

MANUAL

Apply to this year's BalCannes and compete in Cannes!

Applications are open for BalCannes, the competition that offers you a unique opportunity to present your work to clients from eight countries in the region and showcase your best projects. All 25 BalCannes winners will win awards and some will also receive special jury awards, the BalCannes Lions. On top of that, the Best BalCannes Agency will compete in the Cannes Lions 2019 competition!

The winners will be chosen by a jury comprising 25 representatives of clients, agencies and journalists from several countries in the region. Since the best results on the market are achieved through a synergy of clients, agencies and media, we expect the panel comprising experienced professionals to choose the very best among the BalCannes entries.

BalCannes is also the only competition that gives you the chance to learn first-hand how each of the three components of the jury - the clients, the agencies and the media - think about your projects.

Apply with small projects or large campaigns, domestic projects or projects designed for foreign markets, as BalCannes has awards for the Best Foreign Market Project and the Best Regional Market Project. Perhaps your project will be the one to grab a Cannes Lion after BalCannes!

Applications are open until 1 September 2018. More information about the application and the selection process is given below.

WHY APPLY?

- **Present yourself to clients**
Over the years, regional agency directors, creative professionals and other participants have recognised BalCannes as the platform that gives agencies a chance to present themselves to a large number of advertisers, potential clients and media.
- **Grab the Cannes Lion**
The Best BalCannes Agency will get a chance to compete at the Cannes Lions 2019, the top international creativity festival.
- **Be one of the best agencies in the region**
Over the years, BalCannes has become the place where representatives of the whole industry in the region award your business, as well as a project that promotes the specificities of the market and its consumers at regional level.
- **Find out how the clients, the agencies and the media see your projects**
The unique BalCannes concept makes it the only place that gives you access to separate opinions of different representatives of the industry: clients, agencies and journalists.

- **Be featured in the BalCannes Yellow Pages**

All submitted projects are featured in the BalCannes Yellow Pages, an online database of advertising agencies that serves as a useful tool for advertisers looking for new business partners throughout the year.

APPLICATION PROCESS

Applications are now open to all interested agencies from the region on www.balcannes.com. All projects should be submitted in the form of video summaries of up to three (3) minutes in length (format: mp4 video file, min. resolution 1280 x 720, max. 170 MB), featuring creative materials and a brief description of project challenges and market context, as well as solutions chosen and results achieved. When submitting their projects online, the agencies should upload each project's main visual which the organisers will be able to use for promotional purposes should a project be selected for final consideration. Furthermore, each entry should state the main partners that have contributed to its quality, including the name of the client's company as well as primary and possible secondary agencies, individual recognition, and all the authors who have contributed most to the success of the campaign, who will be listed in BalCannes' Yellow Pages.

Eligible for submission are projects that ran in the period between 1 May 2017 and 1 September 2018 (it is essential that the projects were shown/advertised, even if only partly, during the period in question). The application process will remain open until 1 September 2018. All entries may be submitted in either the language of the applicant's origin or in English. Subtitles may be used where appropriate.

To allow you to submit as many projects as possible and be as competitive as possible, we are offering 4+1 and 7+3 deals. This means that you get to submit one extra project for free after submitting four projects and three extra projects for free after you have submitted seven projects.

All types of projects are eligible: small projects or large campaigns that were run more than once by one or more different medium, in one or more countries. Only those projects that the clients have approved and used, as well as implemented and made public, during the qualifying period may apply to BalCannes. By submitting a project, the applicant confirms that all requirements from this Manual have been met. Projects that have already competed in BalCannes are no longer eligible for submission.

The submitted projects will not be divided by submission categories and they have no effect on the scoring and judging. By way of exception, the applicant must specify in the online form whether the project was created for the foreign market or implemented in a minimum of three markets in the region. Only then can the projects compete for the Best Foreign Market Project Award or the Best Regional Market Project Award. Projects that were primarily created and implemented in a foreign market outside of the BalCannes region may compete for the Best Foreign Market Project Award, and projects implemented in a minimum of three markets in the region, so that they unequivocally represent real market activity based on business interests of the client/buyer in terms of format and quantity, may compete for the Best Regional Market Project Award. The organiser reserves the right to re-categorise the submitted projects.

