

white square

International Advertising and Marketing Festival

IT'S TIME! ENTRY KIT

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White Square is one of the international creativity festivals recognised throughout the world, which contests cover the entire spectrum of the communications industry.

For more than 15 years White Square Festival has been promoting creativity, supporting fresh ideas and uniting people in the communications industry around the world.

Every year agencies and brands from more than 35 countries, including Europe, USA, China, MENA region, CIS countries, Asia, Latin America and others, take part in the Festival, demonstrating innovative solutions and ideas that change the world for the better, in return receiving inspiration for development and professional evaluation by the international jury of the Festival.

The awards of the Festival are highly appreciated by agencies and authors of creative projects all over the world, as the participants receive professional evaluation by the international jury and inspiration for development in the creative industry.

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WHITE SQUARE FESTIVAL IS INCLUDED IN THE RANKINGS:

Global creativity ranking AdForum Business Creative Report;

TopFice ranking;

Creativity ranking of Central Asian countries and Azerbaijan

ACAR National Creativity Ranking in All Segments

ACAR National Communication Agency Effectiveness Ranking

ACAR National Media Agency Effectiveness Ranking

ACMA Creativity Ranking

Marketing Effectiveness Ranking of Marketing Association of Uzbekistan

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IN 2026 WHITE SQUARE ENTRIES WILL BE EVALUATED BY EIGHT MAIN JURY LINE-UPS:

CREATIVE JURY
BRANDING JURY
MARKETING & DIGITAL JURY
MEDIA JURY
MASS MEDIA JURY
CLIENTS JURY
CRAFT JURY
GRAND JURY

White Square Festival Jury is annually represented by the brightest minds from more than 45 countries. The jury of White Square Festival are experienced professionals, jury members of prestigious creativity festivals around the world with numerous awards and high professional expertise in the field of creativity and effectiveness. Every year, the jury members celebrate the high level of entries and the organization of judging process of the Festival.

Participation in the Festival gives an opportunity to be evaluated by world-class professionals both for large network agencies and local ones, the main criteria for evaluation is creative idea and its implementation, as well as the effectiveness in the relevant contests.

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CREATIVE JURY
Creative jury is judging CREATIVE contest: film, print, radio & audio, outdoor, integrated, branded content & entertainment, creative use of media, creative B2B, film. sectors, print. sectors, outdoor. sectors.

BRANDING JURY
Branding jury is judging BRANDING & DESIGN contest: communication design, packaging design, digital & interactive design, product design, brand environment design.

MARKETING & DIGITAL JURY
Marketing & digital jury is judging MARKETING EFFECTIVENESS, MARKETING SERVICES, DIGITAL contests: brand experience & activation, PR, direct, campaigns: sectors, innovations, creativity driven transformation, digital, mobile, social & influencer, creative data.

MEDIA JURY
Media jury is judging MEDIA contest: channels, excellence in media, media campaign

MASS MEDIA JURY
Mass media jury is judging MASS MEDIA contest: communication, digital & mobile, reach, integrated campaigns, change for good. brands, change for good. nonprofit, charity, government

CLIENTS JURY
Clients Jury is judging EFFORTS & ACHIEVEMENTS contest: Communication, Digital & Mobile, Reach, Integrated Campaigns, Strategy.

CRAFT JURY
Craft jury is judging CRAFT contest: film craft, print & outdoor craft, excellence in radio & audio.

GRAND JURY
Determines the Grand Prix of the Festival.

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Jury members evaluate the entries in all the contests in accordance with Regulation which defines the rules, procedure, judgung criteria, and points for the award

Prior to judging, each jury member must sign a Confidentiality Statement, according to which he or she undertakes to maintain the confidentiality of commercial information received during the judging, not to disclose information about the course and results of judging to third parties, not to publish photos and videos of competitive works, as well as their evaluation protocols in social media etc.

Evaluation of entries will be held in two stages:

During preselection, each jury member evaluate the entries according to points scale

The main stage of judging takes place in the format of all-hand online meeting of all jury members of the category, with an open discussion of entries and voting for shortlists and medals

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WINNERS OF THE FESTIVAL IN MASS MEDIA

The winners of White Square Festival are published annually on the official website of the Festival and numerous industrial mass media around the world. Publications contribute to the promotion of agencies and the best creative ideas in the international community.

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Entries for White Square Festival 2026 are accepted in 45 categories, 290 nominations in nine contests:

CREATIVE
BRANDING & DESIGN
DIGITAL
MEDIA
MARKETING SERVICES
MARKETING EFFECTIVENESS
CRAFT
EFFORTS & ACHIEVEMENTS
MASS MEDIA CONTEST

Entries eligible to participate in the Festival are entries released and launched between January 1, 2025 and May 12, 2026 except for the entries that participated in White Square Festival at the same nomination. Entries eligible to participate are also entries created and launched before January 1, 2025, if those entries continued in 2025 or 2026.

THE DEADLINE OF ENTRIES SUBMISSION:
May 12, 2026

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CREATIVE
Contest includes both The contest includes both classic types of advertising communications (film, print, audio, outdoor, film.sectors, print.sectors, outdoor.sectors) and branded content & entertainment, as well as integrated advertising campaigns and creative media solutions use

BRANDING & DESIGN
BRANDING & DESIGN category focuses on creative solutions in design, branding, packaging, digital and interactive communications.

MARKETING EFFECTIVENESS
Projects that celebrate impact of creativity into business development, demonstrate outstanding results and reach the KPIs of campaign

MARKETING SERVICES
The contest includes communications - PR communications, engagement through Brand Experience & Activation, direct communications – Direct, and also any kind of new marketing and communication solutions – Innovations

MEDIA
MEDIA category focuses on strategies and ideas that demonstrate the use of media channels as the

DIGITAL
DIGITAL category includes 40 nominations, from digital tools creation to the brands promotion in the digital environment and is focused on communications using technologies, data and digital platforms as an integral components of creative idea and digital as necessary medium for its

CRAFT
Projects that celebrate professional excellence and exceptional execution in filmmaking, print /outdoor advertising and radio and audio content execution

EFFORTS & ACHIEVEMENTS
This category includes contests and nominations of various forms of brand communication with the consumer

MASS MEDIA CONTEST
This category includes contests and nominations of various forms of brand communication with the consumer, as well as social nominations



CREATIVE

F. FILM	The contest celebrates creativity in video advertising. Entries should demonstrate an excellent creative solution and brand storytelling intended for screens (TV, cinema, online, outdoor). Criteria of judging are creative idea and its execution
F1 TV / Screens	Commercials aired on TV, in cinemas and other screens, at private & public events, including sporting venues, festivals, trade exhibitions, seminars, internal presentations etc.
F2 Online	Advertising films aired on online platforms – websites and social media, including but not limited to pre-rolls, viral videos, micro-films for social media
F3 Innovation in Film	Innovative use of the film medium to communicate a brand's message using any media channel
F4 Pre-rolls	Video pre-rolls

