

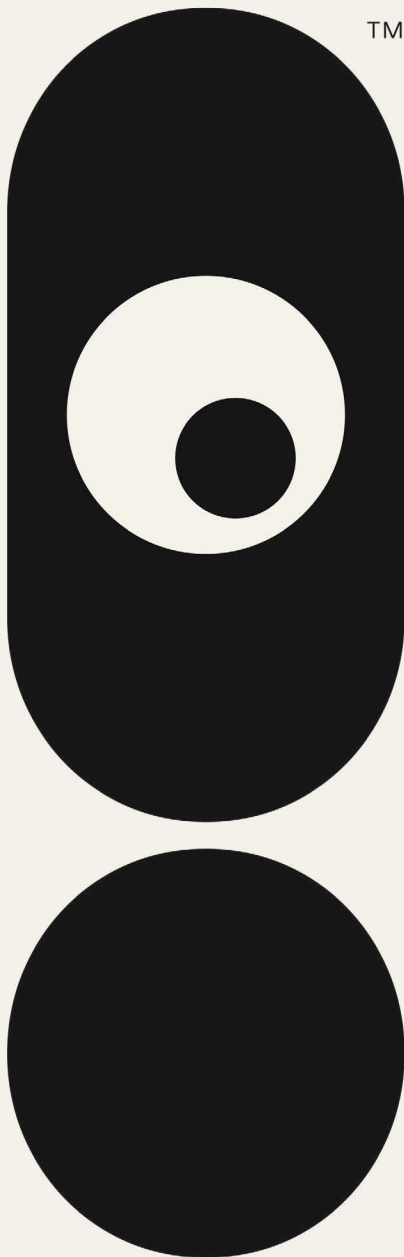
CICLOPE[®]

Asia

Entry Kit
2024

May 30th,
Tokyo, Japan

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ABOUT

CICLOPE Asia is the first Asia-Pacific award show fully dedicated to film craft in advertising and moving image. Unlike other events in the region, **CICLOPE Asia** focuses on the art of execution, rather than the ideas. We truly believe a good execution is as important as the idea, and extremely determinant for the consumer's experience.

CICLOPE Asia honors work made by APAC professionals and companies based in the region, in different categories such as Direction, Animation, Visual Effects, Music Videos and Editing, among others. Part of the jury panel is from outside the region, which guarantees transparency, zero politics and qualified exposure for participants.

In two rounds of judging, the Jury discusses the finalist pieces and decides on the one best work in each category. The panel can also award more than one Grand Prix for the best work of the year in the competition.

CICLOPE Asia 2024 will take place on May 30th, 2024 in Japan. Winners will be announced at the awards ceremony, that will be celebrated live on at **EuroLive, Tokyo, Japan.**



KEY DATES

OPEN CALL FOR ENTRIES

February 19th

ELIGIBILITY DATES

August 1st, 2023 - May 1st, 2024

DEADLINE

April 26th

SHORTLIST ANNOUNCEMENT

May 15th

LIVE EVENT & AWARDS CEREMONY

May 30th



THE JURY

CICLOPE Asia's jury panel is a diverse group of highly valued members of the industry, including creatives, producers, directors, marketers and professionals from all around the world. In 2024, **CICLOPE Asia's** judging process will be completely online and will consist of two rounds:

- During the first round the Executive and Grand Jury will watch and rank the entries on CICLOPE's online platform. The best-ranked entries in each category will be considered finalists.
- In the second round of judging, the Executive Jury will discuss the finalist pieces on two Zoom meetings and award the best entries in each category. The Executive Jury will also have the chance to award a Grand Prix to the best work in the competition.

JUDGING CRITERIA

When evaluating submissions, the jury will focus on:

- The commitment to excellence in craft;
- Daring creativity that explores new frontiers and embraces unconventional methods;
- Meticulous details that acknowledge comprehensive excellence in all facets of production;
- Seamless fusion of craftsmanship and ideation;
- The mastery of specialised techniques and how these elevate the core idea, promoting creativity and originality;
- Innovative approaches that challenge norms, fostering bold creativity and fresh industry perspectives.

The aim of the judging is to select films that not only meet the industry standards but also inspire, setting new benchmarks and embodying **CICLOPE Asia's** dedication to excellence and innovation. Jurors are strictly requested to be objective and unbiased when judging the work, and must abstain from voting on the work submitted by themselves or their companies.

AWARDS



Projects that showcase excellence, deserving of acknowledgment. These will conform the Shortlist.



The epitome of the year's excellence in craft and creative innovation. There can be a maximum of two winners per category.



