

**4A's**  
PHILIPPINES  
CANNES LIONS OFFICIAL PHILIPPINE PARTNER

CREATIVE  
GUILD

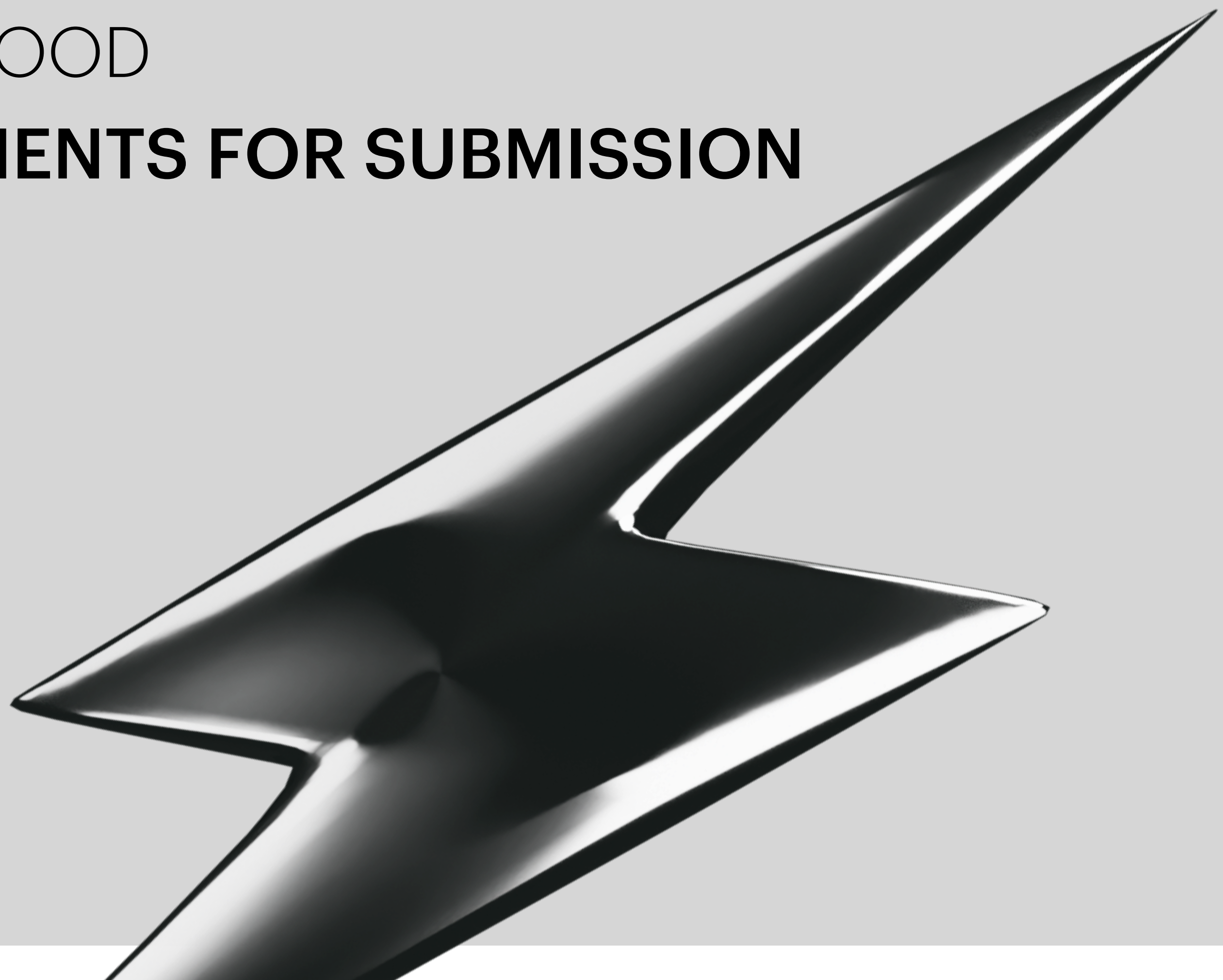
# PHILIPPINE CREATIVE GUILD 2025 entry kit

20  
25  
entry  
kit



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# COMPETITION RULES



The Annual Creative Show of the Association of Accredited Advertising Agencies of the Philippines, the official Philippine partner of Cannes Lions.

## IMPORTANT DATES AND DEADLINES

### ELIGIBILITY:

**DECEMBER 1, 2023 - MARCH 31, 2025**

except for entries in the Creativity in Strategy & Effectiveness category which can include work first aired from **JANUARY 1, 2023 to MARCH 31, 2025**.

## DEADLINE OF SUBMISSION OF ENTRIES

### EARLY BIRD

**FEBRUARY 28, 2025**

### REGULAR BIRD

**MARCH 14, 2025 FOR PRODUCTION HOUSES**

**MARCH 21, 2025 FOR AGENCIES**

### LATE BIRD

**APRIL 4, 2025**



# RULES

1. The Kidlat Awards is open to all 4As and non-4As member agencies based in the Philippines. This includes creative and digital agencies, production houses, media, PR, and design shops.
2. Only entries made by Philippine-based agencies, production houses, media, PR, design shops and entities that have first aired, gone live, been posted online, or made available for public download and viewing between **DECEMBER 1, 2023 to MARCH 31, 2025** are qualified for the 17th Kidlat Awards (except for entries in the Creativity in Strategy & Effectiveness category which can include work first aired from **JANUARY 1, 2023 to MARCH 31, 2025**). If implementation of an entry exceeds this period, the majority of the campaign must fall within this time to qualify. Private screenings or previews are not eligible.
3. Work entered in previous Kidlat shows are not qualified even if the implementation date falls within the dates of eligibility, except for Creativity in Strategy & Effectiveness.
4. A campaign or parts thereof entered in previous Kidlat shows shall not qualify for the current judging period. For long-running campaigns of more than two years, only the material that was aired or published within the judging period can be entered.
5. Work can be entered in as many categories if relevant and qualified.
6. To be eligible, a piece of work must be accompanied by a fully accomplished entry form (available at [www.kidlatawards.com](http://www.kidlatawards.com)), complete support documents, material requirements, and payment. To help in preparing an entry, please refer to the Technical Requirements for Submission section.
7. All entries must have been created within the context of a normal paying contract with a client who has covered all media and production costs, except in the case of self-promotion and non-profit ads. A client certification will be required, signed by an officer with the rank of Assistant Brand Manager or higher. Please use the "Client Certification Pro-Forma" (available at [www.kidlatawards.com](http://www.kidlatawards.com)).
8. Prior permission from the client/owner of the rights of the work should be sought before entering any piece into the show.
9. Entries are subject to prescreening. The organizers have the right to refuse entries which offend national or religious sentiment and public taste, or which breach any applicable laws, 4As bylaws, or ASC rules. The Jury can vote to recommend the transfer of a material to another category during the shortlist round. The Kidlat Competition Committee, however, has the final word on reclassification.
  - 9A. Agencies suspended by the 4As may not enter during their suspension period.
  - 9B. The organizers have the right to refuse entries from agencies suspended by the 4As if said entries were released within the suspension period.
  - 9C. Submissions from Non-4As agencies are also subject to 4As evaluation and discretion. This means the eligibility of both the entrant and the work will be reviewed against 4As bylaws.
10. Should any question about the implementation or presentation of the work arise, the organizers may contact the client for queries related to any entry during the pre-screening or judging process.
11. There must be no indication on the actual entry identifying the entrant agency. For videos, no mention or any identifying visual of the agency is allowed on the material. For jpegs and mounted boards, there must be no such information seen on the material. This rule does not apply to self-promotion entries.



