

SPECIAL AWARDS

BACK TO CONTENT

ADFEST 2018 SPECIAL AWARDS INCLUDE:

- Network of the Year
- Agency of the Year
- Independent Agency of the Year
- Digital Agency of the Year
- Direct & Promo Agency of the Year
- Production Company of the Year
- Advertiser of the Year

Each entrant's inputs in marked fields of the online submission will be taken as final to count toward the scoring of these Special Awards. Please **make sure the spelling (even spacing) of what you enter in the online submission is accurate and consistent to ensure all your well-deserved points are awarded.** ADFEST is not responsible for unallocated scores due to typo mistakes or name inconsistencies done on the entrant's part. Credit revisions can only be made until **16th February 2018** and must be done in writing to Nat@ADFEST.com.

NETWORK OF THE YEAR

This award is given to the Network (own whole or majority stake in the company) that earned the highest score calculated from the credit entered in **"Network"** (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

Note: Holding Company CANNOT be entered as Network!

- Branded Content Lotus
- Design Lotus
- Direct Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Integrated Lotus
- Interactive Lotus
- Mobile Lotus
- Outdoor Lotus
- Press Lotus
- Print Craft Lotus
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching/Image Manipulation
 - Best Use of Computer Generated Imagery (CGI)
- Promo Lotus
- Radio Lotus
- Media Lotus
- Lotus Roots sub-category in the above Lotus categories

ADFEST
2018

ENTRY SUBMISSION DEADLINE:
Remote Categories: Friday 12 January 2018
Other Categories: Friday 19 January 2018

TRANSFORM

AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **“Agency”** (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Branded Content Lotus
- Design Lotus
- Direct Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Integrated Lotus
- Interactive Lotus
- Mobile Lotus
- Outdoor Lotus
- Press Lotus
- Print Craft Lotus
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching/Image Manipulation
 - Best Use of Computer Generated Imagery (CGI)
- Promo Lotus
- Radio Lotus
- Media Lotus
- Lotus Roots sub-category in the above Lotus categories

INDEPENDENT AGENCY OF THE YEAR

This award is given to the Independent Agency that earned the highest score calculated from the credit entered in **“Agency”** and declared itself as an Independent Agency (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Branded Content Lotus
- Design Lotus
- Direct Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Integrated Lotus
- Interactive Lotus
- Mobile Lotus
- Outdoor Lotus
- Press Lotus
- Print Craft Lotus
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching/Image Manipulation
 - Best Use of Computer Generated Imagery (CGI)
- Promo Lotus
- Radio Lotus
- Media Lotus
- Lotus Roots sub-category in the above Lotus categories

DIGITAL AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in “Agency” (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Interactive Film (F27 under Film Lotus)
- Interactive Lotus
- Mobile Lotus
- Lotus Roots sub-category in the above Lotus categories

DIRECT & PROMO AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in “Agency” (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Direct Lotus
- Promo Lotus
- Lotus Roots sub-category in the above Lotus categories

PRODUCTION COMPANY OF THE YEAR

The ADFEST Production Company of the Year is awarded for excellence in craftsmanship. This award is given to the production company that earned the highest score calculated from the credit entered in “Film Production Company”, “Print Production Company”, “Post-Production Company”, “Special Effects Company” and “Sound Production Company” (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

Note: A given production company will only be counted ONCE for a particular entry. That is, if the same production company is entered under Production Company, Post-Production Company, Special Effects Company, and Sound Production Company, that company will only be awarded the once for that entry.

- Film Craft Lotus
- New Director Lotus
- Print Craft Lotus
 - Photography
 - Illustration
 - Typography
 - Retouching/Image Manipulation
 - Computer Generated Imagery (CGI)
 - Production Design/Styling
- Lotus Roots sub-category in the above Lotus categories

ADVERTISER OF THE YEAR

This award is given to the Advertiser that earned the highest score calculated from the credit entered in “Advertiser” (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Branded Content Lotus
- Design Lotus
- Direct Lotus
- Effective Lotus
- Film Lotus
- INNOVA Lotus
- Integrated Lotus
- Interactive Lotus
- Mobile Lotus
- Outdoor Lotus
- Press Lotus
- Print Craft Lotus
 - Best Use of Photography/DI
 - Best Use of Illustration
 - Best Use of Typography
 - Art Direction
 - Best Use of Retouching/Image Manipulation
 - Best Use of Computer Generated Imagery (CGI)
- Promo Lotus
- Radio Lotus
- Media Lotus
- Lotus Roots sub-category in the above Lotus categories

