EPICA AWARDS
SRI LANKA

THE CREATIVE PRIZE JUDGED BY JOURNALISTS

ENTRY KIT 2019

THE EPICA AWARDS

Epica is unique in the crowded awards sector as it is the only global creative prize judged by journalists from the marketing and communications press.
Epica's aim is to reward outstanding creativity and help agencies, production companies, media consultancies, advertisers, photographers and design studios to develop their reputations beyond their national borders.
Entering Epica allows your work to be judged by an independent jury whose members combine objectivity with expertise. More than 200 specialist journalists from trade as well as mainstream titles and websites from over 50 countries will be represented on the jury this year, which guarantees widespread coverage of the results.

CATEGORIES

The awards encompass all main communications disciplines: TV, Print, Digital, Mobile, VR, Social, Radio, Promotions, Direct & Experiential Marketing, Media, Business-to-Business, Corporate Image, Public Relations, Film Craft, Print Craft, Branded Entertainment, Design, Packaging, Photography and Integrated Campaigns.

AWARDS

All Grand Prix and category winners (gold, silver and bronze) will receive Epica crystal pyramids and certificates.

JUDGING CRITERIA

Epica Awards Sri Lanka entries are judged on the basis of 2 criteria only: the originality of the creative idea and the quality of its execution (except in the Craft & Imagery categories where only executional quality is taken into consideration).
The Epica Awards Sri Lanka results are determined by category. The highest scoring entry in each category wins gold, on condition that the work surpasses a minimum score that qualifies it as a category winner. Other entries in each category that achieve this score win silver or bronze. When no entry meets the standard, there are no winners in the category.
Six grand prix will be awarded to the best overall film, print, alternative, digital, PR and design entries. These will be selected from all the category winners. An additional Responsibility Grand Prix will be awarded among the highest scoring public interest entries

ELIGIBILITY

The Epica Sri Lanka awards are open to all communication agencies, film production companies, advertisers, media consultancies, web agencies, PR specialists, photographers and design studios. Only work that has been approved by clients and used, published or broadcast since 1st January 2018 - 31st December 2019 is eligible to enter. Work that does not meet these conditions will be disqualified in order to preserve the integrity of the competition and to ensure that all genuine entries have a fair chance of success.

KEY DATES

- Eligibility period - 1st January 2018 - 31st December 2019
- Submissions of entries - 16th December 2019 - 26th January 2020
- Online judging - 1st Feb 2020 - 17th Feb 2020
- Judging of shortlists - 4th March 2020
- Creative sessions day one 5th March 2020
- Creative sessions day two 6th March 2020
- Awards show and after party 6th March 2020 7.30pm onwords

CATEGORIES

INDUSTRY SPECIFIC

1. Food

All savory foods, including fast-food products, pasta, eggs, meats, oils, sauces, butter, cheese, natural yoghurt, pet foods etc.

2. Confectionery & Snacks

Chocolates, sugar confectionery, jams, desserts, nuts, biscuits, salted snacks, gums etc.

3. Non-alcoholic Drinks

Soft drinks, fruit juices, tea, coffee, mineral water and milk-based drinks.

4. Health & Beauty

Optical, medical and dental services, toothpastes, condoms, toiletries, tissues, soaps, diapers, shaving products, perfumes, cosmetics, deodorants, hearing aids, hair care and solar protection products, beauty institutes, spas, bath and shower additives etc.

5. Prescription and OTC Products

Advertising for pharmaceutical and related products and services aimed at the general public or at the medical profession.

6. Fashion, Footwear & Personal Accessories

Including sportswear, swimwear, lingerie, shoes, socks, stockings, hats, gloves, eyewear, writing instruments, wrist watches, jewellery, luggage, hand bags and other portable accessories.

7. Luxury & Premium Brands

Luxury fashion and accessories, artisanal and custom-made products, furnishing and housewares, tailoring, jewellery, premium cosmetic products, upscale hotels and resorts, elite travel experiences, value-added services, high status technology, luxury automobiles and other automotive, private aircraft, yachts and motorboats.

