

## OFFICIAL REGULATION LUUM AWARDS 2024

**Agency Registration and Open Entries:** May 18. **Final Entry Deadline:** October 2. **Judging:** October 4- 7.  
**Notification to Winners:** October 9-10. **Deadline for Payment (Winners):** October 16

**LOCATION AND DATES:** **Gathering of Judges (Geneva, Switzerland):** October 17. **LuumTalks (Valle Sagrado, Peru):** November, 7

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The Festival is at liberty to modify the dates above, if deemed necessary, due to major complications or inconveniences.

**WHO CAN REGISTER?** Networks of multinational agencies, independent agencies, advertisers, NGOs, and state or Public Private Partnerships. This includes: Pharma and Healthcare Agencies, PR Agencies, Producers of commercials and content, Announcers, In house, Media Agencies, Creative Studios, Design Studios, Music Producers, Multimedia Studios, Active and Development Agencies, Logistic Operators for BTL, Creative Boutiques, Image Consultants, BTL Agencies, The Media, Interactive Agencies, Direct Marketing and Development Agencies, Post-producers, Department of State Communications, Animation Studios, Image and Sound Producers, Content Producers, Communication Agencies, Television, Press, Communication Consultants, Internal Institutional Relations, etc.

**WHO CAN'T PARTICIPATE?** Freelancers or businesses that are not legally established.

**HOW TO REGISTER?** 1. Register your agency in the Registration section. 2. After registering, you will receive an email (upon accepting, you will be able to upload cases) 3. This agency registration will allow you to upload 5 case (s) free of cost. 4. Only if the agency wins, will it be required to make a payment for the award rights. Payment is made only for the entry (ies) that was/were awarded. Please note that starting this year, shipping costs will be included with this payment, so there will be no additional charges of any kind. In order to upload the entries, you must establish a username and password, these will be delivered once your agency has been registered on the platform.

**WHAT ARE THE PAYMENT METHODS FOR WINNERS?** Online payment: credit card or PayPal via the festival website: <https://luumawards.com/payments/>, or via international bank transfers.

**DEADLINE FOR REGISTRATION:** The deadline for registration and entries is October 2, 2024, at 23:59, Switzerland time. After that time and date, you may not upload more cases, unless they're special techniques or requested by the festival. Should there be an extension, the festival will post on all of its social media accounts, its online calendar and via its media partners. All work will be uploaded online without any exceptions following the technical instructions available at [www.luumawards.com](http://www.luumawards.com).



**MATERIAL, REGISTRATION OR PAYMENT QUESTION:** For questions regarding entries, registration information, data, or payment processes, please contact us at [aw@luumawards.com](mailto:aw@luumawards.com).

**ACCEPTANCE OF TERMS AND CONDITIONS:** Participants should accept regulations by clicking the button that says, "I accept the terms and conditions". If not accepted, the agency will not be able to register.

**HOW MANY ENTRIES CAN BE UPLOADED?** All agencies previously registered and vetted can upload up to 5 entries. In the instance that the agency wants to submit more entries or campaigns, each piece/campaign will have an additional cost of USD \$290.

**REQUIREMENTS THAT THE REGISTERED MATERIAL MUST MEET:** 1. The material uploaded must be authorized by the client, brand or advertiser (evidence of authorization may be requested). The agency and/or owner of the copyright of the piece, must have issued, published or implemented it between May 1, 2023 and October 1, 2024. 2. If the participant has completed work but has not published it before October 1, 2024, but it will be published before October 30, 2024, they may submit it with the authorization of the advertiser. 3. The Festival and the judges have the right to disqualify work at any stage of the judging if there is work that does not meet the festival's terms and conditions. 4. The organization can request, if necessary, proof of execution and/or efficiency, and the participant will be asked to present the evidence within 72 hours of the request. 5. The signature or brand image of the agency cannot be on the material uploaded. To ensure judges are impartial, it's necessary for them to only see the work, without any knowledge of the agency it was created by. 6. Work cannot be altered in order to participate. It must be uploaded as it was issued and/or put into effect. 7. Graphic material must be in English. (Mandatory) 8. In the Print & Design category, if there's a logotype or an image of an original typography (graffiti, murals, etc.) it may be presented in its original language, but translated into English subtitles once the material is ready to be registered. 9. In case of audiovisual or radio segments that are in another language, they must have English subtitles. 10. All the categories will be considered for a GRAND PRIX, based on the pieces with the highest scores. The festival will only award gold and silver medals. There will be no bronze medals. If the participants do not meet the quality standards, it is possible for a category to have no winners.

**PAYMENT OF AWARD FEES:** As part of the dynamic of the Luum Awards, only the winners of gold, silver, grand prix and Titanium awards will be required to make a payment (USD \$670) which covers the expense of their trophy and award rights. Between October 9 and 10, the winners will be notified and asked to pay the award rights by October 16, 2024. The fee depends on the category (there are 2 fees, depending on the category), which you can see on the official event website. The winners of the Luum Awards 2024, can only be announced by our media platforms and by our strategic partners, once the payment has been made and validated. If not paid, the winner will be disqualified from official publications and for this reason, and will not be not allowed to share press releases or mentions.

