

## DETAIL OF AWARDS AND CATEGORIES



### AWARDS FOR IBERO-AMERICA

#### EL OJO FILM (FL)

El Ojo Film celebrates the best ideas in audiovisual format. It will award the best moving images that show a great idea and also a great execution. In other words, it will award advertisements and audiovisual content created for television, movies, video on demand, online broadcasting, and to be shown outside, as in screens in public places, outdoor spaces, internal spaces, etc.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo Film (Grand Prix) of Ibero-America will be chosen.

The registered entries in this category can participate in only one category in Group A and/or in only one category in Group B, or only participate in a category in Group C:

#### **Group A - ADVERTISEMENTS BROADCASTED IN TV, FILMS AND ONLINE PLATFORMS**

Advertisements created to be broadcasted in TV, Films, VOD (video on demand), and online platforms, but not to be exclusively broadcasted or shared online or through mobile screens.

Participant advertisements in this group can be registered as individual entries and/or as part of a campaign in only one (1) category of products and services (FL1 to FL10).

If you wish to register an entry as an individual entry and also as part of a campaign, you have to register it as an individual entry and also as part of a campaign in the same category.

Maximum length of each entry: up to 180 seconds.

#### **Group B - ADVERTISEMENTS BY DURATION**

Advertisements created to be broadcasted in TV, Films, VOD (video on demand), and online platforms, but not to be exclusively broadcasted or shared online or through mobile screens.

Participant advertisements in this group can be registered as individual entries and/or as part of a campaign in only one (1) category depending on the time/minutes of length (FL11 to FL13).

If you wish to register an entry as an individual entry and also as part of a campaign, you have to register it as an individual entry and also as part of a campaign in the same category.

Maximum length of each entry: up to 180 seconds.

#### **Group C - CONTENT FOR TV, FILMS AND ONLINE PLATFORMS**

The works that participate in this group are the ones broadcasted on TV, films, VOD (video on demand), and/or online platforms, created by or with a brand. They can be short films, trailers, documentaries, corporate videos, video clips, fashion films, series, etc.

The works registered in this group may participate in one (1) category (FL14 or FL15) depending on the time of length.

Maximum length of each entry: up to 20 minutes.

If the registered work exceeds 2 minutes of length, a shorter version of up to 2 minutes must be submitted, at the same time of registration, to be shown at the award ceremony in case it wins.

## **CATEGORIES (FL):**

### **Group A - ADVERTISEMENTS BROADCASTED ON TV, FILMS, AND ONLINE PLATFORMS**

#### **PRODUCTS/SERVICES**

##### **FL1 - Food and treats**

Frozen products, canned food, meat, fish, cold cuts, eggs, milk, chocolate milk, soy-based beverages, yogurt, cheese, cream, butter, pasta, rice, pizza, sauce, soup, oil, vinegar, dressings, spices, fruits, vegetables, flour, sugar, food for children, cakes, desserts, jam, milk jam, honey, bread, cereal, cereal bars, dried fruit, cookies, snacks, ice cream, chocolate, candies, lollipops, chewing gum, etc.

##### **FL2 - Drinks**

Mineral water, flavored water, soft drinks, juice, coffee, tea, herbal aperitifs, energy drinks, beer, wine, champagne, cider, vodka, liquors, whiskey, cocktails, aperitifs, wineries, etc.

##### **FL3 - Personal health and hygiene**

Shampoo, conditioner, dye and hair care products, toothpaste, toothbrushes, soap, body and hand cream, deodorant, razors, shaving cream, sanitary napkins, toilet paper, tissues, cotton, alcohol, gel alcohol, insect repellent, sunscreen, perfume, make up and skin care products, medication, vaccines, disinfectant, band-aids, condoms, pregnancy tests, dietary supplements, optical products, orthopedic products, diapers for children and adults, baby products, etc.

##### **FL4 - Technology and household goods**

Large and small appliances, audio and video equipment, smart TVs, music players, cameras, webcams, computer, laptops, tablets, video game consoles, printers, landline and mobile phones, earphones, VR, etc. Household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, chairs, armchairs and couches, tables, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

##### **FL5 - Cars, trucks, and urban mobility**

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, four-wheelers, electric and/or power-driven bicycles and scooters, tires, fuel, accessories and spare parts for vehicles.

##### **FL6 - Public, private and financial service companies**

Cable and satellite TV services, TV on demand services, streaming services, applications for playing music, business and telephone services, Internet providers, water, gas, and electricity services companies, health enterprises, health insurance, courier services, toll services, gas stations, schools, universities, study centers, online delivery services, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment service companies, discount cards, construction companies, etc.

##### **FL7 - Retail locations, supermarkets and online stores**

Restaurants, fast-food restaurants, coffee shops, bars, big stores, household goods stores, supermarkets, kiosks, shops, hair salons, laundry services, optical shops, pharmacies, real state agencies, car dealerships, photo shops, bookshops, and online sites for direct sale to the public, etc.

##### **FL8 - Media, entertainment, recreation, and tourism**

Newspapers, magazines, books, encyclopedias, discs, TV channels, multimedia companies, radio and TV programs, series, documentaries, reality shows, communication agencies, websites, Internet browsers, social networks and applications, shopping malls, gyms, sport events and sport clubs, theme and amusement parks, zoos, cinema complexes, nightclubs, shows, festivals, museums, displays and exhibitions, video games, board games, games of chance, lottery kiosks, toys, scooters, bicycles, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry

and cruise lines, car rental services, private mobility applications, bicycle sharing systems, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

#### **FL9 - Institutional advertisement, sponsorships, and CSR**

Campaigns made in order to raise the profile, build the image of a brand, and communicate the purpose of the company. CSR campaigns not based in products, aimed at addressing social, ethical and environmental issues.

#### **FL10 - Public welfare and governmental messages**

Entries created by foundations, NGOs, environmental associations, voluntary services for charitable works, blood and organ donation, prevention of disease and addiction, campaigns against discrimination, etc. Governmental organizations campaigns for the diffusion of state and municipal services, security and public works campaigns, documentation, transportation, education, training, and employment campaigns made by the government, political campaigns, religious works and messages, etc.

### **Group B - ADVERTISEMENTS BROADCASTED ON TV, FILMS AND DIGITAL PLATFORMS BY DURATION**

DURATION

#### **FL11 - Advertisement up to 60 seconds in length**

#### **FL12 - Advertisement up to 120 seconds in length**

#### **FL13 - Advertisement up to 180 seconds in length**

### **Group C - CONTENT FOR TV, FILMS, AND ONLINE PLATFORMS**

DURATION

#### **FL18 - Contents up to 5 minutes in length**

#### **FL19 - Contents up to 20 minutes in length**



**EL OJO PRINT (EL OJO GRÁFICA - GR)**

El Ojo Print celebrates the best ideas in advertising with still images, in digital or printed format, where the originality of the idea and its execution impress the consumer at the time of viewing.

The registered entries must have been published for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo Print (Grand Prix) of Ibero-America will be chosen.

Each entry can be registered as an individual entry and/or as part of a campaign in only one (1) category of products and services in Group A. If you wish to register an entry as an individual entry and also as part of a campaign, you have to register it as an individual entry and also as part of a campaign in the same category.

Campaigns comprised of conventional entries and in non-conventional formats participate in categories from Group B - Other formats.

Works registered in this award may participate in only one category from one of the two (2) groups, depending on their formats:

### **Group A - CONVENTIONAL FORMATS**

Advertisements with still images without interaction published in digital or printed graphic media (GR1 to GR9).

### **Group B - OTHER FORMATS**

Still or moving images, digital or printed, that include an intervention or allow an interaction complying with the standard format in digital or graphic media (GR10).

## **CATEGORIES (GR):**

### **Group A - CONVENTIONAL FORMATS**

#### **PRODUCTS AND SERVICES**

##### **GR1 - Food and Drinks**

Frozen products, canned food, meat, fish, cold cuts, eggs, milk, chocolate milk, soy-based beverages, yogurt, cheese, cream, butter, pasta, rice, pizza, sauce, soup, oil, vinegar, dressings, spices, fruits, vegetables, flour, sugar, food for children, cakes, desserts, jam, milk jam, honey, bread, cereal, cereal bars, dried fruit, cookies, snacks, ice cream, chocolate, candies, lollipops, chewing gum, etc. Mineral water, flavored water, soft drinks, juice, coffee, tea, herbal aperitifs, energy drinks, beer, wine, champagne, cider, vodka, liquors, whiskey, cocktails, aperitifs, wineries, etc.

##### **GR2 - Personal health and hygiene**

Shampoo, conditioner, dye and hair care products, toothpaste, toothbrushes, soap, body and hand cream, deodorant, razors, shaving cream, sanitary napkins, toilet paper, tissues, cotton, alcohol, gel alcohol, insect repellent, sunscreen, perfume, make up and skin care products, medication, vaccines, disinfectant, band-aids, condoms, pregnancy tests, dietary supplements, optical products, orthopedic products, diapers for children and adults, baby products, etc.

##### **GR3 - Technology and household goods**

Large and small appliances, audio and video equipment, smart TVs, music players, cameras, webcams, computer, laptops, tablets, video game consoles, printers, landline and mobile phones, earphones, VR, etc. Household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, chairs, armchairs and couches, tables, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

##### **GR4 - Cars, trucks, and urban mobility**

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, four-wheelers, electric and/or power-driven bicycles and scooters, tires, fuel, accessories and spare parts for vehicles.

