Statutes of Awards 2026

1) General conditions

1.1. The national competition for creativity in commercial communication "ADC Czech Creative Awards" (hereinafter referred to as the competition or ADC Awards) is **a competition for original advertising projects published in the period from 1 January 2025 to 31 January 2026.**
In doing so, a substantial part of the campaign must be published during the contest period, or the specific assets that are part of the application must be published. Only works that have been publicly published are eligible for submission, and the organizer may request proof of publication (for example, by providing a media plan). Submissions must exactly match the form in which they were created and officially published by the brand through the campaign's official communication channels. Altered versions, such as director's cuts or other modified formats, are not permitted.

The competition is also open to works that were published before 1 January 2025 and whose publication continued after 1 January 2025 and that were not entered in the previous edition of the competition. (Primarily in relation to the Branding and Brand Building category).

The decisive condition for participation is an original creative concept, which means the property of a creative concept consisting in its unquestionable originality.
Projects must also meet at least one of the following conditions:
• The projects were created for the Czech market and were published in the Czech Republic
• The original creative concept was entirely created by an entity based or domiciled in the Czech Republic
• For projects that were not intended for the Czech market and were not published in the Czech Republic and are registered by independent authors or other suppliers with headquarters or residence in the Czech Republic, the creators' share in the original creative concept must be proven.
Note: For applications in the Part E: Craft and Part F: Design categories: If the applicant does not meet the condition of demonstrable participation in the original creative concept, it is essential that the execution of the craft (Craft/ Design) is carried out by an entity with headquarters or residence in the Czech Republic.

1.2. The organizer of the competition is the Art Directors Club z. s. (hereinafter referred to as ADC), which appoints the jury, its chairman, and formulates the competition categories and conditions. ADC declares this Contest Statute as its binding framework.

1.3. ADC appoints the Organising Committee for the proper security of the organisation and the course of the competition and authorizes the executive director of the organization of the

competition, the ceremonial announcement of the results and the accompanying program (hereinafter referred to as the production of the competition).

1.4. The organizing committee is composed of ADC members and their collaborators. The organizing committee approves and observes the budget of the competition, announces it closing dates, the amount and form of fees for participation in the competition, the conditions for accepting the competition works, collects the submitted works, convenes the jury and organizes its work, and further determines the date and ensures the ceremonial announcement of the competition results and its accompanying program. It also ensures all other tasks that the ADC entrusts it with in connection with the competition. To meet these goals, it leads and manages the production of the competition, the time schedule and the technical conditions.

1.5. Advertising agencies, creative studios, production studios, independent authors or other suppliers operating on the domestic or European advertising market (referred to as the applicants) whose creative projects meet one of the conditions according to Article 1.1. of this Statute. Membership in national associations is not a requirement. Campaigns that were created to support and present projects of the Art Directors Club Czech Republic, including campaigns created for the ADC Czech Creative Awards competition, must not enter the competition.

1.6. Admission to the competition is subject to:
• the proper completion of the online application; • the submission of the competition entry in the form specified by the Organising Committee for the relevant category (in accordance with the technical specifications);
The applicantmay attach up to two additional files beyond the materials required in the category description, for the purpose of defending the work before the jury.
• by agreeing to the conditions and Statute of the competition and confirming that all submitted works meet the conditions of the competition and all this by the competition closing date;

• the payment of the applicable fees no later than seven days after the entry has been submitted, to the bank account designated by the Organising Committee on the basis of the issued invoice.

1.7. The competition entry must not contain the applicant’s branding. The organiser reserves the right to exclude from the competition any entry from which the applicant fails to remove such branding, even after being requested to do so and within the deadline specified for its removal.

1.8. The competition conditions are announced by the Organizing Committee via the website www.adcawards.cz

1.9. Upon request, the Organising Committee shall make available to any applicant, professional organisation or media outlet the complete list of works accepted into the competition, and shall further ensure the publication of the list of awarded works.

1.10. Submitted works compete in categories announced by the Organizing Committee. The jury may award the ADC Awards in each category based on its vote and decision. Awards are given in individual categories and subcategories: Gold, Silver and Bronze. The jury can decide not to award any of the prizes or not to award any prizes in any category. The number of awarded Gold, Silver and Bronze awards in individual categories is not limited. At the same time, the jury can, at its discretion, award the special prize Grand Prix, Art Prix, special prize Client of the Year and the prize Agency of the evening. The special award of the ADC Awards 2026 evening will be awarded to the entrant who receives the most points according to the number of awards evaluated by the scoring methodology. In the event of a tie between two or more agencies, both or all of the agencies with the highest number of points will receive the award. At the same time, these extraordinary and special prizes may not be awarded. However, the Grand Prix and Art Prix awards can only be won by applications for campaigns implemented for commercial entities. Works for non-profit organizations are not eligible for this award.

