

PONTE 
EL CHUPETE

**GENERAL TERMS
AND CONDITIONS 2023**

General Terms and Conditions of El Chupete 2023

In this XIX Edition all agencies and participants will be able to enter an unlimited number of pieces per campaign. As a novelty this year, El Chupete Festival will have **10 award categories**.

Every year, El Chupete Festival becomes the international forum of reference for children and youth communication, through a Congress of professional juries that reward the best creative works (products or services) with values, aimed at children between 0 and 17 years old. A raison d'être that has remained intact since 2004.

Participation in the Festival implies acceptance of all the general conditions contained in this document and those of the regulations.

1. Registration on the platform

To register you must follow the steps below:

- **REGISTRATION**
To register material you must register as a new user, whether you have participated in previous editions or for the first time. To register you must do it in the following link: www.elchupete.koolfest.com
- **COMPLETE THE FORM**
Next, you must register with your fiscal and bank details.
- **REGISTRATION OF MATERIAL**
Once you have accessed the backoffice of El Chupete, go to the tool "MATERIAL REGISTRATION". If you need additional information, you can contact us: 661 826 903 - scook@bestawards.es.

2. General conditions of participation

The following conditions must be fulfilled in order to register your material for El Chupete:

1. Advertising agencies, advertisers, associations, institutions, production companies, design studios, media agencies, event agencies and individuals; both national and international; may register material.
2. They must have the authorization of the advertiser or advertising agency.
3. For both Spanish and international productions, the material must have been broadcasted, published or exhibited in Spain in the year since the last two editions, that is, since November 1, 2021, regardless of the company's headquarters and provided that they have not been previously entered in any edition of El Chupete. - International pieces may participate in all categories of the Festival.
4. Individual pieces and campaigns of up to 4 pieces may be entered, as long as they are entered in the same media and in the same category.
5. All pieces and/or campaigns must be entered as they were exhibited or published, without having been modified for festivals or contests.
6. For the registration of pieces, it is recommended that a certificate of broadcasting for pieces presented on television, proof of publication for graphic material and photographic proof for PLV material. Proofs can be issued by the corresponding media or, failing that, by the advertiser.
7. In the event that one of the categories does not contain a minimum number of entries, the organization or the jury may group it in another category of the same section.
8. Each category will have a maximum of 3 winners.
9. The transportation and insurance costs of the material, up to its reception at the Festival office, will be paid by the participants (including international shipments).
10. The organization reserves the right to withdraw from the Festival any material that is defective or that has not been made available in proper conditions before the established closing date. In such cases, the amount paid will be refunded.
11. In the case of Packaging and PLV, all the original works presented (toys, food, clothing, etc.) will be donated to an association, once the contest is over.

3. Jury's evaluation criteria

1. El Chupete was created to reward responsible creativity. That communication that stands out first and foremost for its creativity, but without forgetting its responsibility in the message it conveys. The Jury must also consider, therefore, the values that are instilled in the child. Therefore, we insist that El Chupete is the only festival that rewards not only creativity but also the values of children and youth communication.
2. Each category has very different characteristics, for example, ads aimed at children have a greater product presence and their creativity has a different development. However, communication aimed at parents, but whose consumer is the child, has a more emotional character. It is important to evaluate each category from the point of view of the target audience, according to the nature of the product (for example, a spot for toys cannot be evaluated with the same parameters as a spot for an NGO...).
3. In case there is any prize that does not comply with the Children's Code of Ethics, or if there is any doubt about it, it will not be eligible for any prize.
4. El Chupete is a creative festival, and creativity is the main criterion that the jury will have in its deliberations.

4. Technical specifications of the voting

During the first phase of the online voting, all the pieces submitted will be evaluated and from there, a series of pieces will be selected from each category and will go to the short list.

Throughout the online voting, the Jury will evaluate the works with two main parameters: Creativity and Responsibility. In addition, each category has its own evaluation guidelines that will help the jury to decide the winners of each category.

During the online phase, the jurors will not be able to vote for the pieces entered by their own company, nor those that have been directly related. In the second phase they will also not be able to vote for these pieces and, for the same reason, they will avoid giving explanations about the campaigns presented and will stay out of the jury's verbal discussions where their works are present, physically leaving the meeting room so that the rest of the jury can freely deliberate on the pieces.

In the face-to-face voting of the jury, the short list of pieces that have passed the minimum evaluation will be reviewed, and the Chupetes will be awarded to each of the categories. The short list will be defined by a minimum of 3 entries, the figure of the president of the jury, with the help of the organization will be

responsible for determining according to the online voting of the jury the cut valuation to move to the short list.

The simple majority of the jury's vote will determine the awarding of Chupete. If the same number of jurors vote for and against awarding a Pacifier, resulting in a tie in the evaluation, the rules of the festival define that the evaluated piece will be awarded a prize.

The winning Pacifiers in each category will have an equal value between them. One piece will not stand out over the other. There will be a maximum of 3 pacifiers per category.

5. Prices

A one-time administrative fee of 50 € plus 21% VAT will be charged per company (CIF) to cover management costs, which entitles the holder to a ticket for the prize-giving ceremony, valued at 70 €.

