

## KEY DATES

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01.01.2018	Entries are open (Eligibility dates 1 January 2017 - 31 December 2017)
28.02.2018	Deadline to enter
12.04.2018	Deadline to deliver postal entries
May 2018	Judging Week
01.06.2018	Creative Belgium Awards 2018

### NOTIFICATION OF WINNERS

1. All judging takes place in Brussels. The award winning entries will be selected by a Belgian Jury.
2. Shortlisted work will be announced on [www.creativebelgium.be](http://www.creativebelgium.be) in May 2018.
3. Winners will be announced on stage during the Creative Belgium Awards 2018 and on [www.creativebelgium.be](http://www.creativebelgium.be).
4. The Entrant Company will be named at the award show and will receive trophies.
5. Duplicate trophies can be purchased via [info@creativebelgium.be](mailto:info@creativebelgium.be) after the award show.

## FEES

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### Member rates

Design single entry	115 €
Design campaign entry	167 €
All other categories single entry	230 €
All other categories campaign entry	335 €

### Non-Member rates

Design single entry	195 €
Design campaign entry	247 €
All other categories single entry	310 €
All other categories campaign entry	415 €

All prices are excl. VAT. Entries that will be accepted by the organisation after the official entry deadline will be charged 5% increase.

## ENTRY REQUIREMENTS

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The Creative Belgium Awards offer experts from the Belgian world of advertising, design & digital communication the opportunity to promote themselves by showing their best and most original creative work in this unique competition.

The jury will meet and select the award-winning entries for the entire competition. The awardshow will take place on Friday June 1 2018 .

### 1. Eligibility

1. The Competition is open to all those involved in advertising and communication – advertising agencies, production companies, freelance creatives, media agencies, advertisers etc. throughout Belgium.
2. Entries cannot be made without the prior permission of the person who owns the rights to the advertisement.
3. All entries must have been made within the context of a normal paying contract with a client, except in the case of self promotion, non-profit organizations and that Client must have paid for all or the majority of the media costs.
4. The competition organizers (Creative Belgium) 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.
5. The competition organizers will endeavour to move entries to more appropriate categories if necessary and will inform the entrant, however, the Jury are not allowed to move entries between categories.
6. All entries must have been screened for the first time between 1 January 2017 and 31 December 2017.
7. Entries must not have been entered in the competition in previous years.
8. Only one party may enter an advertisement, i.e. Agency or Production Company, to be agreed in advance between the parties concerned. In the event two different entrants submit the same entry only the first entry received will be accepted. If both the production company and the advertising agency submit different parts of the same campaign, the first company to enter will have the choice if they would like to submit the whole campaign as the entrant.
9. All entries must be submitted on <https://creativebelgium.uat.awardsengine.com>
10. Work must be submitted exactly as published, aired or implemented and must not be modified for the awards.
11. Scams are not allowed. Two evaluation criteria are key: 1. Was the work approved and paid by the client? 2. Was the work run using media space paid by the client?

## 2. 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. However, entries may be translated in English as long as the presentation is exactly the same as the original version.
2. The competition organizers reserve the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.
3. In the event of a complaint against any winning or shortlisted entry, the organizers 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.
4. The organizers will have no hesitation in withdrawing an award in cases where the complaint is upheld.
5. Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them in your entry form. They will be published in The Book 2018, the Creative Belgium Awards Annual.
6. Each entrant accepts full responsibility for the quality of entries and discharges the competition organizers from any responsibility in respect of third parties.
7. All entrants will strictly observe the Entry Rules. Completion and signature/sending of the Entries Payment Form will imply full acceptance by each entrant of the General Rules. Non-compliance with any of the entry rules will result in automatic disqualification of the entry.
8. The decisions of the competition organizers in all matters relating to the Creative Belgium Awards shall be final and binding.
9. All entries must relate either to one item or range of items. Entries which form a campaign will be entered and paid for as campaign entries.
10. For the purpose of judging impartiality, there must be no company branding anywhere on your entry materials, with the exception of self promotion, nor any reference to anyone who has contributed to the entry.
11. It is highly recommended to send a translation in the alternative national language (translation in French for Dutch ads and vice versa) if necessary to understand.
12. If you prepare an audio-visual presentation to support your entry, please make sure it is not longer than 2 minutes long.
13. When sending physical media to support your entry, printed case study boards are no longer accepted. If you supply relevant support material, for work published on paper, a paper proof must be provided, nor mounted on cardboard. In the case of a press ad, the ad must be delivered on a cardboard in the size in which it was published.