##### **GR5 - Public, private, and financial service companies**

Cable and satellite TV services, TV on demand services, streaming services, applications for playing music, business and telephone services, Internet providers, water, gas, and electricity services companies, health enterprises, health insurance, courier services, toll services, gas stations, schools, universities, study centers, online delivery services, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment service companies, discount cards, construction companies, etc.

##### **GR6 - Retail locations, supermarkets, and online stores**

Restaurants, fast-food restaurants, coffee shops, bars, big stores, household goods stores, supermarkets, kiosks, shops, hair salons, laundry services, optical shops, pharmacies, real state agencies, car dealerships, photo shops, bookshops, and online sites for direct sale to the public, etc.

### **GR7 - Media, entertainment, recreation, and tourism**

Newspapers, magazines, books, encyclopedias, discs, TV channels, multimedia companies, radio and TV programs, series, documentaries, reality shows, communication agencies, websites, Internet browsers, social networks and applications, shopping malls, gyms, sport events and sport clubs, theme and amusement parks, zoos, cinema complexes, nightclubs, shows, festivals, museums, displays and exhibitions, video games, board games, games of chance, lottery kiosks, toys, scooters, bicycles, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, private mobility applications, bicycle sharing systems, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

### **GR8 - Institutional advertisement, sponsorships, and CSR**

Campaigns made in order to raise the profile, build the image of a brand, and communicate the purpose of the company. CSR campaigns not based in products, aimed at addressing social, ethical and environmental issues.

### **GR9 - Public welfare and governmental messages**

Entries created by foundations, NGOs, environmental associations, voluntary services for charitable works, blood and organ donation, prevention of disease and addiction, campaigns against discrimination, etc. Governmental organizations campaigns for the diffusion of state and municipal services, security and public works campaigns, documentation, transportation, education, training, and employment campaigns made by the government, political campaigns, religious works and messages, etc.

## **Group B - OTHER FORMATS**

### **GR10 - Non-conventional formats**

Print advertisements that have used the traditional graphic media in an innovative way, and also those ideas that have taken advantage of or used as concept any intrinsic characteristic of traditional graphic media. Those ideas in which graphic execution is only one part of a broader concept, or leads to online interaction through digital or interactive elements such as QR codes, downloadable applications, augmented reality, virtual reality, etc. can also participate.



**EL OJO RADIO (RA)**

El Ojo Radio will reward the best audio ideas developed in conventional media or in different audio platforms, and it will reward the audio narrative and the sound and musical innovation when communicating a brand's message.

The registered entries must have been issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo Radio (Grand Prix) of Ibero-America will be chosen.

Each entry can be registered as an individual entry and/or as part of a campaign in only one (1) category of products and services in Group A. If you wish to register an entry as an individual entry and also as part of a campaign, you have to register it as an individual entry and also as part of a campaign in the same category.

Campaigns comprised of conventional entries and in non-conventional formats participate in categories from Group B - Other formats.

Works registered in this award may participate in only one category from one of the two (2) groups, depending on their formats:

### **Group A - CONVENTIONAL FORMATS**

Radio spots in which intervention of the audience is not necessary. They must be developed in traditional formats regardless of the medium where they have been transmitted (RA1 to RA9).

### **Group B - OTHER FORMATS**

Works that use traditional media in an innovative way and/or radio interventions that overcome the limits of audio platforms, that permit an interaction or not (RA10 to RA11).

## **CATEGORIES (RA):**

### **Group A - CONVENTIONAL FORMATS**

#### **PRODUCTS AND SERVICES**

##### **RA1 - Food and Drinks**

Frozen products, canned food, meat, fish, cold cuts, eggs, milk, chocolate milk, soy-based beverages, yogurt, cheese, cream, butter, pasta, rice, pizza, sauce, soup, oil, vinegar, dressings, spices, fruits, vegetables, flour, sugar, food for children, cakes, desserts, jam, milk jam, honey, bread, cereal, cereal bars, dried fruit, cookies, snacks, ice cream, chocolate, candies, lollipops, chewing gum, etc. Mineral water, flavored water, soft drinks, juice, coffee, tea, herbal aperitifs, energy drinks, beer, wine, champagne, cider, vodka, liquors, whiskey, cocktails, aperitifs, wineries, etc.

##### **RA2 - Personal health and hygiene**

Shampoo, conditioner, dye and hair care products, toothpaste, toothbrushes, soap, body and hand cream, deodorant, razors, shaving cream, sanitary napkins, toilet paper, tissues, cotton, alcohol, gel alcohol, insect repellent, sunscreen, perfume, make up and skin care products, medication, vaccines, disinfectant, band-aids, condoms, pregnancy tests, dietary supplements, optical products, orthopedic products, diapers for children and adults, baby products, etc.

##### **RA3 - Technology and household goods**

Large and small appliances, audio and video equipment, smart TVs, music players, cameras, webcams, computer, laptops, tablets, video game consoles, printers, landline and mobile phones, earphones, VR, etc. Household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, chairs, armchairs and couches, tables, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

##### **RA4 - Cars, trucks, and urban mobility**

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, four-wheelers, electric and/or power-driven bicycles and scooters, tires, fuel, accessories and spare parts for vehicles.

##### **RA5 - Public, private, and financial service companies**

Cable and satellite TV services, TV on demand services, streaming services, applications for playing music, business and telephone services, Internet providers, water, gas, and electricity services companies, health enterprises, health insurance, courier services, toll services, gas stations, schools, universities, study centers, online delivery services, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment service companies, discount cards, construction companies, etc.

##### **RA6 - Retail locations, supermarkets, and online stores**

Restaurants, fast-food restaurants, coffee shops, bars, big stores, household goods stores, supermarkets, kiosks, shops, hair salons, laundry services, optical shops, pharmacies, real state agencies, car dealerships, photo shops, bookshops and online sites for direct sale to the public, etc.

#### **RA7 - Media, entertainment, recreation, and tourism**

Newspapers, magazines, books, encyclopedias, discs, TV channels, multimedia companies, radio and TV programs, series, documentaries, reality shows, communication agencies, websites, Internet browsers, social networks and applications, shopping malls, gyms, sport events and sport clubs, theme and amusement parks, zoos, cinema complexes, nightclubs, shows, festivals, museums, displays and exhibitions, video games, board games, games of chance, lottery kiosks, toys, scooters, bicycles, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, private mobility applications, bicycle sharing systems, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

#### **RA8 - Institutional advertisement, sponsorships, and CSR**

Campaigns made in order to raise the profile, build the image of a brand, and communicate the purpose of the company. CSR campaigns not based in products, aimed at addressing social, ethical and environmental issues.

#### **RA9 - Public welfare and governmental messages**

Entries created by foundations, NGOs, environmental associations, voluntary services for charitable works, blood and organ donation, prevention of disease and addiction, campaigns against discrimination, etc. Governmental organizations campaigns for the diffusion of state and municipal services, security and public works campaigns, documentation, transportation, education, training, and employment campaigns made by the government, political campaigns, religious works and messages, etc.

### **Group B - OTHER FORMATS**

#### **RA10 - Non-conventional use of traditional media**

Spots that use the traditional radio format in an innovative way and improves the listener's experience directly when communicating a brand's message.

#### **RA11 - Non-conventional use of audio/sound platforms**

Ideas in which the creative use of audio and/or sound is the protagonist of the action. It can include the use of audio platforms, applications, social networks, software development, and technologies that show a creative process in the audio production and distribution.



#### **EL OJO OUTDOOR (EL OJO VÍA PÚBLICA - VP)**

El Ojo Outdoor celebrates the best ideas created to capture the attention of the consumer outside of the home, in public or private spaces, managing to communicate a message in an attractive way and/or to generate a brand experience.

The registered entries must have been published for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo Outdoor (Grand Prix) Ibero-America will be chosen.

Each entry can be registered as an individual entry and/or as part of a campaign in only one (1) category of products and services in Group A. If you wish to register an entry as an individual entry and also as part of a campaign, you have to register it as an individual entry and also as part of a campaign in the same category. Campaigns comprised of conventional entries and in non-conventional formats participate in categories from Group B - Other formats.

Works registered in this award may participate in only one category from one of the two (2) groups, depending on their formats:

### **Group A - CONVENTIONAL FORMATS**

Still images, printed or digital, developed for standard formats for public spaces (VP1 to VP9).

### **Group B - NON-CONVENTIONAL FORMATS**

Still or moving images, printed or digital, that have an intervention or allow an interaction, generated for standard formats, and also actions and settings developed in public spaces and/or indoor spaces (VP10 to VP13).

## **CATEGORIES (VP):**

### **Group A - CONVENTIONAL FORMATS**

#### **PRODUCTS AND SERVICES**

##### **VP1 - Food and Drinks**

Frozen products, canned food, meat, fish, cold cuts, eggs, milk, chocolate milk, soy-based beverages, yogurt, cheese, cream, butter, pasta, rice, pizza, sauce, soup, oil, vinegar, dressings, spices, fruits, vegetables, flour, sugar, food for children, cakes, desserts, jam, milk jam, honey, bread, cereal, cereal bars, dried fruit, cookies, snacks, ice cream, chocolate, candies, lollipops, chewing gum, etc. Mineral water, flavored water, soft drinks, juice, coffee, tea, herbal aperitifs, energy drinks, beer, wine, champagne, cider, vodka, liquors, whiskey, cocktails, aperitifs, wineries, etc.