Methodology of the scoring system Agency of the evening: Grand Prix/Art Prix = 200, Gold Campaign = 100, Silver Campaign = 70, Bronze Campaign = 50, Shortlist Campaign = 25, Gold = 70, Silver = 50, Bronze = 30, Shortlist = 10, Special Award (e.g. YouTube) = 70. The Agency of the Evening award does not include the Client of the Year award.
In doing so, all awards won by the agency across the categories are counted in the score, regardless of whether the agency is itself the submitter of the award-winning work. As a condition, the agency must be listed in the "Credits" section under “Agency" or “Collaboration”. (A production agency or a client can be the applicant.)

1.11. The Jury will not evaluate works for which the appropriate fee has not been paid in full and may refuse to evaluate works which, in its opinion, clearly do not meet the other conditions of these Statutes. The Jury may also refuse to evaluate work where there is doubt that it is an original creative concept. In addition, the Jury may not award certain prizes, may divide the prizes among more than one entry, may change the category in which an entry has been entered, or may announce non-statutory prizes.

1.12. The ADC organizing committee may, at its discretion, award a non-statutory special Zlatý ohníček award for the contribution of creativity in commercial communication. At the same time, however, *it may decide not to award this prize.*

1.13. Applications in the categories Campaign - Tactical and Campaign - Integrated that advance to the shortlist will be evaluated by a jury during public optional presentations that will take place the day after the announcement of the shortlist in that category, at a time and under conditions set by the organizer. On the basis of a call from the organizer, a presentation in Google Slides format is additionally delivered in the scope of a 5-minute personal presentation (in English). The judges will have 10 minutes to ask questions. During public presentations, only members of the jury are entitled to ask questions to the presenters, and to do so objectively, clearly and relevant to the presented campaign. The judges' questions or contributions must not be derogatory in nature. A judge who is related to the presenting campaign may not interfere with the presentation, add to it or otherwise comment. Presenters answer on the spot, additional answers are not allowed.

1.14. In the event that the submitted work does not meet the conditions of the Competition Statute and the jury refuses to evaluate it for this reason, then the Applicant is not entitled to a refundof the paid fees. No refund shall be granted if the applicant voluntarily withdraws the entry from the competition after the submission deadline.1.15. The applicant is solely responsible for the originality, for the settlement of all copyright, personality and other rights and for the accuracy of the information provided in the application. The applicant also guarantees that the application has been completed fully and correctly (in the case of authors, the organiser relies exclusively on the information provided in the application).The entrant is obliged to provide an entry that does not infringe any copyright, personality or other rights, including the rights to music and soundtracks, and for which the entrant is entitled to grant a licence to the organiser within the scope of these terms and conditions. The Applicant shall be liable to the Organiser for any breach of this obligation.

1.16. By entering the competition, the applicant agrees to these Statutes and grants ADC a non-exclusive license, i.e. permission to use the entry in its original, processed or otherwise altered form, in whole or in any part, for all uses in connection with this Competition (including, but not limited to, entry into the Competition, display and communication to the public, reproduction, publication and sharing on social media and other media) as well as for archival purposes, publication, educational purposes, artistic purposes and exhibitions, whether free or commercial. The licence is granted free of charge. The licence granted under this Article is a non-exclusive license, for the duration of the rights in the work, for the territory of the whole world, without quantitative limitation, for online and offline use, for the duration of the copyright. ADC may sublicense the work for the above purposes.

1.17. The entry must be a work of authorship, i.e. it must be created by a human being. The ADC does not prohibit the use of artificial intelligence. However, the submitter must transparently acknowledge the involvement of AI tools (the use of AI and the tool that was involved in the creation) when submitting the entry.

1.18. The organizer of the competition reserves the right to shorten, interrupt or cancel the competition or change its Statute at any time without giving a reason. All changes become effective upon announcement at the internet address www.adcawards.cz. A change in the Statute of the competition does not entitle the entrant to reimbursement of costs incurred in the competition. The organizer may, at its own discretion, declare the current course of the competition invalid due to any technical or other system error. If, for any serious reason, which is capable of disrupting or otherwise negatively affecting the administration, safety, honesty, integrity, proper running of the competition or if the competition cannot continue as planned, the organizer reserves the right, at its own discretion, to cancel, terminate, modify or suspend.