**JUDGES AND VOTING FORM.** ●The judges cannot score the entries from their company or agency. No judge will be assigned to score a category his/her agency is participating in. ● Should it be suspected that a bias influenced a judges' scoring, the president of that



subcategory will be asked to consider whether that judge merits a review. ● The judges will vote online from their own countries, but may connect online to resolve any issues that may occur. ● The jury is made up of a highly competitive team, and their diversity guarantees an impartial vote at the time of work review. The jury consists of professionals from national advertising, multinational and mixed agencies; directors of professional associations; brands or clients; marketing research professionals from companies; marketing managers; the press; and executive directors of digital agencies. ● The jury consists of professionals from Europe, America, Oceania, Asia and Africa. ● If the organization realizes that there is favoritism or alliances on the part of the judges, they will be replaced and blocked from participating in the Luum Awards again, both as speakers or guests for the next three years. ● Online voting guarantees that the judges are autonomous at the time of voting. It allows them to analyze every detail of the pieces comfortably, at their own pace. ● The judges will receive a username and password to login to the platform and analyze each and every entry submitted to the category they were invited to score.

**AWARDS AND SCORES IN THE GENERAL CATEGORIES:** 1. Network of the Year. This recognition will be given to the network with the highest score / number of awards obtained by all the network's offices participating in the festival (Titanium, Grand Prix, Silver, Gold). 2. INDEPENDENT AGENCY OF THE YEAR. This recognition will be given to the agency that obtains the highest score, based on the total points obtained for the trophies obtained (Titanium, Grand Prix, Silver, Gold). 3. INDEPENDENT NETWORK OF THE YEAR: This recognition will be given to the independent network with the highest total number of medals obtained, based on all of its offices participating in the festival (Titanium, Grand Prix, Silver, Gold). 4. BEST GLOBAL INDEPENDENT CREATIVE DIRECTOR: This recognition will be awarded based on the total number of medals obtained under the creative direction of the nominated professional. 5. REGIONAL AGENCIES OF THE YEAR: This mention is based on the figuration obtained by the agencies in their respective regions, countries or continents. **SCORES:** The following score values will be given to determine the winners of the general categories previously mentioned: ● Titanium: 20 points. ● GRAND PIX: 16 points. ● GOLD: 12 points ● SILVER: 8 points.

**TROPHIES AND AWARD CEREMONY:** ● The judges will determine the winners of the gold, silver, Grand Prix and Titanium awards. Gold and Silver will be awarded to the participants with first and second highest scores in each subcategory, as long as they meet the minimum threshold of excellence. ● Grand Prix: Only the best scores in each subcategory, that obtained gold, will be able to compete for this recognition. ● Titanium: This award is given to the best entry among all of the Grand Prix winners, and will be voted on at the in-person meeting that will take place in Geneva, Switzerland. Once the winners are published, they will be asked to confirm whether they will be attending the awards ceremony taking place in Peru's Sacred Valley. It's important to confirm attendance before October 10, 2024, to ensure that trophies can be delivered at the event or shipped to home country.

**TROPHY REPLICAS:** If the participant's company wishes to have a replica of the trophy, there will be up to 2 replicas for each winner. Each replica has a cost of USD\$350 and the delivery cost will be charged to the company or agency that orders it.

**ORGANIZATION ATTRIBUTIONS:** - The Luum Awards may change the subcategory for an entry if the judge considers that it is a better fit for another subcategory. The festival may merge related categories if enrollment is low, in order to guarantee high standards.



- Luum is exempt from any and all responsibilities of damages caused and/or any injury sustained by the participants and their material registered, including: fortuitous cases, errors at the time of registering material or uploading work and/or technical specifications, reasons of higher strengths, third party acts and/or any other responsibilities that can be used to directly accuse the organization. - Luum / FESTIVALESFICE S.A.S will not give awards to anyone that has not made the respective payment. - Luum will only publish its list of winners to the press, our communities, and on our website, once the payment has been made for the awards. By not making the payment, the agency will be excluded from official publications. - Unplanned circumstances will be settled by Luum / FESTIVALESFICE S.A.S and their decision will be unquestioned. - Upon registering material in the Festival, participants are accepting the rules and conditions and authority of the organization. – Participants are thereby authorizing the Festival to publish their names, brand, images, personal information, and material in the press, without the right to receive compensation of any kind. - All the material registered can be used by the Festival and be incorporated into its archive to promote the Luum Awards. By participating, agencies agree to allow Luum to create presentations, TV programs, radio, internet, or any media using the agencies' material. This also includes books, magazines, pamphlets, sites, or any other communication media related to the festival.

Best Regards,

**ACADEMIC AND LEGAL COMMITTEE  
LUUM AWARDS**