# HOW TO ENTER

1. Go to [www.kidlatawards.com](http://www.kidlatawards.com) and download the entry kit.
2. Choose the categories carefully. Please be guided by the technical requirements provided.
3. Review your entries and the total amount to be paid.
4. Pay the 4As Philippines via check or bank payment on or before the last day of entry submission.\*
5. Upon payment, you will receive an email to confirm payment and an acknowledgment of your entries.

\*Uploaded entries will only be accepted in the system **AFTER** payment.  
For the entries to be valid, payments must be cleared within the pre-screening period.

# RATES

## EARLY BIRD

## REGULAR BIRD

## LATE BIRD

	SINGLE	CAMPAIGN	SINGLE	CAMPAIGN	SINGLE	CAMPAIGN
<b>4As MEMBER</b>	Php 5,000 + 12% vat	Php 7,000 + 12% vat	Php 6,000 + 12% vat	Php 8,000 + 12% vat	Php 7,000 + 12% vat	Php 9,000 + 12% vat
<b>NON-4As MEMBER</b>	Php 6,500 + 12% vat	Php 8,500 + 12% vat	Php 7,500 + 12% vat	Php 9,500 + 12% vat	Php 10,000 + 12% vat	Php 12,000 + 12% vat



# SPECIAL AWARDS & RANKING

## 1. GRAND KIDLAT

One Grand Kidlat winner may be chosen from the following categories:

The Grand Kidlat winner must be chosen from among the gold winners by unanimous vote of the jury presidents. Work entered in the Creativity for Good category are not qualified to win a Grand Kidlat, but can contend for a Kidlat Sinag.

- Classic Creativity
- Creativity in Engagement
- Creativity in Entertainment
- Creativity in Experience
- Creativity in Social

## 2. KIDLAT SINAG

One Kidlat Sinag winner may be chosen from among the gold winners of the Creativity for Good category through unanimous vote by all Creativity for Good jury members. This award does not count in the overall award points for the winner's agency network.

## 3. KIDLAT AGENCY OF THE YEAR

Awarded to the agency with the most number of points in the Kidlat categories of Classic Creativity, Creativity in Engagement, Creativity in Entertainment, Creativity in Experience, Creativity in Social, Creativity in Strategy & Effectiveness, and the following Craft subcategories:

- B.01. Audio: Best Copywriting
- B.02. Design/Outdoor/Print: Best Art Direction
- B.03. Design/Outdoor/Print: Best Character Design
- B.04. Design/Outdoor/Print: Best Copywriting
- B.05. Design/Outdoor/Print: Best Digital Imaging
- B.06. Design/Outdoor/Print: Best Illustration
- B.08. Design/Outdoor/Print: Best Typography
- B.10. Digital (excluding Film): Best Art Direction
- B.11. Digital (excluding Film): Best Copywriting
- B.12. Digital (excluding Film): Best Character Design
- B.13. Digital (excluding Film): Best Digital Imaging
- B.14. Digital (excluding Film): Best Illustration
- B.16. Digital (excluding Film): Best Typography
- B.17. Digital: (excluding Film) Best Motion Graphics Design & Animation
- B.18. Digital: Best UX/UI
- B.19. Digital: Best Data Visualization
- B.20. Digital: Best AI Storytelling
- B.21. Digital: Best Innovative Use of Technology
- B.22. Digital: Best Metaverse, New Realities & Emerging Tech

## 4. KIDLAT ADVERTISER OF THE YEAR

Awarded to the client with the most number of points, excluding those from the Craft category.





## 5. KIDLAT AUDIO PRODUCTION HOUSE OF THE YEAR

Awarded to the audio production house with the most number of points in the following Craft subcategories:

- B.23. Audio: Best Direction
- B.24. Audio: Best Music/Sound Design
- B.25. Audio: Best Voice Performance
- B.26. Audio: Best Original Score
- B.27. Audio: Best Song Adaptation
- B.28. Audio: Best Original Song
- B.29. Audio: Best Sonic Branding
- B.30. Audio: Best Use of Technology

## 6. KIDLAT FILM PRODUCTION HOUSE OF THE YEAR

Awarded to the film production house with the most number of points in the following Craft subcategories:

- B.31. Film: Best Animation
- B.32. Film: Best Cinematography
- B.33. Film: Best Direction
- B.34. Film: Best Editing
- B.35. Film: Best Production Design
- B.36. Film: Best Visual Effects and Digital Imaging
- B.37. Film: Best Color Correction/Grading
- B.38. Film: Best Makeup & Hairstyling
- B.39. Film: Best Casting
- B.40. Film: Best Use of Technology
- B.41. Film: Best Low-Budget Film

# POINT SYSTEM

The winners of the Kidlat Agency of the Year, Kidlat Advertiser of the Year, Kidlat Audio Production House of the Year, and Kidlat Film Production House of the Year will be determined by tallying the cumulative wins of the entrants after judging is done, based on the following point system:

GRAND KIDLAT	GOLD	SILVER	BRONZE	SHORTLIST
5 points (in addition to points earned for winning a Gold)	15 points	7 points	3 points	1 point



# THE CATEGORIES

There are 8 main categories:

- A. CLASSIC CREATIVITY
- B. CRAFT
- C. CREATIVITY IN ENGAGEMENT
- D. CREATIVITY IN ENTERTAINMENT
- E. CREATIVITY IN EXPERIENCE
- F. CREATIVITY IN SOCIAL
- G. CREATIVITY IN STRATEGY & EFFECTIVENESS
- H. CREATIVITY FOR GOOD

## A. CLASSIC CREATIVITY

Celebrating creative excellence through classic marketing media. Open to single and campaign entries (two or more pieces). Components of the campaign can also be entered as separate single entries.

