



**white  
square**

International  
Advertising and  
Marketing Festival

**ENTRY KIT**



## CONTENTS

ABOUT FESTIVAL.....	3
RANKINGS.....	4
JURY.....	5
JUDGING PROCESS.....	7
CONTESTS: .....	8
CREATIVE.....	9
BRANDING.....	19
MARKETING EFFECTIVENESS.....	22
MARKETING SERVICES.....	23
MEDIA.....	30
DIGITAL.....	33
MASS MEDIA CONTEST.....	37
CRAFT.....	42
FEES.....	44
SIMPLE GUIDE OF ENTRY SUBMISSION.....	46
WINNERS OF THE FESTIVAL IN MASS MEDIA.....	47
CONTACTS.....	48

# white square



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 DEADLINE OF ENTRIES SUBMISSION:**  
**May 3, 2024**

# white square

**White Square Festival is included in the rankings:**

Global creativity ranking AdForum Business Creative Report

Global ranking TopFice

Creativity ranking of Central Asia and Azerbaijan

Creativity ranking of Association of Communications and Marketing Agencies

Creativity ranking of ACAR





# white square

In 2024 White Square contest entries will be judged by 6 main jury line-ups:

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

White Square Jury is annually represented by 50+ persons with worldwide recognition in the industry due to professional achievements, competencies and awards.

Participation in the Festival gives an opportunity to be judged by world-class professionals for both large network agencies and local ones



## **CREATIVE JURY**

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

## **BRANDING JURY**

Branding jury is judging BRANDING 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.

## **CRAFT JURY**

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



**Jury members evaluate the entries in all the contests in accordance with Regulation which defines the rules, procedure, judging 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



In 2024 the contest program of the Festival contains 38 categories:

## **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**

BRANDING 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

## **MASS MEDIA CONTEST**

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





## 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.

<b>K. INTEGRATED</b>	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
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

**CREATIVE**



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





## **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 (sporting contests, festivals, 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 Non-profit / charity

All types of branded content where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

# **CREATIVE**



# CREATIVE

<b>U. CREATIVE USE OF MEDIA</b>	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



## 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 Media / Entertainment

Music, films, television, publications & media, books, news, digital platforms, other media.

PS10 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 Media / Entertainment

Music, films, television, publications & media, books, news, digital platforms, other media.

OS10 Non-profit/Charity

Outdoor ads where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization).



# 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 Media / Entertainment

Music, films, television, publications & media, books, news, digital platforms, other media.

FS10 Non-profit/Charity

Films where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization).

# CREATIVE



## THE CRITERIA OF JUDGING:

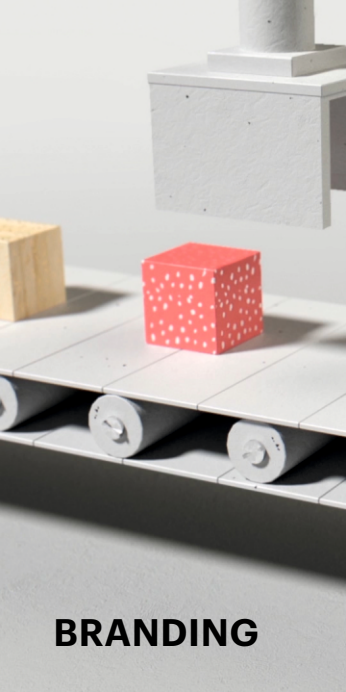
In the FILM, PRINT, RADIO & AUDIO, OUTDOOR categories, the essential criteria of judging are a creative idea and its execution

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

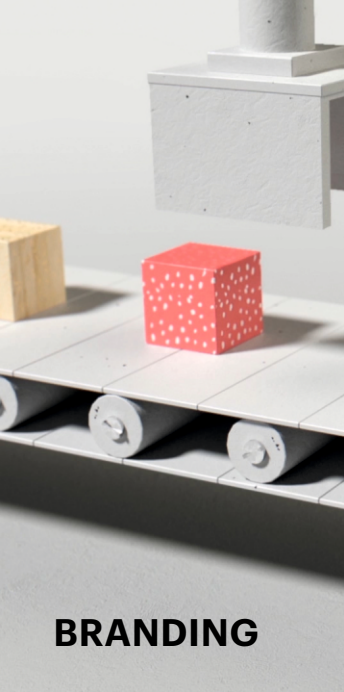
In the CREATIVE USE OF DATA category, it is the creative use of media solutions that is the essential factor when assessing the entries

# CREATIVE



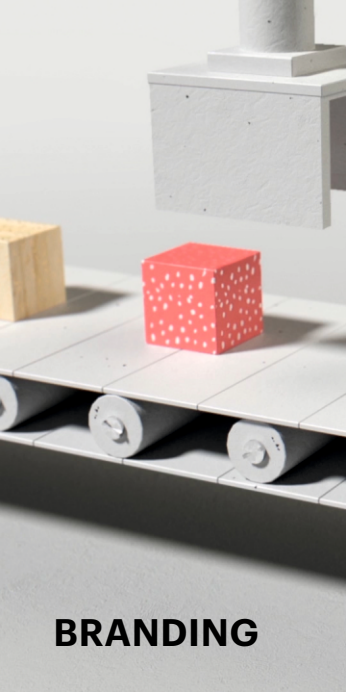
# BRANDING

<b>B. COMMUNICATION DESIGN</b>	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 Design Craft	Creation of original logo, font & typography, elements of corporate identity, illustration, animated images, craft made web-design etc