Outstanding work that stands-up with unparalleled craftsmanship and innovation, across all categories. Only one Grand Prix can be awarded in each section.

WHO CAN SUBMIT?

At **CICLOPE Asia** we celebrate the people behind the craft who have the power to elevate messages to become truly inspiring.

Any production, post production, digital, music and editorial companies can submit to **CICLOPE Asia**. Also independent professionals and advertising agencies from all over the Asia-Pacific region. In this last case, please note that if they win, the credits will go in first place for the company that has produced the piece.

To be eligible, entries must have been:

1. Produced by Asian-Pacific professionals to be broadcasted in any country in the world. Example: An editing company in Japan cuts a commercial produced by a German production company to be broadcasted in Europe. The film can be entered into Editing. Or...
2. Produced by foreign professionals, as long as the production company and/or the director behind the project are based or were born in Asia-Pacific. Example: A British music company adapts a song for a commercial directed by a Chinese filmmaker. The film can be entered into Music.

The work must have been commissioned by a brand, including nonprofit organizations. Pieces that have not been produced for advertising purposes, are only eligible to participate in the Special Categories section. In any case, only films up to 20 minutes can be entered at **CICLOPE Asia**.

SPECIAL AWARDS



This award is open to production companies which have been credited in 2 or more shortlisted commercials, music videos or short films. The ranking is calculated using Production Company credits across all Awards categories. Offices under the same ownership/parent group will be considered as one company.



This award is open to agencies which have been credited in 2 or more shortlisted commercials, music videos or short films. The ranking is calculated using Advertising Agency credits across all Awards categories. Offices under the same ownership/parent group will be considered as one company.



This award is open to directors which have been credited in one or more shortlisted commercials, music videos or short films. The ranking is calculated using Direction credits across all Awards categories.

CICLOPE Asia does not only award trophies to the best entries in each category, but also honors the most successful performances of the year in the Asia-Pacific region. Taking into consideration the final ranking, **CICLOPE Asia** gives a Special Award to the:

- Production Company of the Year
- Advertising Agency of the Year
- Director of the Year

The ranking calculation is based on all finalist entries and awards won by a credited company. According to the points system, each company receives:

- 7 points for a Grand Prix
- 3 points for a Category Winner
- 1 point for a finalist position

IMPORTANT: The scores are calculated based on the information provided by the entrant companies; it is their duty to ensure the correct companies and individuals are appropriately credited.

Contact **our team** for more details on our Special Awards.



CATEGORIES

BRANDED CONTENT*

ANIMATION

The Jury will evaluate the talent of the artist in the creation of characters, elements or actions that provide the motion sensation and have been produced either in 2D, 3D, Traditional, Motion Graphics, Stop Motion and/or Mixed Media. Character and Creatures animations should be entered in this category. To enter this category we require companies to upload a breakdown of their work in a separate file. The breakdown has to be maximum 2 minutes long.

CASTING

The Jury will consider the casting director's skills in selecting actors to play the main roles in the film, and the actor's / actress's skills to invoke a captivating performance and his / her contribution to the piece, where the actor brings the creative idea to life. The use of voice performance, like narrators, will also be taken into consideration as an important aspect of the success of a piece.

CINEMATOGRAPHY

The Jury will evaluate the cinematographer (Director of Photography) skills in the technique and construction of a unique visual style through lighting, camera angles, settings, textures and other on-set considerations that contribute to the overall quality and composition of the motion-picture photography.

DIRECTION | 60 SECONDS AND UNDER

The Jury will evaluate the talent and the storytelling skills of the Director and his creative vision to bring an idea to life, focusing on the visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-crafts related aspects. Films up to 60 seconds are eligible in this category.

DIRECTION | FROM 60 TO 120 SECONDS

The Jury will evaluate the talent and the storytelling skills of the Director and his creative vision to bring an idea to life, focusing on the visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-crafts related aspects. Films from 60 to 120 seconds are eligible in this category.

DIRECTION | OVER 120 SECONDS

The Jury will evaluate the talent and the storytelling skills of the Director and their creative vision to bring an idea to life, focusing on the visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-crafts related aspects. Films over 120 seconds are eligible in this category but please, respect the 20 minutes time limit!

BRANDED CONTENT*



EDITING

The Jury will evaluate the creative contribution of the editor to the idea, via the selection of the best shot of each take, the speed provided to the film, the assembling of visual images, dialogues, music, sounds or any other element present in the film that creates a consistent piece work.