A01.

### **OUTDOOR/AMBIENT**

Big and small-scale OOH including posters, billboards, outdoor LED screens, installations, performance art, murals, free-standing structures, ambient ads, and transit ads.

A02.

### **PRINT & PUBLICATION**

Print and press work published in dailies, books, and magazines.

A03.

### **FILM**

Any video or film that aired on television, in cinemas, or in digital and mobile media platforms.

A04.

### **AUDIO & RADIO**

All audio media content. This includes ads broadcast over public radio, digital audio streaming, podcasts, as well as innovative use of audio as a solution or experience.

A05.

### **DESIGN**

Work that uses visual craftsmanship to define a brand or communicate its key messages. These include brand identity materials, communication design, product design, packaging, interactive design, environmental design, and other design-driven pieces of work.

A06.

### **INTEGRATED**

Work that uses multiple media platforms (at least two). Entries should demonstrate the integration of chosen elements or channels throughout the campaign, and how the different media complemented and built on each other to drive tangible business results, were instrumental to cultural change, or integral in the achievement of brand purpose.





## B. CRAFT

Each entry will be judged specifically on the quality of its craftsmanship. Only original, produced work will be accepted – absolutely no purchased material (i.e. stock footage, purchased music, etc.). AI-generated copy, visuals and videos may only be entered in AI-specific categories.

### B01. **AUDIO: BEST COPYWRITING**

Scripts that masterfully bring to life a brand idea or message in an audio content.

A "copy video" displaying the script in sync with the audio should be provided for judging.

### B02. **DESIGN/OUTDOOR/PRINT: BEST ART DIRECTION**

Work that excels in overall design, direction and visual execution for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.

### B03. **DESIGN/OUTDOOR/PRINT: BEST CHARACTER DESIGN**

Creative character design masterfully executed for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.

### B04. **DESIGN/OUTDOOR/PRINT: BEST COPYWRITING**

Masterfully crafted copywriting executed for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.

### B05. **DESIGN/OUTDOOR/PRINT: BEST DIGITAL IMAGING**

Visuals masterfully edited for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.

This excludes stock and AI-generated images.

It is highly recommended to provide a concept board or demo film to showcase how the digital imaging was created.

### B06. **DESIGN/OUTDOOR/PRINT: BEST ILLUSTRATION**

Illustrations masterfully executed for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.

The work must be original and excludes stock and AI-generated images.

### B07. **DESIGN/OUTDOOR/PRINT: BEST PHOTOGRAPHY**

Best use of photography for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.

The work must be original and excludes stock and AI-generated images.

### B08. **DESIGN/OUTDOOR/PRINT: BEST TYPOGRAPHY**

Including brand identity, logo design, brand environment design, brand collateral, corporate communications, promotional items, and other comprehensive branding programmes.

### B09. **DESIGN/OUTDOOR/PRINT: BEST USE OF AI (NEW)**

Best use of generative AI images for any print, published, and outdoor work, including but not limited to, traditional billboards, posters, digital outdoor, and brand design.



B10.  
**DIGITAL (EXCLUDING FILM):  
BEST ART DIRECTION**

Work that demonstrates exceptional art direction for websites, apps, digital ads, games, and other advertising materials (except film) in a digital environment.

B11.  
**DIGITAL (EXCLUDING FILM):  
BEST COPYWRITING**

Work that demonstrates mastery of copywriting in websites, apps, digital ads, games, and other materials (except film) in a digital environment.

B12.  
**DIGITAL (EXCLUDING FILM):  
BEST CHARACTER DESIGN**

Work that demonstrates creative character design masterfully executed for websites, apps, digital ads, games, and other materials (except film) in a digital environment.

B13.  
**DIGITAL (EXCLUDING FILM):  
BEST DIGITAL IMAGING**

Visuals masterfully edited for websites, apps, digital ads, games, and other materials (except film) in a digital environment. This excludes AI-generated images.

It is highly recommended to provide a concept board or demo film to showcase how the digital imaging was created.

B14.  
**DIGITAL (EXCLUDING FILM):  
BEST ILLUSTRATION**

Illustrations masterfully executed for websites, apps, digital ads, games, and other materials (except film) in a digital environment. The work must be original and excludes AI-generated images.

B15.  
**DIGITAL (EXCLUDING FILM):  
BEST PHOTOGRAPHY**

Best use of photography for websites, apps, digital ads, games, and other materials (except film) in a digital environment.

B16.  
**DIGITAL (EXCLUDING FILM):  
BEST TYPOGRAPHY**

Best use of typography for websites, apps, digital ads, games, and other materials (except film) in a digital environment.

B17.  
**DIGITAL (EXCLUDING FILM):  
BEST MOTION GRAPHICS  
DESIGN & ANIMATION**

Computer graphics and animation that are intuitive to the digital context.

B18.  
**DIGITAL: BEST UX/UI**

Design practice focused on the emotional and behavioral response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction.

B19.  
**DIGITAL: BEST DATA  
VISUALIZATION**

Awesome visual presentation of digital data and insights.

B20.  
**DIGITAL: BEST AI STORYTELLING**

Undoubtable demonstration of AI and/or machine learning that engages with desired audience.



B21.

### **DIGITAL: BEST INNOVATIVE USE OF TECHNOLOGY**

Tech used to improve the user experience. This could include, but not be limited to, smart automation, AI, avatars, influencers, apps, cloud services and marketplaces. Prototypes are not acceptable.

B22.

### **DIGITAL: BEST METAVERSE, NEW REALITIES, & EMERGING TECH**

The use of immersive experiences that pushes the boundaries of technology. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, video mapping, blockchain technology, gamification, virtual worlds, the metaverse, and all other emerging platforms. Prototypes are not acceptable.

B23.

### **AUDIO: BEST DIRECTION**

The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, talent casting, sound design, music, mixing, etc. that have been used to bring that vision to life.

B24.

### **AUDIO: BEST SOUND DESIGN & EDITING**

Masterfully bringing the idea through the process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'Atmos' etc. and mixing them together seamlessly.

B25.

### **AUDIO: BEST VOICE PERFORMANCE**

The overall delivery of the script through performance. Including, but not limited to, tone and pacing, use of accents or impersonation etc.

