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International Advertising and Marketing Festival

2022

ENTRY KIT

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International marketing and advertising White Square festival is one of the largest creative communications festivals in Europe, in which more than 1000 contest entries from 35 countries of the world take part annually.
The organizer of White Square festival is the Association of Communication and Marketing Agencies of Belarus (ACMA)

The Festival will be held on June 8-10

KEY DATES TO REMEMBER:

Deadline: April 28, 2022
Online Judging: June 1-3, 2022
Business program: June 8-10, 2022
Ceremony Awards: June 10, 2022

Festival venue:
Minsk Marriott Hotel

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REPRESENTATIVES OF MORE THAN 35 COUNTRIES OF THE WORLD TAKE PART IN WHITE SQUARE EVERY YEAR:

White Square will be held in 2022 for the 14th time. Over the years, the Festival has been recognized among market participants from more than 35 countries of the world for its high level of organization of the contest, the professionalism and expertise of the jury, the business program and the special atmosphere of the Festival

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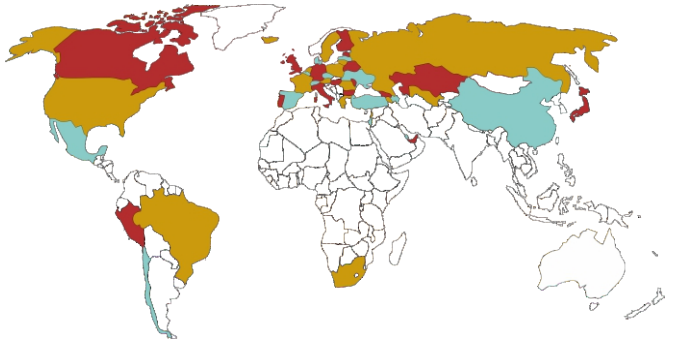
Global creativity ranking AdForum Business Creative Report

Global ranking TopFice

Baltic Agency Ranking

Creativity ranking of Estonian Marketing Association

Creativity ranking of Central Asia and Azerbaijan

Creativity ranking of Association of Communications and Marketing Agencies of Belarus

RANKINGS

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JURY

In 2022 White Square contest entries will be judged by seven main jury line-ups including the Grand Jury that will determine the Grand Prix of the Festival:

CREATIVE JURY
BRANDING JURY
MARKETING JURY
MEDIA JURY
DIGITAL JURY
MASS MEDIA JURY
GRAND JURY

White Square Jury is annually represented by 70+ persons with worldwide recognition in the industry due to professional achievements, competencies and awards. So, the Jury members of White Square 2021 have a total of 400+ Cannes Lions, experience in judging many of the most prestigious festivals in the world

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

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JUDGING PROCESS

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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CONTESTS

In 2022 the contest program of the Festival contains 32 categories:

CREATIVE
Contest includes both The contest includes both classic types of advertising communications (film, print, audio, outdoor) 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 main tool

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 execution

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

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CREATIVE

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
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.
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
Innovation in Film	Innovative use of the film medium to communicate a brand's message using any media channel
Film for Non-profit / Charity	Films where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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
Print	Print advertising including but not limited to posters, broadsheets, leaflets, catalogues etc
Publications	Original published media, including magazines, covers, books, created for commercial and non-commercial purposes, publications for digital platforms, including ebooks, online magazines etc
Innovation in Print	Non-traditional and innovative print using digital or interactive elements, including downloadable apps, QR codes, AR etc, and print ads using medium in innovative way

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CREATIVE

Print for non-profit / charity	Print advertising where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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
Radio & Streaming	Radio advertisement for the use of offline and online radio, creative audio content aired online or via mobile devices including podcasts etc
Innovation in Radio & Audio	Innovative use of radio as medium, progressive solutions in audio advertising, the implementation of which has directly influenced attraction of consumers' attention to the brand, including but not limited to use of apps, mobile and web technologies, systems of voice activations, native advertising, non-standard use of branded audio content (streaming, podcasts, sponsorship)

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
Billboards	Classic 2D billboards placed in standard spaces including roadsides, highways etc
Posters	Classic posters made for public spaces, including supermarkets, shopping malls, airports, etc
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)

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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
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
Brand Loyalty Campaign	Integrated ad campaign that enhances brand image and customer loyalty
Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
Selfpromo	Ad agencies, production studios, media resources self-promotion campaigns
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
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