##### **VP2 - Personal health and hygiene**

Shampoo, conditioner, dye and hair care products, toothpaste, toothbrushes, soap, body and hand cream, deodorant, razors, shaving cream, sanitary napkins, toilet paper, tissues, cotton, alcohol, gel alcohol, insect repellent, sunscreen, perfume, make up and skin care products, medication, vaccines, disinfectant, band-aids, condoms, pregnancy tests, dietary supplements, optical products, orthopedic products, diapers for children and adults, baby products, etc.

##### **VP3 - Technology and household goods**

Large and small appliances, audio and video equipment, smart TVs, music players, cameras, webcams, computer, laptops, tablets, video game consoles, printers, landline and mobile phones, earphones, VR, etc. Household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, chairs, armchairs and couches, tables, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

##### **VP4 - Cars, trucks, and urban mobility**

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, four-wheelers, electric and/or power-driven bicycles and scooters, tires, fuel, accessories and spare parts for vehicles.

##### **VP5 - Public, private, and financial service companies**

Cable and satellite TV services, TV on demand services, streaming services, applications for playing music, business and telephone services, Internet providers, water, gas, and electricity services companies, health enterprises, health insurance, courier services, toll services, gas stations, schools, universities, study centers, online delivery services, banks, credit and



debit cards, insurance companies, credit and savings institutions, investment companies, payment service companies, discount cards, construction companies, etc.

#### **VP6 - Retail locations, supermarkets, and online stores**

Restaurants, fast-food restaurants, coffee shops, bars, big stores, household goods stores, supermarkets, kiosks, shops, hair salons, laundry services, optical shops, pharmacies, real state agencies, car dealerships, photo shops, bookshops and online sites for direct sale to the public, etc.

#### **VP7 - Media, entertainment, recreation, and tourism**

Newspapers, magazines, books, encyclopedias, discs, TV channels, multimedia companies, radio and TV programs, series, documentaries, reality shows, communication agencies, websites, Internet browsers, social networks and applications, shopping malls, gyms, sport events and sport clubs, theme and amusement parks, zoos, cinema complexes, nightclubs, shows, festivals, museums, displays and exhibitions, video games, board games, games of chance, lottery kiosks, toys, scooters, bicycles, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, private mobility applications, bicycle sharing systems, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

#### **VP8 - Institutional advertisement, sponsorships, and CSR**

Campaigns made in order to raise the profile, build the image of a brand, and communicate the purpose of the company. CSR campaigns not based in products, aimed at addressing social, ethical and environmental issues.

#### **VP9 - Public welfare and governmental messages**

Entries created by foundations, NGOs, environmental associations, voluntary services for charitable works, blood and organ donation, prevention of disease and addiction, campaigns against discrimination, etc. Governmental organizations campaigns for the diffusion of state and municipal services, security and public works campaigns, documentation, transportation, education, training, and employment campaigns made by the government, political campaigns, religious works and messages, etc.

### **Group B - OTHER FORMATS**

#### **VP10 - Interventions and Settings**

Entries created to use and/or modify elements and spaces in public spaces in a non-conventional way, turning them into alternative formats of communication, and also actions and installations in public spaces and in private spaces (outdoors and/or indoor spaces), where brands seek to convey a message transforming consumers in spectators or turning them into participants of the action.

#### **VP11 - Interactive installations**

Actions that make use of public and private spaces (outdoors and/or indoor spaces) where consumers are participants of the action generating an interaction with the brand's message and immersing themselves in a brand experience.

#### **VP12 - Indoor**

Graphic entries developed in standard and non-standard formats for the interior of public places, private places, shopping malls and/or public transport. In this category, both individual entries and campaigns of up to four entries may participate.

#### **VP13 - Digital screens**

Entries developed for digital screens that use moving images, animated content, mapping, touch screens, etc. They may require active involvement of the consumer or not, and may or may not have mobile and social networks integration. In addition, entries that, by making use of technology, custom data, and real-time updatable content, generate an experience with the user may participate.



## EL OJO DIGITAL & SOCIAL (DS)

This award will recognize the best creativity in the mobile and social world. It will award the best digitally experienced ideas. They must be ideas that use digital media to improve the brand's message.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Digital & Social of Ibero-America will be chosen.

Entries can be registered in more than one category, as long as they meet the characteristics of those categories.

### **CATEGORIES (DS):**

#### **DS1 - Online advertising**

Paid online executions, made by a brand, that can reach the user directly through mobile devices, and also through online navigation. It includes banners, pop up, digital advertisements, advertising videos, online commercials, etc.

#### **DS2 - Applications, games, and sites**

Applications, games, sport platforms, e-sports, and websites specifically developed for a brand or where a brand or product is promoted.

#### **DS3 - Actions for a product in social networks \*New category**

Actions exclusively created to be developed in social networks to enhance the affinity of the brand/product with an audience or community.

#### **DS4 - Awareness actions in social networks \*New category**

Awareness actions on problems and situations of interest to society created by a brand or a Public Welfare campaign. They must be exclusively developed for social networks.

#### **DS5 - Influencer**

Digital contents or actions that use a celebrity, social ambassador or influencer, or gamer to get involved with a target audience.

#### **DS6 - Viral Marketing**

Entries developed by a brand and/or a user for a brand to generate a viral effect, intended chiefly to be shared and/or distributed by the online user, to enhance the affinity with the brand.

#### **DS7 - Branded Content**

Contents generated to be published in digital and social platforms to amplify a brand's message and attract the consumer.

#### **DS8 - Technology**

The creative use of mobile or digital technology to develop and/or enhance the relationship with a brand, product, or service. QR codes, Bluetooth, VR (Virtual Reality), AR (Augmented Reality), 360 videos, GPS and Geolocation, activation by proximity, emerging platforms, etc. will be taken into account.

### **DS9 - Use of data**

Mobile or digital creative solutions that use personal data to create and/or develop a significant relationship with a specific audience or community.

### **DS10 - E-commerce**

Sites or applications created for commercial and payment solutions, where it will be taken into account how innovation and optimization of the path the clients take led to a greater participation of the customer and a greater number of purchases.

### **DS11 - User Experience**

Ideas that show how a set of elements and factors related to the interaction of a user with a particular system, website, application, program, or device resulted in a positive perception of that brand's service or product.



## **EL OJO MEDIA (CM)**

El Ojo Media rewards the creative, innovative, and non-conventional use of media. It will recognize the best ideas that use media in an innovative and significant way, that take into account the context and strategy when selecting the media, and that contribute to amplify brand's messages.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Media of Ibero-America will be chosen.

Works registered in this award will have the possibility of participating in two (2) groups:

### **Group A - PRODUCTS AND SERVICES**

Entries can be registered in only one (1) category corresponding to products and services (CM1 to CM5).

### **Group B - MEDIA**

Entries can be registered in more than one category depending on the media used, as long as they meet the characteristics of those categories (CM6 to CM13).

## **CATEGORIES (CM):**

### **Group A - PRODUCTS AND SERVICES**

#### **CM1 - Products**

Food and treats, Drinks, Pharmaceutical and personal hygiene items, Household goods, Technology, and Cars.

#### **CM2 - Services**

Financial services and institutions, for-profit public and private service companies, retail locations, supermarkets, and online stores.

#### **CM3 – Entertainment, media, and tourism**

Media, Entertainment, Recreation, Transport, and Tourism.

#### **CM4 - Institutional advertisement, sponsorships, and CSR**

Campaigns made in order to raise the profile, build the image of a brand, and communicate the purpose of the company. CSR campaigns not based in products, aimed at addressing social, ethical and environmental issues.

#### **CM5 - Public welfare and governmental messages**

Entries created by foundations, NGOs, environmental associations, voluntary services for charitable works, blood and organ donation, prevention of disease and addiction, campaigns against discrimination, etc. Governmental organizations campaigns for the diffusion of state and municipal services, security and public works campaigns, documentation, transportation, education, training, and employment campaigns made by the government, political campaigns, religious works and messages, etc.

### **Group B - MEDIA**

#### **CM6 - Innovative use of audiovisual media**

Non-conventional entries or interventions broadcasted on films, TV, VOD, and/or new audiovisual supports.

#### **CM7 - Innovative use of graphic media**

Print advertisements that have used the traditional graphic media in an innovative way, and those ideas that have taken advantage of or used as concept any intrinsic characteristic of traditional graphic media.

#### **CM8 - Innovative use of audio platforms**

Radio interventions that exceed traditional radio and audio platforms limits, using them in an innovative way to promote the brand.

#### **CM9 - Innovative use of Out Of Home Advertising**

Entries developed in a non-conventional way using traditional public spaces formats (signs, advertising displays, marquees, buses, stops and shelters, etc.), and also entries created to use or intervene elements and public spaces in a non-conventional way, turning them into alternative formats of communication.

#### **CM10 - Actions and events**

Actions and events carried out in public spaces and/or private spaces, and also virtual events, developed for a brand or a brand association for communicational and/or promotional purposes, where there may or not exist an interaction with the consumer.

#### **CM11 - Innovative use of digital and/or social platforms**

Non-traditional advertising pieces or actions created to be carried out in digital and/or social platforms.

#### **CM12 - Influencer**

It will focus on those actions in which the main point of the idea is the innovative use of celebrities, influencers, or gamers to establish a closer relationship between the brand and the target audience.

#### **CM13 - Integrated campaigns**

Works that implement an idea by means of the integration of multiple media, actions, and/or applications that mutually enrich each other and that enhance the brand, product, or service communication. The value of the campaign will be focused on the use of two or more formats or media and how this choice has achieved a greater scope and impact.



