

Barcelona

November 10th – 11th, 2011

**DRAC NOVELL
AWARDS
2011**

The Business and Advertising Association announces the DRAC NOVELL 2011, international festival which this year celebrates its 14th edition. Primarily aims to reward the work done by students, that will demonstrate the high quality of training provided by universities and schools advertising, while intended to facilitate these future professionals, the possibility to present their creations to the business-professional and the profession and bring the company to the university community.

DRAC NOVELL PRIZES to the best advertising for newspaper ads, posters, audiovisual, interactive, radio, made by students or recent graduates.

BASES

a) **PARTICIPANTS**

1) May participate in the DRAC NOVELL AWARDS, students and recent graduates (until two years after finishing college) universities and schools of advertising and business communications worldwide, having to prove this condition.

2) Participation may be individual or group.

b) **RATING**

1) The Jury will only evaluate originality, ideation, conceptualization and all those elements that generally can be found in creativity.

2) All parts are described below, can be made based on an actual product or service or imaginary, but always within a context of absolute realism.

c) **MATERIAL**

1) The audiovisual works must be submitted **in mov format, Quicktime DV, 720x576 pixels, PAL,** showing separately the CD's or DVD's of spots of consumer products and services.

2) The radio spots will be presented **format only. aif or. wav,** showing separately the CD's consumer products and services.

3) The ads must be mounted on white foam board, should be the format DIN A-3 outside. Together with the part should submit a CD / DVD with file / s of the part in jpeg format.

4) Together with the material, must be submitted the application form Part (this form can be downloaded from the web www.associaciopublicitat.com, ask by e-

mail drac@associaciopublicitat.com or fill in the Association to bring the piece.). You must also attach a sheet with the ad text in Catalan, Spanish or English.

5) **Creativity 24 hours.** Each team 2 individuals may submit one piece graphic, mounted on white foam board DinA3, from a briefing which will be posted on the website of the Association on Tuesday 8th of November at 19h.

6) **Creativity in Media.** The proposals must be presented in graphical form, mounted on white foam board DinA 3, setting forth a brief explanation of the solution provided, clearly identifying the support and the idea. On the website of the Association will find the briefing on which you must work and examples of how to present. Participation: Individual or group.

7) **Interactive.** The interactive media material may be a URL, which shows the web, banner, action, etc. Or a DVD or CD with the recorded material, in a ppt, an HTML, Images, etc.

d) **CATEGORIES**

RADIO

1) Ads of consumer products **maximum 60 seconds.**

2) Service Announcements (Public, institutions, ONG's, media and, general, all that are not included in the previous section), **maximum 60 seconds.**

The radio spots will be presented **format only. aif or. wav**, showing separately the CD's consumer products and services.

CINEMA – TELEVISION

1) Ads of consumer products **maximum 45 seconds.**

2) Service Announcements (Public, institutions, ONG's, media and, general, all that are not included in the previous section), the **maximum 45 seconds.**

The audiovisual works must be submitted **in mov format., Quicktime DV, 720x576 pixels, PAL,** showing separately the CD's or DVD's of spots of consumer products and services.

GRAPHICS PRESS

1) Consumer product ads in black and white or color.

2) Service Announcements (Public, institutions, ONG's, media and, general, all that are not included in the previous section).

The ads must be mounted on white foam board, should be the format DIN A-3 outside. Together with the part should submit a CD / DVD with file of the part in jpeg format.

POSTERS

1. Consumer product ads in black and white or color.
2. Service Announcements (Public, institutions, ONG's, media and, general, all that are not included in the previous section).

SUPPORT Interactive

- **WEBSITES AND MINISITES**

(Consumer products or services)*

Online communication pieces to the user voluntarily agree. Websites and minisites are considered those developments or parts of interactive advertising communication where the user voluntarily agree to the piece by typing a URL or clicking a communication action, regardless of size, complexity or volume of contents.

A single campaign can not register more than one category.

- **COMMUNICATION ACTIVITIES**

(Consumer products or services)*

Online communication pieces displayed while browsing the Internet user. It is considered that a communication action when your goal is to reach the user at any network level. Whether browsing the WWW, or using any other application, such as email and instant messaging systems.

(Banners, email mk, Rich media,)

A single campaign can not register more than one category.

- **ONLINE CAMPAIGNS**

(Consumer products or services)*

Set pieces of the same or different format but belonging to one campaign online. Be submitted at least two pieces and a maximum of four pieces.

A single campaign can not register more than one category.

- **EXPERIMENTAL CAMPAIGNS**

(Consumer products or services)*

Interactive pieces designed for a rather limited, either by their technical or formatting - weight, size or technology-, as for other reasons. Self-promotional

communication pieces. Individual uses of interactive communication in other media or environments. Pieces designed to spread through a distribution list limit 30 kb (newsletters). E-mails with attachments, Charts, videos, or self-executing. exe to get viral effect.

E-mails that offer a link from which you can access a browser window where it appears the communication part.

Shares in mobile, pda`s, autopromociones, advergaming...

A single campaign can not register more than one category.