8. Household Maintenance

Paints, detergents, household cleaning products, air fresheners, insecticides, gardening equipment, plant foods, batteries, adhesives, food containers etc.

9. Homes, Furnishings & Appliances

Property, furniture, floor coverings, domestic appliances, kitchenware, televisions, home cinema, security systems, solar heating and all public utilities providing water, gas, electricity etc.

10.Personal Electronics & Devices

Computers and laptops, phones, tablets, media players, smart watches and wearable technology.

11.Automotive

All vehicles Including SUVs and people carriers, trucks, vans, motorcycles, ambulances and other service vehicles. Tyres, petrol, oil, spare parts and accessories, in-car entertainment, GPS etc.

12.Communication & Public Services

Telecoms service providers, broadband, postal and courier services, yellow pages, directory enquiries, schools, search engines, energy and utility providers. (See category 18 for individual television channels and programs.)

13.Transport & Tourism

Airlines, railways, car rentals, cruises, tour operators, tourist boards, hotels, resorts, driving schools, and all forms of public transport.

14.Restaurants, Bars & Cafés

Advertising and promotions for independent or chain restaurants, fast food services, bars and cafés.

15. Retail Services

Supermarkets, department stores, independant or chain stores and Internet shopping.

16. Financial Services

Banks, insurance, credit cards, pension plans, investments and related online services etc.

17.Online & Mobile services

Advertisement for services found and made possible by web and mobile environment. Web dating, food delivery, housing, transportation services, music libraries etc...

18.Media

Consumer advertising for books, films, newspapers, magazines, radio stations, television channels and programmes, including related apps, websites etc. (see category 24 for business to business media ads).

19.Recreation & Leisure

Video games, cameras, musical instruments and accessories, lotteries, scratch cards, festivals, concerts, toys, bicycles, dating services, exhibitions, amusement parks, gymnasiums, museums, sporting goods and sporting events, hotels and resorts etc.

20. Public Interest – Health & Safety
Road safety, diet & exercise, anti-smoking or anti-alcohol campaigns, sexually transmitted diseases, workplace safety etc.

21. Public Interest – Social
Homelessness, children's rights, race relations, cruelty to animals etc.

22. Public Interest – Gender Equity
Campaigns in any medium promoting inclusion and empowerment, women's rights, LTGBQI+ rights and any positive actions concerning gender identity.

23. Public Interest – Environment
Climate change, pollution, nature conservation etc.

24. Professional Products & Services
Office supplies, furnishings, industrial and agricultural equipment, packing materials, media sales, temporary help, language schools, learning institutions, trade fairs, communication, recruitment and translation agencies, video surveillance etc.

25. Corporate Image
Communication programmes whose primary function is to promote the reputation of a `corporation as opposed to its individual products or services.

TECHNIQUE

26. Radio Advertising
Radio commercials for all products and services listed under categories 1 to 25 (a script, in English, must accompany each entry).

27. Consumer Direct
Direct marketing operations aimed primarily at the general public.

28. Business to Business Direct
Direct marketing operations aimed primarily at professional target groups.

29. Topical and Real-Time Advertising
Advertisements or campaigns inspired by the news. Rapid or immediate responses to breaking news, headlines, current affairs or very recent topical events.

30. Media Innovation - Traditional Media
Advertising and media planning using conventional media (inc. digital) in an original way.

31. Media Innovation - Alternative Media
Advertising and media planning that invents a new medium to carry its message; ambient, stunts, guerrilla marketing, installations etc.

32. Creative Technology
Objects or devices invented exclusively for a brand or a campaign, including vending machines, wearable technology, interactive installations etc.

33. Creative Use of Data
Campaigns or individual pieces of work that are inspired or based on data.

34. Branded Content - Films & Series
Operations involving films or web series designed to reinforce brand values in the context of entertainment and/or original content.