## EL OJO DIRECT (MD)

It will recognize the best ideas that generate a response and build a relationship with the client, that are aimed at attracting, retaining, and building loyalty in a particular audience, and in which exists a means of response to interact or measure significant results.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Direct of Ibero-America will be chosen.

Entries registered in this award will have the possibility of participating in two (2) groups.

### **Group A - MEDIA**

Entries will participate according to the media where they were transmitted. Entries can be registered in more than one category, as long as they meet the characteristics of those categories (MD1 to MD5).

### **Group B - STRATEGIES AND OBJECTIVES**

It will take into account the strategy and the objectives of each campaign. Entries can participate in only one category of Group B (MD6 to MD7).

### **CATEGORIES (MD):**

#### **MD1- Direct mail *\*New category***

Entries created in order to engage the target audience in a direct and personal way. The entries can be digital or physical (hard copy, corporeal format, or 3D format), and also by means of technology, demonstrating the effective location and evidence of the results.

#### **MD2 - Use of digital platforms**

Entries or actions that use digital and mobile platforms to make contact with the specific target and collect data, such as: direct response sites, microsites, banners, surveys, instant messaging, NPS, etc.

#### **MD3 - Actions in social platforms**

Entries or actions that use social networks, blogs, wikis, video sharing sites, etc. to establish or enhance the relationship with a specific target.

#### **MD4 - Use of data**

Works in this category must show how data were creatively used to boost a campaign and to improve customers experience strengthening their relationship with the brand and generating measurable results. It includes real-time response activities, geolocation, activation by proximity, means of programming, etc.

#### **MD5 - Events and actions**

Events or actions created to be carried outdoors, in private spaces and/or digital platforms on order to establish a direct relationship with the target audience.

### **Group B - STRATEGIES AND OBJECTIVES**

## **MD6 - Brand launch and activation**

Entries or actions created to generate direct contact or interaction with clients and consumers, to deliver messages in a more direct way and boost the launch or relaunch of a product or service, and also generate an experience through a direct interaction to promote a product or brand.

## **MD7 - Loyalty promotion and/or brand building**

Actions aimed at the maintenance of a long-lasting relationship with the customer and/or the building of a brand.



## **EL OJO BRAND EXPERIENCE & ACTIVATION (EM)**

El Ojo Brand Experience & Activation celebrates the best ideas created to activate and promote the sale of a product or service, to bring a brand to life, to make it known and generate its use, by forging bonds with the audience it is aimed at. These works must generate the consumer participation in different activities that are used to promote a product or service, and they must demonstrate how this experience led to forging bonds and to commercial success.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Brand Experience & Activation of Ibero-America will be chosen.

Entries registered in this award will have the possibility of participating in two (2) groups.

### **Group A - MEDIA**

Brand experiences and activations will participate according to the medium used and the point of contact. Entries can be registered in more than one category, as long as they meet the characteristics of those categories (EM1 to EM4).

### **Group B - OBJECTIVES**

The objectives of the campaign will be taken into account. Entries can participate in only one category of Group B (EM5 to EM8).

## **CATEGORIES (EM):**

### **Group A - MEDIA**

#### **EM1 - Experiences and activations in the point of sale**

Entries created to be implemented having as main setting one or several points of sale as support of an activation, a product launch, sampling activities, etc.

#### **EM2 - Experiences and activations in public spaces**

Actions and events developed for a product or brand for a limited period of time and using public spaces as centers of the action.

### **EM3 - Experiences and activations on digital platforms**

Online actions and events made for a brand or product during a limited period of time using digital platforms such as websites, microsites, applications, games, etc.

### **EM4 - Experiences and activations on social platforms**

Actions created for a brand or product during a limited period of time using social networks including celebrities, influencers or gamers as means of action.

## **Group B - OBJECTIVES**

### **EM5 - Launch and positioning**

Actions created to promote or position products or services of a brand that still haven't been introduced to the market or that have been modified for a relaunch.

### **EM6 - Brand activation**

Actions created to promote products or services that seek to catch the attention of the consumers generating contact and interaction and bringing the brand closer to them.

### **EM7 - Activations of awareness \*New category**

Actions created to raise awareness on specific topics and problems taking the context into account. Entries must demonstrate the impact generated in the target audience.



## **EL OJO PR (PR)**

El Ojo PR celebrates the best ideas that build successful trust and reputation in relationships with others, principally using strategies through earned media or channels of their own to communicate credibility, awareness, and reputation, and that connect companies or organizations with their consumers, members, employees, or the community in general in a positive way.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) PR of Ibero-America will be chosen.

Entries can be registered in one (1) or more than one category, as long as they meet the characteristics of those categories.

## **CATEGORIES (PR):**

### **PR1 - Communication and corporate reputation actions**

Campaigns created to build the image, raise the profile or form an opinion of a brand, organization, institution, etc.

### **PR2 - CSR actions**

Actions generated by a brand or company that address social and ethical issues. Works must demonstrate how the purpose of the brand has generated a value and how it has connected with its clients in a positive way.

### **PR3 - Public Welfare actions**

Actions generated by an NGO, the Government, social or religious entities, etc. that address public welfare, social, and ethical issues.

### **PR4 - Crisis management**

Campaigns created to plan and/or manage the consequences of a crisis or an action that may affect the credibility and the reputation of a company, business, or brand.

### **PR5 - Actions in real time**

Actions developed to respond and/or participate in real time, and in a creative way, in a conversation about local or international events, public and private affairs, and other activities.

### **PR6 - Actions on social and digital platforms**

Entries or campaigns that have used digital and social platforms for effective communication actions.

### **PR7 - Influencers and co-creation of contents**

Works or campaigns that make use of influencers, such as celebrities, youtubers, bloggers, etc., and also contents created by the user in which the aim is to amplify the message of a brand and to engage with a community of consumers or fans to encourage them to contribute or collaborate with a brand initiative.

### **PR8 - Launches and activations**

The award will go to the best idea related to promoting the launch, relaunch or activation of a product or service of a brand.

### **PR9 - Current events and context \*New category**

Brand actions inspired in a socio-cultural vision derived from the ideas, traditions, values, and life styles of a region, locality, or specific moment.

They must be brand actions regarding a particular problem or issue (new wave of COVID-19, burning of acres in Patagonia, natural disasters, etc.), and also a particular society or culture (indigenous people of the Amazon, Argentinian people around the world, refugees, etc.)



**EL OJO DESIGN (DG)**

El Ojo Design celebrates the creativity placed at the service of design. The works distinguished will be the ones that demonstrate how design has been used to build a brand identity or an experience, and/or to communicate a brand's message achieving a greater recognition and understanding on the part of the consumer.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Design of Ibero-America will be chosen.

Entries can be registered in one (1) or more than one category, as long as they meet the characteristics of those categories.



## **CATEGORIES (DG):**

### **DG1 - Identity and brand building**

Creation or update of a brand or corporate identity for any product, service, company and/or organization. The award will go to identity solutions developed using multiple contact points and media platforms.

### **DG2 - Editorial design**

It will focus on editorial design, whether printed or digital, and on the design of entries for promotion and communication of a brand. It includes books (cover and inside pages), magazines, newspapers, and editorial articles.

### **DG3 - Posters and publications**

It will take into account the design of the entry for the promotion and communication of a brand. It includes announcements, posters, calendars, postcards, greeting cards, etc.

### **DG4 - Digital design**

It will focus on the execution of the design to enhance the use of the digital product, achieving better communication of the brand's message. It includes websites, microsites, applications, online publications, social platforms, video games. They may or may not be interactive.

### **DG5 - Installations and promotional items**

Design of spaces and settings created in the point of sale or in stands with the purpose of communication and brand experiences, both outdoors and indoors (display cases, stands, points of sale, structure graphics, events, etc.). It also includes the design of items of a brand that promote a product or service, such as clothes, promotional gifts, product samples, guerrilla marketing accessories, etc.

### **DG6 - Product design**

The award will go to those products that, through esthetics and utility, have managed to increase the value of a brand and have achieved an optical communication generating a positive impact on the user. It will take into account the achievements of the design, making sure that it expresses the brand attributes, identity and usability, and also solves production and fabrication problems.

### **DG7 - Packaging**

All types of packaging used to promote, sell, or exhibit a product are included. They can be packaging for mass consumption products, luxury products, and design products, and also special or promotional packaging that has been implemented for a limited period of time. Packaging with production techniques that are responsible, clean, and sustainable is included as well.

### **DG8 - Brand experience design**

The award will go to those entries that demonstrate how the design built and defined the user experience with a brand product or service. It will take into account those works that involve any of the following media or formats: packaging, stands, POP, print material, digital content, the setting, and audiovisual content, in which the interaction with the brand generates in the user a positive and significant perception.



**EL OJO SUSTAINABLE - For the greater good (ST)**

Hope in creating a global community that conducts leaders to make responsible decisions, the need for a change of mind in relation to the environment, the obligation of creating equality in all sectors of society, or just the small

individual contribution that generates at least an instant of reflection among people; all these are the main reasons of this special award, that appeals to the most committed side of the advertising industry, advertisers, social organizations, governments at their different levels, and citizens.

This way, El Ojo of Ibero-America, by means of El Ojo Sustainable, supports and recognizes those works and companies that, through their messages and actions, contribute in an active, sustained over time, and voluntary way to social, economic and environmental improvement of our societies and our home, the Earth.

This award celebrates those entries that really make an impact in the world through their contributions to culture and resolution of specific problems that affect societies.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given out: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Sustainable of Ibero-America will be chosen.