SELECTION PROCESS AND JURY

The top 25 regional projects at BalCannes this year will be chosen by 25 jury members, including representatives of clients (10), agencies (10) and journalists covering the industry (5). Agencies or agency networks, client companies and media may only be represented by one person in the jury. To ensure fair selection, panel members will not be able to vote for submitted projects from their own countries of origin. In addition, selection will be performed online.

Scores from 1 to 10 will be given to the submitted projects based on three basic criteria:

- 1. Originality of the creative idea**
- 2. Quality of its execution**
- 3. Market relevance (results, market success)**

At the conclusion of the online scoring process, the organiser calculates the total scores for all projects and rounds them to two decimal places. The top scoring 25 projects will receive BalCannes Awards and will be shortlisted as the top 25 projects in the region, and will be showcased as a part of the Weekend Media Festival programme through 5-minute agency presentations during festival prime time.

To ensure equal representation of applicants, a maximum of three projects from the same agency will be allowed among 25 shortlisted projects. Should there be four or more projects from the same agency, the extra projects will not be featured among the top 25, and the following highest-ranked projects will have priority.

The applicants will be informed about making the BalCannes top 25 projects shortlist at the conclusion of the online scoring process, and by September 18, 2018 at the latest. BalCannes laureates will be announced at the Weekend Media Festival on September 21, 2018.

SCORING

In determining the Best BalCannes Agency, the number of points given to the top 25 projects will be taken into account, before the application of the rule governing the maximum number of 3 projects from the same agency. By way of exception, the selection for the Best Foreign Market Project and the Best Regional Market Project takes into account the projects with the highest scores which made the top 25 selection before or after the application of the maximum three projects from the same agency rule. This also means that these two awards may or may not be given if none of the projects created for a regional or foreign market make it among the top 25.

The Special Jury of Clients Award is presented to the project that receives the highest score from representatives of clients in the jury. The laureates of the Special Jury of Agencies Award and the Special Jury of Journalists Award are chosen in the same way. Even though the final selection of the top 25 projects is based on the total score from all juries, it will be interesting to see separate top 25 lists based on the selection of each of the three juries (clients, agencies, journalists) before the application of the rule limiting the number of projects to three, which will be published on the BalCannes website.

As in previous years, every member of the jury will score all of the submitted projects, except the projects created in the member's country of origin and projects in which the member has a vested interest or to which he is otherwise connected. The jury of agencies will be exempted from scoring projects submitted by their own agencies from different countries.

If one of the submitted projects does not comply with the BalCannes Manual, a member of the jury may propose disqualification of the project to the organiser, and then proceed to score the project in question. On conclusion of the scoring process, the organiser will decide on the possible disqualification by checking if the application meets the conditions of BalCannes entries.

AWARDS

The jury of BalCannes selects a total of 25 best regional projects and, in accordance with the voting results, the following awards will be presented at BalCannes:

- 1. Best BalCannes Agency**
Awarded to the agency with the highest score from the projects that entered the top 25 in the second round of the selection process, prior to the application of the maximum three projects rule.
- 2. Best BalCannes Project**
Awarded to the project with the highest score.
- 3. Special Jury of Clients Award**
Awarded to the best project based on the opinion of the jury of clients. The award is given to the project which scores the highest average score during the selection of the top 25 projects based on the score of the jury of clients.
- 4. Special Jury of Agencies Award**
Awarded to the best project based on the opinion of the jury of agencies. Awarded to the project with the highest average score during the selection of the top 25 projects based on the score of the jury of agencies.
- 5. Special Jury of Journalists Award**
Awarded to the best project based on the opinion of the jury of journalists covering the industry. Awarded to the project with the highest average score in the selection of the top 25 projects by the jury of journalists.
- 6. Best Foreign Market Project**
Awarded to the project with the highest score among the top 25 that was primarily created and delivered in foreign markets outside the BalCannes region.
- 7. Best Regional Project**
Awarded to the best regional project shortlisted in the top 25 with the best total result that was delivered in at least three markets of the region so that, in accordance with industry criteria, in its format and quantity, it unequivocally represents real market activity based on business interests of the client/buyer.

All BalCannes laureates will receive one statue per award (the same project may receive more than one award). Special awards will be presented to the projects shortlisted in the top 25 that were chosen by the entire jury.