<b>PD. PRODUCT DESIGN</b>	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
<b>BD. BRAND ENVIRONMENT DESIGN</b>	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 Point 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





## **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.

### **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

# **BRANDING**



## **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

### **THE CRITERIA OF JUDGING:**

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



## **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 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
A11 Non-profit / charity	Brand experience & activation projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

<b>C. PR</b>	The contest celebrates projects demonstrating how original thinking, transformative insight, strategy and communication craftsmanship 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.
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 Partnership	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 Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
C11 Non-profit / charity	PR projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



<b>H. DIRECT</b>	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)



<b>CS. CAMPAIGNS: SECTORS</b>	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
CS8Travel / Leisure	Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation
CS9 Media / Entertainment	Music, films, television, publications & media, books, news, digital platforms, other media
CS10 Non-profit/Charity	Campaigns regardless communication channels and budget where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)



<b>CT. CREATIVITY DRIVEN TRANSFORMATION</b>	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 Performance 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.





## 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



# MEDIA

<b>V. CHANNELS</b>	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 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)
<b>W. EXCELLENCE IN MEDIA</b>	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)

<b>M. MEDIA CAMPAIGN</b>	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 increase 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



<b>D. DIGITAL</b>	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, 360°, 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)



<b>G. MOBILE</b>	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 / 360° videos	Use of AR / VR / 360° videos in brand communications
G5 Activation by location / Voice activation	Use of geolocation for activation of mobile campaign / experience (GPS, Bluetooth, NFC, push notifications (e.g. iBeacon) etc). Use of voice assistants in mobile environment
G6 Advanced Learning Technologies	Mobile based intelligent technologies (AI, chat-bots, Face ID, cloud technologies etc)
G7 Mobile Tech and Innovations	Use of innovative mobile technologies in brand communications
G8 Non-profit / charity	All types of mobile projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)
<b>SI. SOCIAL &amp; INFLUENCER</b>	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)

<b>T. CREATIVE DATA</b>	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 Use of Real-time Data	Real-time created or used data providing dynamic content or continuous communication with consumer
T5 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
T6 Non-profit / charity	Creative Data projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

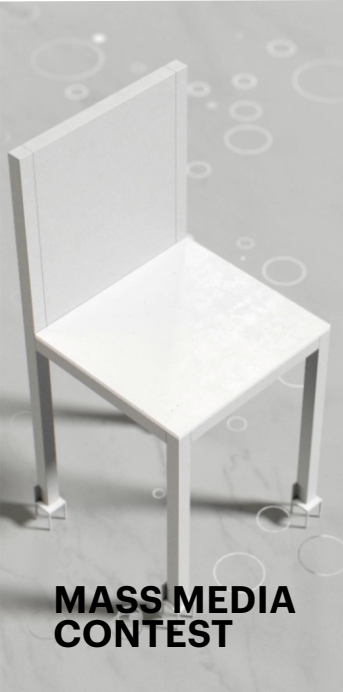
#### THE CRITERIA OF JUDGING:

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

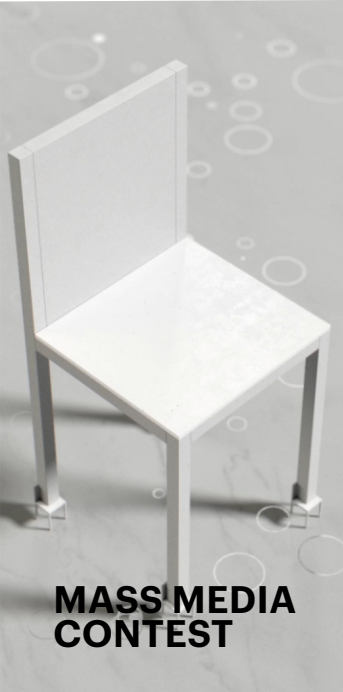
In the CREATIVE DATA category, the criteria are: strategy 30%, use of data 30%, innovation 20%, and results 20%.





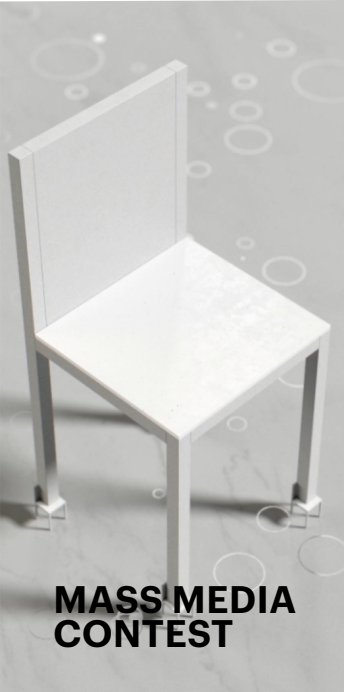
# MASS MEDIA CONTEST

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
L8 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



