ten new CHAPTERS, regardless of the discipline or category to which they belong. (Example: the *Sol de Oro* Award for Car Radio will compete with the one for cars in the Television category, Print, Outdoor advertising, Interactive, Promotions, etc.).

- 11.4.4.** During the Festival, the Grand Jury will evaluate the selected material live in front of the audience, who will be a privileged witness to the debate,
- 11.4.5.** The Latin American Cup will add 7 extra points to the score already obtained at the FIAP in each category.

#### **11.4.6. Latin American Cup Categories**

- 11.4.6.1. *Foods / Meals / Dairies / Candies / Chocolates / Snacks / Drinks.*
- 11.4.6.2. *Domestic Hygiene / Household Maintenance / Pets / Beauty / Personal Hygiene / Cosmetics / Perfumes / Medicinal and Pharmaceutical Articles.*
- 11.4.6.3. *Domestic Appliances / Furniture / Home Accessories / Electronics / IT / Audio / Video / Accessories.*
- 11.4.6.4. *Clothing / Textiles / Footwear / Jewelry / Personal Accessories.*
- 11.4.6.5. *Cars / Miscellaneous Vehicles / Accessories / Spares / Fuels.*
- 11.4.6.6. *Banks / Finance Institutions / Insurance / Retirements / Pensions.*
- 11.4.6.7. *Public Welfare Services / Public Welfare Campaigns.*
- 11.4.6.8. *Corporate Image / Institutional / Corporate Social Responsibility / Corporate Campaigns / Institutional (in Outdoors) / Political Campaigns.*
- 11.4.6.9. *Retailers / Supermarkets / Malls / Restaurants / Re-creation / Entertainment / Free Time / Shows / Toys / Transport / Travel / Tourism / Public-Private Services / Telephones / Electricity / Postal Services / Gas / Water / Health / Teaching / Campaigns / Services.*
- 11.4.6.10. *Communication Media / Publications.*

#### **11.5. Big Bang**

- 11.5.1.** *Big Bang* uses an exclusive classification and award system created by FIAP in order to award ideas, regardless of the media they participate or the classification per product or service.
- 11.5.2.** The material registered in all FIAP categories will compete directly in the *Big Bang*, **without extra cost for the participant.**
- 11.5.3.** Once granted the awards of each category, the individual winning works, campaigns and actions will participate in the *Big Bang* in 5 new categories, regardless of the category to which they belong.
- 11.5.4.** During the Festival, the Jury of each category will select the material to compete in each category of this award. It is not necessary to have obtained a *Sol de Oro* Award to be selected.
- 11.5.5.** The Jury will evaluate the selected material and decide the awards.
- 11.5.6.** The *Big Bang* will give 5 extra points that will add up to the score obtained in each FIAP category.

#### **11.5.7. Big Bang Categories**

- 11.5.7.1. *Best concept.*
- 11.5.7.2. *Best strategy.*
- 11.5.7.3. *Boldest idea.*
- 11.5.7.4. *Most innovative message.*
- 11.5.7.5. *Best use of local culture.*

#### **11.6. Consumer Award**

- 11.6.1.** The *Consumer Award* will be judged by the one who is the final target of all advertising communication: the Consumer.
- 11.6.2.** The material awarded with the *Sol de Oro* Award in the different categories of Television-Cinema / Print/ Radio / Outdoor / Internet / Media Innovation / Promotions, Activations and Direct Marketing will compete directly in the *Consumer Award*, without additional cost for the participant.