Categories	Before 27th of July	General rate
Film	250€	350€
Digital	250€	350€
Graphic	250€	350€
Music and Sound	250€	350€
Activation and Brand Experience	250€	350€
Branded Content	250€	350€
Public Relations	250€	350€
Social Campaign	150€	150€
Bst Toy	250€	350€
Craft Production	250€	350€

- **General advance registration 250€ (offer until July 27th).** From the 5th piece, whatever category it is, it will cost € 100.
- **General registration 350€.** From the 5th piece, whatever category it is, it will cost 100€.

These prices are subject to 21% VAT.

Payment must be made by:

- Bank transfer in the name of El Chupete Producciones S.L. to the account of Banco Sabadell, IBAN ES55 0081 5077 7100 0210 5420.

- Bank card through the registration system. No refunds are allowed once the registration process has been completed.

5.1 Festival 2023 Tickets

- **General/individual ticket: 70€ + VAT**, includes access to the XIX Edition Gala and Cocktail.
- **Group ticket (6 people): 350€ + VAT**, includes exclusive location for 6 people with access to the XIX Edition Gala and Cocktail.

6. Prizes awarded

El Chupete reconoce a los mejores trabajos de marketing infantil y juvenil otorgando hasta 3 Chupetes, en cada categoría de cada sección. El jurado reconocerá con un Gran Premio de entre todos los Chupetes otorgados en todas las categorías a la **Mejor Campaña Integrada, Mejor Idea y Mejor contenido innovador**, que se desvelarán en la entrega de premios. La organización solicitará a los ganadores una edición corta de 45 segundos, de cara a presentarlo en la Gala.

El Chupete recognizes the best children's and youth marketing work by awarding up to 3 'Chupetes', in each category of each section. The jury will recognize the **Best Integrated Campaign, Best Idea and Best Innovative Content** with a Grand Prize from among all the Pacifiers awarded in all categories, which will be unveiled at the awards ceremony. The organization will ask the winners for a short 45-second edition, in order to present it at the Gala.

A ranking of the best agencies of the festival will also be established, awarding the following points for the prizes obtained:

Short list: 1 point
Chupete Award: 5 points
Grand Prize: 10 points.

The organization of El Chupete awards an honorary recognition to the **Best Communicator, Best Child Character and Best Brand Trajectory of a company** dedicated to the children and youth sector.

7. Categorías



7.1 FILM

Within this section, works related to Animation and Media, publications and school material will be allowed: 2D animations, 3D, integration, plasticine, etc. And TV, programs, series, magazines, supplements, books, collectibles, fascicles, etc. Cinema, shows, videos, DVDs, CDs, etc.

SUBCATEGORIES:

1. **Toys:** Campaigns related to products aimed at children's and young people's entertainment.
2. **Other products or services.**

EVALUATION CRITERIA:

- Creativity: 75%.
- Responsibility: 25%.

TECHNICAL SPECIFICATIONS:

- Individual pieces and campaigns of up to four pieces belonging to the same advertiser and product may be submitted.
- Productions such as children's programs and series may be submitted.
- Digital files (url, video...).
- Fill in the briefing box in the entry form of the piece, explaining the briefing, target audience and results of the project (no more than 100 words).
- The agency's brand must not appear in the presentation.



7.2 DIGITAL

Communication campaigns based on digital, mobile, technology and innovation, with the aim of positively impacting the experience of the target audience.

SUBCATEGORIES:

The interactive actions have two subcategories, including the following pieces:

1. Advertising and Technological Creativity: communication campaigns focused on digital and mobile media. Banners, web design, applications, use of data, Metaverse, Augmented Reality, Virtual Reality, Artificial Intelligence.
2. Social and Influencers: Communication actions whose strategy, execution and use of influencers, has been based on originality and generated greater impact on the community and brand target.

EVALUATION CRITERIA:

- Creativity/Innovation: 50%.
- User experience: 25%.
- Execution: 25%.

TECHNICAL SPECIFICATIONS:

The following must be submitted and uploaded to the platform:

- Upload URL address of the site.
- Send an online demo or presentation no longer than 3 minutes, with an animation to show how it works, animation minutes, with an animation to show its operation, animation.
- Fill in the briefing box in the registration form of the piece, explaining the briefing, target audience and the results of the project (no more than 100 words)
- In Apps, Mobile Devices Campaign, Digital Campaign.
- One video in MPEG2, MP4 or Quicktime Apple Prores Resolution Codec.

**7.3 GRAPHIC**

Consideration will be given to advertising work produced for publication in the press, magazines, Sunday magazines, outdoor media, tarpaulins, computer graphics, vehicle decoration, signage.

SUBCATEGORIES:

1. **Outdoor Press:** A file in PDF format with the advertising material must be uploaded to the platform.
2. **Brand Identity (Packaging and graphic design):** Online, sending a file in JPEG format (no matter its size) or PDF. The original packaging of the product, as it is marketed, must be sent by mail. In addition, send by mail the disassembled PLV with the proper assembly instructions.