P. PRINT	The contest celebrates creativity in print advertising. Entries should demonstrate originality and craft of creative ideas that leap off the page. Criteria of judging are creative idea and its execution
P1 Print	Print advertising including but not limited to posters, broadsheets, leaflets, catalogues etc
P2 Publications	Original published media, including magazines, covers, books, created for commercial and non-commercial purposes, publications for digital platforms, including ebooks, online magazines etc



CREATIVE

R. RADIO & AUDIO	The contest celebrates creativity in radio advertising and audio content. Entries should demonstrate idea aimed to deliver a brand message via sound, audio innovations and excellent audio storytelling. Criteria of judging are creative idea and its execution
R1. Radio & Streaming	Radio advertisement for the use of offline and online radio, creative audio content aired online or via mobile devices including podcasts etc

O. OUTDOOR	The contest celebrates creativity in outdoor advertising. Entries should demonstrate creative ideas that impact consumers directly at locations or creative use of public locations to communicate a brand message and consumers immersion into brand experience. Criteria of judging are creative idea and its execution
O1 Billboards	Classic 2D billboards placed in standard spaces including roadsides, highways etc
O2 Posters	Classic posters made for public spaces, including supermarkets, shopping malls, airports, etc
O3 Digital screens	Digital outdoor advertising aimed for interactive displays, including videos, animation, interaction and active consumer engagement technologies, digital touchscreens, motion technologies, social media, integration via mobile devices, use of personal or real-time data, including data-driven visualization, updateable/responsive displays, conditional content (weather etc)
O4 Ambient	Non-standard free-format outdoor advertising, using non-traditional approach to communications with consumer in public spaces and environmental locations; innovative use of urban and natural environments



CREATIVE

O5 Transit	Non-standard or free-format advertising using vehicles or transit sites/locations. The work may include the use of cars, trains, buses, taxis, trucks, aeroplanes, etc. or of non-standard transit and commuter advertising sites such as car parks, airports, bus and train stations, ferry ports, roads and driving tracks.
O6 Live Advertising & Events	Out-of-home activations that involve something live in real-time. The work may include live performances, demonstrations, branded concerts and promotional events.

K. INTEGRATED	The contests celebrates creative advertising campaigns with the use of multiple channels / media platforms. Entries will be evaluated on how successfully chosen elements / channels have been integrated throughout the campaign to communicate brand's message via different types of communication materials, and should demonstrate how different media complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose. Criteria of judging are: 30% idea, 20% strategy, 30% execution, 20% results.
K1 Omni-channel Campaign	Integrated ad campaign executed across multiple platforms, with creative use of several channels and communication tools, demonstrating how selected media add to each other and are being used for the most efficient broadcasting of original content
K2 Digital Campaign	Integrated campaign executed mostly in digital context, focused on online platforms, containing several online components including banners, websites, guerrilla marketing, emailing, digital and mobile advertising etc



CREATIVE

K3 Social & Influencer Campaign	Integrated campaign executed mostly in social media & campaigns with active involvement of influencers (celebrities, public figures etc), demonstrating how level of social reach and engagement, originality of content, creative use of social media, brand ambassadors and influencers led to brand's success
K4 Brand Launch / Re-launch Campaign	Integrated campaign created to launch or re-launch a brand on market. Projects should demonstrate brand experience in different touchpoints and media platforms, including packaging, print, digital content, environment, video advertising etc
K5 Brand Loyalty Campaign	Integrated ad campaign that enhances brand image and customer loyalty
K6 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
K7 Selfpromo	Ad agencies, production studios, media resources self-promotion campaigns
K8 Creative Strategy	Project demonstrating how strategic planning can redefine a brand, reinvent business and influence consumers, as well as how interpretation of business/brand challenge, data analysis, breakthrough thinking and transformational problem-solving led to innovative creative strategy
K9 Collaboration of Brands	Campaigns that involved 2 or more brands and were able to achieve win-win results for the brands.
K10 Non-profit / charity campaign	Campaigns regardless communication channels and budget where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization), including implemented creative strategy



CREATIVE

U. CREATIVE USE OF MEDIA	Entries in this category should demonstrate the creative use of media solutions or media channels to reach the goals of brand. Creative use of media solutions will be the main factor on judging in this category.
U1 TV & Other screens	Creative use of such media-channel as TV or all types of screens
U2 Audio Platforms	Creative use of all types of audio platforms
U3 Print/Outdoor	Creative use of print or outdoor advertising
U4 Ambient Media	Non-standard use of Ambient Media (advertising in urban, residential or office environment using non-standard formats, use of environmental infrastructure as a mean to translate marketing information to target audience)
U5 Events	Non-standard use of offline or online events for brand promotion.
U6 Digital & Mobile Platforms	Creative use of digital & mobile platforms as a media-channel
U7 Social Platforms	Creative use of social platforms as a media-channel
U8 Use of Channel Integration	Using a mix of 2 or more channels. Entry may demonstrate how the decision to use a combination of media channels achieved the goal of the campaign or project.
U9 Non-profit/Charity	Use of any media channel within campaigns where the only customer / advertiser is non-profit organization



CREATIVE

N. BRANDED CONTENT & ENTERTAINMENT	The contests celebrates creative communications that deliver brand's message and engage consumers via entertaining, informational and other content. Criteria of judging are originality of created branded content and its creative execution, including quality of storytelling and match with a chosen communication channel
N1 Visual branded content	Branded videos, fiction and non-fiction mini-films, clips, images with the use of product placement, sponsorship and other ways of brand integration into visual content created for movies, TV and Internet
N2 Audio branded content	Music compositions, songs, podcasts, streaming with the use of product placement, sponsorship and other ways of brand integration into audio content created for radio and other audio platforms
N3 Interactive branded content	Branded content created for online platforms with the use of interactive technologies (branded games, mobile apps, AR/VR, online videos etc)
N4 Branded events	Branded events sponsored by a brand (estivals, presentations and etc)
N5 Brand experience	Other types of branded communications and consumer engagement via entertaining, informational and other content
N6 Brand Integration & Sponsorships/ Partnerships	Integration of a brand into existing entertainment, such as offline or online events or TV shows or other
N7 Branded Sports	Brand-sponsored sporting events, use of team/championship/competition brands as brand partners, and other branded integrations into sporting projects
N8 Non-profit / charity	All types of branded content where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