Works registered in this award may participate in only one category from one of the two (2) groups.

### **Group A - BRAND PURPOSE/CSR**

In these categories, the entries or actions that will be recognized are the ones created and generated by a brand, aimed at addressing and raising awareness on social, health, ethic, and environmental issues, that promote and contribute to a world that is more just, inclusive, united, and integrated, and that raise awareness about the importance of achieving these objectives (ST1 to ST5).

### **Group B - PUBLIC WELFARE**

In these categories, the award will go to those entries or actions that correspond to Public Welfare campaigns generated by foundations, NGOs, environmental associations, voluntary work, religious messages and works, diffusion of state and municipal services, safety and public works campaigns, campaigns of documentation, transportation, education, health, training, and employment conducted by the government (ST6 to ST8).

## **CATEGORIES (ST):**

### **Group A - CORPORATE SOCIAL RESPONSIBILITY (CSR)**

#### **ST1 - Health**

The award will go to the messages created to promote health awareness, the importance of hygiene, prevention of contagion and pandemics, anti-smoking campaigns, awareness-raising and understanding of diseases, organ donation, nutrition improvement, and campaigns that promote exercise and well-being.

#### **ST2 - Environment**

The award will go to those entries whose purpose is to raise awareness about the importance of environmental care, that is, campaigns that encourage and teach about the use of recyclable and sustainable materials, campaigns that promote saving water, electricity, and other services. In addition, we will reward those products and packaging that optimize resources and energy, and whose methods of production are responsible, clean, and sustainable.

#### **ST3 - Social**

The award will go to those messages that promote awareness-raising on problems and situations of interest to society. This category seeks to reward works related to education, transportation, sexual, and reproductive education, prevention

campaigns against the use of weapons, campaigns that raise awareness about the vulnerability of children and older people, campaigns to prevent addiction, and campaigns that foster solidarity.

#### **ST4 - Gender and diversity**

The award will go to those entries in which the only requirement will be that they really represent an evolution of the fight against gender inequality or injustice, demonstrating the ability of creativity to make a difference that goes beyond the brand and that benefits the world. The quintessential entries will be those that destroy stereotypes, challenging all types of preconceptions, and that can also manage to get real and conscious representations of persons.

#### **ST5 - Inclusion, integration, and non-discrimination**

The award will go to those campaigns that promote respect for others and non-discrimination. Entries whose messages focus on demonstrating the efforts to reduce economic inequality in society, and also those who seek and promote equality and non-discrimination on issues related to race, ethnic group, religion, different abilities, and any other type of cultural discrimination.

### **Group B - PUBLIC WELFARE**

#### **ST6 - Health**

The award will go to the messages created to promote health awareness, the importance of hygiene, prevention of contagion and pandemics, anti-smoking campaigns, awareness-raising and understanding of diseases, organ donation, nutrition improvement, and campaigns that promote exercise and well-being.

#### **ST7 - Environment**

The award will go to those entries whose purpose is to raise awareness about the importance of environmental care, that is, campaigns that encourage and teach about the use of recyclable and sustainable materials, campaigns that promote saving water, electricity, and other services. In addition, we will reward those products and packaging that optimize resources and energy, and whose methods of production are responsible, clean, and sustainable.

#### **ST8 - Social**

The award will go to those messages that promote awareness-raising on problems and situations of interest to society. This category seeks to reward works related to education, transportation, sexual, and reproductive education, prevention campaigns against the use of weapons, campaigns that raise awareness about the vulnerability of children and older people, campaigns to prevent addiction, campaigns that foster solidarity and inclusion, non-discrimination, respect for others, and the fight against gender inequality or injustice challenging all types of preconceptions, and that can also manage to get real and conscious representations of persons.



**EL OJO SPORTS (SP)**

El Ojo Sports celebrates the best ideas related to the world of sports and to the brands that know how to seize the opportunity that sport events give to communicate or promote themselves.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo ( Grand Prix) Sports of Ibero-America will be chosen.

Entries can be registered in one (1) or more than one category, as long as they meet the characteristics of those categories.

## **CATEGORIES (SP):**

### **SP1 - Audiovisual media**

Commercials, spots, and contents created to be shown on TV, films, VOD (video on demand), digital platforms, radio, or audio platforms.

### **SP2 - Social and digital platforms**

Entries, actions, applications, and games created to be developed in digital and social platforms to enhance the affinity of a brand with an audience or community. Actions that use celebrities, influencers and/or gamers to amplify the message of a brand and to get involved with a target audience can also participate.

### **SP3 - Events, actions, and sponsorship**

Entries, promotional actions, and installations created to be developed or exhibited in indoor and outdoor public spaces, and virtual experiences that communicate a brand or a brand's message. Sponsorship actions, live experiences, and sport events or events created within a sport framework developed for a brand or a brand association for the purpose of communication and promotion, and to increase the visibility of a brand and/or amplify its message, allowing a direct relationship with its target audience.

### **SP4 - E-sport/Gaming \*New category**

This category is intended for all the entries related to the world of video games, virtual competitions, support for gamers, etc. It takes into account how brands use virtual games world to communicate in order to get closer to their target audience, interact with them, and reward them, and to transmit a message, sell products and services, amplify messages, call for an action, and strengthen the brand's institutional presence. It includes commercials, graphics, actions, events, applications, 360 campaigns, etc.

### **SP5 - Excellence in brand experiences**

Experiences that take place in different platforms in order to amplify the brand's message and engage with consumers. The winners of this award will be shown as example of how advertisers are trying to reach their audiences to establish innovative and significant relationships, create memorable experiences, and achieve the participation of the consumer making a connection with the brand.

### **SP6 - Social/Diversity/inclusion**

Actions created by a brand or organization to raise awareness and encourage a change on different problems, and to address disparities in sports or communities related to sport, regarding social inclusion, gender, disabilities, ethnic origin, religion, and other status.

### **SP7 - Context and Current events**

Brand actions inspired in a socio-cultural vision that originates in the ideas, tradition, values, and life styles of a region, locality, or specific moment, related to sports.

It includes brand actions regarding a specific sports theme (Olympic Games, local and international tournaments, Super Bowl, etc.) or current events contexts related to sports (Maradona's death, COVID-19 in football, promotion of the image of football or other sports clubs, etc.)



## EL OJO BRANDED CONTENT (Branded Content & Entertainment - CT)

El Ojo Content celebrates the best ideas that have been developed for a brand or in partnership with a brand to entertain and to promote and communicate a brand message, or to connect with consumers in an innovative and non-invasive way and make them engage with the brand.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Branded Content of Ibero-America will be chosen.

Entries can be registered in one (1) or more than one category, as long as they meet the characteristics of those categories.

### **CATEGORIES (CT):**

#### **CT1 - Audiovisual**

Contents created to be broadcasted on TV, films, VOD (video on demand), TV programs, streaming platforms, and other audiovisual supports. The maximum duration of the submitted entries is 20 minutes.

#### **CT2 - Audio and sound platforms**

Contents and podcasts created to be published in programs and radial stations, either on the radio or audio platforms.

#### **CT3 - Digital platforms**

Contents created for digital platforms such as websites, microsites, online games, online series, VR (Virtual Reality), and AR (Augmented Reality).

#### **CT4 - Social platforms**

Contents created in social networks such as applications, blogs, wikis, video-sharing sites, etc. in order to create and/or enhance the relationship with the user of the brand.

#### **CT5 - Influencers**

Content or entertainment that includes the collaboration of an influencer, celebrity, gamer, or opinion leader in order to amplify a brand's message, and also content created by the user of the brand.

#### **CT6 - Events and actions**

Events and/or actions created and developed by a brand or brand association in order to entertain and promote the image or the message of a brand.

#### **CT7 - Brand experience**

Experiences that take place in different platforms, and also actions and events carried out either in public spaces or indoors, in order to amplify the brand's message and engage with consumers. The winners of this award will be shown as example of how advertisers are trying to reach their audiences to establish innovative and significant relationships, create memorable experiences, and achieve the participation of the consumer making a connection with the brand.



## EL TERCER OJO (THE THIRD EYE -TO)

El Tercer Ojo (The Third Eye) celebrates those great ideas that break paradigms and open up new ways of communicating and thinking in the industry. The award will go to those ideas that open new horizons in the way of thinking and seeing the reality and the way of relating brands with consumers.

El Tercer Ojo (The Third Eye) recognizes the ideas that take risks and dare to see beyond what is socially y culturally accepted in the industry, and/or open new perspectives and views on a subject, that lead to better ways of communicating. An innovative and disruptive creativity that challenges the cultural, social and brand's ecosystem status quo, and that stimulates, from the standpoint of communication, a progress in improving society. In short, ideas that go further, push boundaries, and build a better world.

This award is not restricted to a number of executions or type of channels, and has no limits in the type of media used.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards, the Gran Tercer Ojo of Ibero-America will be chosen.

Entries can be registered in only one (1) category.

### **CATEGORIES (TO):**

#### **TO1 - Food and treats**

Frozen products, canned food, meat, fish, cold cuts, eggs, milk, chocolate milk, soy-based beverages, yogurt, cheese, cream, butter, pasta, rice, pizza, sauce, soup, oil, vinegar, dressings, spices, fruits, vegetables, flour, sugar, food for children, cakes, desserts, jam, milk jam, honey, bread, cereal, cereal bars, dried fruit, cookies, snacks, ice cream, chocolate, candies, lollipops, chewing gum, etc.