B26.

### **AUDIO: BEST ORIGINAL SCORE**

Music with very little or no lyrics. It is not a pre-existing track or stock music.

B27.

### **AUDIO: BEST SONG ADAPTATION**

The re-imagining of an existing composition or music. Must provide the name(s) of Original Artist and Original Song Title.

B28.

### **AUDIO: BEST ORIGINAL SONG**

Music with lyrics, composed specifically for a film. It is not a pre-existing track or stock music.

B29.

### **AUDIO: BEST SONIC BRANDING**

The expression of the brand through sound. Can include but is not limited to sonic logos and jingles.

B30.

### **AUDIO: BEST USE OF TECHNOLOGY (NEW)**

The use of new or existing technology and tools. Can include but is not limited to use of generative AI, sound recording technology, and post-production innovation.

B31.

### **FILM: BEST ANIMATION**

The use and aesthetic of animation in film. All types of animation, including cell, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. For films that include both animation and live action, it will be the animation that is judged.

B32.

### **FILM: BEST CINEMATOGRAPHY**

The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.

B33.

### **FILM: BEST DIRECTION**

The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.



B34.

### **FILM: BEST EDITING**

The technical and creative success of the edit. All aspects of the film's edit will be considered including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.

B35.

### **FILM: BEST PRODUCTION DESIGN**

The aesthetic of the production design including set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components.

B36.

### **FILM: BEST VISUAL EFFECTS AND DIGITAL IMAGING**

The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage.

*Note: It is highly recommended to provide a two minute demo film showcasing how the visual effects were created.*

B37.

### **FILM: BEST COLOR CORRECTION/ GRADING**

Creating a consistent and stylized color scheme that evokes a specific emotion and transform the final look of the film.

*Note: It is highly recommended to provide a two-minute demo film showcasing the before and after effects of correction/grading.*

B38.

### **FILM: BEST MAKEUP & HAIRSTYLING**

Celebrates the artisans behind the mirror. Can include but is not limited to prosthetics, ageing/ de-ageing, period pieces and fantasy pieces.

B39.

### **FILM: BEST CASTING**

Celebrates achievement in casting. Can include but is not limited to the selection of actors, dancers, singers, models, non-professionals, animals and other talent.

B40.

### **FILM: BEST USE OF TECHNOLOGY**

The use of new or existing technology and tools. Can include but is not limited to use of generative AI, camera technology and modern post-production innovation.

B41.

### **FILM: BEST LOW-BUDGET FILM**

Creatively utilizing a low or conservative production budget not exceeding Php 1 Million.

*Note: Entries must provide the production budget and an explanation of how it was applied.*





# C. CREATIVITY IN ENGAGEMENT

Celebrating insightful creativity that captivates at every touchpoint. Creating authentic interaction and immersive experiences that engage consumers and impact culture.

## C01. CREATIVE B2B

Celebrates game-changing creativity and effectiveness in work for products and services that are purchased by professionals on behalf of businesses.

## C02. CREATIVE DATA

Celebrates the interplay of ideas and information. Entries will need to demonstrate how the work was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results/impact must be clear and robust.

## C03. MEDIA

Celebrates the context of creativity. Entries will need to demonstrate an inspiring and innovative implementation of media ideas; work which is enhanced and amplified by a game-changing channel strategy.

## C04. PR

Celebrates the craft of strategic and creative communication. Entries will need to demonstrate how original thinking, transformative insight, and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change.

Work with storytelling at its core, which established, protected, and enhanced the reputation and business of an organization or brand.

## C05. INFLUENCER (NEW)

Celebrates creative and strategic influencer marketing solutions. Entries will need to demonstrate how levels of engagement, reach, and the creative use of brand ambassadors and influencers led to commercial success.

# D. CREATIVITY IN ENTERTAINMENT

Celebrates creativity that turns content into culture. Entries will need to demonstrate ideas that are unskippable; work that captivated in order to cut through, communicated a brand message, or connected with consumers in a new way. All entries in this category must include a case video, maximum 2 minutes.

## DO1. AUDIO-VISUAL BRANDED CONTENT

Includes Fiction, Non-fiction, Documentaries or Series made for VR, AR, Live Broadcast/Live Streaming, Audio Content such as podcast and other audio platforms, Brand Integration and Sponsorships/Partnerships.

## DO2. TALENT

Entertainment that features or is developed in collaboration with talent. Entries should demonstrate how the talent's influence was leveraged to amplify a brand's message.



D03.  
**GAMING**

Games and gaming initiatives that communicate a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.

D04.  
**SPORTS & ESPORTS**

Rewarding examples of sports entertainment and initiatives across different platforms, including esports.

D05.  
**INNOVATION**

Innovative branded content that pushes the boundaries of the industry utilizing forward-thinking ideas to engage with the chosen audience.

## E. CREATIVITY IN EXPERIENCE

This category celebrates creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, brand experience, and optimization of every touch point led to increased brand affinity and commercial success.

E01.  
**TOUCHPOINTS & TECHNOLOGY**

The use of tech and multiple touchpoints across a brand experience or activation. Ex. Work that harnesses social media, mobile apps, portable devices, and/or mobile tech to enhance a live experience or activation, or work that uses branded websites or microsites or creative use of AR/VR, and/or voice activation to drive engagement. This also includes branded games, digital installations, and interactive brand videos.

E02.  
**BRAND EXPERIENCE**

Any live brand experience, retail experience, or activation that was held at a consumer or B2B event. This may include, but is not limited to, installations, product demos, trade shows, expos & pop-ups.

E03.  
**GUERRILLA MARKETING & STUNTS**

Any brand experience or activation using guerrilla marketing, short/one-off live executions, street teams, publicity stunts, and street stunts to drive customer engagement.

E04.  
**SPONSORSHIP & BRAND PARTNERSHIP**

Partnerships/sponsorships that create immediate and long term brand experiences or activations. Entries will be judged on how effective the partnership/sponsorship was.





E05.