CREATIVE

BB. CREATIVE B2B	Any type of communication for B2B segment. Projects that implemented by businesses for businesses, not for the customers
BB1 Brand Experience	Activities that are set up to engage and strengthen relationships and make the brand more memorable. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR/AR, installations
BB2 Innovative Use of Content	Creative use of content to increase business or customer activity. This could include, but not be limited to, film, audio and radio, branded content, PR, etc.
BB3 Targeting & Engagement	Projects aimed at attracting new customers or engaging existing customers through targeting, use of data and insights that have led to increased business or customer activity
BB4 Long-Term Brand Building	A brand positioning strategy, demonstrating long-term brand loyalty or its growth over a period of two or more years. The project should demonstrate how the long-term campaign played a significant role in achieving the brand's strategic goals
BB5 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact in B2B segment
BB6 Corporate Purpose & Social Responsibility	Brand-focused projects aimed at addressing social, ethical, environmental, or other issues. Work should demonstrate how the brand's purpose creates value and impacts society while engaging customers



CREATIVE

FS. FILM.SECTORS	The contest celebrates creativity in video advertising for different types of goods and services. Entries should demonstrate an excellent creative solution and brand storytelling intended for screens (TV, cinema, online, outdoor). Criteria of judging are creative idea and its execution.
FS1 Food & Drink	Commercials for any types of food products and drinks, including alcoholic and low alcohol drinks.
FS2 Other FMCG	Beauty, cleaning products, animal feed, other household goods, other FMCG
FS3 Consumer Durables	Homewares, furniture and lighting, toys, fashion, home appliances, other durables
FS4 Automotive	Vehicles, gas stations, vehicles's service and sales
FS5 Healthcare	Pharma, wellness and others
FS6 Retail, e-commerce	Retail, eCommerce, restaurants, fast food
FS7 Consumer Service & B2B	All types of commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.
FS8 Travel / Leisure	Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.
FS9 Real estate services and development	Commercial and residential real estate, construction, development, real estate related products and services.
FS10 Media / Entertainment	Music, films, television, publications & media, books, news, digital platforms, other media.
FS11 Film for non-profit / charity	Films where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization).



CREATIVE

PS. PRINT. SECTORS	The contest celebrates creativity in print advertising for different types of goods and services. Entries should demonstrate originality and craft of creative ideas that leap off the page. Criteria of judging are creative idea and its execution.
PS1 Food & Drink	Print advertising for any types of food products and drinks, including alcoholic and low alcohol drinks
PS2 Other FMCG	Beauty, cleaning products, animal feed, other household goods, other FMCG
PS3 Consumer Durables	Homewares, furniture and lighting, toys, fashion, home appliances, other durables
PS4 Automotive	Vehicles, gas stations, vehicles's service and sales
PS5 Healthcare	Pharma, wellness and others
PS6 Retail, e-commerce	Retail, eCommerce, restaurants, fast food
PS7 Consumer Service & B2B	All types of commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications
PS8 Travel / Leisure	Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation
PS9 Real estate services and development	Commercial and residential real estate, construction, development, real estate related products and services
PS10 Media / Entertainment	Music, films, television, publications & media, books, news, digital platforms, other media
PS11 Print for non-profit / charity	Print advertising where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization).



CREATIVE

OS. OUTDOOR. SECTORS	The contest celebrates creativity in outdoor advertising for different types of goods and services. Entries should demonstrate creative ideas that impact consumers directly at locations or creative use of public locations to communicate a brand message and consumers immersion into brand experience. Criteria of judging are creative idea and its execution.
OS1 Food & Drink	Outdoor advertising for any types of food products and drinks, including alcoholic and low alcohol drinks
OS2 Other FMCG	Beauty, cleaning products, animal feed, other household goods, other FMCG
OS3 Consumer Durables	Homewares, furniture and lighting, toys, fashion, home appliances, other durables
OS4 Automotive	Vehicles, gas stations, vehicles's service and sales
OS5 Healthcare	Pharma, wellness and others
OS6 Retail, e-commerce	Retail, eCommerce, restaurants, fast food
OS7 Consumer Service & B2B	All types of commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications
OS8 Travel / Leisure	Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation
OS9 Real estate services and development	Commercial and residential real estate, construction, development, real estate related products and services
OS10 Media / Entertainment	Music, films, television, publications & media, books, news, digital platforms, other media.
OS11 Outdoor for non-profit / charity	Outdoor ads where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



CREATIVE

THE CRITERIA OF JUDGING:

In the FILM, PRINT, RADIO & AUDIO, OUTDOOR categories, the essential criteria of judging are a creative idea and its execution

In the INTEGRATED category the criteria of judging are: 30% idea, 20% strategy, 30% execution, 20% results

In the BRANDED CONTENT & ENTERTAINMENT categories the essential criteria of judging are originality of created branded content and its creative execution, including quality of storytelling and match with a chosen communication channel

In the CREATIVE USE OF DATA category, it is the creative use of media solutions that is the essential factor when assessing the entries



BRANDING & DESIGN

B. COMMUNICATION DESIGN	The contest celebrates creativity in design and branding. Entries should demonstrate successful use of design solutions to define a brand or communicate its key messages via unique visual identity. Criteria of judging are creative idea and its execution
B1 Creation of New Brand Identity	Creation of a new brand or corporate identity for any product, service or organisation
B2 Rebrand / Refresh of an Existing Brand	Rebranding / refreshment of an existing corporate identity for any product, service or organisation
B3 Promotional Printed Materials	Promotional printed materials including but not limited to calendars, postcards and greeting cards, posters, catalogues, annual reports, mass media publications, special editions, limited series etc
B4 Promotional Item Design	Promotional Item Design including but not limited to corporate souvenirs and business gifts, promotional products and marketing accessories, clothing etc
B5 Brand Environment & Experience Design	Indoor & Outdoor design including but not limited to decoration of retail and exhibition environment, design of exhibition, advertising, trade stands, digital and printed POS-materials, displays, shopping bags, gift wrapping, catalogues etc, focused on personal consumer experience of the brand story or message as told in space and time. Projects should convey why target audience find their experience remarkable, meaningful and memorable
B6 Design-driven Effectiveness	Design projects that has led to measurable, tangible business results. Work should detail how effectiveness was measured, evaluated and demonstrate how the work done was instrumental to cultural change or integral to achieving a brand's purpose
B7 Social Media Design	Design and layout of pages/accounts or special applications and forms on social networks and platforms
B8 Design Craft	Creation of original logo, font & typography, elements of corporate identity, illustration, animated images, craft made web-design etc



BRANDING & DESIGN

X. PACKAGING DESIGN	The contest celebrates creative solutions in packaging design. Entries should demonstrate successful use of packaging / label design to define a brand or drawn consumer attention to the product. Criteria of judging are creative idea and its execution
X1 Packaging of foodstuffs	All types of packaging for foodstuffs, non-alcohol and alcohol beverages
X2 Packaging of non-food products	All types of packaging for non-food products (non-grocery FMCG, durable goods)
X3 Innovation in Packaging	Innovative, non-standard packaging

Q. DIGITAL & INTERACTIVE DESIGN	The contest celebrates creative solutions in digital and interactive design communications. Entries should demonstrate effective use of digital design solutions to communicate a brand's message online. Criteria of judging are creative idea and its execution
Q1 Website design	Design of websites, microsites, landing pages etc.
Q2 App design	Design of mobile apps, games, mobile websites etc
Q3 Social Media Design	Design of social media pages, social media content etc.
Q4 Design of virtual promo-tools	Design of virtual promo-tools including but not limited to banners, online ads, emails, digital installations, motion graphic design, graphic animation, branded online pages etc.