#### **TO2 - Drinks**

Mineral water, flavored water, soft drinks, juice, coffee, tea, herbal aperitifs, energy drinks, beer, wine, champagne, cider, vodka, liquors, whiskey, cocktails, aperitifs, wineries, etc.

#### **TO3 - Personal health and hygiene**

Shampoo, conditioner, dye and hair care products, toothpaste, toothbrushes, soap, body and hand cream, deodorant, razors, shaving cream, sanitary napkins, toilet paper, tissues, cotton, alcohol, gel alcohol, insect repellent, sunscreen, perfume, make up and skin care products, medication, vaccines, disinfectant, band-aids, condoms, pregnancy tests, dietary supplements, optical products, orthopedic products, diapers for children and adults, baby products, etc.

#### **TO4 - Technology and household goods**

Large and small appliances, audio and video equipment, smart TVs, music players, cameras, webcams, computer, laptops, tablets, video game consoles, printers, landline and mobile phones, earphones, VR, etc. Household cleaning products, shoe

polish, paint, ironmongery products, mattresses, decoration items, chairs, armchairs and couches, tables, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

#### **TO5 - Cars, trucks, and urban mobility**

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, four-wheelers, electric and/or power-driven bicycles and scooters, tires, fuel, accessories and spare parts for vehicles.

#### **TO6 - Public, private, and financial service companies**

Cable and satellite TV services, TV on demand services, streaming services, applications for playing music, business and telephone services, Internet providers, water, gas, and electricity services companies, health enterprises, health insurance, courier services, toll services, gas stations, schools, universities, study centers, online delivery services, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment service companies, discount cards, construction companies, etc.

#### **TO7 - Retail locations, supermarkets, and online stores**

Restaurants, fast-food restaurants, coffee shops, bars, big stores, household goods stores, supermarkets, kiosks, shops, hair salons, laundry services, optical shops, pharmacies, real state agencies, car dealerships, photo shops, bookshops and online sites for direct sale to the public, etc.

#### **TO8 - Media, entertainment, recreation, and tourism**

Newspapers, magazines, books, encyclopedias, discs, TV channels, multimedia companies, radio and TV programs, series, documentaries, reality shows, communication agencies, websites, Internet browsers, social networks and applications, shopping malls, gyms, sport events and sport clubs, theme and amusement parks, zoos, cinema complexes, nightclubs, shows, festivals, museums, displays and exhibitions, video games, board games, games of chance, lottery kiosks, toys, scooters, bicycles, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, private mobility applications, bicycle sharing systems, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

#### **TO9 - Public welfare and governmental messages**

Entries created by foundations, NGOs, environmental associations, voluntary services for charitable works, blood and organ donation, prevention of disease and addiction, campaigns against discrimination, etc. Governmental organizations campaigns for the diffusion of state and municipal services, security and public works campaigns, documentation, transportation, education, training, and employment campaigns made by the government, political campaigns, religious works and messages, etc.



**EL OJO INNOVATION (IN)**

El Ojo Innovation celebrates innovative ideas that enable the resolution of problems. Entries that allow copywriters, technologists, marketers, and communicators in general to convey a message (their client's or their own message) in new ways, adding value to their brands and providing utility to consumers, and also big technological entries that stand out for their relevance in the industry.

The award will go, although not exclusively, to projects such as platforms, applications, tools, programs, hardware, software, physical products, or the modification of existing resources that prove relevant innovation for brands and/or the industry in general, and that add value to the industry and their users.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Innovation of Ibero-America will be chosen.

Entries can be registered in one (1) or more than one category, as long as they meet the characteristics of those categories.

## **CATEGORIES (IN):**

### **IN1 - Products**

Finished physical entries that prove innovation in their creation, implementation, or result. They may or may not have technological interventions.

### **IN2 - Technology**

Entries in which the essence of innovation is the technological development. They can be applications, software, gadgets, etc.

### **IN3 - Prototypes**

Works at stages of pre-production or shaping of the idea, in which an innovative spirit is already identified. They may or may not be associated with a brand.



## **EL OJO CREATIVE DATA (CD)**

This award will recognize the best ideas that have creatively taken advantage of the use of data/information. It will reward those actions or entries that prove that the use of data improved and/or promoted the execution/campaign by means of the creative use of data interpretation, analysis, or application. Creative use of data must be the center of the idea and the impact/results must be clear and precise.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Creative Data of Ibero-America will be chosen.

Entries can be registered in one (1) or more than one category, as long as they meet the characteristics of those categories.

## **CATEGORIES (CD):**

### **CD1- Best visualization**

The award will go to those entries whose objective is to do something useful and valuable to people using data that nobody would remember or pay attention to. It involves data simplification and conversion into an esthetic and attractive format that makes consumers change their perception of a fact or product, or leads to modify consumer's behavior due to access to this information. It includes, but is not limited to, online dynamic actions (static or interactive), real-time infographics, visual installations, and activations.



## CD2 - Real Time

The award will go to the entries in which data is a central part of the idea and the key to generate a relationship with consumers. Without the use of data in real time the idea would not exist. Data must constantly supply the action implemented, enhancing the experience and the perception of consumers, and even reaching personalization in a creative way.

## CD3 - Best experience

The award will go to those entries in which the idea is fueled, built or improved through the use of data. Data must have been a key part of the campaign, product or solution design. The type of data and how it was used must be detailed.



## EL OJO EFICACIA (EI OJO EFFECTIVENESS -EF)

El Ojo Eficacia (El Ojo Effectiveness) celebrates the best ideas that have had a measurable and proven impact on the client's business. That creativity that all professionals in the industry pursue, the one that manages to modify the consumer behavior and, therefore, the brand, its sales and its objectives.

What will be evaluated are the results obtained through creative strategies and implementations, taking into account the objectives set. In short, El Ojo Eficacia (El Ojo Effectiveness) will have the task of submitting those cases in which the effectiveness of creativity stands out in the results sought after by the client.

The entries that can participate are the ones that, with their creativity and strategy, have achieved significant results for the client in the period between 1 January 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards, and among the Golden Awards, the Gran Ojo Eficacia (Grand Prix) of Ibero-America will be chosen.

Entries registered in this award will have the possibility of participating in two (2) groups.

### Group A - PRODUCTS AND SERVICES

Entries can be registered in only one (1) category corresponding to products and services (EF1 to EF8).

### Group B - MEDIA AND OBJECTIVES

The objectives of the campaign will be taken into account. Entries can participate in one (1) or more categories of Group B, when appropriate (EF9 to EF18).

## CATEGORIES (EF):

### Group A - PRODUCTS AND SERVICES

#### EF1 - Food and Drinks

Frozen products, canned food, meat, fish, cold cuts, eggs, milk, chocolate milk, soy-based beverages, yogurt, cheese, cream, butter, pasta, rice, pizza, sauce, soup, oil, vinegar, dressings, spices, fruits, vegetables, flour, sugar, food for children, cakes, desserts, jam, milk jam, honey, bread, cereal, cereal bars, dried fruit, cookies, snacks, ice cream, chocolate, candies, lollipops, chewing gum, etc. Mineral water, flavored water, soft drinks, juice, coffee, tea, herbal aperitifs, energy drinks, beer, wine, champagne, cider, vodka, liquors, whiskey, cocktails, aperitifs, wineries, etc.

## **EF2 - Personal health and hygiene**

Shampoo, conditioner, dye and hair care products, toothpaste, toothbrushes, soap, body and hand cream, deodorant, razors, shaving cream, sanitary napkins, toilet paper, tissues, cotton, alcohol, gel alcohol, insect repellent, sunscreen, perfume, make up and skin care products, medication, vaccines, disinfectant, band-aids, condoms, pregnancy tests, dietary supplements, optical products, orthopedic products, diapers for children and adults, baby products, etc.

## **EF3 - Technology and household goods**

Large and small appliances, audio and video equipment, smart TVs, music players, cameras, webcams, computer, laptops, tablets, video game consoles, printers, landline and mobile phones, earphones, VR, etc. Household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, chairs, armchairs and couches, tables, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

## **EF4 - Cars, trucks, and urban mobility**

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, four-wheelers, electric and/or power-driven bicycles and scooters, tires, fuel, accessories and spare parts for vehicles.

## **EF5 - Public, private, and financial service companies**

Cable and satellite TV services, TV on demand services, streaming services, applications for playing music, business and telephone services, Internet providers, water, gas, and electricity services companies, health enterprises, health insurance, courier services, toll services, gas stations, schools, universities, study centers, online delivery services, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment service companies, discount cards, construction companies, etc.

## **EF6 - Retail locations, supermarkets, and online stores**

Restaurants, fast-food restaurants, coffee shops, bars, big stores, household goods stores, supermarkets, kiosks, shops, hair salons, laundry services, optical shops, pharmacies, real state agencies, car dealerships, photo shops, bookshops and online sites for direct sale to the public, etc.

## **EF7 - Media, entertainment, recreation, and tourism**

Newspapers, magazines, books, encyclopedias, discs, TV channels, multimedia companies, radio and TV programs, series, documentaries, reality shows, communication agencies, websites, Internet browsers, social networks and applications, shopping malls, gyms, sport events and sport clubs, theme and amusement parks, zoos, cinema complexes, nightclubs, shows, festivals, museums, displays and exhibitions, video games, board games, games of chance, lottery kiosks, toys, scooters, bicycles, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, private mobility applications, bicycle sharing systems, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

## **EF8 - Institutional advertisement, sponsorships, and CSR**

Campaigns made in order to raise the profile, build the image of a brand, and communicate the purpose of the company. CSR campaigns not based in products, aimed at addressing social, ethical and environmental issues.