IDEA | COMMERCIAL

This category is introduced to recognize the craft of creativity in commercial films produced to be broadcasted in TV, cinema, online platforms, social media and out-of-home experiences. The Jury will award the agencies, companies and/or creatives behind fresh, bold and effective film advertising ideas. Besides the original film, companies have to upload a PDF file summarizing the brief, execution, and results of the project. The file must have a maximum of 3 pages in length. Supporting material **MUST NOT** include any credits or logos of the company that created the work.

IDEA | LIVE EXPERIENCE

This category recognizes exceptional creativity in out-of-home experiences developed to captivate audiences and customers in a physical environment (including retail, exhibition spaces or art installations) with the purpose of advertising a brand or product. To enter the work in this category, all entrants have to upload a case video to demonstrate and better explain the concept and work developed behind the final project. The video has to be maximum 2 minutes long. Supporting material **MUST NOT** include any credits or logos of the company that created the work.

MUSIC

The Jury will evaluate the intelligent and creative use of sound and music specifically for, and applied to, any film advertising format. This includes the creation of a totally new piece of music –instrumental or vocal–, as well as the use or reworking of pre-existent music (e.g. remixes or cover versions or already existing music). Sound Design created for the film will also be evaluated in this category. The judging will focus on how well the sound and music helps the film tell its story, as well as the composition or adaptation itself, originality, arrangement & production.

PRODUCTION DESIGN

The Jury will evaluate the overall look of the film that illustrates the setting and visual style of the story, including the design of the sets, location choices, homeware and consumer products, among others.

VISUAL EFFECTS

The Jury will evaluate the integration of the visual elements (images, film or text) captured by a camera and those made by the use of a computer (CG), including color grading, composition, computer-generated works, practical effects and/or the use of XR. To enter this category we require companies to upload a breakdown of their work in a separate file. The breakdown has to be maximum 2 minutes long.

*Commercials and Brand Films up to 20 minutes, created for any media, can be entered in this section.

*Campaigns **can not** be submitted as one entry, the jury will only evaluate the film craft in single pieces.

SPECIAL CATEGORIES*



FASHION FILM (new!)

Short films up to 20 minutes commissioned by fashion, beauty and luxury brands, to be broadcasted on any media can be entered in this category.

The Jury will evaluate the talent and storytelling skills of the director, as well as the visual elements used, such as the set design, the location, and the wardrobe, the shot composition, lighting, casting and remaining film-related aspects.

LOW BUDGET

All commercials and other short form films including music videos, documentaries and fictions, both live action and animated, made with few resources built for TV, internet, mobile, and/or other broadcast channels are welcome to participate in this category. In any case, the production budget must be under USD 30,000.

The Jury will evaluate film craft aspects such as direction, photography, art direction and visual effects, among others.

MUSIC VIDEO

This category is created for a song with promotional or artistic purposes, meant to be broadcasted on any media. The Jury will evaluate film craft aspects such as direction, photography, art direction and visual effects, among others.

NEW TALENT IN DIRECTION

The purpose of this category is to introduce new, emerging talented directors to the world. The Jury will evaluate the narrative and aesthetic innovation skills of upcoming directors in any kind of short form films; commercials, music videos, documentaries and fictions, both in live action and animated films.

To be eligible in this category, directors must be up to 30 years old and/or must have had less than two years of experience as directors. The organization and/or the Jury, if necessary, will have the right to request proof in any stage of the contest.

SHORT FILM

Any non-branded short film (fiction, documentary or experimental; live action or animation) up to 20 minutes can be entered in this category. This includes experimental films that explore alternatives to cinematic and take storytelling to the next level.

The Jury will evaluate the talent and storytelling skills of the director, as well as the visual elements used, such as the set design, the location, and the wardrobe, the shot composition, lighting, casting and remaining film-related aspects.

*Campaigns **can not** be submitted as one entry, as the jury will only evaluate the film craft in single pieces.



HOW TO SUBMIT

It is super easy! Start by clicking [here](#) and follow carefully the following steps:

01. ACCESS YOUR ACCOUNT

A. CREATE YOUR ACCOUNT

If you are a new user, please register by clicking on the button **Create your account**. Once you have created your account, log-in to CICLOPE's submission platform.

B. LOG-IN

If you are a registered user, please log in using the same user and password at last year to enter CICLOPE's submission platform.

02. CREATE AN ENTRY

Once you are into the submission system, click on the button **Create an entry**.

A. SECTION

Choose the appropriate **Section** for your entry. Either Branded Content or Special Categories.

B. CATEGORY

Choose the appropriate **Category** for your entry. Once this is done, you will not be able to change it. (If you would like to change the Section and / or Category of your entry you will need to create a new entry with the correct section and category.)

C. CREDITS

Fill in all **credits** carefully, making sure all names, surnames and company names are spelled correctly and are entered in the right field. Once you have entered all fields, click on **Create an entry**.