BRANDING & DESIGN

BR. BRANDING	Branding projects that have impacted the brand/company's business or contributed to cultural change
BR1 Creating of brand-platform	Creating a brand platform that forms the basis for identity, communications, and long-term brand loyalty with the audience
BR2 Branding Strategy	The strategy that underlies the creation of a brand or the updating of its positioning or brand strategy in general
BR3 Long-term Strategy	Entries must demonstrate how long-term strategy played a key role in achieving brand objectives, increasing engagement and shaping brand identity
BR4 Naming	Creating a brand name based on the developed strategy and positioning
B5 Audience Insight	Entries must demonstrate how analytics and audience insights decisions contribute in strategy and branding

PD. PRODUCT DESIGN	Design of product itself or/and packaging that increases brand value through functional and aesthetic resolution demonstrating brand qualities or identity through form, function, usability or aesthetics.
PD1 Homeware	Furniture, lighting, storage, home appliances and accessories, office interiors, other interior items
PD2 Lifestyle, Fashion, Leisure, Sports	Lifestyle, fashion, leisure, fitness, sport and outdoor products, jewelry, watches, glasses, luxury goods
PD3 Gadgets, Computer Equipment	Smartphones, tablets, computers, phones, smart watches and others
PD4 Medical Products	All types of medical products



BRANDING & DESIGN

BD. BRAND ENVIRONMENT DESIGN	Using points of sale, environment and surrounding to convey brand messages to the target audience using design solutions
BD1 Retail	The usage of design in the decoration of storefronts, demonstration stands, store shelves and points of sale, creation of permanent or temporary retail space
BD2 Points of Sale, Consumer Touchpoints	In-store communications for sales including posters, on-shelf communication, digital and physical POS, merchandising & retail fixtures, shopping bags, gift wrapping, catalogues and other post-purchase collateral
BD3 In-store Design	Design of company stores, bank departments, salons and other points of sale and consumer experience
BD4 Exhibitions and Events	Design of exhibition stands, points of sale or interaction with the consumer at events

THE CRITERIA OF JUDGING:
Creative idea and its execution, successful use of design solutions to define a brand or communicate its key messages via unique visual identity



MARKETING EFFECTIVENESS

E. MARKETING EFFECTIVENESS	The contest celebrates measurable impact of creativity into business development. Entries should demonstrate outstanding results over the short / long term perspective and show how executed work drove tangible increase of business effectiveness, was instrumental to cultural change or integral in the achievement of brand purpose
E1 Short-term Creative Effectiveness	Campaigns/projects demonstrating high business results thanks to creativity and having proved their effectiveness over a short-term perspective (6 months or less)
E2 Long-term Creative Effectiveness	Campaigns/projects demonstrating high business results thanks to creativity and having proved their effectiveness over a short-term perspective (6 months to several years)
E3 Brand Launch/re-launch Campaign	Effective brand/trademark launch or relaunch campaigns
E4 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
E5 Sustained Success	The work should demonstrate how a long running campaign drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose. The work in this category must show results over several years

THE CRITERIA OF JUDGING:

25% idea, 25% strategy, 50% results achieved by creative or marketing solution



MARKETING SERVICES

A. BRAND EXPERIENCE & ACTIVATION	The contest celebrates multipurpose brand communication through the use of promo activation, immersion into brand, retail, design experience and 360° customer engagement. Entries should demonstrate how customer journey, brand experience and optimisation of touchpoints led to increased brand affinity and commercial success
A1 Channel / Medium	Entries will be judged on how medium / location was used for consumer engagement within brand activation
A2 Brand Experience	Entries will be judged on how brand activation succeeded in creating a closer bond between brand and consumers by immersing them into exciting and memorable experience
A3 Technology & Touchpoints	Entries will be judged on how creatively and effectively technologies and multiple touchpoints were used during brand activation
A4 Consumer Engagement	Entries will be judged on how brand activation succeeded in consumer engagement and creating a contact between consumer and the brand and its values
A5 Strategy	Entries should be focused on strategic planning and execution of brand activation
A6 Campaign	Projects using multiple media platforms within a campaign which was initiated, led or driven predominantly by brand activation. Entries will be judged on how successful consumer engagement and integration of chosen elements and channels have been throughout the campaign
A7 Customer Retail / In-store Experience	In-store and retail activities including product launches, demonstrations, sampling activities and popups that engage and guide shoppers on all channels of their path to purchase



MARKETING SERVICES

A8 Retail Promotions & Competitions	Online or offline promotional competitions or incentives used to drive customer engagement with a brand. This can include but is not limited to social media competitions, offline live games, in-store promotional activations
A9 Sponsorship & Brand Partnership	In this nomination entries will be judged on how effective the partnership / sponsorship was
A10 Gaming-Led Brand Experience	Brand experience projects with gameplay at their core, including strategic and creative brand integration into existing gaming platforms or the creation of new games/platforms. The nomination may include console games, online games, mobile games, and apps
A11 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
A12 Non-profit / charity	Brand experience & activation projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

C. PR	The contest celebrates projects demonstrating how original thinking, transformative insight, strategy and communication craftmanship have influenced public opinion and driven business, social and / or cultural changes, including projects with storytelling at its core, which established and enhanced reputation / business of an organisation / brand
C1 PR Practices & Technics	Entries will be judged based on selected PR practice & technique (lobbying, crisis communications, public relations, internal communications, sponsorship, brand partnership etc)
C2 Digital & Social	Entries will be judged on how successfully digital medium / social platforms were used to execute PR campaign, as well as how digital communication tools and techniques of audience engagement were used, online communities were developed, user-generated content was created etc.