35. Branded Content - Music Videos
Any music video created as branded content for an advertiser or the promotion of the artist.

36. Branded Content - Branded Games
Offline as well as online, mobile, tablet or video games created specifically for brands, or product placements that enhance a player's experience of the game.

37. Native Advertising
Original content that complements or reflects the editorial environment in which it appears, conveying a brand message yet providing engaging information or entertainment for the audience.

38. Product & Brand Integration
Operations which promote branded products or services via appearances in pre-existing films, television shows or other media, and which enable brands to gain or reinforce status from the context in which they are placed.

39. Public Relations
Campaigns in the fields of press relations, public affairs, crisis management, lobbying, reputation management, community and influencer management, financial communications and stakeholder relations. Projects and activities specifically devised to generate earned media.

40. Events
Exhibitions, stunts and special events designed to engage consumers and visitors with the values of a brand.

41. Promotions & Incentives
Brand activation and CRM programmes, loyalty schemes, special offers, competitions, instore activities, merchandising, tie-ins etc designed for immediate results or to reinforce long-term customer relationships.

42. Experiential & Shopper Marketing

Installations or campaigns allowing consumers to engage directly with the brand, physical brand spaces such as exhibitions, museums and pop-up stores, in-store displays and merchandising, operations targeting consumers at the point of sale.

CRAFT & IMAGERY

43. Copywriting & Storytelling

Exceptional writing, whether in a print advertisement, a film, or a piece of branded entertainment. Elegant phrasing, wit, sparkling dialogue, or simply a moving story.

44. Direction & Cinematography

Including lighting, camera angles, art direction, set design, casting, costumes, acting and other on-set considerations that contribute to the overall appreciation of a commercial independently of the creative idea.

45. Post Production & Visual Effects

Editing, color grading, compositing and all other post-production considerations that enhance production values and contribute to the overall appreciation of a commercial independently of the creative idea.

46. Animation

Including traditional, stop-motion and computer-generated techniques, used exclusively or in combination with live action to contribute to the overall appreciation of a commercial independently of the creative idea.

47. Best Use of Sound

A creative idea driven or enhanced by its sound design.

48. Best Use of Music

A creative idea driven or enhanced by the selection and use of music.

49. Print Craft

Aesthetic considerations, including art direction and copywriting that contribute to the overall appreciation of print advertising independently of the creative idea.

50. Advertising Photography

Original photography, including digital imaging, used for commercial communications (finished ads only; work must be entered as it appeared in the media).

51. Illustration

Illustrations used in the context of commercial communication only.

DESIGN

52. Graphic Design
Logos, letterheads, typography, etc.

53. Publication Design
Brochures, annual reports, catalogues, calendars, postcards, etc.

54. Packaging Design
All packages, containers, covers and labels for products and services listed under categories 1 to 25 above.

55. Brand Identity
The creation or redesign of the entire visual identity of a brand, from logo and font styles to graphic elements, digital presence, stationery, signage etc.

56. Product Design
Furniture, objects, toys etc. created for the client in a marketing context.

DIGITAL

57. Websites
Innovation and creativity in the design of sites and microsites; sites with a specific brand objective.

58. Online Ads
Animated banners, pop-up ads etc.

59. Online & Viral Films
Web commercials and virals produced primarily for online viewing.

60. Social Networks
Operations relying primarily on targeted community applications, microblogging services and other user generated content.

61. Mobile Sites & Apps
Apps and sites for mobile or tablet devices created specifically for branding or promotional purposes.

62. Mobile Campaigns
Operations created specifically for mobile environments, for example using GPS technology.

63. VR/AR
All virtual reality or augmented reality campaigns and applications created for the client in a marketing context.

SPECIAL

64. Integrated Campaigns
Operations using at least three different media for a synergistic effect.

65. Humour in Advertising
A special category for advertising and branding using humour to convey messages, including film, print, digital and alternative media.