1.19. The organizer is not responsible for providing incorrect or inaccurate information in connection with the competition (whether caused by a human factor or a technical fault) or for the completeness of excerpts from these Statutes, which may be published in a shortened version in promotional materials, or for printing errors.

1.20. The organizer is not responsible for any technical or telecommunication difficulties or defects arising during the competition, the speed of the technical connection or other possible deficiencies, including possible non-delivery of e-mail and damage that could occur

to the computer or other equipment of the entrant or any other person in connection with participation in the competition. The Organiser is also not responsible for any person being unable to enter or complete the competition due to any technical failure or network congestion.

1.21. The Organizer of the competition reserves the right to check all conditions for participation in the competition and, in the event of a dispute, to assess and make a final decision on any claim, including the right to exclude any of the entrants from the competition in the event that such an entrant violates the Statute of the competition or generally binding legal regulations or would be reasonably suspected of this activity.

1.22. Disputed cases that are not dealt with by this Statute are decided with final validity by the organizer of the competition.

INFORMATION ON THE PROCESSING OF PERSONAL DATA:

The participant of the ADC Czech Creative Awards is herewith informed about the processing of his/her data by Regulation (EU) 2016/679 of the European Parliament and the Council on the protection of natural persons about the processing of personal data (GDPR):

Entity and contact details of the Organiser
Art Directors Club z. s., IČO 61386472, file number L 5853, registered at the Municipal Court in Prague, registered office Ostrovní 126/30, Nové Město, 110 00 Prague 1, contact e-mail: info@artdirectorsclub.cz

Scope of processed data
The data provided by the participant in the application for the ADC Czech Creative Awards Competition organized by the administrator or later provided by the participant in the context of this Competition.
Purposes of processing
The organization of the ADC Czech Creative Awards competition and the related European ADC*E Awards, and the provision of information about this competition to participants, including notifications about future editions, primarily via electronic means. (using § 7, paragraph 3 of Act No. 480/2004 Coll. on certain information society services).
Legal basis for processing
The fulfilment of the controller's obligation under Article 6(1)(b) of the Regulation(i.e. proper organization of the Competition according to its Statutes).
The period for which the personal data will be stored
For the period necessary for the organization of the Competition in the year for which the application is submitted; thereafter until the consent is withdrawn, but for a maximum of 5 years.
Instructions to the data subject
You have the right to access, rectify, or erase your personal data or restriction the processing. You have the right to object to processing and the right to data portability. You have the right to withdraw your consent at any time, by communicating it to the controller, which can be done by letter and e-mail to the contacts listed above.
You have the right to complain to the supervisory authority, which is the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7.

2) Announcement of the specific conditions applicable to the Competition ADC Czech Creative Awards 2026

The ADC, through its Organizing Committee, has defined the following conditions for this edition:

2.1. Category

• a list of categories and technical specifications can be found at www.adcawards.cz/Categories
• due to the fact that the jury will be international, all competition works must be translated into English, in the form of original + subtitles. Radio outputs must be delivered in video format and provided with English subtitles.

2.2. Fees

• **Until 31st January 2026,** the registration fee for each registered job is **CZK 6,900 without VAT** (does not apply to the category Campaign).
• **Until 31st January 2026** the registration fee for each registered job in the Campaign category **is CZK 11,500 without VAT.**
• **From February 1, 2026 to February 28, 2026,** the registration fee for each registered job is **CZK 9,200 excluding VAT** (does not apply to the Campaign category).
• From 1st February 2026 to February 28, 2026, the entry fee is for each work entered in the Campaign category **CZK 16,100 without VAT**.
All prices are stated excluding VAT.

Volume Discount

When registering more than 3 applications, you get a 10% discount on the total invoiced amount. (Valid for 4, 5 and 6 applications).
When registering more than 6 applications, you get a 15% discount on the total invoiced amount. (Valid for 7 or more applications).
Discounts are calculated within applications invoiced on one invoice.
Fees for entries accepted in the 1st term (**until 31st January, 2026**) will no longer be affected by the remaining still incomplete or additionally added work, and only these will be burdened with a higher fee.
Once the entry has been submitted within the first deadline, its content may be freely modified until 31 January 2026. The entry must be locked no later than 31 January 2026 in order to secure the applicable fee. If entries submitted in January are modified during the

extended period, i.e. from 1 February to 28 February 2026, the applicable fee shall be recalculated as if the entry had been submitted in February. Only works that, even after 31st January 2026, do not meet the technical specifications or are submitted only within an extended period or have already been accepted within the regular period, but are subsequently modified within an extended period, are subject to an increased fee. **The decisive factor for the calculation of fees is the date of uploading the last file (credits of works already accepted can be modified even in an extended period without a fee) and the locking of the application.**
Fees for other work already accepted on time remain unchanged. Accompanying these texts (credits) can be edited until 28th February 2026 without an increase in the fee.