MARKETING SERVICES

C3 Influencer	Entries will be judged on how effective attraction of influencers was within PR campaign (celebrities, bloggers, social activists etc)
C4 Use of Events & Stunts	Work which uses stunts, events, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, live streamed events, festivals etc. to build the value and reputation of a brand or communication project as part of public relations strategy
C5 Data & Strategy	Entries should demonstrate expediency and efficiency of use of insights based on data / real examples research and analysis for the development of PR strategy that had a real impact on solution of wide range of reputation problems and other tasks set for PR communications
C6 Campaign	Projects using multiple media platforms within a campaign which was initiated, led or driven predominantly by PR. Entries will be judged on how successful integration of chosen elements and channels have been throughout the campaign and how well different types of media complemented and built on each other to communicate brand's message and/or form consumer awareness and attitudes
C7 Internal Communications	Projects demonstrating engagement into internal communications and activities, intended to create a closer bond between employees and company's values. Entries will be judged on how executed activities translated into expected and measurable results, increase of employees' loyalty and business effectiveness growth
C8 Sponsorship & Brand Parnership	Work which utilised sponsorship and/or partnership programs in order to meet specific awareness / business goals as well as to enhance the image of a brand or company
C9 Real-time Response	PR activity of a brand or company in real time in response to current events, problem situations, world and local news
C10 Brand Community	Projects that demonstrate successful creation and development of a brand community, utilizing the power of connecting people to achieve strategic brand goals, including loyalty, engagement, organic growth, etc.



MARKETING SERVICES

C11 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
C12 Non-profit / charity	PR projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

H. DIRECT	The contest celebrates targeted response-driven creative communications. Entries should demonstrate how insights and/or data were used as part of the strategy to engage specific target groups and develop calling to action and driving measurable results consumer relationships
H1 Channels	Entries will be judged on how successful a selected media channel was used as part of direct brand communication
H2 Data	Entries should demonstrate how direct campaign was enhanced or stimulated by creative use of data that improved quality of client service and led to measurable results
H3 Digital & Social	Entries will be judged on how successful digital and social mediums and technologies were used as part of direct brand communication
H4 Strategy	Entries will be judged on how significant consumer response was caused by executed direct strategy
H5 Campaign	Projects using multiple media platforms within a campaign which was initiated, led or driven predominantly direct marketing. Entries will be judged on how successful integration of chosen elements and channels have been throughout the campaign
H6 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact using direct-communications
H7 Non-profit / charity	Direct projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



MARKETING SERVICES

CS. CAMPAIGNS. SECTORS	The contests celebrates creative advertising campaigns with the use of multiple channels / media platforms with different categories of goods and services. Entries will be evaluated on how successfully chosen elements / channels have been integrated throughout the campaign taking in consideration specifics of goods and services
CS1 Food & Drink	All types of food products and drinks, including alcoholic and low alcohol drinks
CS2 Other FMCG	Beauty, cleaning products, animal feed, other household goods, other FMCG
CS3 Consumer Durables	Homewares, furniture and lighting, toys, fashion, home appliances, other durables
CS4 Automotive	Vehicles, gas stations, vehicles's service and sales
CS5 Healthcare	Pharma, wellness. and others
CS6 Retail, e-commerce	Retail, eCommerce, restaurants, fast food
CS7 Consumer Service & B2B	All types of commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications
CS8 Travel / Leisure	Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation
CS9 Real estate services and development	Commercial and residential real estate, construction, development, real estate related products and services.
CS10 Media / Entertainment	Music, films, television, publications & media, books, news, digital platforms, other media
CS11 Film for non-profit / charity	Campaigns regardless communication channels and budget where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



MARKETING SERVICES

CT. CREATIVITY DRIVEN TRANSFORMATION	This competition celebrates projects which demonstrate creative business solutions, that drive changes or transformation of a business model, product, good or service, or provides creation of new brands, products or services. Not only communications, but also innovations and business solutions can be a key factor of success and business breakthrough in this competition.
CT1 Product Innovation	Projects are accepted for participation that have brought innovation to a business, brand, product or service and have had a positive impact on the position of the company or brand in the market. Works are suitable for this category if innovation, not communication was the key factor in the result achieved.
CT2 Business Transformation	Business model transformation caused by external or internal factors. Implementation of modified ways of working, such as operating models, processes or tools. Changes may involve staff, suppliers, distributors, consumers.
CT3 Customer Experience	Business ideas or solutions regarding customer experience innovation that has had a positive impact on the market position of a business, brand, product or service. Examples of eligible activities in this category include: design, technology or ux innovation for the customer experience; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc.
CT4 Perfomance Marketing	This category recognizes achievements in Performance Marketing. The work should demonstrate how your efforts have led to business results using Performance Marketing KPIs
CT5 Crisis Response	This category is for projects and that have resulted positive changes in response to changes in the environment or market situation (e.g. Covid 19, economic and political crises, etc.). Entries may contain, for example, changes in brand positioning, full or partial transition to online, changes in the portfolio of goods and services, etc.



MARKETING SERVICES

CT6 Seasonal marketing	Projects and campaigns that have used seasons/seasonality, events, holidays or cultural activities to achieve results for their business
CT7 Audience Insight	Projects and campaigns demonstrating how analytics and deep audience/ consumer understanding have impacted business
CT8 New Relationship Models	Reinvention of the way customers use existing products/services, through the creation of new routes to market and delivery methods, such as direct-to-customer models, subscriptions and service-based propositions, often that blend digital and physical behaviours to create long-term customer relationships

I. INNOVATIONS	The contest celebrates all types of innovative, non-standard, free-format, outstanding brand communications
I1 Innovations	Innovative and creative solutions in marketing and advertising. Use of new technologies for solution of brand's tasks. Innovative creative campaigns, digital tools, communication models and platforms and any other types of advertising executed via any other communication channels

THE CRITERIA OF JUDGING:

30% idea, 20% strategy, 20% execution, 30% results.

The results can be presented via specific commercial data (percentage) or a description of the achievement of campaign purposes (media publications, brand awareness and other)

In INNOVATIONS category the criteria are innovative idea and its execution, use of new technologies and solution



V. CHANNELS	The contest celebrates the best context / medium for creative communications. Entries should demonstrate an innovative implementation of ideas enhanced by chosen media strategy and media mix that led to effective brand promotion and communication with consumers
V1 TV & Other Screens	Use of TV and other screens as the main channel of media campaign (including movies, television, side screens, showrooms, exhibitions, out of home screens etc)
V2 Audio Platforms	Use of audio platforms (radio, podcasts and other audio technologies) as the main channel of media campaign
V3 Print / Outdoor	Use of print / outdoor advertising as the main channel of media campaign
V4 Ambient Media	Use of Ambient Media (advertising in urban, residential or office environment using non-standard formats, use of environmental infrastructure as a mean to translate marketing information to target audience) as the main channel of media campaign
V5 Events	Use of events (festivals, concert shows, sporting events, large-scale and small-scale performances etc) as the main channel of media campaign
V6 Digital Platforms	Entries should be based on usage of online platforms (websites, microsites, games, promo pages, apps etc)
V7 Mobile	Use of mobile technologies (smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and apps, QR-codes etc) as the main channel of media campaign
V8 Social Platforms & Influencers	Campaigns using social platforms and influencers as the main channel of communications with the audience (social networks, blogs, wikis, video-sharing sites, hosting services etc).
V9 Technology	Use of technologies (AR, VR etc) as a key factor of effective communication with the audience