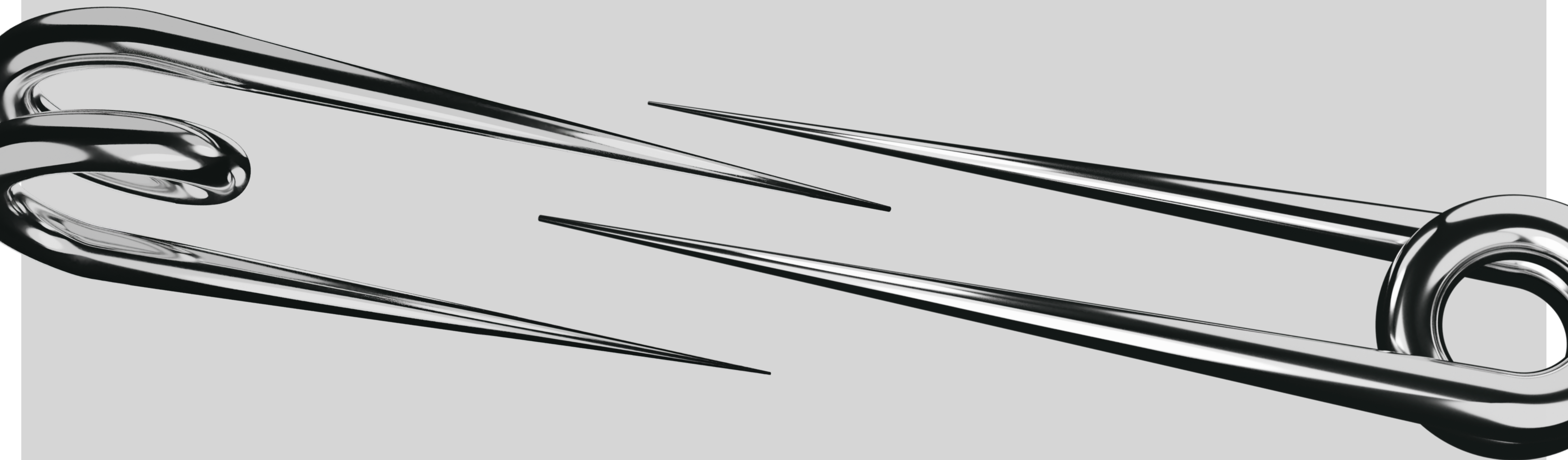
### **CREATIVE COMMERCE**

Celebrates the innovative and creative approach to online and offline commerce, payment solutions, and transactional journeys. Entries will need to demonstrate how innovation and optimization at any point of the end-to-end customer journey led to increased consumer engagement and commercial success.

E06.

### **INNOVATION**

Celebrates ground-breaking innovation, technology, and problem solving. Stand-alone technological solutions including tools, products, models, platforms, and other forms of adtech will also be recognized, as well as creative campaigns utilizing new technology.



## **F. CREATIVITY IN SOCIAL (NEW)**

Celebrating creative thinking in social content. Open to single and campaign entries (two or more pieces). Entries will need to demonstrate how levels of engagement, reach and the creative use of content led to desired conversion and success.

F01.

### **SOCIAL POST**

Celebrates the creative use of content in social platforms, including but not limited to static & dynamic posts. You may enter posts either as single and/or campaign (if as a series) entries.

F03.

### **USE OF INFLUENCER IN SOCIAL**

Celebrates the creative use of influencers in social platforms. Role and input of influencers in this category are defined as either collaborators, co-creators or ambassadors. Non-agency entities such digital creators and influencers may also enter. Duplicate entrants will be judged as one, but all entities will be credited accordingly.

F02.

### **SOCIAL VIDEO**

Celebrates the creative use of video content in emerging social video platforms such as TikTok and Instagram Reels. You may enter videos either as single and/or campaign (if as a series) entries.

F04.

### **SOCIAL ACTIVATION**

Celebrates the use of social platforms as the primary channel to engage users and elicit interaction with brands. This can include the use of promotions, live-streamed events, co-creation & user generated content. This may also include multi-channel or experience efforts provided that social remains the centerpiece of the campaign.



# G. CREATIVITY IN STRATEGY & EFFECTIVENESS

Celebrating commercial effectiveness, strategic planning, and creative application of solutions to unlock growth and measure impact.

## G01. CREATIVE EFFECTIVENESS

Celebrates the measurable impact of creative work.

Entries in this category will need to demonstrate how an effective strategy rooted in creativity met its chosen business objectives, how it generated positive customer outcomes and drove sustainable business impact over time.

The following criteria will be considered during judging and weighted as such: 25% idea; 25% strategy; 50% impact and results.

## G02. CREATIVE STRATEGY

Celebrates the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

Entries will need to demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

The following criteria will be considered during judging and weighted as such: 30% interpretation of business/brand challenge, 30% insight/breakthrough thinking, 20% creative idea, 20% outcome/results.

# H. CREATIVITY FOR GOOD

This category recognizes that creativity can be a beacon of hope and change in this world. Open to single and campaign entries (two or more pieces). Components of the campaign can also be entered as separate single entries.

## H01. CORPORATE SOCIAL RESPONSIBILITY

Non-product or service-based social responsibility campaigns by brands, aimed at addressing social, ethical, and environmental issues.

## H02. NON-PROFIT, CHARITY, & GOVERNMENT

Advertising for government, public information, military, charities, and non-profit organizations.

## H03. PUBLIC SERVICE & CAUSE APPEALS

Anti-smoking, anti-drug & other addictions, anti-drunk-driving, road & public safety awareness, health & hygiene awareness, political & religious messages, advocacy for unions & associations, environmental awareness, human rights awareness, animal rights awareness, education, racial, ethnic & disability awareness, gender equality, volunteers & donation appeals, & NGOs.





# TECHNICAL REQUIREMENTS FOR SUBMISSION

PLEASE PREPARE THE FOLLOWING TO MAKE UPLOADING OF ENTRIES EASIER AND FASTER:

- |                             |                          |
|-----------------------------|--------------------------|
| CLASSIC CREATIVITY          | CREATIVITY IN EXPERIENCE |
| CREATIVITY IN ENGAGEMENT    | CREATIVITY IN SOCIAL     |
| CREATIVITY IN ENTERTAINMENT | CREATIVITY FOR GOOD      |

Depending on the subcategory, you may choose to submit your entry in one or more of the following formats that best represent the merit and excellence of your entry:

## JPEG OF CONCEPT

- 300 dpi, longest side measuring approximately 420 mm

## CASE VIDEO

*with the following specifications:*

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps
- minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 khz stereo audio
- File size must not exceed 150MB

## REQUIRED DOCUMENTS

- JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)
- JPEG of ASC Clearance if applicable
- JPEG of Media Certification of Performance if applicable

## FILM

*with the following specifications:*

- MP4
- NTSC 720 x 486 at 29.97 fps
- minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 khz stereo audio

File size must not exceed 150MB; for longer films that may exceed the maximum upload size, the entrant may provide an unlisted YouTube link so judges can view the work at the ideal resolution.