## 3. Judging

1. A Jury of top industry specialists chosen from the Belgian creative community will select the award-winning entries.
2. The shortlist is decided by the first voting. A computerized voting system selects the highest marks given in each category. Further voting establishes the ranking in each category which is the basis for the Juries' discussions and awarding of Gold, Silver and Bronze Awards.
3. One Grand Prix may be selected per medium from all the profit Gold Awards winners. One Grand Prix For Good may be selected from all non-profit Gold Award winners.
4. At all voting stages, a judge is prevented from voting for any entry submitted by his/her company(ies). The decision of the Juries in all matters relating to the awarding of prizes will be final and binding.

#### 4. Awards

1. A Grand Prix and a Grand Prix For Good may be awarded. The Juries will award Gold, Silver and Bronze Awards in each category to entries judged to be deserving of this honor.
2. All awards will be given to the entrant companies. Other participating parties can purchase duplicate trophies after the Creative Belgium Awards show.
3. Shortlisted entries will be published in The Book 2018, the Creative Belgium Awards Annual and on [www.creativebelgium.be](http://www.creativebelgium.be).

#### 5. Entry Deadline: February 28th 2018

1. All entries must be received through our website no later than this date.
2. Entrants should submit their entry(ies) according to our deadline to allow sufficient amount of time for entries to be thoroughly reviewed and processed.
3. If entries are submitted after February 28th 2018 a surcharge will be applied:
  - increase of 5% for all work received between 01.03.18 and 15.03.18.
  - increase of 20% for all work received between 15.03.18 and 31.03.18.

#### 6. Fees

The entry fee of 115 euro [excl. VAT – Creative Belgium member] – 195 euro [excl. VAT – non member] is applicable on each single DESIGN entry.

The entry fee of 167 euro [excl. VAT – Creative Belgium member] – 247 euro [excl. VAT – non-member] is applicable on each campaign DESIGN entry.

The entry fee of 230 euro [excl. VAT – Creative Belgium member] – 310 euro [excl. VAT – non member] is applicable on each single entry of ALL OTHER MEDIUMS.

The entry fee of 335 euro [excl. VAT – Creative Belgium member] – 415 euro [excl. VAT – non-member] is applicable on each campaign entry of ALL OTHER MEDIUMS.

The 'Corporate' fee applies to any company that is a corporate member of Creative Belgium and has paid their inscription fee for 2018.

The 'member' fee applies to any member of Creative Belgium who has paid their inscription fee for 2018 and has entered a piece of work under their own name.

As a corporate or an individual member, please use your personal code while registering for the Creative Belgium Awards. Only by using your personal member code you can enjoy member tariffs.

By finalizing the entry, the entrant will receive a summary form and a Pro Forma invoice by email. The invoice will be send to the financial department. Payment should be made within the week by BANK TRANSFER to:

Creative Club of Belgium ASBL/Creative Belgium  
Bank account number : BE28 2100 3594 5020  
Address : Schaarbeeklei 636 – 1800 Vilvoorde

## LABELING & MAILING INSTRUCTIONS

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1. Printed case study boards are no longer accepted. If you supply relevant support material, for work published on paper, a paper proof must be provided, nor mounted on cardboard. In the case of a press ad, the ad must be delivered on a cardboard in the size in which it was published.
2. All physical materials must be delivered on the following address no later than April 12th 2018  
  
Eliona tav Firma (Creative Belgium)  
Attn. Liesl Dejonghe  
Harensessesteenweg 461  
1800 – Vilvoorde
3. Work received after the 12.04.18 can be refused and will not be reimbursed.
4. In order to ensure your parcel can be easily traced, it is essential that you use the Summary Form page (Entry ID + Category) supplied by email with your Pro Forma invoice when sending entry materials to the Creative Belgium Awards. Please use photocopies if necessary. If your parcel contains more than one type of entry (e.g. Direct, Print and Outdoor) please include all labels on the outside of the package as well as on the separate packages inside.

## TREATMENT AND PUBLICATION OF ENTRIES

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1. Any material submitted in the course of entering the awards becomes the property of Creative Belgium and cannot be returned.
2. Entrants may be required to supply additional material of any short listed or winning work for the Annual and any promotional publication and exhibitions when asked.
3. In order to promote the competition, each entrant authorizes the organizers to screen or publish his ads with or without charge at public or private presentations, wherever and as often as the organizers think fit.
4. In addition, each entrant undertakes to allow the lending or selling by the organizers of the entries to any interested public or private organization with a view to promoting the Creative Belgium Awards either directly or indirectly.
5. Any entry may be compiled by the organizers into a collection of entries. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organization other Creative Belgium or any organization authorized to do so by Creative Belgium. Each entrant agrees to assist the competition organizers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the organizers immediately should they become aware that an unauthorized collection or compilation is available for sale or distribution.
6. Each entrant agrees to hold the Creative Belgium Awards organizers 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 Belgium archive on their website.
8. Each entrant confirms to the organizers that they have the legal right to enter the Creative Belgium Awards competition on the terms of these Entry Rules. Each entrant indemnifies the organizers 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.