



EL OJO DE IBEROAMÉRICA 2022 RULES

A - GENERAL CONSIDERATIONS

PHILOSOPHY OF THE AWARD

The objective of El Ojo de Iberoamérica International Festival (El Ojo of Ibero-America Award) is to recognize and honor the career, the performance, and the best ideas and communication material of the Latin professionals and companies that have contributed with a solid, constant, and innovative work to the development of advertising of their own countries and the entire region, taking communication to a new level, raising the prestige of the industry, and positioning Ibero-America (Latin America, Spain, Portugal, Brazil and United States and Latino Professional around the world) a center of creative thinking and as inspiration in the areas of advertising, marketing, creativity, production, and communication.

DATE AND PLACE OF THE EVENT

The XXV Edition of the International Festival El Ojo de Iberoamérica will take place from November 9 to 11, 2022 at the La Rural Convention Center in Palermo, in the city of Buenos Aires.

After two successful online editions in 2020 and 2021 to take care of ourselves and meet the health restrictions derived from the pandemic, El Ojo announces that the time has come to get together again in person, and it will also be the moment to hug and celebrate face to face all together the 25 years of the international festival with a Latin view of the most important global creativity.

WHO CAN PARTICIPATE?

Advertising Agencies, Creative Directors, Production Companies, Advertising Film Directors, Advertisers, Media Agencies, Creative Studios, Design and Branding Studios, Designers, Media, Interactive Agencies, Promotion Agencies, Brand and Direct Marketing Experiences, Post Producers, Animation Studios, Image, Audio and Sound Production Companies, Music Producers, Multimedia Studios, Development and Activation Agencies, Content Producers, Communication Agencies, News Agencies, Public Relations Agencies, Internal Communication Agencies, Communication Consultancies, Internal Departments of Institutional Relations, Companies Departments of Advertising, Marketing, Branding, Innovation, Sustainability and CSR, Image Consultants, BTL Agencies, 3D Studios, Software and Programming Companies, Video Game and Applications Programmers and Producers, Institutions, organizations, and companies, both public and private, as well as Public Welfare Associations and NGOs, etc.

WHICH COUNTRIES CAN PARTICIPATE?

All pieces, campaigns and cases designed, created, produced or approved for a market, a sub-region and/or for the region by any company or professional from the Americas, the United States (those pieces aimed at a target

where the Latin community is included, in any language), Spain, Andorra and Portugal that register and have paid their entries within the dates stipulated by the festival may participate in the awards for Ibero-America.

For the awards Best Latin Idea for the World, Best Audiovisual Craft and Best Audio & Sound Craft Awards, the entries, campaigns, and cases that can participate are the ones from agencies, producers, and companies professionals in any part of the world, as long as the entry has had the participation of a Latin professional in its creation. (CCO, VP Creative, Creative Director, Art Director, Copywriter, CMO, Filmmaker, etc).

HOW MANY ENTRIES CAN BE REGISTERED?

There is no limit in the number of entries that each participant (professional or company) can register in any award area or category, as long as the established rules are fulfilled.

REQUIREMENTS TO BE MET BY THE REGISTERED ENTRIES

All entries must be registered and sent as requested before the registration closing ([inscripción.elojodeiberoamerica.com](https://inscripcion.elojodeiberoamerica.com)). The organization can extend the deadline, depending on the day the voting process begins.

The registered entries must include the authorization of the advertiser, agency, and/or owner of the rights of the work, and must have been issued, published or implemented effectively during the period determined by the Festival except for the registered entries in the free category of El Ojo Jóvenes Realizadores (El Ojo Young Film Directors Award).

All the registered entries must have been created for a client for valuable consideration, except for the entries corresponding to Public Welfare and to the free category of the El Ojo Jóvenes Realizadores (El Ojo Young Film Directors Award).

The material must be registered exactly as issued, published and/or implemented. The information provided to the Festival must be real and truthful; otherwise, the entry will be disqualified immediately.

The organization reserves the right to disqualify, at any stage of the process, the entries that fail to comply with this requirement or with any other requirement of these rules, without any compensation.

In order to verify the truthfulness of the registered entries, the organization may request the certificate of issuance, publication, implementation, and/or results, as well as the data of the person responsible on the advertiser's side. This information must be submitted within 24 hrs. after it has been requested by the organization of the Festival. Until it is submitted, the participation of these entries or their recognition is suspended.

DATE OF ISSUE / PUBLICATION / IMPLEMENTATION

The entries that can participate are the ones that have been issued, published, and/or implemented for the first time between 1 January 2021 and 2 October 2022, and that have not been registered in the same categories in the previous edition of the Festival.

The entries registered in El Ojo Eficacia (El Ojo Effectiveness) and in El Ojo Jóvenes Realizadores (El Ojo Young Film Directors) may have been published, issued, and/or made between 1 January 2020 and 2 October 2022, as long as they have not participated in the same category in a previous edition.

At the request of the participants, entries completed but not published before September 15, 2022 (the day the registration concludes) may be accepted, but they must be issued, published, and/or implemented before October 2, 2022.

The entries that have not been published, issued, or made by October 2 2022, except for the category JR2 - Works that have not been created for a brand of El Ojo Jóvenes Realizadores (El Ojo Young Film Directors Award), must unsubscribe before voting begins through a notification to the organization of the Award (inscripcion@elojodeiberoamerica.com) and will be disqualified of the Award without any compensation.

LANGUAGE OF THE REGISTERED ENTRIES

For the audiovisual files that have Portuguese or English as original language, it is recommended to send the entry subtitled in Spanish for a better understanding at the time of its judgment.

In addition, you must translate into Spanish the copies, radio scripts, synopsis, objectives, results, and any other information requested in the technical specifications of the registration site in the fields created for that purpose.