GRANDE FOR HUMANITY

The Grande for Humanity, which will be judged by the panel comprising of all the Jury Presidents, is an award recognizing excellence, where **Corporate Social Responsibility** or **Public Services & Cause Appeals* Gold winners** from the following Lotus categories:

- Design Lotus
- Direct Lotus
- Film Lotus
- Interactive Lotus
- Media Lotus
- Mobile Lotus
- Outdoor Lotus
- Press Lotus
- Promo Lotus
- Radio Lotus

and **Corporate Social Responsibility** or **Public Services & Cause Appeals* winners** of:

- Branded Content Lotus
- Effective Lotus
- INNOVA Lotus
- Integrated Lotus

are eligible for Grande for Humanity (but not for Grande in their respective Lotus categories).

* ADFEST Organizer reserves the right to determine the entries eligible to compete in the Grande for Humanity including but not limited to corporate social responsibility campaigns, anti-smoking, anti-drugs & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, unions & associations, environmental awareness, human rights awareness, animal rights, government & forces recruitment, state education, racial, ethnic & disability awareness, gender equality, abuse, charities, volunteers & donation appeals, NGOs. Such works do not have to be by or for Public Services organizations or NGOs, but the main determinant of its eligibility lies in the messages or causes of the work itself.

TALLING THE SCORES

ALL LOTUS CATEGORIES

(Except Branded Content Lotus/Effective Lotus/Integrated Lotus/INNOVA Lotus/Lotus Roots)

| | |
|----------|-----------|
| FINALIST | 1 POINT |
| BRONZE | 3 POINTS |
| SILVER | 5 POINTS |
| GOLD | 7 POINTS |
| GRANDE | 10 POINTS |

BRANDED CONTENT LOTUS/EFFECTIVE LOTUS/INTEGRATED LOTUS/INNOVA LOTUS/ LOTUS ROOTS/GRANDE FOR HUMANITY

| | |
|--|-----------|
| FINALIST | 5 POINTS |
| BRANDED CONTENT LOTUS/EFFECTIVE LOTUS/INTEGRATED LOTUS/ INNOVA LOTUS/LOTUS ROOTS | 10 POINTS |
| GRANDE | 15 POINTS |

Note: If award winners are not present at the Award Presentation, ADFEST Lotus Awards will be sent to the local agency network representative or directly to the winners at the agency's own expenses.

SINGLE/CAMPAIGN SCORING

There are no campaign entries, so works in a campaign must be entered as singles. However, during judging, juries may group single entries into a campaign. In which case, the scoring for the campaign will be scored from the point for that award plus additional campaign point (1 point each).

For example, a Silver campaign comprising of 3 single entries will be awarded 7 points: that is, 5 points for the Silver win, plus 2 campaign points. A Gold campaign winner with 4 single entries will be awarded a total of 10 points: 7 points for the Gold win plus 3 campaign points, and so on.

MULTIPLE AGENCIES/NETWORKS

If a work or campaign constitutes work(s) from multiple agencies and networks, the scores of the winning work will be allocated proportionately.

Example 1: An entry that is the collaboration between Agency A (Network 1) & Agency B (Network 2) wins Gold (7 points).

| | | | |
|----------|------------|-----------|------------|
| Agency A | 3.5 points | Network 1 | 3.5 points |
| Agency B | 3.5 points | Network 2 | 3.5 points |

Example 2: A campaign entry grouped from 3 single entries wins Grande of Film Lotus (10 points), where:

| | | |
|-----------------|----------|-----------|
| Single Entry 1: | Agency X | Network α |
| Single Entry 2: | Agency Y | Network α |
| Single Entry 3: | Agency Z | Network β |

The points will be awarded as follow:

| | |
|------------------------------|------------------|
| Agency X, Agency Y, Agency Z | 3.33 points each |
| Network α | 6.66 points |
| Network β | 3.33 points |