Put English subtitles if needed.

## JPEG OF POSTERS

- 300 dpi, longest side measuring approximately 420 mm with English translation if needed



## CREATIVITY IN STRATEGY & EFFECTIVENESS

Entries for Creativity in Strategy & Effectiveness should include the following:

### JPEG OF CONCEPT BOARD

in which results of idea are indicated (300 dpi, longest side measuring approximated 420 mm)

### WRITTEN CASE STUDY

As part of the online entry submission

### REQUIRED DOCUMENTS

- JPEG of ASC Clearance
- JPEG of Media Certification of Performance
- JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)

### CASE VIDEO

with the following specifications:

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 khz stereo audio
- File size must not exceed 150MB

# CRAFT

## AUDIO CRAFT

Best Copywriting, Direction, Music/Sound Design, Voice Performance, Best Original Score, Best Song Adaptation, Best Original Song, Best Sonic Branding

### AUDIO

- MP3 (64 Kbps BitRate, AAC 44.1 khz stereo)

English Translation (in PDF) if needed

### REQUIRED DOCUMENTS

- JPEG of ASC Clearance
- JPEG of Media Certification of Performance
- JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)

### DEMO FILM FOR AUDIO CRAFT IF NEEDED

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB

## DESIGN CRAFT

Best Art Direction, Character Design, Best Copywriting, Best Digital Imaging, Best Illustration, Best Photography, Best Typography

### JPEG of the piece

- 300 dpi, longest side measuring approximately 420 mm, with English translation if needed

**CONCEPT BOARD** (optional) to further explain its design merits, with English translation if needed

- JPEG 300 dpi, longest side measuring approximately 420 mm

### REQUIRED DOCUMENTS

- JPEG of Client Certification (use Pro-Forma)
- JPEG of ASC clearance

**CASE VIDEO** (optional) to further explain its design merits, with English translation if needed

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB



## OUTDOOR CRAFT

Best Art Direction, Character Design,  
Best Copywriting, Best Digital Imaging,  
Best Illustration, Best Photography, Best Typography

### JPEG of the piece

- 300 dpi, longest side measuring approximately 420 mm, with English translation if needed

**CONCEPT BOARD** (optional) to further explain its merits, with English translation if needed

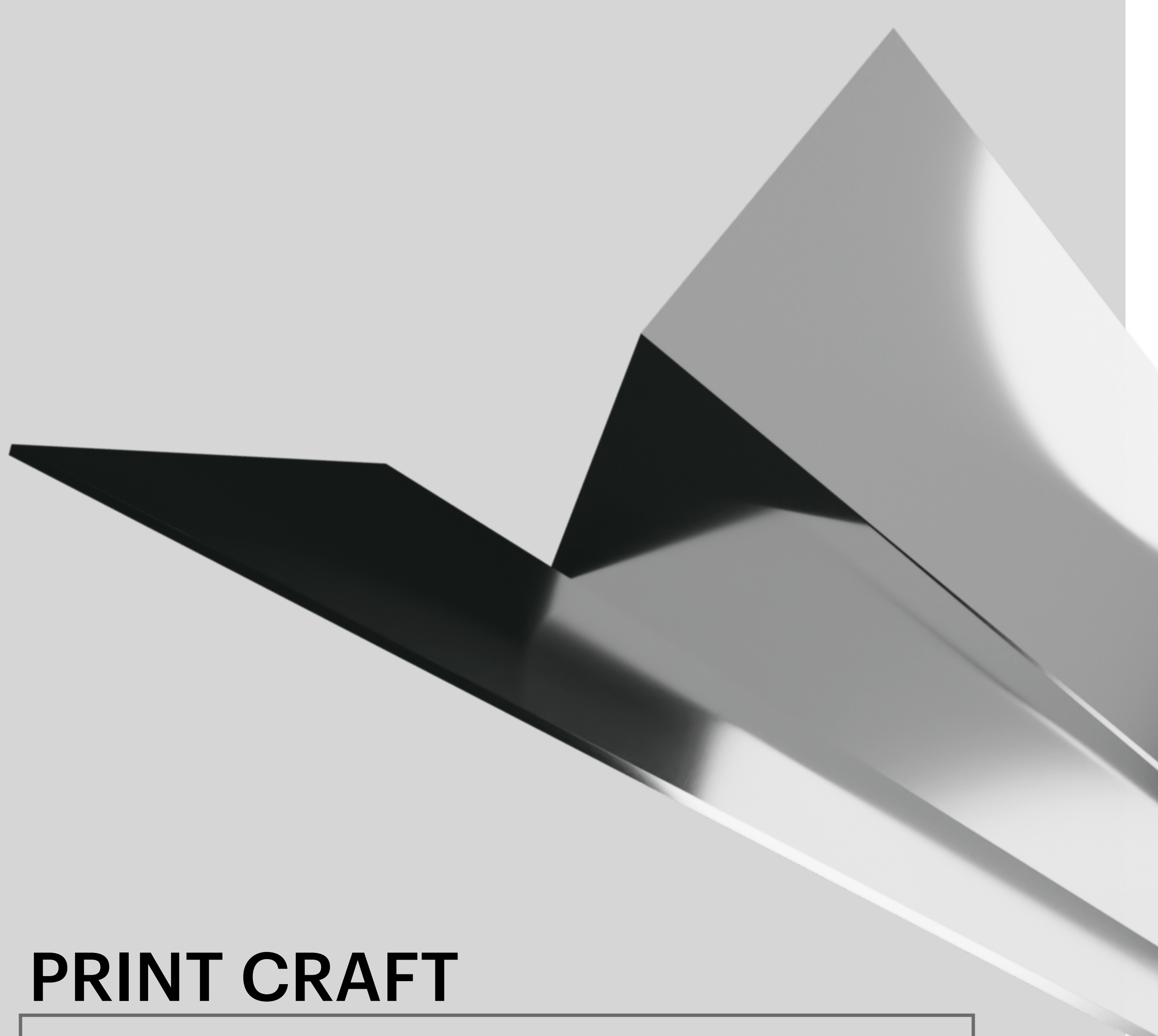
- JPEG 300 dpi, longest side measuring approximately 420 mm

**CASE VIDEO** (optional) to further explain its design merits, with English translation if needed

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB

### JPEG of ASC Clearance

- JPEG of Media Certification of Performance
- JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)



