



## Terms and Conditions of Entry

1. The Creative Circle Awards celebrates British Companies and Individuals involved in creating work for advertising and marketing communication - Advertising Agencies, Digital Agencies, Direct Agencies, Production Companies, Post Production Companies, Design Companies, Event Companies, Advertisers, Individual Creatives, etc.
2. It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the brand advertised. Entries cannot be made without the prior permission of the advertiser/owner of the rights of the advertisement.
3. The Creative Circle Award organisers may refuse entries, which offend national or religious sentiments or public taste.
4. All entries must not have been entered into the same category in previous years.
5. Any entry which, up to and including the final day of judging, has infringed any voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the entrant to inform the Creative Circle Award organisers should any infringement have arisen prior to the judging and Awards Ceremony.
6. All Entries must be designed for screening, transmission or publication on television, cinema, on printed material, mobile phones, the internet, or public areas and must have been implemented for the first time between 1st December 2018 to the end of March 2020. Entries cannot be cancelled or removed from the competition after being finalised.
7. All entries must have been made within the context of a commercial creative communication and not for the purposes of just entering creative awards. Any entry deemed to have been made purely for awards will be removed by the award organisers.
9. The Creative Circle Award organisers may contact the client related to any entry at the request of the jury at any time during the voting process should any questions about the implementation or presentation of the work arise.
10. All entry forms must be completed online at [creativecircle.co.uk](http://creativecircle.co.uk)
11. An entry will not be considered complete until it has been paid for.

## Enforcement of the Rules

1. All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.
2. Directors cuts, spec ads and conceptual advertising are not eligible.
3. The Creative Circle Award organisers reserve the right to request the details of the media used from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.
4. In the event of a complaint against any shortlisted, winning entry, the Creative Circle Award organisers will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.
5. The Creative Circle Award organisers will have no hesitation in withdrawing an award in cases where the complaint is upheld.
6. Entrants or companies who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering the awards for a period of time following the Awards as specified by the organisers.

## Judging

All entries will be judged by a UK based jury of creative people. There are 3 rounds of judging. Two of these are conducted online with the final, Gold rounds being chaired by the Foreperson of each Gold Jury at a UK venue. Round One and Two will involve each entry being scored out of 10 by the relevant specialist jury. The juries here are made up by the U.K. Creative Community that has registered to judge online. The 5 highest scoring entries in each sub category will go through to Round Two. In Round Two, Senior

creatives that have been invited by the President from around the industry will again score entries out of 10. The combined average score out of 10 from Round One and Two will decide which 3\* entries from each category are Nominated to go into the final Gold Judging round. Here there will be 9 Gold juries:

1. Design and Craft, non film
2. Press, Outdoor and Radio
3. Music Video
4. Film 1
5. Film 2
6. Digital, Direct and Experiential 1
7. Digital, Direct and Experiential 2
8. Film Craft 1
9. Film Craft 2

Here debate and discussion will proceed the voting. The judges will then decide which pieces of work are worthy of winning an award of either Gold, Silver or Bronze by a unanimous vote. If any of the judges have a relationship with a piece of work being voted on they will be asked to leave the judging room.

Once all the Gold's have been agreed it is then left to the President to decide which of the Gold's is the Gold of Gold's winner for that year of which there shall only be one.

At all voting stages, any judge is prevented from voting for entries submitted by his/her agency(ies). The decision of the Juries in all matters relating to the awarding of prizes will be final and binding.

\*This is subject to the work achieving an average score of at least 5 or above

## **Awards**

The Awards given are as follows:

Gold, Silver and Bronze winners are decided by the Gold Jury. The results of the Gold Judging sessions generates the Shortlist. Every entry on the Shortlist is an award winner and will be featured in the Creative Circle Annual.

The Jury may choose more than one entry in each category as being worthy of winning either Gold, Silver or Bronze. Or they may decide there are no worthy award winners.

Gold winners are presented on stage at the award ceremony. Silver winners are presented to the Entrant company at the event and Bronze award winners are able to collect their award from the awards desk.

Each Gold award is a piece of the complete Circle on stage.

There is only ever one Gold of Gold's winner.

The Talent Categories, Most Promising Newcomer and Best up and coming Director, are decided by the Judges online as the Creative Communities choice.

The Company Awards, Most Creative Agency, Most Creative Production or Most Creative Post Production House are judged by the relevant entrant companies success in winning Gold, Silver and Bronze in all categories.

All awards will be given to the relevant entrant companies. Duplicate trophies can be purchased by other participating parties after the awards ceremony.

## **Treatment and Publication of Entries**

1. Entrants may be required to supply additional material of any shortlisted entry for the publication of the winners and any promotional publication and exhibitions held after the Awards ceremony.

2. In order to promote the awards, each entrant authorises the Organisers to screen or publish his ads with or without charge at public or private presentations, wherever and as often as the Organisers think fit.

3. In addition, each entrant undertakes to allow the lending or selling by the Organisers of the entries to any interested public or private organisation with a view to promoting the awards either directly or indirectly.

4. Any entry may be compiled by the Organisers into a collection of entries. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than the awards Organisation or any organisation authorised to do so by the awards Organisation.

5. Each entrant agrees to assist the awards Organisers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the Organisers immediately should they become aware that an unauthorised collection or compilation is available for sale or distribution.

6. Each entrant agrees to hold the award Organisers harmless of any claims that may be made against

them by reason of any such screenings or publishing. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

7. All entrants must accept that their entries may be used in the Creative Circles Archive.

8. Each entrant confirms to the Organisers that they have the legal right to enter the awards on the terms of these Entry Rules. Each entrant indemnifies the Organisers against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these rules.

9. Case study films are shown to the jurors purely for judging purposes and will not be used for the purposes of the awards in any other way.

### **Miscellaneous**

1. Each entrant accepts full responsibility for the quality of entries and discharges the Organisers from any responsibility in respect of third parties.

2. All entrants will strictly observe the Entry Rules. Completion and sending of the Entries Payment Form will imply full acceptance by each entrant of the Creative Circles Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.

3. The decisions of the Creative Circle awards Organisers in all matters relating to the awards show shall be final and binding.

4. In the event of a win, any duties, fees and charges accrued from the transporting of the trophy, will be covered by the recipient, not the Creative Circle.

5. The Creative Circle Ltd, shall not be deemed to be in breach of this Agreement or otherwise liable to the Client for any failure or delay in performing its obligations under this Agreement as a result of an event or series of connected events outside the reasonable control of The Creative Circle (including, without limitation, acts of God, floods, lightning, storm, fire, explosion, natural disaster (including, without limitation, ash cloud), war, military operations, acts of terrorism or threats of any such acts, any strike action, lock-outs or other industrial action, or governmental or regulatory order (including prohibitions on public gatherings) and a pandemic, epidemic (such as swine flu or other disease) or other widespread illness, individually or collectively being an "Event of Force Majeure").