DATES AND COSTS OF THE REGISTRATION

Considering the current context, the Festival will once again have special registration rates to support the industry and to help optimize the budgets of each company, we will maintain the possibility of registering with the BOOK format (package of pieces with preferential rates).

The Festival has five (5) dates/stages for the registration. Furthermore, for each one of them, there will be additional discounts on the prices on top of the 2022 special rates. The sooner you complete the registration process, the more benefits and bonuses you will obtain.

- **ADVANCE REGISTRATION - Until MAY 31:** 20 percent off rate + Discount for number of entries registered (BOOK).
- **EXTENSION OF ADVANCE REGISTRATION - Until JUNE 10:** 20 percent off rate + Discount for number of entries registered (BOOK).
- **INITIAL CLOSING - JULY 31:** Regular rates + Discount for number of entries registered (BOOK).
- **EXTENSION OF INITIAL CLOSING - AUGUST 31:** Rates with an extra 10% + Discount for number of entries registered (BOOK).
- **FINAL CLOSING - SEPTEMBER 15:** Rates with an extra 20% + Discount for number of entries registered (BOOK).
- **LAST MINUTE - SEPTEMBER 23:** Rates with additional 30%.
- **OUT OF TERM FEE:** The festival may, if deemed appropriate, give a final additional opportunity for registration and will charge a registration fee.

At the end of each stage, the participants that have not completed the registration process must pay the additional cost that corresponds to the new date and will be able to complete the registration during that period of time.

ADDITIONAL COST: The pieces/inscriptions/files that are loaded in the system and want to be replaced, as long as the festival accepts the replacement, will have an additional surcharge of U\$D 50.- for each individual piece, each piece of a campaign or file.

COSTS OF REGISTRATION PROCESSING

All participants must pay, in addition to the registration fee for each registered entry/campaign, a mandatory additional fee that corresponds to the processing costs of the material that is already included in the defined rates for each of the awards.

In order to stimulate the compliance of the stipulated dates of registration, the organization established different processing costs that depend on the moment in which each participant completes the registration of the entries and makes the correspondent payment.

AWARD REGISTRATION DEADLINE

Registration will close on September 23, 2022 at 11:00 p.m. Argentina time, after which date registration will be considered closed. The registration of all requested material must be completed before that date. Once the voting system has been programmed for the juries to evaluate the participating works, no additional material may be included or any modification may be made.

If deemed necessary, the festival may establish an extension for the closing date of the online registration, which will be communicated in due time to the participants.

In case of establishing one or more extension dates, the organization will establish surcharges for the same and/or cancel existing discounts or bonuses.

CONFIRMATION OF REGISTRATION TO THE AWARD

To confirm your registration, you must send by e-mail (info@elojodeiberoamerica.com) and to your [Account Executive](#), the completed [Registration Form](#) with the number of registrations, billing information and payment method.

The payment must be made before the day in which the period of registration selected ends, through the means enabled by the Festival: credit card or bank transfer (payments through bank transfer will only be accepted for those participants that have to pay more than US\$1,000).

All those registrations that are not paid before the final closing of the registration process will be disqualified.

LETTER OF ACCEPTANCE AND AUTHORIZATION

All participants must send, simultaneously to the payment of the registration, the [Letter of Acceptance and authorization of the Regulations](#) signed by the responsible of the company, clarifying his full name, ID, position, and other requested data, and also accepting this Rules and authorizing the diffusion of the registered entries. The Letter is at the end of the Rules and is also available to download at the Festival's website. This Authorization must be sent before the day the registration ends.

Independently of the delivery of the Letter, the very act of registration of the entries in the Festival implies the acceptance of the Rules.

When participants register their entries, they also authorize El Ojo de Iberoamérica Festival / LatinSpots to use the participant entries, their brands, products, protagonists, photographic reproductions, animations, logos, image, and design for the fulfillment of the Festival objectives.

The Festival may use all the registered entries for different purposes such as diffusion and promotion, presentations in events, in educational institutions and for the public in general, and also for the publication of these entries in media in any format.

ONLINE REGISTRATION

Registration must be made on the registration site (inscripcion.elojodeiberoamerica.com).

At the time of the online registration, the system will provide a registration code (four-digit number) that will be requested by the organization for any inquiry you need to make. If last year you made a registration for your company, you can recover the password and use the same registration.

The registration will be made online and you will have to enter the data of the participating company, complete the technical specifications and upload the required material (.mp4, .jpg and .mp3 files) for each award.

It is recommended to complete all the required fields of the technical specifications (compulsory and non-compulsory) and use upper and lowercase for the data loading (do not write in all CAPITAL LETTERS).

When the upload of an "Entry" begins, there are mandatory fields that you must complete to be able to save the file; then, in a second instance, you will have to complete the rest of the fields.

You should verify that the uploaded data are correct, since they will be used for the judgment and also for the diffusion and communication to the press of the finalists and winners. Moreover, they will be used to create the corresponding rankings of Agency, Independent Agency, Creative Director, Production Company, Director, Advertiser, and Communication Network (it is important to mention that the award will go to the Best Network, so the Holding must not be indicated, only the network it belongs to).

It is recommended, before starting the registration process, to have defined all the fields of the technical specifications that you must complete in order to expedite this process.

Video, graphic / board, and audio files (in .mp4, .jpg, and .mp3 formats respectively) corresponding to each entry must be uploaded in their respective "Registrations" on the registration site; once the required information and files upload are completed, you must click "SEND." At that moment, the registration will be considered completed and no changes can be made, nor on the Entry (data sheet).

The festival will give priority and guarantee the checking of all the pieces and entries whose status is "Sent" and whose invoicing has been confirmed and payment has been made.

TECHNICAL SPECIFICATIONS AND DELIVERY OF MATERIAL

Complying with the technical specifications and measures requested in these Rules will make the whole registration process easier and faster, and it will keep you from having to do it more than once.