MEDIA REQUIREMENTS

Submitting work takes place at (thoughtbubble awards engine, to be launched on Monday 16th December 2019) Because of the diversity of categories and the different media they cover, upload requirements are gathered into several "media types". If you wish to know beforehand what file(s) the online system will ask for, you may look up the desired categories in the table below, identify the corresponding media type(s), and refer to their description in the next section.

#	CATEGORY	TVC	PRT	ALT	OFL	DIG	RA	INT
1	Food	X	X	X	X	X		
2	Confectionery & Snacks	X	X	X	X	X		
3	Non-Alcoholic Drinks	X	X	X	X	X		
4	Health & Beauty	X	X	X	X	X		
5	Prescription & OTC Products	X	X	X	X	X		
6	Fashion, Footwear & Personal Accessories	X	X	X	X	X		
7	Luxury & Premium Brands	X	X	X	X	X		
8	Household Maintenance	X	X	X	X	X		
9	Homes, Furnishings & Appliances	X	X	X	X	X		
10	Personal Electronics & Devices	X	X	X	X	X		
11	Vehicles, Automotive Services & Accessories	X	X	X	X	X		
12	Communication & Public Services	X	X	X	X	X		
13	Transport & Tourism	X	X	X	X	X		
14	Restaurants, Bars & Cafés	X	X	X	X	X		
15	Retail Services	X	X	X	X	X		
16	Financial Services	X	X	X	X	X		
17	Online & mobile services	X	X	X	X	X		
18	Media	X	X	X	X	X		
19	Recreation & Leisure	X	X	X	X	X		
20	Public Interest - Health & Safety	X	X	X	X	X		
21	Public Interest - Social	X	X	X	X	X		
22	Public Interest - Gender Equity	X	X	X	V	X		
23	Public Interest - Environment	X	X	X	X	X		
24	Professional Products & Services	X	X	X	X	X		
25	Corporate Image	X	X	X	X	X		
26	Radio Advertising						X	
27	Consumer Direct			X				
28	Business to Business Direct			X				
29	Topical & real-time	X	X	X	X	X		
30	Media Innovation - Traditional Media			X				

#	CATEGORY	TVC	PRT	ALT	OFL	DIG	RA	INT
31	Media Innovation - Alternative Media							
32	Creative Technology			X				
33	Creative Use of Data			X				
34	Branded Content - Film/series				X			
35	Branded Content - Music Video				X			
36	Branded Content - Branded Games			X				
37	Branded Content - Native Advertising			X	X			
38	Branded Content - Product & Brand Integration			X				
39	Public Relations			X				
40	Events			X				
41	Promotions & Incentives			X				
42	Experiential & Shopper Marketing			X				
43	Copywriting & Storytelling	X	X		X	X	X	
44	Direction & Cinematography	X			X			
45	Post Production & Visual Effects	X			X			
46	Animation	X			X			
47	Best Use of Sound	X		X	X	X	X	
48	Best Use of Music	X		X	X	X	X	
49	Print Craft		X					
50	Advertising Photography		X					
51	Illustration		X					
52	Graphic Design			X				
53	Publication Design			X				
54	Packaging Design			X				
55	Brand identity			X				
56	Product Design			X				
57	Websites					X		
58	Online Ads					X		
59	Online & Viral Films				X			
60	Social Networks					X		
61	Mobile Sites & Apps					X		
62	Mobile Campaigns					X		
63	VR/AR					X		
64	Integrated Campaigns							X
65	Humour	X	X	X	X	X	X	X

MEDIA TYPES

TV/CINEMA (TVC)
A film under 90 seconds that has aired on television and/or movie theaters.
Several TV/Cinema entries can be gathered under the same campaign to be judged and win together.
TV/Cinema entries are all eligible for the Film Grand Prix.
Upload requirements: 1 video file (.mov or .mp4) of the actual execution.
Fee: SLR 25,000 per single entry.