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CREATIVE

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
Innovation in Outdoor	Creative and innovative use of out of home medium to communicate a brand's message, search of new ways of consumer engagement via interaction with the content of outdoor advertising, including ads with the use of 3D, dynamic, interactive elements, holographic images, drones, augmented reality, algorithms, artificial intelligence etc
Outdoor for non-profit / charity	Outdoor ads where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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.
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
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

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CREATIVE

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
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
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
Interactive branded content	Branded content created for online platforms with the use of interactive technologies (branded games, mobile apps, AR/VR, online videos etc)
Branded events	Branded events sponsored by a brand (sporting contests, festivals, presentations and etc)
Brand experience	Other types of branded communications and consumer engagement via entertaining, informational and other content
Brand Integration & Sponsorships/ Partnerships	Integration of a brand into existing entertainment, such as offline or online events or TV shows or other
Non-profit / charity	All types of branded content where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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.
TV & Other screens	Creative use of such media-channel as TV or all types of screens
Audio Platforms	Creative use of all types of audio platforms
Print/Outdoor	Creative use of print or outdoor advertising
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)
Events	Non-standard use of offline or online events for brand promotion.
Digital & Mobile Platforms	Creative use of digital & mobile platforms as a media-channel
Social Platforms	Creative use of social platforms as a media-channel
Non-profit/Charity	Use of any media channel within campaigns where the only customer / advertiser is non-profit organization

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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

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BRANDING

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
Creation of New Brand Identity	Creation of a new brand or corporate identity for any product, service or organisation
Rebrand / Refresh of an Existing Brand	Rebranding / refreshment of an existing corporate identity for any product, service or organisation
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
Promotional Item Design	Promotional Item Design including but not limited to corporate souvenirs and business gifts, promotional products and marketing accessories, clothing etc
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
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
Design Craft	Creation of original logo, font & typography, elements of corporate identity, illustration, animated images, craft made web-design etc

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BRANDING

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
Packaging of foodstuffs	All types of packaging for foodstuffs, non-alcohol and alcohol beverages
Packaging of non-food products	All types of packaging for non-food products (non-grocery FMCG, durable goods)
Innovation in Packaging	Innovative, non-standard packaging

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
Website design	Design of websites, microsites, landing pages etc.
App design	Design of mobile apps, games, mobile websites etc
Social Media Design	Design of social media pages, social media content etc.
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

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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
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)
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)
Brand Launch/ re-launch Campaign	Effective brand/trademark launch or relaunch campaigns
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

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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
Channel / Medium	Entries will be judged on how medium / location was used for consumer engagement within brand activation
Use of 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
Technology & Touchpoints	Entries will be judged on how creatively and effectively technologies and multiple touchpoints were used during brand activation
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
Strategy	Entries should be focused on strategic planning and execution of brand activation
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
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

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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
Sponsorship & Brand Partnership	In this nomination entries will be judged on how effective the partnership / sponsorship was
Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
Non-profit / charity	Brand experience & activation projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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
PR Practices & Technics	Entries will be judged based on selected PR practice & technique (lobbying, crisis communications, public relations, internal communications, sponsorship, brand partnership etc)
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.
Influencer	Entries will be judged on how effective attraction of influencers was within PR campaign (celebrities, bloggers, social activists etc)

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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
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
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
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
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
Real-time Response	PR activity of a brand or company in real time in response to current events, problem situations, world and local news
Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact
Non-profit / charity	PR projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

MARKETING SERVICES

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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
Channels	Entries will be judged on how successful a selected media channel was used as part of direct brand communication
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
Digital & Social	Entries will be judged on how successful digital and social mediums and technologies were used as part of direct brand communication
Strategy	Entries will be judged on how significant consumer response was caused by executed direct strategy
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
Breakthrough on a Budget	Strategic and creative use of low budget and/or limited resources for maximum impact using direct-communications
Non-profit / charity	Direct projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

MARKETING SERVICES

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MARKETING SERVICES

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
Food & Drink	All types of food products and drinks, including alcoholic and low alcohol drinks
Other FMCG	Beauty, cleaning products, animal feed, other household goods, other FMCG
Consumer Durables	Homewares, furniture and lighting, toys, fashion, home appliances, other durables
Automotive	Vehicles, gas stations, vehicles's service and sales
Healthcare	Pharma, wellness. and others
Retail, e-commerce	Retail, eCommerce, restaurants, fast food
Consumer Service & B2B	All types of commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications
Travel / Leisure	Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation
Media / Entertainment	Music, films, television, publications & media, books, news, digital platforms, other media
Non-profit/Charity	Campaigns regardless communication channels and budget where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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INNOVATIONS	The contest celebrates all types of innovative, non-standard, free-format, outstanding brand communications
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