VIDEO FILES

AUDIOVISUAL TECHNICAL SPECIFICATIONS	
EXTENSION	.mp4
COMPRESSION	Codec: H264
SIZE	Maximum: 500 MB
QUALITY	High (highest quality)
RESOLUTION	1920x1080 (preferentially) or 1280x720. If an entry has not been created in 16:9 format, a file in its original format for full screen can be sent.
AUDIO	Uncompressed - 48 Hz
CHANNEL	Stereo
<ul style="list-style-type: none"> - The spot must be preceded and succeeded by one (1) second of black, and must not have credit plates nor logos. - If you need to send more than one file for a campaign, you must do it in a single file placing one file after the other, each one always preceded and succeeded by one (1) second of black, and respecting the order that you want them to be displayed. 	

GRAPHIC FILES

.JPG FILES TECHNICAL SPECIFICATIONS	
FORMAT	.jpg
RESOLUTION	300 dpi
SIZE	Maximum size: 8 MB
QUALITY	High
MODE	RGB
SIZE OF HORIZONTAL ENTRIES	Width: equal to 5900 px / Height: must not exceed 4100 px
SIZE OF VERTICAL ENTRIES	Height: equal to 4100 px / Width: must not exceed 4100 px
<ul style="list-style-type: none"> - If the entry has a copy, it is important that it can be read correctly when displayed; otherwise, it can be copied in the text field for better visualization. - If you need to send more than one file for a campaign or case, you must place one file after the other respecting the order that you want them to be displayed (the first one will be displayed in the first place, and so on.) 	

AUDIO FILES

.MP3 FILES TECHNICAL SPECIFICATIONS	
FORMAT	.mp3
SIZE	Maximum size: 4 MB
QUALITY	High
<ul style="list-style-type: none"> - The spot must be preceded and succeeded by one (1) second of silence. - If you need to send more than one file for a campaign or case, you must do it in a single file placing one file after the other, each one always preceded and succeeded by one (1) second of silence, and respecting the order that you want them to be heard. 	

B - AWARDS

AWARDS FOR IBERO-AMERICA (Latin America, Spain, Brazil, Portugal and United States)

- EL OJO **FILM** (EL OJO FILM)
 - EL OJO **PRINT** (EL OJO GRÁFICA)
 - EL OJO **RADIO & AUDIO** (EL OJO RADIO & AUDIO)
 - EL OJO **OUTDOOR** (EL OJO VÍA PÚBLICA)
 - EL OJO **DIGITAL & SOCIAL** (EL OJO DIGITAL & SOCIAL)
 - EL OJO **MEDIA** (EL OJO MEDIA)
 - EL OJO **DIRECT** (EL OJO DIRECTO)
 - EL OJO **BRAND EXPERIENCE & ACTIVATION** (EL OJO EXPERIENCIA DE MARCA & ACTIVACIÓN)
 - EL OJO **PR** (EL OJO PR)
 - EL OJO **DESIGN** (EL OJO DESIGN)
 - EL OJO **SUSTAINABLE** (EL OJO SUSTENTABLE)
 - EL OJO **SPORTS** (EL OJO SPORTS)
 - EL OJO **CONTENT FOR BRANDS** (EL OJO CONTENIDO)
 - THE THIRD EYE** (EL TERCER OJO)
 - EL OJO **INNOVATION** (EL OJO INNOVACIÓN)
 - EL OJO **CREATIVE DATA** (EL OJO CREATIVE DATA)
 - EL OJO **EFFECTIVENESS** (EL OJO EFICACIA)
 - BEST LATIN IDEA FOR THE WORLD** (MEJOR IDEA LATINA PARA EL MUNDO)
 - EL OJO **FILM CRAFT** (EL OJO PRODUCCIÓN AUDIOVISUAL)
 - EL OJO **YOUNG FILM DIRECTORS** (EL OJO JÓVENES REALIZADORES)
 - EL OJO **AUDIO & SOUND CRAFT** (EL OJO PRODUCCIÓN DE AUDIO & SONIDO)
 - EL OJO **PRINT CRAFT** (EL OJO PRODUCCIÓN GRÁFICA)
 - EL OJO **+WOMEN** (EL OJO +MUJERES)
- EL OJO TO THE **PERFORMANCE OF THE YEAR FOR IBERO-AMERICA** (EL OJO AL DESEMPEÑO DEL AÑO POR IBEROAMÉRICA): Best Agency, Best Independent Agency, Best Creative Director, Best Production Company, Best Film Director, Best Advertiser, and Best Communication Network of Ibero-America.

EL OJO LOCAL (AWARDS AT A LOCAL LEVEL) (The best of each country in the region)

- EL OJO AL DESEMPEÑO LOCAL DEL AÑO (EL OJO TO THE **PERFORMANCE OF THE YEAR AT A LOCAL LEVEL**): Best Agency, Best Independent Agency, Best Copywriter, Best Production Company, Best Film Director, and Best Advertiser by participating country or region.
- EL OJO TO THE **BEST ENTRY/IDEA AT A LOCAL LEVEL** (EL OJO A LA MEJOR PIEZA/IDEA LOCAL): Among the best entries from each participating country/region, the Best Idea per Country (Mejor Idea País) will be chosen.

AWARDS WITH INTERNATIONAL PARTICIPATION

- BEST LATIN IDEA FOR THE WORLD** (MEJOR IDEA LATINA PARA EL MUNDO)
- EL OJO **FILM CRAFT** (EL OJO PRODUCCIÓN AUDIOVISUAL)
- EL OJO **AUDIO & SOUND CRAFT** (EL OJO PRODUCCIÓN DE AUDIO & SONIDO)

C - 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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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.

Entries for this award may be submitted in only one category in Group A and/or only one category in Group B, or may be submitted only in Group C:

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

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 FL9).