- 11.6.3. The *Consumer Award* will be selected through a social network by users that will be able to choose the messages that like best, among the others granted in the different disciplines of the festival.
- 11.6.4. Once the awards of each category is granted, the winning individual pieces, campaigns and actions will participate in the *Consumer Award* in two new categories , regardless of the discipline they belong to.
- 11.6.5. The winning pieces in each of the categories will add up 5 points.
- 11.6.6. **Consumer Award Categories**
  - 11.6.6.1. *The message I liked most.*
  - 11.6.6.2. *The more convincing message.*

## 12. CREATIVE STUDENTS

- 12.1. Students (2 per team) of Advertising, Social Communication, Print or related courses, will participate with their own creative proposals.
- 12.2. Categories: **Products / Services / Institutional / Public Welfare / Miscellaneous.**
- 12.3. In the case of pieces for one campaign, they must be entered individually and the corresponding fee paid for each advertisement.
- 12.4. In relation to practical Works, they should have been made exclusively for the corresponding Institution (if they were published, they should not belong to advertising agency, communication agency, producer or communication private entity).
- 12.5. Material must meet the shipping requirements applicable.
- 12.6. Jury: Outstanding creative professionals from the region will judge the proposals of all the participants at the festival's head office, deciding on Finalists and winners for *Sol de Oro*, *Sol de Plata* and *Sol de Bronce* Awards.

### 12.7. Regional Ranking of Universities and Schools of Communication

- 12.7.1. Ratifying its philosophy and commitment to tomorrow's creative people and their teachers, FIAP draws up the Regional Ranking, which will distinguish the best positioned Latin American Institution of the 2015/2016 period.
- 12.7.2. For the award, a ranking will be drawn up adding together the points won by all the students of the same University or School of Communication obtaining: *Sol de Oro* (7 points) / *Sol de Plata* (5 points) / *Sol de Bronce* (3 points) / Finalists (1 point).
- 12.7.3. The institution with the highest score will obtain the "FIAP Creative Culture" Award.
- 12.7.4. The Institution that obtains the highest score, according to the performance of the different branches in the región, will obtain the "2016 Latin American Education Network" Award.
- 12.7.5. In case of obtaining 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. Creative duos of up to 28 years of age (by April 30th 2016), working at agencies in the region.
- 13.2. They will be selected by the FIAP representatives in their respective countries.
- 13.3. They will undertake their task, based on a brief determined by the organizers.
- 13.4. Participants should bring their own elements and materials for their task.
- 13.5. The winners will be selected by a Jury made up of outstanding active professionals.
- 13.6. As special FIAP participants, they will have free access to all the festival conferences and exhibitions.
- 13.7. Those interested should contact his/her country's FIAP representative or send an e-mail to: [info@fiaponline.net](mailto:info@fiaponline.net)

## 14. ENTRY FEES FIAP 2015

|  | US\$   |
|--|--------|
| Television / Cinema (Piece) .....            | 450.00 |
| Television / Cinema (Campaign).....          | 580.00 |
| Print (Piece) .....                          | 400.00 |
| Print (Campaign).....                        | 500.00 |
| Outdoor (Piece).....                         | 400.00 |
| Outdoor (Campaign) .....                     | 500.00 |
| Radio (Piece) .....                          | 360.00 |
| Radio (Campaign).....                        | 460.00 |
| Audiovisual Production Techniques.....       | 420.00 |
| Graphic Production Techniques.....           | 350.00 |
| Internet.....                                | 330.00 |
| Media Innovation .....                       | 450.00 |
| Promo, Activations and Direct Marketing..... | 400.00 |
| Design .....                                 | 360.00 |
| Integrated Campaigns.....                    | 830.00 |
| Press and Public Relations .....             | 380.00 |
| Effective Creativity .....                   | 500.00 |
| Political Campaigns (Piece) .....            | 450,00 |
| Political Campaigns (Campaign).....          | 580,00 |
| Independent Creativity .....                 | 100,00 |
| Creative Students .....                      | 100,00 |

*The material must be submitted and paid for before the entries' deadline.*

*After the deadline a 20% surcharge will be applied.*

*Values are expressed in US dollars.*

*All mailing of materials through the FIAP online system is free of charge.*

*Values herein expressed don't include taxes (in those countries where these are applied).*

*These taxes must be added to the entry cost.*

**DEADLINE FOR THE RECEPTION OF MATERIALS: APRIL 15, 2016.**

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