The last condition for acceptance of competitive works into the competition is the payment of the relevant fees within 7 days at the latest from the registration of the works and their locking. This must take place no later than 28th February. Make the payment based on the pro forma invoice that will be sent to your e-mail. The tax receipt will be sent to you after the payment has been credited to our account.

Discounts

The organizer may, but is not obliged to, grant individual discounts to certain applicants (e.g. first-time entrants, students, etc.). If you wish to inquire about a possible discount, please contact the organizer at jana.pokorna@artdirectorsclub.cz.

Payment details

Komerční banka, a.s.
Spálená 108/51, 110 00 Nové Město, Prague 1 Registration number: 115-3490530277/0100
IBAN: CZ6701000001153490530277
SWIFT: KOMBCZPPXXX
In the case of foreign payment, all bank charges must be on the side of the applicant (OUR).
The variable symbol is automatically generated by the online system (you can find it on the pro forma invoice).

2.3. Date

The 1st deadline for submitting works is from 5th January to 31st January 2026

This is the basic period for registration and submission of applications, which begins on 5th January and ends on 31st January 2026.

Extended deadline for submitting works from 1st February to 28th February 2026.

This is an extended period from 1st February to 28th February 2026. Works submitted in the basic term, but additionally modified within this period, or newly registered works within this period, are subject to an increased fee (see Fees).
The competition work must be submitted no later than 28th February 2026.

Additional one-week extension

At least 7 days before the expiry of the extended deadline, i.e. no later than 22nd February 2026, the organiser may extend the deadline for the submission of works by one week, i.e. define the final deadline as 7th March 2026. For the deadline of 7 March, identical conditions will apply as for the extended deadline (1st February - 28th February 2026), where the final

deadlines, including issuing of the invoice, will be postponed by 7 days and the price for the submissions will remain as defined in the fee for works submitted in February.

Competition works are considered submitted only when all technical documents are uploaded to the server specifications for the given category and after agreeing to the conditions of the competition according to Article 1.6. of this Statute.

Acceptance of an entry into the competition is also conditional upon payment of the applicable fees no later than 7 days after submission of the entry.

If physical samples are provided for the judging session, mark the shipment with "**ADC Awards**" and the entry number, and send it to the address WPP Campus, Bubenská 1, 170 00 Prague 7, by **7th March 2026**. Samples will not be returned to entrants.
Samples will not be returned to the entrants. If you wish to have your samples returned, please contact the organizer by email at info@artdirectorsclub.cz no later than March 31, 2026.

3) Purchase of Tickets for the Award Ceremony

3. 1. Once ticket sales for the award ceremony have commenced, tickets may be purchased via the competition's website at adcawards.cz. Information regarding ticket prices, the date, and the venue of the ceremony is available in the Ceremony section.

3. 2. After logging into the system, the desired number of tickets may be ordered in the Tickets section. In the Cart section, the user generates a pro forma invoice with a payment due date of seven (7) days, which is subsequently sent to the email address provided by the user.

3. 3. A ticket order becomes binding only upon payment of the pro forma invoice issued by the organizer.

3. 4. Upon receipt of payment, the user is issued a tax invoice for the tickets, and the tickets are delivered as an electronic ticket (e-ticket) to the email address provided. Purchased tickets are also available in the user account under My Tickets.

3. 5. Ticket prices are stated by the organizer excluding VAT.

3. 6. The rights and obligations of participants attending the ceremony are governed by the applicable laws of the Czech Republic.

3. 7. Pursuant to Section § 1837 of the Czech Civil Code, the consumer is not entitled to withdraw from the ticket purchase agreement within fourteen (14) days without giving a reason, as the agreement concerns a leisure activity provided on a specific date.

3. 8. Any disputes shall be governed by the laws of the Czech Republic.

3. 9. ADC members are entitled to a 50% discount on the ticket price (for max 2 tickets).

3. 10. The available method of payment is bank transfer to the account specified in the pro forma invoice.

3. 11. As an alternative to purchasing tickets via registration on adcawards.cz, tickets may also be purchased through the GoOut.cz platform, which offers standard payment methods provided by that platform.

Created on 4 January 2026