* consumer products means:

Food & Beverage. Tobacco. Appliances. Consumer Electronics. Vehicles & accessories. Toys, video games, Consoles. Confection, Calzado, Sports gifts, glasses, accessories and jewelry. Home accessories and furniture. Hardware and Tools. Household insecticides and air fresheners. Body & Beauty Products. Pharmaceutical and health. Sex Products. Cleaning supplies and cleaning. Music, movies and books.

* services mean:

Public services for profit. Lotteries. Department store, multi-specialty shops and stores. Perfumery, salon and spa. Service Stations, dealers, car rental. Public safety services, health, financial, banks, insurance and real estate / construction. Water, gas and electricity. Theme parks and sports clubs. Entertainment and dining. Travel and transport. Media companies and media. Postal and courier services. Operators and Internet Service Providers, mobile / cell. Social Institutions: Utilities nonprofit. Institutions. Auto promotions.

MEDIA CREATIVITY

Creativity in half to pick on a briefing which is posted on our website. Category sponsored by Zenithmedia.

CREATIVITY 24 HOURS

Graphic piece from a briefing which will be posted on our website 24 hours before the beginning of the Festival.

e) **REGISTRATION AND DEADLINES**

1) The registration to any category is free, being able to present each student or group, many pieces as they want.

2) Each piece must be accompanied by a corresponding sheet which will facilitate the organization, addition to the quoted text in paragraph "c-4".

3) Not eligible to participate those advertising pieces that have already been submitted in previous festivals and professional campaigns.

4) **The deadlines for receipt of the parts are as follows:**

- **Spots and wedges : Friday 21 October**
- **Print media and posters : Friday 21 October**
- **Interactive support: Friday 21 October**
- **Media Creativity: Friday 28 October**
- **Creativity in 24 hours : Thursday 10 The November. the 9 a 10 am, at the University hosting the Drac Novell 2011.**

Deadline for submitting the form wizard and a participant in Creativity 24 hours: Monday 7 November

THE DEADLINE FOR RECEIVING PIECES ARE SUBJECTED TO CHANGE, DEPENDING ON THE JURY MEETING DATE, BUT NOT TO MAKE THE DATE CLOSER, ONLY TO POSTPONE

5) The inscriptions and material (except creativity in 24 hours) shall be delivered to the Secretary of the Business and Advertising Association, Valencia, 227 1st 1st – 08007 BARCELONA.

Hours: From Monday to Thursday from 9am to 14pm and 15pm to 18pm, Friday from 9h to 14h.

6) The organization rejected the registration of all parts that disparages religious beliefs, political ideologies or inciting violence (mainly sex) to promote socially reprehensible conduct (drug, success through the ingestion of alcoholic beverages or possession of weapons, etc.), driving proposals under the influence of alcohol or drugs and offensive use of the woman's body, and general, all that provides the legal advertising.

f) **JURY**

1) It will consist of young creative with prestige in the professional world and will be released soon.

2) Jury decisions are final.

g) **AWARDS**

FILM AND TELEVISION – consumer products category

| | |
|----------------|-----------------------------|
| Golden Dragon: | Trophy and Diploma of Honor |
| Silver Dragon: | Trophy and Diploma of Honor |
| Bronze Drac: | Trophy and Diploma of Honor |
| Fourth Prize: | Diploma de Honor |
| Fifth Prize: | Diploma de Honor |
| Sixth Prize: | Diploma de Honor |

FILM AND TELEVISION – Service category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

RADIO – consumer products category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

RADIO – Service category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

GRAPHICS PRESS – consumer products category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

GRAPHICS PRESS – Service category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

POSTERS – consumer products category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor

Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

POSTERS – Service category

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

SUPPORT Interactive

Golden Dragon: Trophy and Diploma of Honor
Silver Dragon: Trophy and Diploma of Honor
Bronze Drac: Trophy and Diploma of Honor
Fourth Prize: Diploma de Honor
Fifth Prize: Diploma de Honor
Sixth Prize: Diploma de Honor

SPECIAL AWARDS

ASSISTANTS AWARD

Also will be given a single award, Gold Drac, bringing together all categories and will be chosen by vote of the attendees.

Zenithmedia AWARD FOR MEDIA CREATIVITY

Drac Gold and ...

Zenithmedia reward the best creative proposal, that stands out for its innovative use of media, in the creation of a format or even in the creation of a new medium.

CREATIVITY AWARD 24 HOURS

Drac Gold and ...

It rewards the best creative proposal, held in 24 hours, from a briefing on consumer products or services.

The mere registration Drac Novell constitutes acceptance of the rules, rules and regulations of the festival jury.

Disclosure

The participants authorize the Business and Advertising Association, spread through the media, any information that will help publicize the event, with special emphasis on the winners, and to publish the winning works on the website of the Association.

Participants agree that the Association may disclose personal data of winners and / or participants, especially to all those advertisers who are interested in knowing the authors of the winning ads, or media, with the sole purpose of promoting these future professionals and without that disclosure would harm or minimize property rights, that will always belong to their authors.

The material will be removed until 1 months after the conclusion of the DRAC NOVELL. After this period, will be destroyed.