## **Group B - MEDIA AND OBJECTIVES**

### **EF9 - Strategies in brand launch and activation**

Actions generated for the launch, relaunch, and activation of a brand or product, and also loyalty promotion campaigns aimed at maintaining a lasting relationship with the client and/or at brand-building.

### **EF10 - Strategies in the use of media**

Actions in which the media that was chosen makes the campaign effective. The strategic use of the chosen media is the backbone of the campaign's success.

### **EF11 - Sustained success**

Actions and campaigns of products or services that have been successful for a period of three or more years. These campaigns must prove their effectiveness during the entire period.

### **EF12 - Real time marketing**

Marketing actions and/or appealing brand messages related to specific news or events that are taking place at that very moment, created in order to generate a result that goes viral and is capable of achieving prominence in social networks and online. Results are generated from a real-time response to that specific event.

### **EF13 - Interactive strategies**

The award will go to those ideas where the brand has carried out actions, events, and/or activations managing to generate an interaction with the consumer. That interaction may occur in different ways, even digitally; the important thing is the development of a relationship between the user/consumer and the brand. The winners of this award will be the ones who show how advertisers are trying to reach their audiences to establish innovative and significant relationships, create memorable experiences, and achieve the participation and interaction of the consumer with the brand.

### **EF14 - Strategy, positioning, and creativity**

The award will go to the ideas that create a new concept path/positioning for the brand. Ideas that managed to redefine a brand through the joint contribution of the marketer, the planner, and the copywriter. The jury will reward the strategic effort that positioned the brand in a new and higher level.

### **EF15 - Low-budget campaigns**

Actions or campaigns for products or services that managed to obtain very good results starting with a total investment lower than USD 100,000 (production + media).

### **EF16 - Promotional marketing**

The award will go to those ideas that build strategic communications at a particular or seasonal moment, festive or patriotic date, or cultural context, regarding a specific audience.

### **EF17 - Current events marketing**

Works that effectively took advantage of the importance, interest, or relevance of current events immediately by means of a specific PR or marketing strategy related to those events. Examples: COVID-19 cases, natural disasters, etc.

### **EF18- Business transformation \*New category**

This category will reward those ideas that contribute to business transformation, and that promote business solutions and profitability for customers. They include operational transformation through ideas that transform clients' commercial operations; ideas and experiences that have provided new experiences for customers; new technology that was used to transform commercial functions, generating new businesses; design of innovative products that successfully moved the model or offer of a business forward; and other ideas that have promoted structural changes.

### **EF19 - Purpose with results \*New category**

The entries or actions must demonstrate how the purpose of the brand has created value and has had an impact on the communities by connecting the advertiser with a target audience or the entire society based on their needs and shared interests, usually related to social, environmental, health, and/or cultural issues; they must help improve the lives of the target audience or society in general, generating the changes that were initially proposed.



**EL OJO MEJOR IDEA LATINA PARA EL MUNDO (BEST LATIN IDEA FOR THE WORLD -IL)**

El Ojo Best Latin Idea for the World (El Ojo Mejor Idea Latina para el Mundo) celebrates the best ideas created either by Latin professionals that work in an agency or company in Ibero-America or by any Latin person (with an important role) that works outside Ibero-America, in an agency or company in any country of the world.

Nowadays, many Ibero-American professionals are leaders of important international companies and, from that place, they work for local brands in the country they work at, and even for global brands. At the same time, Latin agencies provide their creativity for global campaigns or for advertisers in other parts of the world. This is the reason why El Ojo gives this award: to continue connecting, integrating, supporting, and stimulating Latin talent, not only in the region but in the entire world.

The registered entries must have been published, implemented, and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards, and among the Golden Awards, the Gran Ojo (Grand Prix) for the Best Latin Idea for the World will be chosen.

It is important to highlight that this award adds points for the rankings of Agencies, Independent agencies, Copywriters, Production companies, Directors, and Communication Networks of Iberoamerica (as long as the agency is from Ibero-America).

Entries registered in this award may participate in only one category from one of the two (2) groups:

#### **Group A - IDEAS FROM IBERO-AMERICA FOR THE WORLD**

Entries, campaigns, and cases created and/or produced by agencies/companies from Ibero-America to be published in any part of the world, or works performed in an Ibero-American country, either at a local or regional level, but that have achieved relevance internationally (IL1 to IL2).

#### **Group B - IDEAS FROM LATINS IN THE WORLD**

Entries, campaigns, and cases created and/or produced by non-Ibero-American agencies/companies to be published at a local, regional, or global level in any part of the world, in which the idea must have emerged from a Latin or under the leadership of a Latin that works in an agency (general creative director, creative director, art director, or editor), is the producer or the director, or is a Latin on the advertiser's side. All data must be included in the technical specifications of the registration form (IL3).

### **CATEGORIES (IL):**

#### **Group A - IDEAS FROM IBERO-AMERICA TO THE WORLD**

##### **IL1 - Ideas from Ibero-America to the world**

Entries, campaigns, and cases created and/or produced by agencies/companies from Ibero-America to be published in any part of the world (they must have been published, emitted, and/or carried out in, at least, one country outside Ibero-America).

##### **IL2 - Ideas from Ibero-America with international relevance**

Entries, campaigns, and cases created and/or produced by agencies/companies from Ibero-America to be published in an Ibero-American country, either at a local or regional level, but that have achieved international relevance.

#### **Group B - IDEAS FROM LATINS IN THE WORLD**

### **IL3 - Ideas from Latins living outside Ibero-America**

Entries, campaigns, and cases created and/or produced by non-Ibero-American agencies/companies to be published at a local, regional, or global level in any part of the world, in which the idea must have emerged from Latins or under the leadership of a Latin for a brand or company.



#### **EL OJO FILM CRAFT – CRAFT (PA)**

El Ojo Film Craft recognizes the best execution and techniques in the audiovisual entries registered, since excellence contributes significantly to the success of the idea. A great idea with great production leads to success.

El Ojo Film Craft recognizes the work of directors, editors, photographers, scriptwriters, art director, and musicians, and also the companies that, with their effort and dedication, seek originality and quality to make their works unique.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Film Craft of Ibero-America will be chosen.

The works that can participate are the ones that have been directed and/or produced by Latin professionals or companies, and that have been emitted in Ibero-America or outside the region.

Entries registered in this award can participate in two groups. Depending on their format, in Group A or Group B, and also in Group C.

#### **Group A - COMMERCIALS**

The commercials that can participate in this group are the ones that have been carried out for or by a brand, and that have been published on TV, films, VOD (video on demand), and/or digital platforms. Entries can be registered as individual entries or as part of a campaign in more than one (1) category (PA1 to PA8).

Maximum length of each entry: up to 180 seconds.

#### **Group B - OTHER FORMATS**

The entries that can participate in this group are corporate videos, short films, trailers, documentaries, videoclips, fashion films, series, video cases, and all type of content created by or for a brand. The entries can be registered as individual entries or as part of a campaign in more than one (1) category (PA9 to PA13).

Maximum duration of each entry: up to 20 minutes.

#### **Group C - BEST POST PRODUCTION**

The entries that can participate in this group are both commercials and other formats such as corporate videos, short films, trailers, documentaries, videoclips, fashion films, series, video cases, and all type of content created by or for a brand. Entries can be registered as individual entries or as part of a campaign in more than one (1) category (PA14 to PA17).

Maximum duration of each entry: up to 20 minutes.

#### **CATEGORIES (PA):**

## **Group A - COMMERCIALS**

**PA1 - Photography**

**PA2 - Art Direction**

**PA3 - Direction**

**PA4 - Integrated Production**

**PA5 - Low Budget (Up to US\$ 20,000)**

**PA6 - Use of stock images (historical, other people's, or own files)**

**PA7 - Direction of actors**

**PA8 - Script**

## **Group B - OTHER FORMATS**

**PA9 - Photography and Art Direction**

**PA10 - Direction**

**PA11 - Integrated Production**

**PA12 - Direction of actors**

**PA13 - Script**

## **Group C - POST PRODUCTION**

**PA14 - Animation**

**PA15 - Visual effects**

**PA16 - Color correction**

**PA17 - Edition**



**EL OJO JÓVENES REALIZADORES (EL OJO FILM YOUNG DIRECTORS - (JR))**

Transformations in the communication industry and digital revolution not only changed the way to create, but also attracted a new generation of producers to the market, who came to mark a new era with a fresh look and deep knowledge about new formats, platforms, languages, and aesthetics.

The objective of this new award is to give visibility to the new generations of producers, their ways to see and produce, and their new narrative languages, and to promote them among agencies, advertisers, and the media.

The Film young directors that can participate may be up to 33 years old at 31 December 2021 and must be students or be working. They can participate individually or as a group.

They can register themselves or be registered by the production company they work at, with both works produced for a brand and works that have not been created for a brand.

Works registered can not include any material that is not of the young director's authorship (music, texts, photographs or moving images, actors, speech, etc.), unless they have the authorization of the authors. Material that is copyright free or is under Creative Commons license can be included.

The works that can participate are commercials, short films, documentaries, videoclips, video cases, series, etc., and they can be up to 20 minutes long.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards.

These awards add points for the Best Production Company and the Best Producer Awards, at both local and regional level.

Entries registered in this award will have the possibility of participating in one (1) of the two (2) categories.