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 - TIME-BASED COMMERCIALS

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 (FL10 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 DIGITAL 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. (FL14)

Maximum duration of the pieces: up to 20 minutes. For those entries longer than 2 minutes, a shorter version of up to 2 minutes must be sent at the same time the entry is submitted, to be screened at the awards ceremony in case it is the winner.

CATEGORIES (FL):

Group A - ADVERTISEMENTS BY PRODUCT/SERVICE CATEGORY

FL1 - Food and beverages

Frozen foods, canned foods, meats, fish, sausages, eggs, milks, chocolate milks, soy beverages, yogurts, cheeses, creams, butters, pastas, rice, pizzas, sauces, soups, oils, vinegars, dressings, spices, fruits, vegetables, flours, sugar, baby food, cakes, desserts, jams, dulce de leche, honey, breads, cereals, cereal bars, dried fruits, cookies, snacks, ice cream, chocolates, candies, lollipops, chewing gum, mineral waters, flavored waters, soft drinks, juices, coffees, teas, herbal snacks, energy drinks, beers, wines, champagnes, ciders, vodkas, liquors, whiskies, cocktails, aperitifs, wine cellars, etc.

FL2 - Health and personal care

Shampoo, conditioners, hair dyes and hair care products, toothpaste, toothbrushes, soaps, hand and body creams, deodorants, razors, shaving creams, Feminine towels, toilet paper, tissues, cotton, alcohol, alcohol gel, repellents, sunscreen, perfumes, makeup and skin care products, medicines, vaccines, disinfectants, band aids, condoms, pregnancy tests, supplements, dietary supplements, optical products, orthopedic items, diapers for children and adults, baby products, etc.

FL3 - 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.

FL4 - 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.

FL5 - Public, private and financial service companies

Cable and satellite TV services, TV on demand services, streaming services, music reproduction applications, telephone services, Internet providers, water, gas and electricity utilities, healthcare companies, medical coverage, courier services, messenger services, online delivery services, private mobility applications, bike-sharing systems, toll services, gas stations, schools, universities, study centers, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment services companies, discount cards, construction companies, etc.

FL6 - 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.

FL7 - Media, entertainment, recreation, and tourism

Newspapers, magazines, books, encyclopedias, records, TV channels, radio stations, multimedia, TV and radio programs, series, documentaries, reality shows, communication agencies, portals, Internet search engines, social networks and apps, shopping malls, gyms, sporting events and clubs, theme parks and amusement parks, zoos, movie complexes, discos, shows, festivals, museums, shows and exhibitions, video games, board games, games of chance, lotteries, toys, clothing and accessories, footwear, watches, eyeglasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, lodging services and reservations, tourism agencies, hotels, promotion of cities and countries, etc.

FL8 - 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, etc.

FL9 - 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 - TIME-BASED COMMERCIALS

FL10 - Commercials up to 15 seconds duration

FL11 - Commercials up to 60 seconds duration

FL12 - Commercials up to 120 seconds duration

FL13 - Commercials up to 180 seconds duration

Group C - CONTENT FOR TV, FILMS, AND DIGITAL PLATFORMS

FL14 - 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.

Entries must have been published for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 BY PRODUCT/SERVICE CATEGORY

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 BY PRODUCT/SERVICE CATEGORY

GR1 - Food and beverages

Frozen foods, canned foods, meats, fish, sausages, eggs, milks, chocolate milks, soy beverages, yogurts, cheeses, creams, butters, pastas, rice, pizzas, sauces, soups, oils, vinegars, dressings, spices, fruits, vegetables, flours, sugar, baby food, cakes,

desserts, jams, dulce de leche, honey, breads, cereals, cereal bars, dried fruits, cookies, snacks, ice cream, chocolates, candies, lollipops, chewing gum, mineral waters, flavored waters, soft drinks, juices, coffees, teas, herbal snacks, energy drinks, beers, wines, champagnes, ciders, vodkas, liquors, whiskies, cocktails, aperitifs, wine cellars, 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, Household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, bookshelves, garden products, insecticides, adhesives, batteries, school and office supplies, food and products for pets, etc.

GR4 - Cars, trucks and mobility

Cars, pick-ups, vans, trucks, trailers, motorcycles, mopeds, ATVs, bicycles and skateboards, tires, fuel, vehicle accessories and spare parts, etc.

GR5 - Public, private, and financial service companies

Cable and satellite TV services, TV on demand services, streaming services, music reproduction applications, telephone services, Internet providers, water, gas and electricity utilities, healthcare companies, medical coverage, courier services, messenger services, online delivery services, private mobility applications, bike-sharing systems, toll services, gas stations, schools, universities, study centers, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment services 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, clothes and accessories, footwear, watches, glasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, accommodation services and reservations, travel agencies, hotels, promotion of cities and countries, etc.

GR8 - Institutional advertisement, sponsorships, and CSR

Campaigns conducted to raise profile, build brand image and communicate the company's purpose, non-product based CSR campaigns aimed at addressing social, ethical, environmental issues, etc.

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. Ideas in which the graphic and/or digital execution is only part of a broader concept, or leads to an online interaction through digital or interactive elements such as the use of QR codes, downloadable applications, augmented reality, virtual reality, etc., will also participate.



EL OJO RADIO & AUDIO (RA)

El Ojo Radio & Audio 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.

Entries must have been issued for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: Golden, Silver, and Bronze Awards; and among the Golden Awards in each category, the Gran Ojo (Grand Prix) Radio & Audio 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 BY PRODUCT/SERVICE CATEGORY

Radio spots that do not require listener interaction are eligible. They must have been developed in traditional formats regardless of the medium in which they were transmitted (RA1 to RA4).

Group B - OTHER FORMATS

Works that make innovative use of the traditional medium and/or radio or audio interventions that go beyond the limits of audio platforms, whether or not they allow interaction (RA5 to RA8).