MARKETING SERVICES

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MEDIA

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
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)
Audio Platforms	Use of audio platforms (radio, podcasts and other audio technologies) as the main channel of media campaign
Print / Outdoor	Use of print / outdoor advertising as the main channel of media campaign
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
Events	Use of events (festivals, concert shows, sporting events, large-scale and small-scale performances etc) as the main channel of media campaign
Digital Platforms	Entries should be based on usage of online platforms (websites, microsites, games, promo pages, apps etc)
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
Social Platforms	Campaigns using social platforms as the main channel of communications with the audience (social networks, blogs, wikis, video-sharing sites, hosting services etc)
Technology	Use of technologies (AR, VR etc) as a key factor of effective communication with the audience

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MEDIA

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
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)

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
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
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
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.
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

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MEDIA

Use of Programmatic	Media campaigns in which the use of programmatic technologies has played a crucial role in successful implementation of communications
Non-profit / charity	Excellence in Media for projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

MEDIA CAMPAIGN	The contest celebrates campaigns using different types of offline and online media for implementation of creative communications
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
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
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
Non-profit / charity	Media campaign where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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

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DIGITAL

DIGITAL	The contest celebrates communications using technologies as an integral component of creative idea and digital as necessary medium for its execution.
Websites	Corporate websites, microsites, promo pages, online stores, landing pages etc.
Interactive projects	Interactive videos and other types of interactive digital projects
Pre-rolls	Video pre-rolls
Web banners	Interactive and static web banners, ad messages for search & context advertising
Digital Campaign	Campaign executed mostly in digital medium and containing several online components. Offline media are allowed but online remains the core.
Native Advertising	Digital advertising created in a format, unique and native for concrete media
Branded tech and innovations	Brand communications using innovative digital technologies (new realities, 360°, artificial intelligence, Advanced Learning Technologies etc)
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
Non-profit / charity	All types of digital projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)

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DIGITAL

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
Mobile websites	Mobile websites
Apps	Corporate mobile apps, advertising apps
Games	Branded games, games created with aim of brand promotion
AR / VR / 360º videos	Use of AR / VR / 360º videos in brand communications
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
Advanced Learning Technologies	Mobile based intelligent technologies (AI, chat-bots, Face ID, cloud technologies etc)
Mobile Tech and Innovations	Use of innovative mobile technologies in brand communications
Non-profit / charity	All types of mobile projects where the only customer / advertiser is non-profit organization (charitable foundation, government department, public organization)
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
Social Campaigns	Campaigns in which social networks and platforms were the main communication channel

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Co-creation & Users Generated Content	Brand activity on social networks aimed at engaging the brand, collaborating with the brand, creating UGC.
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
Influencer Campaign	Campaigns, the main element of communication in which was interaction with an influencer, celebrity, brand ambassador
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
Social Business & Commerce	Projects which harness social media and social platforms for e-Commerce and mCommerce to drive business results
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)

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
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

DIGITAL

Data driven Targeting	Creative use or interpretation of data to provide effective targeting
Data storytelling	Campaigns in which data has contributed into creation of successful interactive brand/consumer stories
Use of Real-time Data	Real-time created or used data providing dynamic content or continuous communication with consumer
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
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%.

DIGITAL

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MASS MEDIA CONTEST

COMMUNICATION	
Film	All types of video advertising. Entries should demonstrate an excellent creative solution and execution intended for screens (TV, cinema, online, outdoor)
Print&Outdoor	All types of print & outdoor advertising
Radio&Audio	All types of audio-content. Entries demonstrate idea aimed to deliver a brand message via audio content
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
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
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

DIGITAL & MOBILE	
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

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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
Digital & Mobile Campaign	Campaign executed mostly in digital and mobile medium
Social & Influencer Campaign	Social media communications, celebrity and influencer campaigns

REACH	
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
PR	Brand communication using all types of PR technologies and solutions
Direct	Targeted response-driven creative communications, direct-communications with customers
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

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INTEGRATED CAMPAIGNS	
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
Brand Launch / Re-launch Campaign	Campaign created to launch or re-launch a brand on market
Brand Loyalty Campaign	Integrated ad campaign that enhances brand image and customer loyalty
Breakthrough on a Budget	Low budget campaigns. Small budget criteria can be determined by the participant
Selfpromo	Ad agencies, production studios, media resources self-promotion campaigns
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