PRINT (PRT)
Any print ad or still image, whether published in the press, on billboard and even online. Several Press entries can be gathered under the same campaign to be judged and win together. Print entries are all eligible for the Print Grand Prix. **Upload requirements:** 1 image file (RGB, .jpeg, 300dpi/>24cm for the longest side) of the actual execution. Note: No case study allowed for Print categories.
Fee: SLR 20,000 per single entry.

ALTERNATIVE (ALT)
Use this media type for work that necessitate a case study to be explained such as Ambient, experiential, PR operations or design work. Alternative entries are eligible for the Alternative Media Grand Prix except for design entries, eligible for the Design Grand Prix. **Upload requirements:** A case study video (.mov or .mp4, under 3mn) and/or a presentation board (RGB, .jpeg, landscape orientation, 300dpi) are required to explain the work. Additional images can be uploaded optionally. **Fee:** SLR 15,000 per single entry.

ONLINE VIDEO (OFL)
A film under 3mn published on the internet. If the work is over 3mn long, a URL to the fulllength version must be entered and only a cutdown version or trailer should be uploaded (category 35, Music Videos, accepts video files longer than 3mn). Several Online Video entries can be gathered under the same campaign to be judged and win together. Online Video entries are eligible for the Film Grand Prix. **Upload requirements:** 1 video file (.mov or .mp4) of the actual execution.
Fee: SLR 25,000 per single entry.

DIGITAL (DIG)
Media type available for online categories. It allows to upload different file types and enter a URL. Digital entries are all eligible for the Digital Grand Prix.
Upload requirements: A case study video (.mov or .mp4, under 3mn) and/or a presentation board (RGB, .jpeg, landscape orientation, 300dpi//>24cm wide) are required to explain the work. Optionally, additional images can be uploaded and a URL to the actual project or a landing page can be entered.
Fee: SLR 15,000 per single entry.

RADIO (RA)
Any commercial under 3mn long that aired on the radio. Several Radio entries can be gathered under the same campaign to be judged and win together. A transcript in English of the dialogues must be pasted on page 2 of the online registration. **Upload requirements:** One audio file (.mp3) of the actual execution or video (.mov or .mp4) compiling both sound and subtitles in English... **Fee:** SLR 20,000 per single entry.

INTEGRATED (INT)
Media type only available for the Integrated category. The different parts of an integrated campaign must be clearly described in the details on page 2 of the online registration.
Upload requirements: Any number of videos (under 3mn long each) and images. File names must point to the detailed parts.
Fee: SLR 35,000 for a whole campaign.

EPICA RULES 2019

1. The competition is open to all local and multinational advertising agencies, PR agencies, film production companies, media consultancies, design studios, photographers and advertisers. Only advertising and other forms of communication that have been approved by the client and have been or will be used, published or broadcast anywhere between January 1st, 2018 to December 31st 2019 are eligible as entries. Work that does not meet these eligibility conditions will be disqualified.

2. 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.

3. Pre-selection and final juries are only made up of journalists and senior editors, representatives of the marketing communications trade press. Some votes may also come from expert journalists specializing in the industry sector the category relates to.

4. All Grand Prix and category winners (gold, silver and bronze) will receive crystal pyramid trophies. All winners will also receive certificates.

5. Five Epica Awards Grand Prix will be chosen from the highest-scoring film, print, alternative, digital and design entries in each category, with the exception of the Public Interest categories (categories 20 to 23). They will be attributed by majority vote of the entire jury after a process of progressive elimination. A Responsibility Grand Prix will be awarded among the highest scoring public interest entries (categories 20 to 23).

6. Entrants may submit physical samples of Direct Marketing, Media Usage, PR & Promotions and Design entries in addition to the media uploaded online when shortlists are anounced. Samples must be sent to the Epica office Sri Lanka (45/6 alwis place colombo 03) with the corresponding entry number clearly written on the package, and will not be returned.

7. The organisers and/or jury reserve the right to change the categories selected by entrants if they consider that the category chosen is incorrect or that the work would fare better elsewhere (unless the initial category choice relates to the specialty of the entrant, such as design house, sound studio etc...). 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.

8. 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.