CATEGORIES (RA):

Group A - CONVENTIONAL FORMATS BY PRODUCT/SERVICE CATEGORY

RA1 - Products

Food, confectionery, beverages, health, personal care and pharmaceutical items, technology, household goods, automobiles, etc.

RA2 - Services

Utilities, private utilities, financial institutions and services, retail, supermarkets, online stores, media, entertainment, recreation, transportation, tourism, etc.

RA3 - Institutional, sponsorship and CSR

Campaigns conducted to raise profile, build brand image and communicate the company's purpose, non-product based CSR campaigns aimed at addressing social, ethical, environmental issues, etc.

RA4 - Public good and governmental messages

Pieces made by foundations, NGO's, environmental associations, volunteering for charity, organ and blood donation, disease and addiction prevention, anti-discrimination campaigns, etc. Campaigns by governmental organizations for the dissemination of state and municipal services, safety and public works campaigns, documentation, road, education, training and employment campaigns carried out by the government, political campaigns, religious messages and works, etc.

Group B - OTHER FORMATS

RA5 - Unconventional use of traditional media

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

RA6 - Unconventional use of audio/sound platforms

Ideas where the creative use of audio and/or sound is at the heart of the action. This may include the use of audio platforms, apps, social media, software development and technologies that demonstrate a creative process in audio production and distribution.

RA7 - Podcast *New category

Content created by a brand on all audio platforms, including radio stations, streaming platforms, program sponsorship, etc.

RA8 - Jingle *New category

Advertising pieces and/or messages created by a brand that, through lyrics and/or music, make the brand easily remembered by people.



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.

Entries must have been published for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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.

Entries for this award may participate in only one category of one of the two (2) groups depending on their format:

Group A - CONVENTIONAL FORMATS BY PRODUCT/SERVICE CATEGORY

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

Group B - OTHER 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 a VP14).

CATEGORIES (VP):

Group A - CONVENTIONAL FORMATS BY PRODUCT/SERVICE CATEGORY

VP1 - Food and beverages

Frozen foods, canned foods, meats, fish, sausages, eggs, milks, chocolate milks, soy beverages, yogurts, cheeses, creams, butters, pastas, rice, pizzas, sauces, soups, oils, vinegars, dressings, spices, fruits, vegetables, flours, sugar, baby food, cakes, desserts, jams, dulce de leche, honey, breads, cereals, cereal bars, dried fruits, cookies, snacks, ice cream, chocolates, candies, lollipops, chewing gum, mineral waters, flavored waters, soft drinks, juices, coffees, teas, herbal snacks, energy drinks, beers, wines, champagnes, ciders, vodkas, liquors, whiskies, cocktails, aperitifs, wine cellars, etc.

VP2 - Health and personal care

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, household cleaning products, shoe polish, paint, ironmongery products, mattresses, decoration items, 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 skateboards, tires, fuel, accessories and spare parts for vehicles, etc.

VP5 - Public, private, and financial service companies

Cable and satellite TV services, TV on demand services, streaming services, music reproduction applications, telephone services, Internet providers, water, gas and electricity utilities, healthcare companies, medical coverage, courier services, messenger services, online delivery services, private mobility applications, bike-sharing systems, toll services, gas stations, schools, universities, study centers, banks, credit and debit cards, insurance companies, credit and savings institutions, investment companies, payment services 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, records, TV channels, radio stations, multimedia, TV and radio programs, series, documentaries, reality shows, communication agencies, portals, Internet search engines, social networks and apps, shopping malls, gyms, sporting events and clubs, theme parks and amusement parks, zoos, movie complexes, discos, shows, festivals, museums, shows and exhibitions, video games, board games, games of chance, lotteries, toys, clothing and

accessories, footwear, watches, eyeglasses and sunglasses, luggage, airlines, trains, buses, ferry and cruise lines, car rental services, lodging services and reservations, tourism agencies, hotels, promotion of cities and countries, etc.

VP8 - Institutional, 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, etc.

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 - Non-conventional formats and interventions

The entries include printed or digital still images that contain an intervention or allow an interaction using standard street formats. Also participating are pieces created to take advantage of and/or intervene elements and spaces of the public thoroughfare, converting them into an alternative format of communication.

VP11 - Environments

Actions carried out on public roads as well as in public and/or private outdoor spaces and/or closed environments, where brands seek to convey a message by transforming consumers into spectators.

VP12 - Interactive Installations

Actions that take advantage of the use of spaces on public roads as well as in public and/or private outdoor and/or indoor spaces, where consumers are part of the action generating an interaction with the brand's message and thus immersing them in an experience.

VP13 - Indoor

Graphic pieces developed in standard and non-standard formats for interiors of public, private, shopping and/or public transportation spaces. In this category, both individual pieces and campaigns will participate.

VP14 - Digital Screens

Pieces developed for digital screens using moving images, animated content, mapping, touch screens, etc. They may or may not require the active engagement of the consumer and may or may not have some mobile and social media integration. In addition, pieces that, through the use of technology, the use of personalized data and content that can be updated in real time, manage to generate an experience with the user.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 may be entered in one (1) or more than one category (DS1 to DS13), as long as they comply with the characteristics of each category.

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 on social networks for a product.

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

DS4 - CSR actions on social networks *New category

Actions to raise awareness of problems and situations of interest to society created by a brand and developed exclusively for social networks.

DS5 - Public Good Actions on social networks *New category

Awareness-raising campaigns on problems and situations of interest to society carried out by foundations, NGOs, environmental associations, volunteers, etc., developed exclusively for social networks.

DS6 - Influencer

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

DS7 - 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.

DS8 - Branded Content

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

DS9 - Use of Technology

Entries must demonstrate how digital technology was used to improve the user experience and/or enhance the relationship with the brand. The use of existing technologies such as QR code, Bluetooth, 360 videos, GPS and geolocation, proximity activation, mobile sensors, chatbots, voice activation, cloud services, Internet of Things (IoT), etc. will be considered.