EVALUATION CRITERIA:

- Creativity: 75%.

- Adequacy of the message to the target audience: 25%.

TECHNICAL SPECIFICATIONS:

- Mandatory material: An image or PDF, ideally showing the actual point-of-sale use of the materials (Maximum 3 pieces in a campaign).

**7.4 MUSIC AND SOUND**

Online, sending a file in MP3 format, in addition to filling in the briefing box in the entry form of the piece, explaining the briefing, target audience and the results of the project (no more than 100 words). No agency branding should be included in the submission.

EVALUATION CRITERIA:

- Transmission of the message: 50%.
- Creativity: 25%.
- Audio production: 25%.

**7.5 ACTIVATION AND BRAND EXPERIENCE**

All promotional campaigns, musical events and productions, plays, etc. will be considered.

SUBCATEGORIES:

1. Toys
2. Other products or services.

EVALUATION CRITERIA:

- Creativity: 50%.
- Connection with the consumer: 25%
- Execution: 25%.

TECHNICAL SPECIFICATIONS:

- Online, sending a file in MP3 format.

- Fill in the briefing box in the entry form of the piece, explaining the briefing, target audience and the results of the project (no more than 100 words).
- The agency's brand must not be included in the presentation.
- An explanatory video in MPEG2, MP4, or Quicktime Apple Prores Codec Resolution, sufficiently descriptive of the action, to clearly present the work done to the jury.



7.6 BRANDED CONTENT

Creation or natural integration of original content of a brand whose purpose is the transmission of marketing messages that reinforce the brand's values and connect in an original way by informing or entertaining consumers through relevant content platforms, beyond traditional advertising methods or channels, using storytelling techniques.

SUBCATEGORIES:

1. Toys
2. Other products or services

EVALUATION CRITERIA:

- Creativity: 50%.
- Fluency: 30%.
- Results: 20%

TECHNICAL SPECIFICATIONS:

- Individual pieces and campaigns of up to four pieces belonging to the same advertiser and product may be submitted.
- Digital files (url, video...). - Fill in the briefing box in the entry form of the piece, explaining the briefing, target audience and results of the project (no more than 100 words).
- The agency's brand must not be included in the submission.



7.7 PUBLIC RELATIONS

All those Public Relations works carried out by brands with the media, which have not had an economic consideration between the brand and the media, that

achieve an impact with the communication between the brand and the consumers in a creative way.

SUBCATEGORIES:

1. Toys
2. Other products or services

EVALUATION CRITERIA:

- Creativity: 60%
- Results: 40%.

TECHNICAL SPECIFICATIONS:

- Online, sending a file in JPEG or PDF format.
- Fill in the briefing box in the entry form of the piece, explaining the briefing, target audience and the results of the project (no more than 100 words).
- The agency's brand must not be included in the submission.
- An explanatory video in MPEG2 format or Quicktime Apple Prores Codec resolution, sufficiently descriptive of the action, to clearly present the work done to the jury.

**7.8 SOCIAL CAMPAIGN**

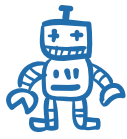
Advertising work that has a positive impact on society.

EVALUATION CRITERIA:

- Connection with the social values of the brand or institution: 60%.
- Creativity: 40%.

TECHNICAL SPECIFICATIONS:

- Online, sending a file in JPEG, MP4 or PDF format.
- Fill in the briefing box in the entry form of the piece, explaining the briefing, target audience and the results of the project (no more than 100 words).
- The agency's brand must not be included in the submission.
- An explanatory video in MPEG2 format or Quicktime Apple Prores Codec resolution, sufficiently descriptive of the action, in order to clearly present the work carried out to the jury.
- Together with a 50 x 35 cardboard with the image of the campaign.



7.9 BEST TOY

The aim is to identify the most creative toy or game or the toy or game that encourages creativity in children and young people.

EVALUATION CRITERIA:

- Educational value of the toy. 25%
- Creativity in the design. 25%
- Ability to motivate the imagination of the children's target: 25%
- Durability and playability over time 25%

TECHNICAL SPECIFICATIONS:

- Physical shipment of at least 3 samples of the toy to the technical secretariat of the festival. -Upload to the platform a JPEG or PDF file showing the toy or game.
- Fill in the briefing box in the registration form of the piece, explaining the briefing, target audience and the results of the project (no more than 100 words).
- Additionally, a video demo of no more than 1 minute, with an animation to show how it works, or a presentation in pdf format can be uploaded.



7.10 CRAFT PRODUCTION

Within this section, audiovisual works whose production and post-production have a determining factor in communication, clearly reinforcing the idea and creativity of the piece will be valued.

EVALUATION CRITERIA:

- Audiovisual production: 50%.
- Post-production: 50%.

TECHNICAL SPECIFICATIONS:

- Individual pieces and campaigns of up to four pieces belonging to the same advertiser and product may be submitted.
- Productions such as children's programs and series may be submitted. c) Digital files (url, video...).

- Fill in the briefing box in the entry form of the piece, explaining the briefing, target audience and results of the project (no more than 100 words).
- The agency's brand must not appear in the presentation.

