

ELIGIBILITY AND SUBMISSION GUIDELINES

- 2021 Gem Awards Competition -

Welcome to the Idaho Falls Advertising Federation's annual creative awards competition: The Gems.

All entries winning Diamond or Garnet awards will be forwarded to the Idaho Advertising Federation's Rockies Awards, courtesy of the Gems. All IAF Gold Rockies are in turn automatically forward into the American Advertising Awards Northwest competition. This year, all entries will be submitted digitally.

ELIGIBILITY REQUIREMENTS

All work submitted into the Gems competition must be original creative that has been published or aired for the first time between January 1, 2020, and December 31, 2020. Entrants need not be members of IFAF.

- Any advertising entry produced by (or on behalf of) any individual, advertiser, advertising or design agency, advertising media, or production company within Eastern Idaho is eligible for the competition.
- Entries must be entered into the correct category and be correctly identified.
- Entries must be submitted via email with download links to corresponding creative file(s). *All entries must include a digital submission.*
- Entries must conform to defined submission requirements as detailed herein and meet all eligibility and deadline requirements.
- The Gem Awards Competition is intended to recognize originality and the execution of creative concept(s). Material not created or produced by the entrant may appear in the entry but will be considered as such when judged.
- Entries of syndicated concepts that are not originated by the entrant are expressly prohibited.
- All entries submitted into competition become the property of Idaho Falls Advertising Federation with rights of publication for The Gem Awards Creative Competition and Awards Show.

QUALIFICATIONS OF COMPETITION

- Entrant must be either the client, or party responsible for creative direction and production of entry as specified in each category. In the event of duplicate submission of entries, entrant will be designated in the following order: 1) Client, 2) Agency, 3) Producer, and 4) Individuals.
- Entries submitted with creative content that was not first published or aired during year of competition or is deemed to be substantially the same creative content as entered prior year(s) may be disqualified.
- With exception of Complete Campaigns and Elements of Advertising, no material may be entered in more than one Category, and each entry requires a separate set of materials with additional entry fee.
- All entries must conform with applicable copyright law and not infringe any copyright.
- Any entry that does not adhere with generally accepted professional standards of advertising including plagiarism or profanity of content does not qualify for competition.

- Any entry that does not meet all submission requirements of a specific category may be moved into a more appropriate category for competition or, alternatively, entry may be disqualified.
- All reclassification and/or disqualification decisions of IFAF will be final.

HOW TO ENTER

1. Go to <https://ifadfed.wordpress.com/> and download all of the files in the entry packet.
2. Review the Classifications and Categories List to see where each of your entries should compete.
3. Fill out the Gem Entry Data Sheet, with one entry per line. After entering your data, re-save (or preferably, export in csv format) the sheet, including your company name in the file name.
4. Save each digital file according to the naming and format conventions defined in the Submission Requirements below. If the files are too large to email, package all of your entries into a single digital folder with your company name in the title, then upload this folder to Dropbox or a similar file-sharing service with NO login or password requirement for download. (As a workaround, you can deliver a thumb drive with your entry files to Steve Fischbach at MCS Advertising, at 413 B St. in Idaho Falls.)
5. Fill out the Gems Payment Worksheet, to determine the amount due. Make payment, using information from below.
6. Send an email to steve@mightymcs.com containing the following items:
 - A subject line reading: 2021 GEM ENTRIES – followed by your company or individual name.
 - An attachment of completed Payment Worksheet
 - An attachment of the completed Entry Data Sheet in csv format.
 - Attachments of all creative files – OR – a single, open-access download link containing all creative files.

COMPETITION DATES

- Friday, January 22, 2021 — Early Entry deadline closes at 5 PM MST.
- Fri, February 5, 2021 — Late Entry deadline at 5 PM MST.

SUBMISSION REQUIREMENTS

- All entries must be entered via email, sent to steve@mightymcs.com
- Creative files should contain no reference to the agency submitting the work.
- Only digital entries will be accepted.

TELEVISION & VIDEO SUBMISSIONS:

- TV and Video files should be .MP4 format and should not exceed 400 MB per file and a total of 800 MB per individual entry. File names should match the Entry Classification, Category and Entry Title.
NOTE: TV Budget parameters are based on the total budget/cost to produce the commercial(s) to reflect how much an advertiser would pay for the production of the commercial(s) as submitted, not based on an average production cost per spot from which multiple edits utilizing the same footage are produced.