V10 Branded content	Use of branded content for consumer engagement within a campaign. Projects will be judged not on the content itself but on the role of media in creating, leveraging and enhancement of the content
V11 Retail Media & Own Media	Use of own and/or retail media to engage with consumers at key decision points, using targeted insights to drive brand relevance and measurable business results
V12 Non-profit / charity	Use of any media channel within campaigns where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

W. EXCELLENCE IN MEDIA	The contest celebrates craftsmanship in insight search, strategy development, media mix formation, selection of consumer engagement tools with the aim to execute an effective media campaign
W1 Excellence in Media Insights & Strategy	Entries will be judged on effectiveness of brand promotion and communications with consumer thanks to insight and understanding of consumers' behavior and needs. Entries should demonstrate originality of media and communication strategy responding to specific business objectives, marketing goals and brand's positioning
W2 Excellence in Media Planning	Entries will be judged on how effectively media platforms were selected to deliver a brand's message. Entries should justify effectiveness of a chosen tactical solution
W3 Excellence in Media Engagement	Entries will be judged on effectiveness of brand promotion and communications with the audience driven by active consumer engagement. Entries should demonstrate how media / communication solution stimulated consumer engagement and show the connection between consumer engagement indicators and efficiency of brand promotion.



W4 Use of Data	Campaigns based on data analysis (BIG DATA). Entries should contain technologies of data analysis for understanding, targeting of the audience and determination of the best media resources; personalized creative messages taking into account individual peculiarities of a concrete audience
W5 Use of Programmatic	Media campaigns in which the use of programmatic technologies has played a crucial role in successful implementation of communications
W6 Use of Channel Integration	Using a mix of 2 or more channels. Entry may demonstrate how the decision to use a combination of media channels achieved the goal of the campaign or project.
W7 Non-profit / charity	Excellence in Media for projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

M. MEDIA CAMPAIGN	The contest celebrates campaigns using different types of offline and online media for implementation of creative communications
M1 Integrated Campaign	Campaigns in which the use of a concrete media mix became the key factor of creative interaction with the audience. Entries should justify the right choice of selected media and prove the connection between chosen tactic media solution and high effectiveness of the project
M2 Low Budget Campaign	Criterion of judging is small budget (relatively to previous campaigns of the brand, competitors' budgets, category benchmarks etc). Indicators of the impact for money investments into campaign are crucial in measurement of success
M3 Influencer Campaign	Campaigns with effective use of celebrities / influencers for attraction of consumers' attention and increasement of their interest towards brand. Entries should prove that effectiveness of campaign is directly connected to celebrity
M4 Non-profit / charity	Media campaign where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



MEDIA

THE CRITERIA OF JUDGING:

Insight & idea 30%, strategy 20%, execution 20%, results 30%.
The projects should demonstrate how an execution achieved the expected results



DIGITAL

D. DIGITAL	The contest celebrates communications using technologies as an integral component of creative idea and digital as necessary medium for its execution.
D1 Websites	Corporate websites, microsites, promo pages, online stores, landing pages etc.
D2 Interactive projects	Interactive videos and other types of interactive digital projects
D3 Pre-rolls	Video pre-rolls
D4 Pop-up,Web banners	Pop-up ads, interactive and static web banners, ad messages for search & context advertising.
D5 Digital Campaign	Campaign executed mostly in digital medium and containing several online components. Offline media are allowed but online remains the core.
D6 Native Advertising	Digital advertising created in a format, unique and native for concrete media
D7 Branded tech and innovations	Brand communications using innovative digital technologies (new realities, 360º, artificial intelligence, Advanced Learning Technologies etc)
D8 Use of Artificial Intelligence	Using of AI (artificial intelligence) in brand communications.
D9 From Online to Offline Projects	Projects that demonstrated the expansion of communications from online to offline, or an effective mix of online and offline communications.
D10 UX/UI	User Experience, interface, UX/UI design for websites, apps, software and others
D11 Digital Craft	Entries in this category should demonstrate creative and effective use of digital instruments for creating ads for online platforms. Entries with high quality of illustration, design, animation, copywrite, UI/UX etc. taking into account digital context and peculiarities of digital medium
D12 Non-profit / charity	All types of digital projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



DIGITAL

G. MOBILE	The contest celebrates communications translated via mobile devices that are an integral component of creative idea and its execution. Criteria of judging are idea, its execution, relevance of selected platform and results
G1 Mobile websites	Mobile websites
G2 Apps	Corporate mobile apps, advertising apps
G3 Games	Branded games, games created with aim of brand promotion
G4 AR / VR / 360º videos	Use of AR / VR / 360º videos in brand communications
G5 Activation by location / Voice activation	Use of geolocation for activization of mobile campaign / experience (GPS, Bluetooth, NFC, push notifications (e.g. iBeacon) etc). Use of voice assistants in mobile environment
G6 Mobile Tech and Innovations	The use of innovative mobile technologies in brand communications, including chatbots, facial recognition, cloud technologies, etc.
G7 Non-profit / charity	All types of mobile projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



DIGITAL

SI. SOCIAL & INFLUENCER	Social media communications, celebrity and influencer campaigns. Entries will need to demonstrate how levels of engagement, social reach and the creative use of social media, brand ambassadors and influencers led to commercial success
SI1 Social Campaigns	Campaigns in which social networks and platforms were the main communication channel
SI2 Co-creation & Users Generated Content	Brand activity on social networks aimed at engaging the brand, collaborating with the brand, creating UGC.
SI3 Real-time Response	Targeted social activity that utilises social platforms to respond to world events, public affairs and other real-time activity, which prompts social sharing and engagement
SI4 Influencer Campaign	Campaigns, the main element of communication in which was interaction with an influencer, celebrity, brand ambassador
SI5 Targeted Communication	Social activity customized for predefined communities, groups or individuals based on social insights such as behavior, interests, geo-location etc. This can include, but is not limited to, native advertising
SI6 Social Business & Commerce	Projects which harness social media and social platforms for e-Commerce and mCommerce to drive business results
SI7 Non-profit/Charity	All types of projects in social media and platforms where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



DIGITAL

T. CREATIVE DATA	The contest celebrates communications based on interaction of ideas and information. Entries should demonstrate how creative use, interpretation and analysis of data drove the increase of effectiveness of brand communications
T1 Data-enhanced Creativity	Creative campaigns that succeeded through the use of data or data-driven methods. Both improved consumer experience and commercial results can be considered the criteria
T2 Data driven Targeting	Creative use or interpretation of data to provide effective targeting
T3 Data storytelling	Campaigns in which data has contributed into creation of successful interactive brand/consumer stories
T4 Social Data & Insight	Creative interpretation of data generated from social media in order to target, engage or develop a relationship with a specific audience or community. Insights gained through the strategic use of social data and associated targeting methods will be considered
T5 Non-profit / charity	Creative Data projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

THE CRITERIA OF JUDGING:

Idea, implementation of the idea, platform relevance, results

The SOCIAL & INFLUENCER category will be judged on how engagement, reach and creative use of social media, engaging brand ambassadors and Influencers contributed to successful projects

In the CREATIVE DATA category, the criteria are: strategy 30%, use of data 30%, innovation 20%, and results 20%.



