

# Statutes of Awards 2025

## 1) General condition

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 2024 to 31 January 2025.**

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. Furthermore, only works that have actually been published publicly can be entered and this can be documented on request by the organiser.

The competition is also open to works that were published before 1 January 2024 and whose publication continued after 1 January 2024 and that were not entered in the previous edition of the competition. (Primarily in relation to the Branding 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 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 producer 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. The organizing committee approves and observes the budget of the competition, announces its 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 (hereinafter 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:

- by properly completing the online application
- by delivering a competitive work in the form announced by the Organizing Committee for a specific category (according to technical specifications)
- 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; then by paying the relevant fees no later than 7 days after sending the application - to the bank account notified by the Organizing Committee on the basis of the generated invoice.

1.7. The competition work must not contain the applicant's branding. The organizer reserves the right to exclude from the competition any entry from which the participant does not remove the brand even after the invitation and within the deadline set for its removal.

1.8. The competition conditions are announced by the Organizing Committee via the website [www.adcawards.cz](http://www.adcawards.cz)

1.9. The organizing committee will make the full version available to any entrant, professional organization or media upon request for the list of works accepted into the competition, and will further ensure the publication of the list of awarded projects.

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 2025 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, he can 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 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 10-minute personal presentation (in English). The judges will have 5 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 subject is not entitled to a refund of funds. Funds will not be returned to the subject even if he/she voluntarily decides to withdraw his/her work from the competition after the 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 the complete and correct completion of the application form (in the case of authors the organiser relies exclusively on the information given in the application form). 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 Entrant shall be liable to the Promoter 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 Work 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) and for archival purposes, publication, educational purposes, artistic purposes and exhibitions, whether free or commercial. The licence is granted free of charge. The license 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](http://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 Promoter 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 controller**

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: [jana.pokorna@artdirectorsclub.cz](mailto:jana.pokorna@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**

Organization of the ADC Czech Creative Awards Competition, sending information about the Competition to the participant, including notifications of future editions, especially by electronic means. (using § 7, paragraph 3 of Act No. 480/2004 Coll. on certain information society services).

### **Legal basis for processing**

The Fulfilling of the obligation of the data controller 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 2025

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](http://www.adcawards.cz/Categories)
- due to the fact that the jury will be international, all competition works must be translated into English, preferably in the form of original + subtitles. The radio is broadcast in video format with subtitles.

## 2.2. Fees

- **Until 31st January 2025**, the registration fee for each registered job is **CZK 6,000 without VAT** (does not apply to the category Campaign).
  - **Until 31st January 2025** the registration fee for each registered job in the Campaign category is **CZK 10,000 without VAT**.
  - **From February 1, 2025 to February 28, 2025**, the registration fee for each registered job is **CZK 8,000 excluding VAT** (does not apply to the Campaign category).
  - From 1st February 2025 to February 28, 2025, the entry fee is for each work entered in the Campaign category **CZK 14,000 without VAT**.
- All prices shown are without 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 work accepted in the 1st term (**until 31st January, 2025**) 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 application has been submitted in the 1st deadline, the content of the application can be freely modified until 31st January, and the finished application must be locked **no later than 31st January** to ensure price fixing. In the case of amendments to January



applications in the extended period, i.e. from 1st February to 28th February 2025, the fee automatically jumps in as if the work had only been applied for in February. Only works that, even after 31st January 2025, 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 increase in the 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 2025 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.

### 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 2nd January to 31st January 2025

This is the basic period for registration and submission of applications, which begins on 2nd January and ends on 31st January 2025.

#### Extended deadline for submitting works from 1st February to 28th February 2025.

This is an extended period from 1st February to 28th February 2025. 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 2025.

#### One week extra

At least 7 days before the expiry of the extended deadline, i.e. no later than 22nd February 2025, the organiser may extend the deadline for the submission of works by one week, i.e. define the final deadline as 7th March 2025. For the deadline of 7 March, identical conditions will apply as for the extended deadline (1st February - 28th February 2025), 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 to the competition is also conditional on payment of the above-mentioned fees within 7 days of sending the application at the latest.

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 2025**. 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](mailto:info@artdirectorsclub.cz) no later than March 31, 2025.

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