## PRINT CRAFT

Best Art Direction, Character Design,  
Best Copywriting, Best Digital Imaging,  
Best Illustration, Best Photography,  
Best Typography

### JPEG of the piece

- 300 dpi, longest side measuring approximately 420 mm, with English translation if needed

**CONCEPT BOARD** (optional) to further explain its merits, with English translation if needed

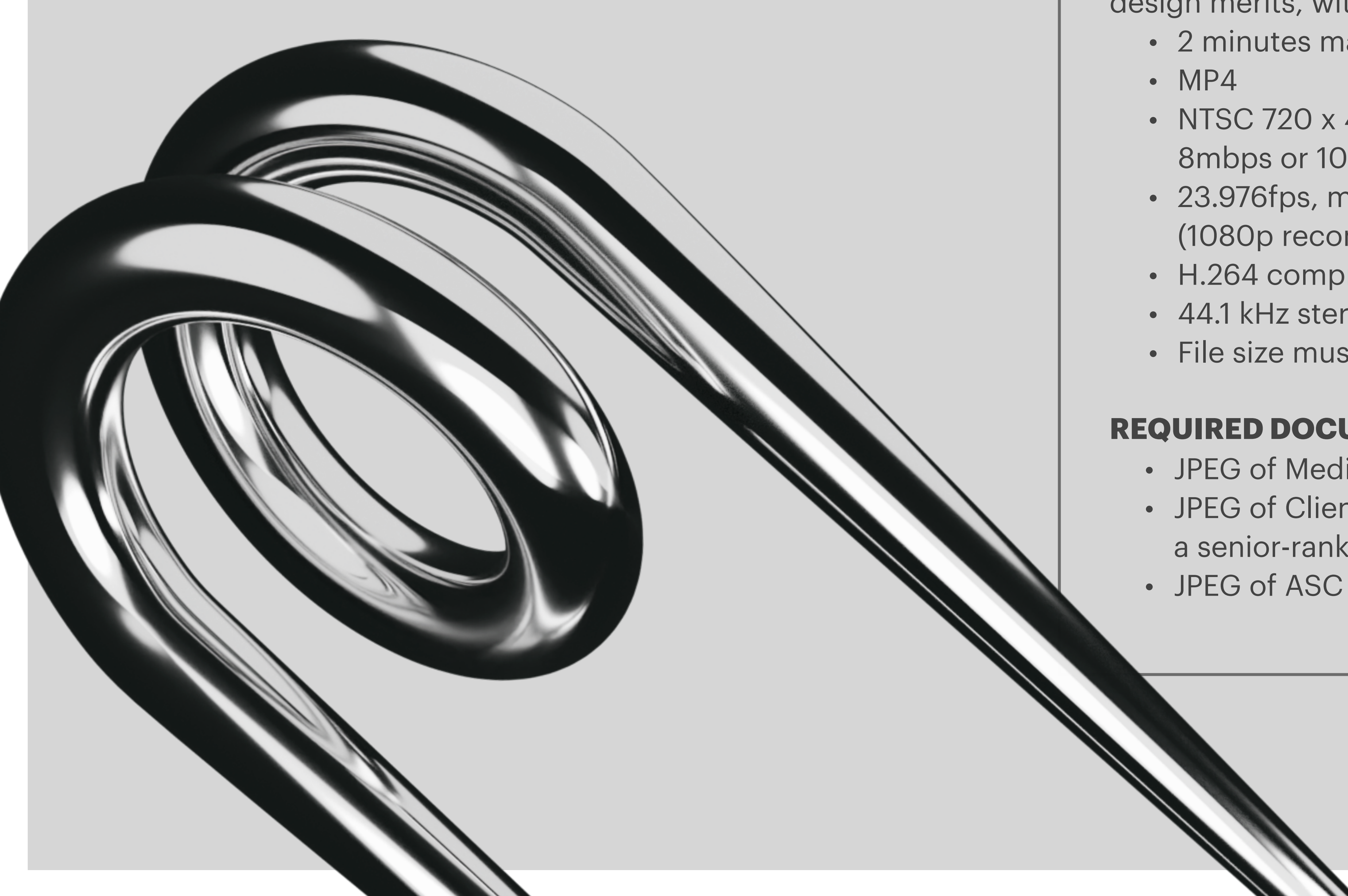
- JPEG 300 dpi, longest side measuring approximately 420 mm

**CASE VIDEO** (optional) to further explain its design merits, with English translation if needed

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB

### REQUIRED DOCUMENTS

- JPEG of Media Certification of Performance
- JPEG of Client Certification signed by a senior-ranking client (use Pro-Forma)
- JPEG of ASC clearance





## DIGITAL CRAFT

Best in Art Direction/Design, Best Copywriting, Best UX/UI, Best Motion Graphics Design & Animation, Best Data Visualization, Best AI Storytelling, Best Innovative Use of Technology, Best Metaverse, New Realities & Emerging Tech

### WORKING URL

#### DEMO FILM

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB

**JPEG** if the piece is static

**CONCEPT BOARD** (optional) to further explain its merits, with English translation if needed

- JPEG 300 dpi, longest side measuring approximately 420 mm

**CASE VIDEO** (optional) to further explain its merits, with English translation if needed

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB

#### REQUIRED DOCUMENTS

- JPEG of Client Certification signed by a senior-ranking client (use Pro- Forma)

## FILM CRAFT

Best Animation, Best Art Direction, Best Audio Craft, Best Cinematography, Best Copywriting, Best Direction, Best Editing, Best Production Design, Best Visual Effects and Digital Imaging, Best Color Correction/Grading, Best Makeup & Hairstyling, Best Casting, Best Use of Technology, Best Low-Budget Film

**FILM** with the following specifications:

- MP4
- NTSC 720 x 486 at 29.97 fps
- minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB; for longer films that may exceed the maximum upload size, the entrant may provide an unlisted YouTube link so judges can view the work at the ideal resolution

**FOR PRODUCT SUBCATEGORIES**, before-and-after videos are welcome but must be included in the 2-minute case video

#### FOR BRANDED FILM CONTENT, A CASE VIDEO

with the following specifications:

- 2 minutes maximum
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps (1080p recommended)
- H.264 compression
- 44.1 kHz stereo audio
- File size must not exceed 150MB