#### **CATEGORIES (JR):**

##### **JR1 - Works carried out by or for a brand**

The registered entries must have been published and/or issued between 1 January 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes. Additionally, they must get approval from the advertiser.

##### **JR2 - Works that have not been created for any brand**

The works that participate in this category may be created especially for this Festival or may have been created previously, regardless of they were published and/or emitted in any media or support or not.



**EL OJO AUDIO & SOUND CRAFT (PS)**

The Award will recognize the work and talent in execution and techniques of the registered entries, rewarding not only commercials and radio spots, but also videoclips, documentaries, and short films.

A great idea with great sound and music leads to success.

This Award recognizes the work of audio and sound production companies, musicians, editors, sound designers, producers, and also the companies that, with their effort and dedication, seek originality and quality to make their works unique.

The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Audio & Sound Craft of Ibero-America will be chosen.

The works that can participate are the ones that have been produced by Latin professionals or companies, and that have been emitted in Ibero-America or outside the region.

Entries registered in this award will have the possibility of participating in one (1) or more than one (1) category.

**CATEGORIES (PS):**

**PS1 - Use of original music**

**PS2 - Adapted music**

**PS3 - Sound effects and design**

**PS4 – Jingle**



**EL OJO PRINT CRAFT (PG)**

El Ojo Print Craft recognizes the talent in execution and techniques of the registered entries, since excellence contributes significantly to the success of the idea.

This Award looks further and recognizes the work of copywriters, designers, photographers, art directors, illustrators, and also the companies that, with their effort and dedication, seek quality to make their works unique.

Entries registered in this award may be printed or digital, and it will be rewarded the best one in each category. The registered entries must have been published and/or issued for the first time between 1 September 2019 and 17 October 2021, but they must be registered before 1 October 2021, when the registration closes.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Print Craft of Ibero-America will be chosen.

**CATEGORIES (PG):**

**PG1 - Best Copy**



**PG2 - Best Art Direction**

**PG3 - Best Original Photography**

**PG4 - Best Illustration**

**PG5 - Best Use of Typography**



**EL OJO +MUJERES (EL OJO +WOMEN)**

In order to amplify, give more visibility, and promote the increase of the presence of women in the creation of communication ideas, in creative teams, in the direction of commercials, and also in leadership positions in agencies and production companies, El Ojo of Ibero-America created in 2019 the +Women Award.

This Award also seeks to reward and stimulate diversity and representativeness in creative teams and in the production of audiovisual content that contribute to a broader view of reality.

Participation in this Award is free and without cost for the entries that have been registered in any of the different Awards of the 2021 Edition of the Festival, and that have women in the important positions indicated for this recognition (they must appear with the position they hold in the technical specifications of the registration site).

**IMPORTANT:** Entries that meet the above-mentioned requirements must be registered in the +Women Award indicating, when completing the technical specifications, the name of the female creative professional or producer that is participating.

This Award add points for El Ojo to the Performance of the Year for Ibero-America and El Ojo to the Performance of the Year at a Local Level: Best Agency, Independent Agency, Creative Director, Production Company, Producer, and Communication Network of Ibero-America.

For each category, these online awards will be given: Golden, Silver, and Bronze Awards.

#### **CATEGORIES (MC):**

##### **MC1 - + Women in the creative area**

In this award, the entries, ideas, campaigns, or cases that can participate are only those that have one or more women in a leadership position in the creative area: Chairwomen (of the creative area), CCO, Creative VP, General Creative Director, Digital Creative Director, Creative Director, and Head of Art.

##### **MC2 - +Women producers**

In this award, the entries, ideas, campaigns, or cases that can participate are only those that have one or more women as producers of the entry.



## EL OJO TO THE PERFORMANCE OF THE YEAR (IBERO-AMERICA) (EL OJO AL DESEMPEÑO DEL AÑO (IBEROAMÉRICA))

This Award will recognize the best ones of Ibero-America in these categories: Agency, Independent Agency, Creative Director, Production Company, Director, Advertiser, and Communication Network of the region.

Companies and/or professionals will earn points with the registered entries that become finalists or winners in the different awards of the Festival at Ibero-American and international levels, not at a local level.

To participate in this Award, **Agencies** must have registered material in the Festival and, in those cases, they may be able to earn points for the registered entries and also for the entries that have been registered by the production companies and/or advertisers, as long as they are included in the field “**Agency**” in the technical specifications of the online registration site.

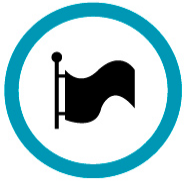
In the case of the **Production Companies**, they must have registered material in the Festival and, in those cases, that may be able to earn points for the entries registered by themselves in the different awards of the Festival. They may also earn points for the entries that have been registered by agencies and/or advertisers in the following awards: Sustainable (Sustentable), Branded Content & Entertainment (Contenido), El Tercer Ojo (The Third Eye), Best Latin Idea for the World ( Mejor Idea Latina para el Mundo), Audio & Sound Craft, and El Ojo +Women, as long as they have earned points in El Ojo Film and/or El Ojo Film Craft Awards and are included in the field “**Production Company**” in the technical specifications of the online registration site.

In the case of the Creative Directors, if the agency they work at (or worked at the moment the idea was created) registered material in the Festival, they may be able to earn points for the entries registered by the agency, by themselves, by the production company, or by the advertiser, as long as they are included in the field “**Creative Direction**” in the technical specifications of the online registration site. For this, in each registration must be indicated, in that field, the person or couple that are the creative leaders of the company (CCO, Creative VP, DCE, GCD, etc.)

In the case of the **Directors**, if the production company they work at (or worked at the moment the entry was created) registered material in the Festival, they may be able to earn points for the entries registered by the production company, by themselves, by the agency, or by the advertiser, as long as they are included in the field “**Director**” in the technical specifications of the online registration site.

In the case of the **Advertisers**, they may be able to earn points for the entries registered by themselves, by the agency, or by the production company, as long as they are included in the field “**Advertiser**” in the technical specifications of the online registration site.

In those cases where an entry is awarded and, in its technical specifications, more than one company in the fields “Agency” or “Production Company” was included, each participating company will receive the total amount of earned points corresponding to the award granted (winners or finalists), as long as they have registered and are participating in the Festival. If one of the companies is not participating, it will not earn points.



## EL OJO LOCAL (BY COUNTRY/REGION)

Recognizing the different realities, economies, and moments in the development of industry in each country of the region, and in order to stimulate those who do the best work at a local level, the Festival will give El Ojo Local Award, which consists of two categories: **LOCAL PERFORMANCE** and **BEST LOCAL IDEA**

In El Ojo Local Award can participate the following countries: Argentina, Andorra, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Spain, United States, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Portugal, Puerto Rico, Dominican Republic, Uruguay, and Venezuela.

In this Award, for a representative selection, each country must register a number of entries equal to or greater than 100 to compete for El Ojo to the Performance at a Local Level Award, and a minimum of 50 entries to compete for the Award for the Best Idea by country/region.

If countries do not reach the minimum number of registrations, the Festival can regroup the countries taking into account the similarity of their works, or can declare El Ojo to the Performance at a Local Level (or any of its categories) and/or El Ojo to the Best Local Idea awards void for that country.

The awards will be given only to those companies and/or professionals that have registered their entries in the Festival.

### EL OJO TO THE PERFORMANCE OF THE YEAR AT A LOCAL LEVEL

The Award to the Performance by country will reward the best ones in the following categories: Agency, Independent Agency, Creative Director, Production Company, Director or Producer, and Advertiser, according to the registered entries.

The objective of this Award is to highlight and reward the companies and professionals that are carrying out the best work for that local market and that can also have international significance, but are still giving priority to the work performed locally.

If a company or person wants to compete for the Best Performance of the Year Award in more than one country, they must register for each one of the countries they want to participate for, and must possess a physical office in that market or, at least, an official representative.

This award will go to the company or person that has earned more points for the winning and finalist entries in the Best Idea per Country Award in the country they are competing for, and for the winning and finalist entries of the awards at an Ibero-American and international level for that country. In addition, as long as they have earned points at a local level, they may add up to 50% of the obtained points for the entries carried out for other markets.

Companies and/or professionals may add points for the entries registered by themselves, the agency, the production company, and the advertiser, as long as they are included in the fields **“Agency”**, **“Creative Direction”**, **“Production Company”**, **“Director”**, and **“Advertiser”** in the technical specifications of the online registration site.

For each category, there will be a Winner and also 1st and 2nd Finalists.

En those cases where an entry is awarded and in its technical specifications included more than one company in the fields “Agency” or “Production Company”, each participating company will receive the total amount of earned points corresponding to the award granted (winners or finalists), as long as they have registered and are participating in the Festival. If one of the companies is not participating, it will not earn points.

### **EL OJO MEJOR IDEA LOCAL (EL OJO TO THE BEST ENTRY/IDEA AT A LOCAL LEVEL )**

Entries registered in the Awards at an Ibero-American level that have had outstanding performances (depending on the achievement reached by each country: Winners, Short List, or Long List) will participate in the Best Entry/Idea at a Local Level Award for their countries.

For this, it will be taken into account the country selected in the field “Main country of production, publication, and/or implementation” in the technical specifications of the online registration site.

Among the entries of a country that have achieved outstanding performances at a regional level, regardless of the Award in which they were registered in, the jury will select the best ideas of each country and, among them, they will reward the Best Idea per country.

They will choose the Best Idea of each country or region and four (4) finalists.