DS10 - 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.

DS11 - 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.

DS12 - 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.

DS13 - New technologies and immersive realities *New category

Ideas that use new realities, being these useful tools to improve the user experience or generate entertaining experiences with the consumer, will be awarded. Includes augmented reality (AR), virtual reality (VR), extended reality (XR), IoT, NFTs, Blockchain, WoW, immersive systems, etc.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 CM4).

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 (CM5 to CM13).

CATEGORIES (CM):

Group A - PRODUCTS AND SERVICES

CM1 - Products

Food, confectionery, beverages, health, personal care and pharmaceutical items, technology, household goods, automobiles, etc.

CM2 - Services

Utilities, private utilities, financial institutions and services, retail, supermarkets, online stores, media, entertainment, recreation, transportation, tourism, etc.

CM3 - Institutional, sponsorship and CSR

Campaigns conducted in order to raise profile, build brand image and communicate the company's purpose, non-product based CSR campaigns aimed at addressing social, ethical, environmental issues, etc.

CM4 - Public good and governmental messaging

Pieces made by foundations, NGO's, environmental associations, volunteering for charity, organ and blood donation, disease and addiction prevention, anti-discrimination campaigns, etc. Campaigns of governmental organizations for the dissemination of state and municipal services, safety and public works campaigns, documentation, road, education, training and employment campaigns carried out by the government, political campaigns, religious messages and works, etc.

Group B - MEDIA

CM5 - Audiovisual

Non-conventional pieces or interventions broadcasted on TV, cinema, video on demand and/or new audiovisual media.

CM6 - Graphic

Print ads that have used the traditional graphic medium in an innovative way, such as those ideas that have taken advantage of and/or used as a concept some special feature intrinsic to traditional graphic media.

CM7 - Audio Platforms

Radio interventions that go beyond the limits of traditional radio and audio platforms by using them in an innovative way to promote the brand.

CM8 - Public Roads

Pieces developed in a non-conventional way using the traditional formats of public roads (posters, billboards, bus shelters, bus stops and shelters, etc.) as well as pieces created to take advantage of or intervene elements and spaces of public roads in a non-conventional way, turning them into alternative formats of communication.

CM9 - Actions and events

Actions and events carried out on public roads and/or in private spaces, as well as virtual events developed for a brand or an association of brands for communication and/or promotional purposes where there may or may not be an interaction with the consumer.

CM10 - Digital platforms *New category

Non-traditional advertising pieces or actions created to be developed on digital platforms.

CM11 - Social Platforms & Influencer *New category

Emphasis will be placed on those non-traditional actions developed for social platforms, as well as those pieces where the core of the idea is the innovative use of celebrities, influencers or gamers, in order to establish a more direct relationship between the brand and the target audience.

CM12 - Integrated Campaign

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

CM13 - New technologies and immersive realities *New category

Ideas that implement the use of new technologies to support a media campaign will be awarded. Includes augmented reality (AR), virtual reality (VR), extended reality (XR), IoT, NFTs, Blockchain, WoW, immersive systems, etc.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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

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

Pieces or actions that use digital platforms or associated technologies to establish contact with the specific target and enhance relationships with your audience. This may include websites, direct response site, games, search engines, banner ads, etc.

MD3 - Actions on social platforms and co-creation of content.

Pieces or actions that use social networks, blogs, wikis, video sharing sites, etc., to establish or enhance relationships with a specific target as well as work using influencers such as celebrities, youtubers, bloggers and user-created content that seeks to amplify a brand's message, engage with a community of consumers and encourage them to contribute or collaborate with a brand initiative.

MD4 - Actions using 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.

MD6 - Use of new technologies and immersive realities *New category

Pieces or actions that demonstrate how a brand through technology and immersive realities managed to engage with the target audience and strengthen relationships with them. Includes augmented reality (AR), virtual reality (VR), extended reality (XR), IoT, NFTs, Blockchain, WoW, immersive systems, etc.

Group B - STRATEGIES AND OBJECTIVES

MD7 - 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.

MD8 - Loyalty promotion and/or brand building

Pieces or actions aimed at maintaining a long-lasting relationship with the customer and/or brand building.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 EM5).

Group B - OBJECTIVES

The objectives set for the campaign will be taken into account. The works of this group may participate in only 1 (one) category (EM6 to EM9).

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 (physical or digital) 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.

EM5 - Immersive experiences and new technologies *New category

Pieces or actions that creatively use the application of new technologies and/or immersive digital experiences to enhance a brand experience or activation. Includes augmented reality (AR), virtual reality (VR), extended reality (XR), IoT, NFTs, Blockchain, WoW, immersive systems, etc.

Group B - OBJECTIVES

EM6 - 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.

EM7 - 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.

EM8 - CSR Activations *New category

Awareness-raising actions created by a brand or company that address problems and situations of interest to society. Entries must demonstrate the impact generated on the target audience.

EM9 - Public Good Activations *New category

Actions generated by foundations, NGOs, environmental associations, volunteers, etc., that address social and ethical issues to raise awareness about a specific topic or problem in particular, taking into account the context. The pieces 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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 - Internal Communications *New category

Internal actions or activities generated to connect employees with a company's identity, message or purpose. Pieces should demonstrate results, employee satisfaction and business growth.

PR3 - 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.

PR4 - Public Welfare actions

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

PR5 - Reputation 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.

PR6 - 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.

PR7 - Actions on social and digital platforms

Pieces, campaigns and actions that have used digital and social platforms for an effective communication action.

PR8 - Influencers and content co-creation

Work or campaigns using influencers such as celebrities, youtubers, bloggers, as well as user-created content that seeks to amplify a brand's message, engage with a community of consumers or fans and encourage them to contribute or collaborate with a brand initiative.

PR9 - Events and Sponsorships *New category

Events, live broadcast events, corporate events, festivals, contests, etc., held to build the value and reputation of a brand or communication project as part of a broader public relations strategy.

