

OFFICIAL REGULATION LUUM AWARDS 2025

Agency Registration and Open Entries: May 18.

Final entry deadline: September 27.

Judging: September 29- 30.

Notification to Winners: October 2.

Deadline for finalist payment (Winners): Until October 11

LOCATION AND DATES:

Gathering of Judges (Geneva, Switzerland): October 16.

Awards Ceremony, LuumTalks and Volunteer Experience (Bangkok, Thailand): October 29, 30

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The festival is at liberty to modify the dates above if necessary due to major complications or inconveniences due to the dynamic of the awards.

WHO CAN REGISTER? Multinational agency networks, independent agencies, brands, NGOs and state and mixed agencies. 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 (if accepted you can proceed to upload your cases) 3. This agency registration will give you 4 opportunities to upload case (s) at no cost. 4. Only if the agency turns out to be a winner, must you pay the award rights. The payment is made only for entry(ies) 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 be able to upload the entries, and for their respective evaluation, a username and password is required, these will be sent to you, once your agency registration has been validated.

WHAT ARE THE PAYMENT METHODS FOR WINNERS? Online payment: through Credit Card, PayPal in the festival website: <https://luumawards.com/payments/> or Payment through international bank transfers.

DEADLINE FOR REGISTRATION: Registration for entries ends on September 27, 2025, at 23:59 hours (Switzerland). After that time and date, you may not upload any more entries unless specified by the festival. In case there is an extension date, the festival will post it in all of its social



media, on its own digital agenda and that of its media partners. The work will be uploaded online without any exceptions following the technical instructions provided on www.luumawards.com

MATERIAL, REGISTRATION OR PAYMENT ASSISTANCE: For consultations regarding entries, registration, data sheets, or payment processes, please contact us via email at aw@luumawards.com.

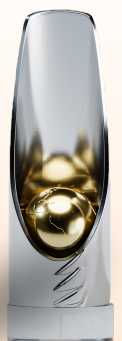
ACCEPTANCE OF REGULATIONS AND BROADCAST: The participants should accept the regulations in the registration area for agencies by clicking the button that says “I accept the terms and conditions”. If not accepted, the agency participating will not be able to register.

HOW MANY ENTRIES CAN BE UPLOADED? All agencies previously registered and validated can upload up to 4 entries. In instance that the agency wants to submit more entries or campaigns, each piece/campaign will have an additional cost of USD \$190.

REQUIREMENTS FOR THE REGISTERED MATERIAL: 1. The material uploaded must be submitted with authorization of the client, brand or announcer (if requested). The agency and/or owner of the copyrights of the pieces, must have issued, published or implemented it between April 30, 2024 and September 25, 2025. 2. If the participant has completed work but has not published it before September 29, 2025, but it will be published before October 15, 2025, then they may register prior to the festival with confirmation from the advertiser. 3. The Festival and the judges have the right to disqualify work from any stage of judging piece does not meet the festival’s requirements and conditions. 4. The organization may request, proof of the guidelines or execution and/or results for category efficiency, which will be presented 72 hours after being requested. 5. The signature or brand image cannot be on the material uploaded. For an impartial judging, judges may only see the work, without knowledge of the agency it was created by. 6. Pieces 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 with English subtitles once the material is ready to be registered. 9. Audiovisual or radio segments in another language, must have English subtitles. 10. All the categories will submit to a GRAND PRIX the work pieces with the highest score received by the judges. [The festival only awards gold and silver medals, it does not award bronze medals.](#) If the winning results given by the judges do not meet the quality standards, it is possible that some categories will be deserted. For the presentation of cases, it should not be mentioned whether the entry submitted has been a winner in other advertising festivals.

PAYMENT: AWARDS WINNING FEE: With Luum, only the winners of gold, silver, grand prix and the Titanium awards, pay for award rights for each trophy received (USD \$650 each). On October 2, the finalists will be notified and asked to pay the award rights before October 11, 2025. The finalists will only be announced via our media partners once the payment for the award rights has been validated. If not paid, the winner will be disqualified from this official publication and not allowed to issue press releases.