CRAFT

J. FILM CRAFT	Onscreen artistry. Entries will need to demonstrate exceptional filmmaking; work in which technical skill and prowess in production / post production enhances the execution of idea
J1 Direction	The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved
J2 Script	The film's script, as written, including how successfully the script delivers on the creative idea and supports the final execution
J3 Art Direction	The aesthetic of the production design / art direction
J4 Cinematography	The quality and effect of the cinematography
J5 Editing	The technical and creative success of the edit
J6 Use of Music & Sound Design	The impact and success of original music compositions, the selection of licensed or adapted music. The creative use of sound design within film advertising
J7 Animation	The use and aesthetic of animation in film
J8 Visual effects	The creation of film environments and other visual effects

Y. PRINT & OUTDOOR CRAFT	Creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life for print and outdoor ads. Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques
Y1 Typography	Entries in this category will focus on how design aesthetics and storytelling are conveyed through the use of typography
Y2 Art Direction	Entries in these categories will focus on the overall design, direction and visual execution



CRAFT

Y3 Illustration	Entries in these categories will focus on the creative impact of the illustration
Y4 Photography	Entries in these categories will focus on engagement through creative expression
Y5 Copywriting	Entries in these categories will focus on how the copywriting brings the creative idea to life

Z. EXCELLENCE IN RADIO & AUDIO	Craft in radio and audio content execution. Criteria of judging is predominantly the execution
Z1 Excellence in Radio & Audio	Craft in audio content execution: original music / song, sound design, branded audio elements, sound effects, samples etc.

THE CRITERIA OF JUDGING:

Skill in project execution, level of production, and how technical skills and skill in production/CRAFT post-production improved the realization of the idea



EFFORTS & ACHIEVEMENTS

CL. COMMUNICATION	The EFFORTS & ACHIEVEMENTS category will be judged by a special Clients Jury line-up from across the globe, allowing agencies to evaluate their efforts and achievements in terms of client experience. This category includes competitions and nominations for various forms of brand communication with consumers.
CL1 Film	All types of video advertising. Entries should demonstrate an excellent creative solution and execution intended for screens (TV, cinema, online, outdoor)
CL2 Print&Outdoor	All types of print & outdoor advertising
CL3 Radio&Audio	All types of audio-content. Entries should demonstrate idea aimed to deliver a brand message via audio content
CL4 Branded Content	Creative communications that deliver brand's message and engage consumers via entertaining, informational and other content. Criteria of judging are originality of created branded content and its creative execution, including quality of storytelling
CL5 Use of Humor in Advertising	Creative use of humor in advertising.
CL6 Communication Design	Brand communication through design and branding. Entries should demonstrate successful use of design solutions to define a brand or communicate its key messages via unique visual identity
CL7 Packaging Design	Solutions in packaging design. Entries should demonstrate successful use of packaging / label design to define a brand or drawn consumer attention to the product



EFFORTS & ACHIEVEMENTS

CD. DIGITAL & MOBILE	
CD1 Digital Tools	This category evaluates the tools and solutions used to create advertising on a digital platform, as well as the results achieved with the help of such solutions
CD2 Mobile Tools	This category evaluates the tools and solutions used to create advertising for mobile devices, as well as the results achieved with the help of such solutions
CD3 Digital & Mobile Campaign	Campaign executed mostly in digital and mobile medium
CD4 Social & Influencer Campaign	Social media communications, celebrity and influencer campaigns

CA. REACH	
CA1 Brand Experience & Activation	The contest celebrates multipurpose brand communication through the use of promo activation, immersion into brand, retail, design experience and 360° customer engagement. Entries should demonstrate how customer journey, brand experience and optimisation of touchpoints led to increased brand affinity and commercial success
CA2 PR	Brand communication using all types of PR technologies and solutions
CA3 Direct	Targeted response-driven creative communications, direct-communications with customers
CA4 Use of Media	This contest will evaluate how the use of media placement, the choice of media channels contributed to the achievement of the brand's business results



EFFORTS & ACHIEVEMENTS

CK. INTEGRATED CAMPAIGNS	
CK1 Omni-channel Campaign	Integrated ad campaign executed across multiple platforms, with creative use of several channels and communication tools, demonstrating how selected media add to each other
CK2 Brand Launch / Re-launch Campaign	Campaign created to launch or re-launch a brand on market
CK3 Brand Loyalty Campaign	Integrated ad campaign that enhances brand image and customer loyalty
CK4 Breakthrough on a Budget	Low budget campaigns. Small budget criteria can be determined by the participant
CK5 Collaboration of Brands	Campaigns that involved 2 or more brands and were able to achieve win-win results for the brands

CB. STRATEGY	
CB1 Creating of brand-platform	Creating a brand platform that forms the basis for identity, communications, and long-term brand loyalty with the audience
CB2 Branding Strategy	The strategy that underlies the creation of a brand or the updating of its positioning or brand strategy in general
CB3 Long-term Strategy	Entries must demonstrate how long-term strategy played a key role in achieving brand objectives, increasing engagement and shaping brand identity
CB4 Naming	Creating a brand name based on the developed strategy and positioning
CB5 Audience Insight	Entries must demonstrate how analytics and audience insights decisions contribute in strategy and branding

THE CRITERIA OF JUDGING:

The Efforts & Achievements Contest will be judged by a special Clients Jury line-up from across the globe, allowing agencies to evaluate their efforts and achievements in terms of client experience



MASS MEDIA CONTEST

L. COMMUNICATION	
L1 Film	All types of video advertising. Entries should demonstrate an excellent creative solution and execution intended for screens (TV, cinema, online, outdoor)
L2 Print&Outdoor	All types of print & outdoor advertising
L3 Radio&Audio	All types of audio-content. Entries should demonstrate idea aimed to deliver a brand message via audio content
L4 Branded Content	Creative communications that deliver brand's message and engage consumers via entertaining, informational and other content. Criteria of judging are originality of created branded content and its creative execution, including quality of storytelling
L5 Use of Humor in Advertising	Creative use of humor in advertising.
L6 Communication Design	Brand communication through design and branding. Entries should demonstrate successful use of design solutions to define a brand or communicate its key messages via unique visual identity
L7 Packaging Design	Solutions in packaging design. Entries should demonstrate successful use of packaging / label design to define a brand or drawn consumer attention to the product