D. PROJECT SUMMARY

Supply a brief description outlining the project's background, the reason specifying choosing the category and any other key information you would like to share with us. It should be 500 to 700 characters long, in English. The summary will not be judged nor shared publicly, it is for internal use only.

E. UPLOAD MATERIAL

i) Firstly, upload the **Thumbnail Image to illustrate** your work (the image will only be used as a reference and will not be judged.)

ii) Next, upload the **Media video** you will be submitting in the competition.

iii) In some categories, you can also upload a **PDF file** or supporting visuals to give more information about the project to help the jury understand the work. **Important:** this will be a mandatory requirement in the Ideas category.

iv) Once you have uploaded all the necessary media, click **Proceed**.

03. FINALIZE YOUR ENTRY

To finalize the entry, just check the tick box next to your nomination(s) and click on **Submit**.

You will be automatically redirected to a safe automatic payment system where you can pay with Pay-Pal or credit card.

SUBMISSION REQUIREMENT



Please read carefully the following requirements before submitting your work.

- Entries must remain **anonymous**, so please **remove all credits** and the entrant company's logos before uploading the media. There is no need to remove the client logo.
- Participants must include **English subtitles** in their entries, as the jury will be formed by professionals from all over the world, except in the Music Video category.
- Only entries aired between **August 1st, 2023 - May 1st, 2024** are eligible.
- If you wish to enter a **campaign**, keep in mind multiple films should be entered separately.
- Note that if you want to enter the **same film in different categories** you will need to create a new entry each time. There is no need to upload the media again, you will find it in "My Media".
- If there is a **credit** that is **not pertinent** to your film, please fill in the space with a N/A.
- Note you will be able to modify the credits until the deadline date.
- CICLOPE Awards team is not responsible to fill in or correct credit mistakes.

MEDIA REQUIREMENTS

Media video

This is the piece of work you will submit to the festival for the jury to evaluate.

This file is mandatory to complete your submission.

- Files should be MPEG4, MPEG2 or MOV files.
- Recommended compression rate 15-20 Mbits.
- Maximum file size 1GB.
- **PLEASE**, do not include any special characters (& / * / " " / !) in the name of the file, as it will not upload.
- The complete piece should last no longer than 20 minutes.

Thumbnail image

The image will only be used as a reference and will not be judged.

This file is mandatory to complete your submission.

- High res still from the video, it should illustrate the work submitted.
- At least 1920 pixels long.
- Maximum file size 5MB.

Are there any other requirements for submitting my work?

Yes, all entrant companies should submit their piece along with a **brief description** of the project, between 500 and 700 characters in length, in order to help the jury get a better understanding of the work they're judging.

You'll be able to add your description into the submission form that it's available in our system when you're uploading your project.

ENTRY FEES



	REGULAR FEE February 15th - April 19th	LATE FEE April 20th - April 26th
SINGLE ENTRY* (any categorie except New Talent)	US\$ 425	US\$ 465
NEW TALENT	US\$ 275	US\$ 275

* Any single category (for example, Cinematography) except New Talent.

PAYMENT METHOD

Payment can be made by credit card (VISA, MasterCard & American Express) or through Pay-Pal.

Entry fees are in US dollars only.

If you have any issues when completing your payment, **get in touch** and we'll help you out.

Once you have completed you submission entry fees are not refundable under any circumstance. In case of withdrawn entries, either by the entrant company or by the festival Awards team for entrant's not applying to the terms and rules, there will be no refund or discount.

TERMS & RULES 2024



UPDATE NOTICE: Starting 2023, winners at CICLOPE Asia will no longer automatically be included as a finalist at CICLOPE Festival, the global award show that takes place in Berlin.

A) CICLOPE Asia honors the most well-crafted work in the Asia-Pacific region. To be eligible, entries must have been:

- i. Produced by professionals from Asia-Pacific to be broadcasted in any country in the world. Example: An editing company in Tokyo cuts a commercial produced by a German production company to be broadcasted in Europe. The film can be entered into Editing. Or...
- ii. Produced by foreign professionals, as long as the production company and/or the director behind the project are based or were born in Asia-Pacific. Example: A British music company adapts a song for a commercial directed by an Australian filmmaker. The film can be entered into Music.

The work must have been commissioned by a brand, including nonprofit organizations. Pieces that have not been produced for advertising purposes, are only eligible to participate in the Special Categories section. In any case, only films up to 20 minutes can be entered at **CICLOPE Asia**.

B) Are welcome to enter their work production companies, post production companies, editing houses, music production companies, independent professionals and advertising agencies from all over the world, as long as they comply with the provisions of point A).