<b>MD. DIGITAL&amp;MOBILE</b>	
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

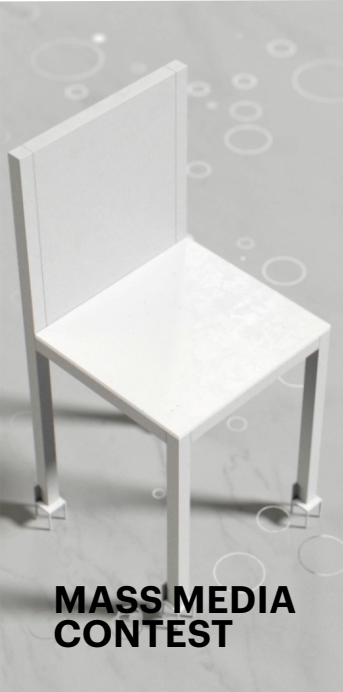
<b>MA. REACH</b>	
MA1 Brand Experience & Activation	The contest celebrates multipurpose brand communication through the use of promo activation, immersion into brand, retail, design experience and 360° customer engagement. Entries should demonstrate how customer journey, brand experience and optimisation 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



## **MK. INTEGRATED CAMPAIGNS**

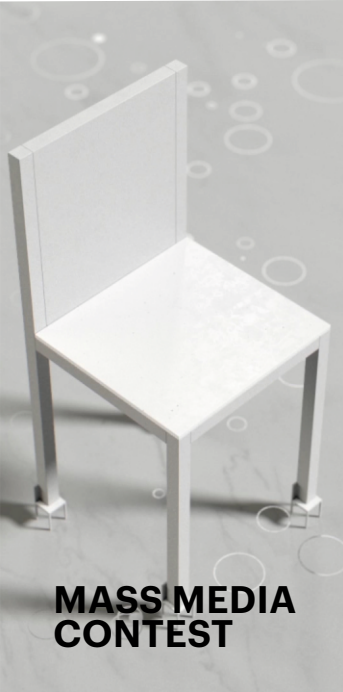
MK1 Omni-channel Campaign	Integrated ad campaign executed across multiple platforms, with creative use of several channels and communication tools, demonstrating how selected media add to each other
MK2 Brand Launch / Re-launch Campaign	Campaign created to launch or re-launch a brand on market
MK3 Brand 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

**MASS MEDIA  
CONTEST**



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

<b>SN. CHANGE FOR GOOD. NON-PROFIT, CHARITY, GOVERNMENT</b>	The contest celebrates creative that changes the world for the better
SN1 Health & Safety	Health and Safety Projects for/by non-profit organizations



## MASS MEDIA CONTEST

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

### 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



<b>J. FILM CRAFT</b>	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
<b>Y. PRINT&amp;OUTDOOR CRAFT</b>	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



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
<b>Z. EXCELLENCE IN RADIO &amp; AUDIO</b>	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

Criteria of judging is predominantly the execution

## FEES

Categories Creative / Branding / Media / Digital / Craft  
/ Marketing Services / MASS MEDIA CONTEST

since 20.01.2024 till 29.02.2024 **240€**

since 01.03.2024 till 31.03.2024 **260€**

since 01.04.2024 till 03.05.2024 **290€**

## DISCOUNTS

**30%**

— 3 and more entries in one series

**10%**

— 5 and more entries

**15%**

— 10 and more entries

**20%**

— 20 and more entries

Discounts indicated for the amount of entries and for series of entries are not summarized

### ALL PRICES REQUIRE TO ADD 20% VAT

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@adfest.by](mailto:info@adfest.by)



## FEES

### Category Marketing Effectiveness

since 20.01.2024 till 29.02.2024 **380€**

since 01.03.2024 till 31.03.2024 **410€**

since 01.04.2024 till 03.05.2024 **450€**

## DISCOUNTS

**30%**

— 3 and more entries in one series

**10%**

— 5 and more entries

**15%**

— 10 and more entries

**20%**

— 20 and more entries

Discounts indicated for the amount of entries and for series of entries are not summarized

### ALL PRICES REQUIRE TO ADD 20% VAT

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@adfest.by](mailto:info@adfest.by)

## ENTRY SUBMISSION

### BEFORE SUBMITTING AN ENTRY CHECK OUT THE CONTESTS AND ELIGIBILITY RULES

Entries eligible to participate in the Festival are entries created and implemented between January 1, 2023 and May 3, 2024 except for the entries that participated in White Square Festival before

### 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 PROCEED 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



# white square



## **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.

# white square

## CONTACTS

**For participation in the contests:**

[awards@whitesquare-festival.com](mailto:awards@whitesquare-festival.com)

**For partnership with mass media:**

[festival@whitesquare-festival.com](mailto:festival@whitesquare-festival.com)

[info@whitesquare-festival.com](mailto:info@whitesquare-festival.com)

**For documentary and payment:**

[info@whitesquare-festival.com](mailto:info@whitesquare-festival.com)

Telegram technical  
support -  
[@white\\_square\\_festival](https://t.me/white_square_festival)