BalCannes organizer will cover the cost of submitting one project to the Cannes Lions 2019 for the BalCannes Best Agency laureate, provided that the project fits the Cannes Lions 2019 qualification period and its rules, available on www.canneslions.com. The applicant will prepare the application to Cannes Lions 2019 of its project that scored the best in BalCannes (if it's applicable to Cannes) and the BalCannes organizer will cover the cost. The application cost will not include the registration fee for the Cannes Lions Festival and travel and accommodation expenses.

PAYMENT

After filling out the online form, which requires details on the contact person and company paying the entry fee, a pro forma invoice will be sent to the e-mail stated in the application form. In order for the project to be accepted in the competition, the said invoice has to be paid by the due date (September 11, 2018).

For the members of HURA, SOZ, IAA, UEPS, AMAC, MAAM and DSOJ, the submission fee totals HRK 999 (approx. EUR 135) + VAT (25%) per project; for all others, the fee amounts to HRK 1,125 (approx. EUR 152) + VAT (25%).

Special offer 4+1 and 7+3: After the first four projects have been submitted by the same agency, the fifth project may be submitted free of charge, and after seven projects have been submitted by the same agency, the agency may submit three additional projects free of charge.

Additional copies of main awards (Lions) may be ordered after the festival at the price of HRK 1,999 (approx. EUR 270) + VAT (25%). Additional copies of top 25 awards may be ordered at the price of HRK 699 (approx. EUR 950) + VAT (25%). Delivery costs for additional copies are not included in the price and will be covered by the buyer.

A special discounted registration fee for the Weekend Media Festival amounting to HRK 2,200 + VAT is available to all BalCannes applicants (the registration fee is not included in the BalCannes' entry fee).

TERMS OF PARTICIPATION

BalCannes accepts all market communication entries, provided they comply with the following descriptions and requirements:

- Creative products by companies registered in the territories of Albania, Bosnia and Herzegovina, Montenegro, Croatia, Kosovo, Macedonia, Slovenia or Serbia, and commissioned by clients
- Run more than once by one or more different media outlets, in one or more countries, in the period between 1 May 2017 and 1 September 2018, so that, in accordance with industry criteria, in its format and quantity, it unequivocally represents real market activity based on business interests of the client/buyer
- Submitted to BalCannes with the clients' prior consent
- Submitted in the form of a video summary of up to 3 minutes in length (format: mp4 video file, min. resolution 1280 x 720, max. 170 MB)
- Properly presented in the form of a video summary that consists of creative materials, a brief overview of project challenges and market context as well as solutions and results

achieved

- Submitted in either the language of the applicant's origin or in English, with subtitles where appropriate
- Submitted to BalCannes by September 1, 2018
- Organiser received payments in line with the valid price list by the required deadline (September 11, 2018)
- Projects for which there are relevant copyrights and which respect codes in line with the laws and regulations of the country of origin

By submitting applications to BalCannes, the agency confirms that it has obtained the client's consent for submission and that the project meets the conditions of the submission, and is in full compliance with the Manual of BalCannes. Once submitted, applications are considered final and the information stated therein may not be amended at a later stage. The organisers are given permission to publish the projects submitted to BalCannes in their original form for any requirements regarding the project. All contacts and information provided during the submission process will be used exclusively to forward any relevant project-related information to the authors. In the case of any breach of the Terms of Participation, the projects concerned will be immediately excluded from further competition. Furthermore, in the case of extreme breaches of the Terms of Participation, the entries concerned can be suspended until further notice, with the information about the breach and suspension forwarded to the public.

By applying to the BalCannes competition with its project, the applicant provides the organiser with consent to collect video materials and personal data, including name and surname, e-mail address, company name, address and telephone, by which the applicant is directly identifiable. The data in question will be collected and processed solely for the purposes related to the realisation of BalCannes.

Should you have any questions or dilemmas regarding the handling of data and the exercising of rights provided by the General Data Protection Regulation (GDPR), feel free to contact us on info@balcannes.com.

CONTACT AND FURTHER INFORMATION

BalCannes is organised by HURA (Croatian Association of Communications Agencies) and Weekend Media Festival.

For more information about BalCannes, please visit www.balcannes.com or contact us by phone +385 1 581 00 33 or e-mail info@balcannes.com.