MASS MEDIA CONTEST

MD. DIGITAL & MOBILE	
MD1 Digital Tools	This category evaluates the tools and solutions used to create advertising on a digital platform, as well as the results achieved with the help of such solutions
MD2 Mobile Tools	This category evaluates the tools and solutions used to create advertising for mobile devices, as well as the results achieved with the help of such solutions
MD3 Digital & Mobile Campaign	Campaign executed mostly in digital and mobile medium
MD4 Social & Influencer Campaign	Social media communications, celebrity and influencer campaigns

MA. REACH	
MA1 Brand Experience & Activation	The contest celebrates multipurpose brand communication through the use of promo activation, immersion into brand, retail, design experience and 360° customer engagement. Entries should demonstrate how customer journey, brand experience and optimisation of touchpoints led to increased brand affinity and commercial success
MA2 PR	Brand communication using all types of PR technologies and solutions
MA3 Direct	Targeted response-driven creative communications, direct-communications with customers
MA4 Use of Media	This contest will evaluate how the use of media placement, the choice of media channels contributed to the achievement of the brand's business results



MASS MEDIA CONTEST

MK. INTEGRATED CAMPAIGNS	
MK1 Omni-channel Campaign	Integrated ad campaign executed across multiple platforms, with creative use of several channels and communication tools, demonstrating how selected media add to each other
MK2 Brand Launch / Re-launch Campaign	Campaign created to launch or re-launch a brand on market
MK3 Brand Loyalty Campaign	Integrated ad campaign that enhances brand image and customer loyalty
MK4 Breakthrough on a Budget	Low budget campaigns. Small budget criteria can be determined by the participant
MK5 Selfpromo	Ad agencies, production studios, media resources self-promotion campaigns
MK6 Creative Strategy	Project demonstrating how strategic planning can redefine a brand, reinvent business and influence consumers, as well as how interpretation of business/brand challenge, data analysis, breakthrough thinking and transformational problem-solving led to innovative creative strategy
MK7 Collaboration of Brands	Campaigns that involved 2 or more brands and were able to achieve win-win results for the brands

S. CHANGE FOR GOOD. BRANDS	The contest celebrates creative that changes the world for the better
S1 Health & Safety	Health and Safety Projects for/by commercial brands



MASS MEDIA CONTEST

S2 Environment	Campaigns to preserve and protect the environment made by commercial brands/ companies
S3 Gender Equality	Projects made by commercial brands aimed at non-admission of gender discrimination, at achievement of gender equality and empowerment of all
S4 Social Projects	Commercial brand projects to protect the rights of children, homeless people, race relations, animal cruelty, etc.
S5 Prosperity	Brand projects aimed at economic growth, prosperity, the development of a particular industry, the development of education etc.
S6 Other Projects	All other types of social projects implemented by commercial brands that are not included in the listed categories

SN. CHANGE FOR GOOD. NON-PROFIT, CHARITY, GOVERNMENT	The contest celebrates creative that changes the world for the better
SN1 Health & Safety	Health and Safety Projects for/by non-profit organizations
SN2 Environment	Campaigns to preserve and protect the environment made by/for non-profit companies, funds, governmental organizations
SN3 Gender Equality	Projects made by non-profit organizations aimed at non-admission of gender discrimination, at achievement of gender equality and empowerment of all
SN4 Social Projects	Projects of non-profit organizations to protect the rights of children, homeless people, race relations, animal cruelty, etc.
SN5 Prosperity	Projects of non-profit companies, funds, governmental organizations aimed at economic growth, prosperity, the development of a particular industry, the development of education etc.
SN6 Other Projects	All other types of social projects implemented by non-profit companies that are not included in the listed categories



MASS MEDIA CONTEST

THE CRITERIA OF JUDGING:

The Mass Media Contest will be judged from the perspective of the mass media by a special jury, which consists of representatives of specialized media from different countries

In the CHANGE FOR GOOD. BRANDS and CHANGE FOR GOOD. NON-PROFIT, CHARITY, GOVERNMENT nominations the criteria of judging are creative idea and its impact on social behavior changes and successful highlighting of social & environmental issues

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FEES

Categories Creative / Branding & Design / Media / Digital / Craft / Marketing Services / Efforts & Achievements / Mass Media Contest

since 01.04.2026 till 12.05.2026 **320€**

DISCOUNTS

30%
— 3 and more entries in one series

10%
— 5 and more entries

15%
— 10 and more entries

20%
— 20 and more entries

All prices requirte to add 20% VAT. Discounts indicated for the amount of entries and for series of entries are not summarized

To take part in the competition program of the festival you need to register on this website, upload your entries in your personal account, require payment contract or select “pay by card” option (payments by Visa and Mastercard are carried out through webpay.by payment system)
Payment is possible in EURO, USD, CNY
Regarding contracts and payments please contact us via info@whitesquare-festival.com

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FEES

Categories Marketing Effesctiveness

since 01.04.2026 till 12.05.2026 **480€**

DISCOUNTS

30%
— 3 and more entries in one series

10%
— 5 and more entries

15%
— 10 and more entries

20%
— 20 and more entries

All prices requirte to add 20% VAT. Discounts indicated for the amount of entries and for series of entries are not summarized

To take part in the competition program of the festival you need to register on this website, upload your entries in your personal account, require payment contract or select “pay by card” option (payments by Visa and Mastercard are carried out through webpay.by payment system)
Payment is possible in EURO, USD, CNY
Regarding contracts and payments please contact us via info@whitesquare-festival.com

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CHECKLIST FOR ENTRIES SUBMITTING

BEFORE SUBMITTING AN ENTRY CHECK OUT THE CONTESTS AND ELIGIBILITY RULES

REGISTER ON THE WEBSITE

Already registered? Log in in to your account

PRESS “SUBMIT ENTRY” BUTTON

CHOOSE CONTEST AND NOMINATION

FILL THE ENTRY

Choose sub-nomination, provide information about project* and upload materials*. Only fields in English are requested. Materials should be in English or contain English subtitles. Materials should not contain mention of agency, self-promo is exception. Enable «Draft» option to be able to edit entry later. Press «Done» to upload entry to the website. In case your entry complies with other categories you could enter it to additional nominations for others jury line-ups consideration. That will increase your odds of winning

WAIT FOR MODERATION AND PROCCED TO PAYMENT

During moderation we check entry to meet requirements of the festival. It can take up to 3 days. During and after moderation entry can not be edited. Advance payment is possible before uploading the entries. For this, create your entry application in draft mode and request documents for payment in your personal account or by e-mail

DONE!

After moderation and payment are done – prepare to celebrate the results of international jury judging

*The Participant is fully responsible for the accuracy of the information provided in the entries. If Artificial Intelligence software is used in the preparation of entries, the “Participant” agrees to indicate the use of such software in the entry by any available means.

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