PR10- Launches and activations

The best idea related to promoting the launch, relaunch or activation of a product or service of a brand or company will be awarded.

PR11 - Actuality and context

Brand actions inspired by a socio-cultural vision derived from the ideas, customs, values and lifestyles found within a specific region, locality or time. These are actions carried out by brands taking into account a specific theme/problem (new wave of Covid, natural disasters, etc.) as well as a particular culture or society (Amazonian Indians, 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.

Entries must have been published and/or first broadcast between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 overall aesthetic design and user interface to enhance the usability of the digital product by better communicating the brand message and enabling a relevant, fluid and consistent user experience at every point of interaction, whether in general support, structure or usability. These may include sites, applications, online publications, social platforms, video games, etc.; they may or may not be interactive.

DG5 - Installations and promotional items

Awards will be given for the design of environments and spaces created both at the point of sale and mobile stands, for the purpose of communication and brand experience both in public and indoor spaces (exhibitors, stands, points of sale, structural 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, audiovisual content, etc., 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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 will be distinguished those pieces or actions that correspond to a campaign of Public Good generated by foundations, NGO's, environmental associations, volunteer associations, dissemination of state and municipal services, security and public works campaigns, documentation, road, education, health, training and employment campaigns carried out by the government (ST6 to ST8).

CATEGORIES (ST):

Group A - BRAND PURPOSE/ 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 and sustainability

Those pieces that aim to raise awareness about the importance of caring for the environment, campaigns that promote and teach about the use of recyclable and sustainable materials, campaigns that promote sustainability and respect for the environment, campaigns that promote the care of services such as water, electricity, etc., will be distinguished. In addition, awards will be given to products and packaging that optimize resources and energy, and whose production methods are of responsible origin, clean and promote sustainability.

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 - Environment and sustainability

Those pieces that aim to raise awareness about the importance of caring for the environment, campaigns that promote and teach about the use of recyclable and sustainable materials, campaigns that promote sustainability and respect for the environment, campaigns that promote the care of services such as water, electricity, etc., will be distinguished. In addition, awards will be given to products and packaging that optimize resources and energy, and whose production methods are of responsible origin, clean and promote sustainability.

ST7 - Social and health

Messages that promote awareness of problems and situations of interest to society will be awarded. This category will seek to reward works related to education, road safety education, sexual and reproductive education, campaigns to prevent the use of weapons, campaigns to prevent addictions, campaigns that promote solidarity and inclusion, non-discrimination, respect for others. Campaigns that promote health awareness, the importance of hygiene, pandemics and contagions, anti-smoking campaigns, awareness and knowledge of diseases, organ donation, improving nutrition and campaigns that promote exercise and wellness will also participate.

ST8 - Gender and Diversity

The only requirement is that the pieces will be awarded if they really imply an evolution in the fight against gender inequality or injustice, demonstrating the capacity of creativity to achieve changes that go beyond the brand, benefiting the world. The pieces par excellence will be those that refute stereotypes, challenging all kinds of prejudices and that can also achieve real and conscious representations of people.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 - Digital, Social and Influencers 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 - Gaming / E-Sports

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 Branded 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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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

Content created for broadcast on TV, film, video on demand, TV programs, streaming platforms and other audiovisual media. The allowed duration of the submitted works is up to 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 - Gaming & E-Sports

Content created by a brand where participation or entertainment is sought through dynamics and mechanics related to the gaming and/or E-Sports industry.

CT6 - Influencers

Content or entertainment that has the collaboration of an influencer, celebrities, opinion leaders to amplify the message of a brand, as well as content created by the user for the brand.

CT7 - New technologies and immersive realities

Content created for a brand where new technologies such as immersive realities are creatively used, improving the relationship with the user and generating an entertaining experience. Includes augmented reality (AR), virtual reality (VR), extended reality (XR), IoT, NFTs, Blockchain, WoW, immersive systems, etc.

CT8 - Events and actions

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

CT9 - Brand experience

Experiences produced through different platforms as well as actions and events produced on public roads and indoors, in order to amplify the brand's message and engage with the consumer. Winners of this award will demonstrate how advertisers are reaching out to their audiences to establish meaningful, novel, memorable experiences and engage consumers and their unique connections to their brands.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 - Campaigns created for a brand

Ideas created and generated for a brand will be recognized.

TO2 - Public Good Campaigns

Those ideas that correspond to a Public Good campaign generated by foundations, NGO's, environmental associations, volunteer associations, dissemination of state and municipal services, security and public works campaigns, documentation, road, education, health, training and employment campaigns carried out by the government will be distinguished.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 - Prototype

Those works in pre-production stages or gestation of the idea as projects that may be in the process of testing in a specific sector of the target market. They may or may not be associated with a brand.

IN4 - Brand experience and strategy *New category

Strategic and innovative solutions that take into account the new brand challenges and generate a tangible impact on the consumer experience by achieving the proposed objectives.



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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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.

CD4 - Research and Data Integration ***New category**

Ideas that demonstrate how data-driven research and data integration collaborated to plan a stronger creative campaign and/or brand strategy will be honored.



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.

Those cases that with their creativity and strategy have achieved significant results for the client in the period between January 1, 2020 and October 2, 2022 will be eligible to participate.

The following prizes will be awarded for each category: 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 EF4).

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 (EF5 to EF15).

CATEGORIES (EF):

Group A - PRODUCTS AND SERVICES

EF1 - Food and Beverages

Frozen foods, canned foods, meats, fish, sausages, eggs, milks, chocolate milks, soy beverages, yogurts, cheeses, creams, butters, pastas, rice, pizzas, sauces, soups, oils, vinegars, dressings, spices, fruits, vegetables, flours, sugar, baby food, cakes, desserts, jams, dulce de leche, honey, breads, cereals, cereal bars, dried fruits, cookies, snacks, ice cream, chocolates, candies, lollipops, chewing gum, mineral waters, flavored waters, soft drinks, juices, coffees, teas, herbal snacks, energy drinks, beers, wines, champagnes, ciders, vodkas, liqueurs, whiskies, cocktails, aperitifs, wine cellars, etc.

