

- 1.** The competition is open to all film production companies, media consultancies photographers, design studios, local and multinational advertising agencies operating in, or producing advertising for, Europe and the EMEA region (Europe, Middle East & Africa). Only advertising and other forms of communication that have been approved by the advertiser and used, published or broadcast since July 1st, 2010 are eligible as entries. Work that does not meet these eligibility conditions will be disqualified.
- 2.** The official deadline for receipt of entries has been extended to October 25th, 2011.
- 3.** The purpose of the competition is to reward outstanding creativity. Entries will be judged on the originality of the creative ideas and on the quality of their execution. In the Craft and Imagery categories (cats. 36 to 39) only the quality of the execution will be taken into consideration.
- 4.** Category winners (gold) will receive crystal pyramid trophies, silver and bronze winners will receive special 25th anniversary crystal awards. All winners will also receive certificates. Both film and print winners will be named in categories 1 through 25. For the purpose of identifying winners a single award and certificate will be attributed to individual entries that form part of the same campaign.
- 5.** Four Epica d'Or (grand prix) will be chosen from the highest-scoring film, press, outdoor and interactive entries in each category, with the exception of category 10 (Public Interest). They will be attributed by majority vote of the entire jury after a process of progressive elimination.
- 6.** In the designation of category winners, judges will abstain from voting on entries from their own country. Their scores will be equal to the average of the other judges' scores. All jury members may vote for the four Epica d'Or.
- 7.** Pre-selection and final juries will be made up of representatives of the advertising trade press.
- 8.** The decision of the judges is final and awards may be withheld at the discretion of the jury or if no entry in a category achieves a score that qualifies it as a winner.
- 9.** Entries should be submitted online. Print entries must be provided as high resolution jpegs (300dpi/~24 cm). Film entries can be uploaded (mov, mp4) or sent in via Beam.tv. Radio entries must be uploaded in mp3 format and an English script must also be provided.
- 10.** Entrants may submit physical samples of Direct Marketing, Media Usage, Promotion and Design entries in addition to the images uploaded online. Samples must be sent to the Epica office in France with the appropriate entry numbers attached and will not be returned.
- 11.** Film entries in the product/service categories 1 to 25, and craft category 36, may not exceed 3 minutes. Optional video clips presented in categories 27 to 35 may not exceed 2 minutes (see rule 12). There are no time limits on films and video clips entered in categories 43 to 48 which will be judged online.
- 12.** All Direct Marketing, Media Usage, Branded Content, PR and Promotional entries (cats. 27 to 35) must first be explained on a single introductory presentation board (jpg), horizontal format. Additional images may be uploaded to illustrate each entry. Explanatory video clips may also be submitted in these categories

only. These should be uploaded as mov or mp4 files and must not exceed 2 minutes. The organisers cannot guarantee to present explanatory video clips that do not meet these requirements.

- 13.** All Interactive and Integrated Campaign entries (categories 43-48) will be judged online and must include a current URL address that the jury may visit.
- 14.** The organisers reserve the right to change the categories selected by entrants if they consider that the category chosen is incorrect or to ensure that all entries on a common theme are judged together.
- 15.** Each company taking part in the awards will pay a basic registration fee of €200.
- 16.** The fee for each entry is €270 (categories 1-47); this applies to each execution whether it is judged individually or as part of a campaign. The entry fee for multi-media Integrated Campaigns (category 48) is €500.
- 17.** Companies based in France will be charged French TVA (VAT) at 19,6%. Entries from all other countries are exempt from French TVA in application of articles 259 A-C of the CGI (French tax code).
- 18.** Entry fees must be paid by cheque or bank transfer (see bank details below). Cheques should be drawn on a bank in France and transfers should include all bank charges. Invoices are due for payment upon receipt, those that are not paid within 30 days will be subject to a late payment fee of 2% per month.
- 19.** By uploading and submitting entries to the competition online, entrants undertake to pay the corresponding registration and entry fees. All entries submitted to the competition will be judged, and the payment of fees will be due, unless the entries are withdrawn, in writing, before October 28th, 2011.
- 20.** Professional photographers may enter up to 3 ads in the Advertising Photography category free of charge (category 38 only). Their fee for each additional entry in this category is €100. Photographers must contact Epica directly before taking advantage of these conditions.
- 21.** All entrants authorise the organisers and other third-party companies to copy, scan, digitalise and otherwise duplicate their entries in whatever form and to use such material for exhibitions, screenings, publications, broadcasts, DVDs and on the Internet in order to promote the Epica awards and to propagate the results of the competition. Under no circumstances shall the organisers, or their authorised representatives, be held responsible for the payment of royalties or other charges in connection with the aforementioned activities. Each entrant agrees to hold the organisers, and/or their authorised representatives, harmless against any claims concerning the material in this respect.

Bank Details

Beneficiary:

Epica, 65 rue JJ Rousseau,
92150 Suresnes, France

Bank Name & Address:

HSBC, 35 rue de Sablonville,
92200 Neuilly sur Seine, France

IBAN: FR76 3005 6000 1500 1520 4408 126

BIC/Swift Address: CCFRFRPP

Technical Requirements

Film Entries & Video Presentations:

mov, mp4

Images:

jpg, 300dpi, cmyk, longest side aprox. 240mm

Radio:

mp3