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MASS MEDIA CONTEST

CHANGE FOR GOOD. BRANDS	The contest celebrates creative that changes the world for the better
Health & Safety	Health and Safety Projects for/by commercial brands
Environment	Campaigns to preserve and protect the environment made by commercial brands/companies
Gender Equality	Projects made by commercial brands aimed at non-admission of gender discrimination, at achievement of gender equality and empowerment of all
Social Projects	Commercial brand projects to protect the rights of children, homeless people, race relations, animal cruelty, etc.
Prosperity	Brand projects aimed at economic growth, prosperity, the development of a particular industry, the development of education etc.
COVID-19 Communications	Brand projects aimed at helping to overcome the consequences of COVID-19, vaccination of the population
Other Projects	All other types of social projects implemented by commercial brands that are not included in the listed categories

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

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Environment	Campaigns to preserve and protect the environment made by/for non-profit companies, funds, governmental organizations
Gender Equality	Projects made by non-profit organizations aimed at non-admission of gender discrimination, at achievement of gender equality and empowerment of all
Social Projects	Projects of non-profit organizations to protect the rights of children, homeless people, race relations, animal cruelty, etc.
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.
COVID-19 Communications	Projects of non-profit organizations aimed at helping to overcome the consequences of COVID-19, vaccination of the population
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

MASS MEDIA CONTEST

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CRAFT

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
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
Script	The film's script, as written, including how successfully the script delivers on the creative idea and supports the final execution
Art Direction	The aesthetic of the production design / art direction
Cinematography	The quality and effect of the cinematography
Editing	The technical and creative success of the edit
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
Animation	The use and aesthetic of animation in film
Visual effects	The creation of film environments and other visual effects

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
Typography	Entries in this category will focus on how design aesthetics and storytelling are conveyed through the use of typography
Art Direction	Entries in these categories will focus on the overall design, direction and visual execution

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

EXCELLENCE IN RADIO & AUDIO	Craft in radio and audio content execution. Criteria of judging is predominantly the execution
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

CRAFT

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FEES

Creative / Branding / Marketing Services / Media / Digital / Craft / K. INTEGRATED / MASS MEDIA CONTEST	Marketing Effectiveness
175 since 17.12.2021 till 18.01.2022	**340** since 17.12.2021 till 18.01.2022
195 since 19.01.2022 till 28.02.2022	**355** since 19.01.2022 till 28.02.2022
215 since 31.03.2022 till 15.04.2022	**405** since 01.03.2022 till 31.03.2022
230 since 01.04.2022 till 28.04.2022	**450** since 01.04.2022 till 28.04.2022

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 ARE IN **EURO** AND 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 Belarusian rubles, Russian rubles, Ukrainian hryvnas, EURO, USD
Regarding contracts and payments please contact us via info@adfest.by

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SIMPLE GUIDE OF 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, 2021 and April 28, 2022 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 «Display on the website» option to show your entry on «Entries» page. 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

DONE!

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

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WINNERS OF THE FESTIVAL IN MASS MEDIA

**Agencies and prize-winners
get wide promotion each year
in the industrial media
in more than 35 countries
around the world**

Over 50 publications in mass
media of Belarus, Russia, Ukraine, Germany, France,
Sweden, Italy, Kazahstan, Georgia, Lithuania, Latvia,
Poland, Estonia, Spain, China, Portugal, Romania, UAE,
Bolgaria and other allows to attract the attention
of the international community, including
advertisers, to the projects of the agencies

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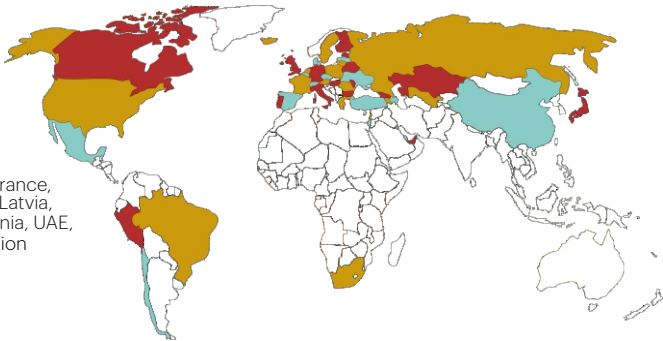
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