C) CICLOPE Asia promotes the participation of all countries, which gives the festival an international profile. Since the Jury panel will be formed by professionals from all over the world, English has been established as the official language. The piece can be registered in any language, but **ENGLISH SUBTITLES ARE MANDATORY**, except in the Music Videos category.

D) The registration of the pieces, as well as the payment, has to be made exclusively through the online registration system of the festival. The piece/s will only be considered registered after the uploading process is complete and the corresponding payment has been done. **Important: Entry fees are not refundable under any circumstance.**

E) The registered pieces must count with the authorization of the advertiser, the agency and/or the owner of the reproduction rights of the work. With exception of the projects of public welfare or charity, all the pieces must have been made for a brand at a valuable cost. It is the participant's sole responsibility to comply with this rule. The festival shall not be held accountable for any type of responsibility that may arise in the shape of legal claims of third parties for this or any other motive related to the intellectual property or reproduction rights of the work.

F) Entries to **CICLOPE Asia** should remain anonymous to the jury members, and should not include any credits or logos from the production companies or creative agencies involved. In case an entry includes credits, the organization will get in touch with the entrant company and ask to remove the info. In case of no reply, **CICLOPE** reserves the right to disqualify the entry without notification. **Entry fees for disqualified entries will not be refunded.** This also applies to any supporting material.

G) CICLOPE Asia's entry deadline is Friday April 26th, 2024. **The pieces must have been broadcasted for the first time between August 1st, 2023 and May 1st, 2024.**

H) The organization, and/or the jury, if necessary, will have the right to request proof of emission in any stage of the contest, and the participant will be compelled to submit it in a maximum time frame of 72 hours. If the event proof is not provided before the deadline, the piece will be automatically disqualified.

TERMS & RULES 2024



I) Pieces that have been submitted for the last edition of **CICLOPE Festival**, the international competition held in November 2023, are able to participate. On the other hand, pieces that have been submitted in other CICLOPE regional shows cannot be submitted in this edition of CICLOPE Asia 2024.

J) For the New Talent in Direction category, directors must have been born or be based in Asia-Pacific, be up to 30 years old and/or they must have had less than two years of experience as directors. The organization will have the right to ask for a proof if necessary.

K) The organization and the Jury, at its sole discretion and when considered necessary, will have the right to disqualify or change pieces to a different category from the one originally registered, without refund of any kind and without the need of communicating it previously.

L) The jury will only evaluate the film craft in single pieces, so multiple films in a campaign should be entered separately.

M) With the purpose of promoting the festival, and when considered appropriate, the organization is authorized to project and/or publish in public or private presentations the registered pieces free of charge, without the need of any type of compensation to third parties.

N) The participant declares to own the broadcasting rights of the work. Also, the participant holds the festival unaccountable from all third party claims (this includes individuals and/or companies).

O) In case the organization confirms the piece does not comply with the before mentioned requirements, or any other expressed in the present rules and conditions, at its sole discretion it will exercise the right to automatically remove or disqualify the piece without the need of compensation or severance pay to the participating company or person.

P) **CICLOPE Asia's** judging process consists of three rounds. In the first round the Grand and Executive Jury watch and rank all entries on **CICLOPE's** online platform. The best-ranked entries in each category will be considered finalists and will be published in the shortlist on May 15th, 2024. In the second round of judging, the Executive Jury discusses the finalist pieces on a Zoom meeting and awards the best work/s in each category. In a third round and last round, the Executive Jury can also award a Grand Prix for the best work of the year in the competition.

Q) The Jury reserves the right not to award any of the categories, if the panel considers the quality of the work submitted does not meet a minimum standard.

R) All entries will be judged, and all winners will be announced on Thursday, May 30th, 2024. Winners who can not attend the ceremony will receive their trophies by courier.

S) Every piece submitted to **CICLOPE Asia 2024** is eligible to participate in **CICLOPE Festival 2024**, the international award show to be held in October.

T) The Special Awards and the final ranking published by **CICLOPE Asia** at the end of the event are based on a points system where a company receives 1 (one) point for a finalist submission, 3 (three) points for an award and 7 (seven) points for a Grand Prix. Take into account that every credited company will earn points.

U) All schedules and line-ups are subject to change without prior notice.



GET IN TOUCH

For more information check out our website | asia.ciclopefestival.com

Please don't hesitate to contact us if you have any further questions.

General information

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Awards support

awards@ciclopefestival.com

TM

For more information on **CICLOPE** please subscribe to our [newsletter](#) and follow us on social media.

CICLOPE[®]

Asia