JURIES AND VOTING: The first-round judges will score the cases online. The Grand Prix and Titanium awards will be determined during an in-person gathering with judges from the first round that are able to join us in-person in Geneva. Agencies with a judge participating in the event are still able to submit cases, the judge will simply not be assigned categories where their agency has submissions. The judge cannot score entries uploaded by their company or agency. No judge will be assigned to score the category his/her agency has subscribed to. ● We will note if a judge favors or is affected by bias towards work from their country, or in a category that they have judged to determine with the president of that subcategory if 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 evaluation. The jury is formed by professionals from national advertising agencies, multinational and mixed agencies; directors of professional associations; brands; Marketing Research professionals; Marketing managers; the press and executive directors from digital agencies among others. • The jury is formed by professionals from Europe, America, Oceania, Asia and Africa. • If the organization realizes that there is favoritism or alliances among judges, they will be replaced and blocked from participating in the Luum Awards again, both as speakers or guests, for 3 years. • The online voting guarantees that the judges are more autonomous at the time of voting. It allows them to analyze every detail from the pieces comfortably, without time restraints.

• The judges will receive a username and password to analyze each and every work piece submitted in the category they are assigned to. The site also allows the judges to score each piece. **AWARDS AND SCORES IN THE GENERAL CATEGORIES:** 1. Network of the Year. This award will be determined based on the total number of awards obtained by the network in the festival. (Titanium, Grand Prix, Silver, Gold) 2. INDEPENDENT AGENCY OF THE YEAR This award will be given to the agency that obtains the highest score, after adding up the total points obtained for the awards won. (Titanium, Grand Prix, Silver, Gold) 3. INDEPENDENT NETWORK OF THE YEAR: This recognition will be awarded based on the total number of awards obtained by all the offices within the Independent Network at the festival. (Titanium, Grand Prix, Silver, Gold) 4. BEST GLOBAL INDEPENDENT CREATIVE DIRECTOR: This recognition will be awarded based on the total number of awards obtained under the creative direction of the nominated professional. 5. REGIONAL AGENCIES OF THE YEAR: This recognition is determined based on awards obtained by the agencies in respective regions, countries or continents.

SCORES: The following scores will be given to determine each winner of the general categories previously mentioned: • Titanium: 20 points. • GRAND PRIX: 16 points. • GOLD: 12 points • SILVER: 8 points.

TROPHIES AND AWARD CEREMONY: • Judges will award Gold, Silver, Grand Prix and Titanium. Gold and Silver will be awarded to the first and second best scores in each subcategory, as long as the case meets 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 will be awarded to the best case among all the Grand Prix, and will be determined by a vote by the judges in attendance at the in-person gathering that will take place in Geneva, Switzerland. Once the finalists are official, they will be asked to confirm their attendance at the awards ceremony taking place in Thailand. It's important to confirm attendance before October 10, 2024, to determine whether the trophies will be delivered at the event or shipped.

TROPHY REPLICAS: If the Company requests a replica of the trophy, we can arrange for up to 2 replicas per winner. Each replica has a cost of USD \$350. If the replica needs to be shipped to a destination other than the one where the original trophy will be sent, it will have an additional cost of USD \$85. If the replica goes to the same destination as the original trophy, it will have an additional shipping cost of USD \$20. Note that if the trophies were delivered at the ceremony and the replica is to be sent after this event, it will have an additional cost of USD \$85.

ORGANIZATION ATTRIBUTIONS: - Luum Awards can change the subcategory (of the submission or case) if the judge considers that it better suits the characteristics of a different category. The festival can merge categories if the number of submissions does not meet a minimum threshold, in order to guarantee a high standard of judging. If the participant does not agree with such recategorization, the entry may be disqualified. 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 the award to anyone that has not made the respective payment. - Luum / will only publish finalists to the press, communities, and our site, once the payment has been made for the awards copyright. By not doing so, they will be excluded from official publications. - Unplanned circumstances in this regulation will be settled by Luum / FESTIVALESFICE S.A.S and their decision will be unquestioned. - Upon registering material in the Festival, Luum bears responsibility and the total acceptance of their rules and conditions and authorities of the organization. – The participants must clearly authorize the Festival to publish their names, brand, images, personal information, and material registered 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 Luum Awards. The participating agencies automatically 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.

In the instance that a campaign dominated for an award should later be disqualified for plagiarism, or demonstrated creative influence, the values already paid for the award rights will not be refunded. The responsibility for the originality of the registered pieces rests exclusively with the participants.

Best Regards,

**ACADEMIC AND LEGAL COMMITTEE LUUM
AWARDS**