#### REQUIRED DOCUMENTS:

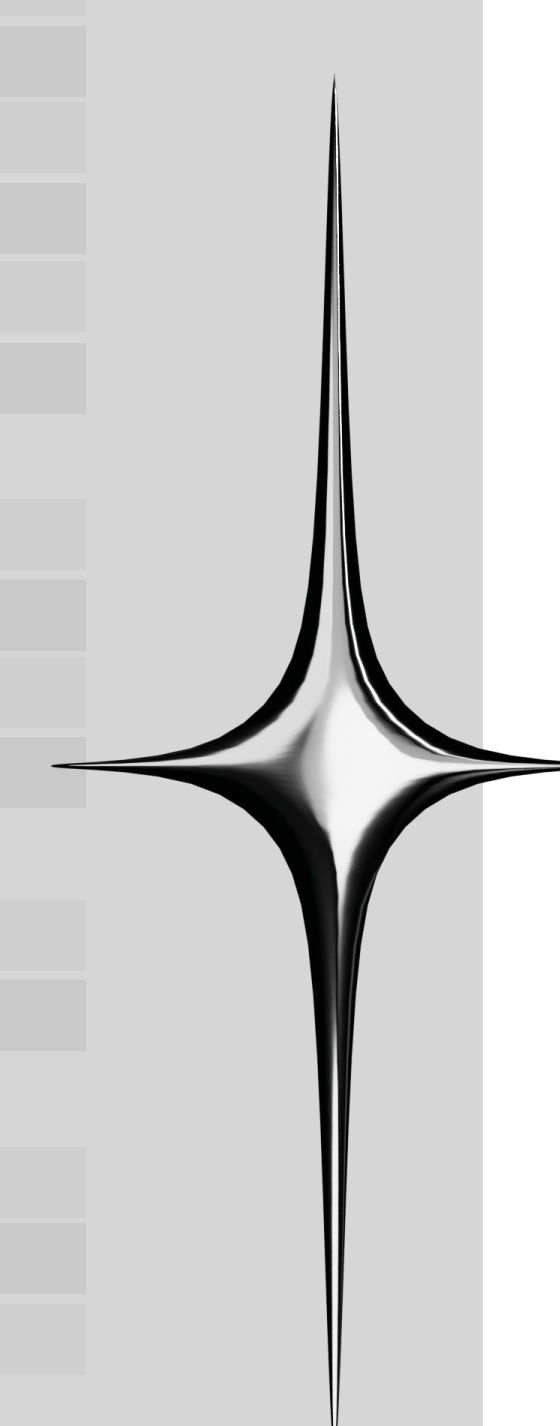
- JPEG of ASC Clearance
- JPEG of Media Certification of Performance
- JPEG of Client Certification signed
- by a senior-ranking client (use Pro-Forma)



**Entry Requirement Guide**

⚡ Required ⚡ Optional

Category	Subcategory	Concept Board	Actual / Case Video	Jpeg Of The Piece / Demo Film	Audio File Of The Piece	Client Certification	ASC Clearance	Media Certification	Written Case Study	English Translation	Online Links If Available	Requirements
A. Classic Creativity	A01. Outdoor/Ambient	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	
	A02. Print & Publication	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	
	A03. Film	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	
	A04. Audio & Radio	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	
	A05. Design	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	
	A06. Integrated	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
B. Craft	B01. Audio: Best Copywriting				⚡		⚡	⚡	⚡	⚡	⚡	
	B02. Design/Outdoor/Print: Best Art Direction	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B03. Design/Outdoor/Print: Best Character Design	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B04. Design/Outdoor/Print: Best Copywriting	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B05. Design/Outdoor/Print: Best Digital Imaging	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B06. Design/Outdoor/Print: Best Illustration	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B07. Design/Outdoor/Print: Best Photography	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B08. Design/Outdoor/Print: Best Typography	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B09. Design/Outdoor/Print: Best Use Of A.I. (New)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B10. Digital: Best Art Direction (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	
	B11. Digital: Best Copywriting (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B12. Digital: Best Character Design (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B13. Digital: Best Digital Imaging (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B14. Digital: Best Illustration (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B15. Digital: Best Photography (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B16. Digital: Best Typography (Excluding Film)	⚡	⚡			⚡	⚡	⚡	⚡	⚡	⚡	⚡
	B17. Digital: Best Motion Graphics Design & Animation (Excluding Film)	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B18. Digital: Best UX/UI	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B19. Digital: Best Data Visualization	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B20. Digital: Best A.I. Storytelling	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B21. Digital: Best Innovative Use Of Technology	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B22. Digital: Best Metaverse, New Realities & Emerging Tech	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B23. Audio: Best Direction	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B24. Audio: Best Sound Design & Editing	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B25. Audio: Best Voice Performance	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B26. Audio: Best Original Score	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B27. Audio: Best Song Adaptation	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B28. Audio: Best Original Song Soundtrack	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B29. Audio: Best Sonic Branding	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B30. Audio: Best Use Of Technology	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B31. Film: Best Animation	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B32. Film: Best Cinematography	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B33. Film: Best Direction	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B34. Film: Best Editing	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B35. Film: Best Production Design	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B36. Film: Best Visual Effects And Digital Imaging	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B37. Film: Best Color Correction/Grading	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B38. Film: Best Makeup & Hairstyling	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B39. Film: Best Casting	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B40. Film: Best Use Of Technology	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
	B41. Film: Best Low-Budget Film	⚡	⚡	⚡	⚡		⚡	⚡	⚡	⚡	⚡	⚡
C. Creativity In Engagement	C01. Creative B2B	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C02. Creative Data	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C03. Media	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C04. PR	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	C05. Influencer (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
D. Creativity In Entertainment	D01. Audio-Visual Branded Content	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D02. Talent	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D03. Gaming	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D04. Sports & Esports	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	D05. Innovation	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
E. Creativity In Experience	E01. Touchpoints & Technology	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E02. Brand Experience	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E03. Guerrilla Marketing & Stunts	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E04. Sponsorship & Brand Partnership	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E05. Creative Commerce	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	E06. Innovation	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
F. Creativity In Social (New)	F01. Social Post (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	F02. Social Videos (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	F03. Use Of Influencer In Social (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	F04. Social Activation (New)	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
G. Creativity In Strategy & Effectiveness	G01. Creative Effectiveness	⚡	⚡				⚡	⚡	⚡	⚡	⚡	
	G02. Creative Strategy	⚡	⚡				⚡	⚡	⚡	⚡	⚡	
H. Creativity For Good	H01. Corporate Social Responsibility	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	H02. Non-Profit, Charity, & Government	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
	H03. Public Service & Cause Appeals	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡





## SEND A MESSAGE

Contact us for any questions about Kidlat Awards. Our team is ready to help!

**VANNE OR LIZA**

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