Single Entry File Name Format: **Classification_Category#_EntryTitle**
Example: Television_2_ChallengeAccepted.mp4

Campaign File Name Formatting: **Classification_Category#_EntryTitle_File#**

Examples: Television-8_NorthIdaho30_1of2.mp4, Television-8_NorthIdaho30_2of2.mp4

RADIO SUBMISSIONS:

- No physical entry is possible beyond the online file submission. Radio files should be .MP3 format and not exceed 400 MB per file and a total of 800 MB per submission. File names should match the Entry Classification, Category and Entry Title.

Single Entry File Name Format: **Classification_Category#_EntryTitle**

Example: Radio-15_RealTalk.mp3

Campaign File Name Formatting: **Classification_Category#_EntryTitle_#**

Examples: Radio-16_GetGold_1of2.mp3, Radio-16_GetGold_2of2.mp3

PRINT AND COLLATERAL SUBMISSIONS:

- Submit digital entries for each Category in these Classifications.
- File name(s) should contain the entry classification and title:

Example: PublicService_104_TripleThreat_1of1.pdf.

DIGITAL ADVERTISING SUBMISSIONS:

- Judging of these entries will be done using content provided via URL or by JPEG screenshots.
 - Websites – provide URL link on appropriately named pdf and jpg screenshots. URLs should not require any user name or password for access. In cases where this may already exist, the entrant should create an independent URL for this competition.
 - **NOTE:** For website entries forwarded to the Rockies, a video summary of 3 minutes or less is required. This video should demonstrate the design and functionality of the site as well as the most important user benefits and attributes of the entry. Rockies judges will not be given access to the URL or screenshots. If you think your entry will advance, please comply.
 - Social Media — Entries must be submitted via pdf containing a URL link, and display within the original platform in which it was delivered. Supporting screenshots will be accepted.
 - URLs, banners, and menus must not contain any references to the entrant unless it is under the Self-Promotion Category.
 - Banners — Host all banners under one URL submitted via link on a pdf page, but if not possible, then screenshots are acceptable (.png, .pdf, .jpg).
 - Apps, Games & Virtual Reality - Entries will be judged using a digital video summary of 3 minutes or less, not via URL.
 - File name(s) should be labeled using the following naming convention:
Classification_Category#_EntryTitle_1of#
 - *Example: Digital_56_TripleThreat.pdf.*

COMPLETE CAMPAIGN SUBMISSIONS:

Complete Campaigns must utilize two or more media. The maximum number of components per media is four, and the total number of campaign components must not exceed nine. All components of the campaign must be entered together.

Please Remember:

You may accompany your entry with a summary video or brief explanation of the way it was used in advertising or how elements were employed to achieve impact.

- Summary Video - please see submission details for Television/Video.
- Brief Explanation - Information should be provided in an "Executive Summary" pdf. Do not use copy that would identify the entrant.

NOTE: Entries within the Complete Campaign Classification may also be entered in other individual Categories of the competition, provided separate files are submitted for each separate Category and entry fees are paid per entry.

FOR CAMPAIGN PURPOSES - File name(s) should be labeled using the following naming convention:

CompleteCampaign_Category#_EntryTitle_1of3

Example: CompleteCampaign_113_TripleThreat_1of3.pdf, CompleteCampaign_113_TripleThreat_2of3.pdf, CompleteCampaign_113_TripleThreat_3of3.pdf.

STUDENT COMPETITION:

All work submitted in the Student Gem Competition is subject to the same rules, guidelines, and submission requirements as the professional competition. Please read the Entry Submission and Entry Identification requirements carefully.

Eligibility requirements:

- Applicants must be enrolled full or part-time in an accredited educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work must be created while entrant is a student not employed in the advertising industry. Student intern work is eligible if it is not used by or paid for by a client. Work developed for paying clients will not be accepted with the exception of work created for clubs as a fundraiser or work created for student publications.

QUESTIONS regarding clarifications as to any of the Gems Eligibility, Qualifications, Submissions, Classifications and Category requirements may be directed to:

Steve Fischbach

Gems Director

steve@mightymcs.com

208.317.7723

PAYMENT FOR ENTRIES

The Idaho Falls Advertising Federation must receive payments for entries by February 5, 2021, to be eligible for the competition. Since there is often a substantial savings in entry fees for IFAF members, you should consider joining.

For those with a Paypal login, payment can be made with the link on the bottom of the 2021 Gems Call For Entries web page. For payment by credit card or check, arrangements can be made by emailing steve@mightymcs.com.