EF2 - Products

Food, confectionery, beverages, health, personal care and pharmaceuticals, technology, household goods, automobiles, etc.

EF3 - Services

Utilities, private utilities, financial institutions and services, retail, supermarkets, online stores, media, entertainment, recreation, transportation, tourism, etc.

EF4 - Institutional, Sponsorships and CSR

Campaigns conducted to raise profile, build brand image and communicate the company's purpose, non-product based CSR campaigns aimed at addressing social, ethical, environmental issues, etc.

Group B - MEDIA AND OBJECTIVES

EF5 - 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.

EF6 - 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.

EF7 - 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.

EF8 - 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.

EF9 - 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.

EF10 - 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.

EF11 - 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).

EF12 - 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.

EF13 - 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.

EF14- Business transformation

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.

EF15 - Purpose with results

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.

Entries must have been published, implemented and/or first broadcast between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 Ibero-America (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 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.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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 PA7).

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 (PA8 to PA12).

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 (PA13 to PA16).

Maximum duration of each entry: up to 20 minutes.

CATEGORIES (PA):

Group A - COMMERCIALS

PA1 - Photography

PA2 - Art Direction

PA3 - Direction

PA4 - Integral Production

PA5 - Low Budget (Up to USD 20.000)

PA6 - Acting Direction

PA7 - Script

Group B - OTHER FORMATS

PA8 - Photography and Art Direction

PA9 - Directing

PA10 - Integral Production

PA11 - Acting Direction

PA12 - Script

Group C - POSTPRODUCTION

PA13 - Animation

PA14 - Visual Effects

PA15 - Color correction

PA16 - Editing



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 directors 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 directors, 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 35 years old at 31 December 2022 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.

The following prizes will be awarded for each category: Golden, Silver, and Bronze Awards.

These awards add points for the Best Production Company and the Best Director 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

Entries in this category must have been published and/or broadcast between January 1, 2020 and October 2, 2022. They must also be approved by 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, directors, and also the companies that, with their effort and dedication, seek originality and quality to make their works unique.

Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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.

The pieces entered for 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

PS5 - Sound Branding *New category



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. Entries must have been published and/or broadcast for the first time between January 1, 2021 and October 2, 2022.

The following prizes will be awarded for each category: 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



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 2022 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 directors 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, Director, and Communication Network of Ibero-America.

The following prizes will be awarded for each category: 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 Directors

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



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

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.

In order to participate in this award, **Agencies** must have entered material in the Festival and, in such cases, they may score points for the pieces entered by themselves as well as for the pieces entered by production companies and/or advertisers, as long as such companies are included in the "**Main Agency**" field of the online entry 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: Film, Audiovisual Production, Audio & Sound Production. Young Filmmakers and El Ojo + Women - Filmmakers, as long as these companies are included in the "**Production Company**" field 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 referent**" 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 in which they work (or worked at the time of the production of the piece) entered works in the festival, they can add points for the pieces entered by the production company, by themselves, by the agency and by the advertiser, as long as they are included in the technical data sheets in the "**Director**" field uploaded in the online entry 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.

The Festival will not be responsible if the registration is not completed correctly and the fields are not filled out properly at the time of registration.



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, 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 individual wishes to compete for the Best Performance of the Year Award in more than one country, it must register for each of the countries in which it wishes to compete and have a physical office in that market or at least one 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 pieces entered by themselves, the agency, the production company and the advertiser, as long as they are included in the data sheets uploaded in the online registration site in the fields corresponding to **"Agency", "Creative referent", "Production company", "Producer", "Director" and "Advertiser"**.

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 issuance, publication, 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.

D - COMPOSITION OF THE JURY

The voting system consists of two stages. The first stage of the voting will be carried out by a group of juries chaired, coordinated, and led by the President of each of the Awards at a regional level.

In the second stage, once the winners of each category of each Award have been selected, all the Presidents will evaluate and will choose in an integrated manner the winners of the Grandes Ojos (Grand Prix) in each Award.

The voting system allows the members of the jury to judge carefully and with enough time the participating material from their office, home, or place they choose and select their favorites; afterwards, they vote and choose

the best of each category in every stage of the voting. This way, every member of the jury can analyze all the material thoroughly and with more privacy, since they vote in private from any place they choose.

At the same time, this system guarantees a transparent and genuine voting, since every member of the jury votes online and in a secret way, without the usual stress of on-site voting; they will only receive the opinions and suggestions expressed by the presidents of the Jury.

The members of the jury will have a username and a password to log into the online voting system, where they will find the registered entries to be judged and the indications of the awards and categories in which they must vote in every round of voting. The members are responsible for the quality of their vote and for their judgment.

Members of the jury cannot vote for their own entries or the entries of their company under any circumstances. They can vote for entries from other countries belonging to their network, as long as it is not a constant procedure. The voting system is configured to invalidate the vote of members of the jury if they vote for themselves. If self-voting from members of the jury or the vote in favor of the entries of their network is detected repeatedly, the organization will invalidate all what was done by those members. Moreover, that member of the jury will lose all the benefits granted by the Festival. The organization will take into account this irregular situation when convening the Jury for the following year.

E - SCORES AND AWARDS

AWARDS FOR IBERO-AMERICA

The organization determines that the Jury may give, based on the quality and merit of each participating entry in an award, as many “Golden” Awards as categories that award has. For the “Silver” Awards, the Jury may give a maximum of, as long as the participating entries deserve it, two awards for each category of that award, and for the “Bronze” Awards, a maximum of three awards for each category.

For example, in an Award with three (3) categories, the Jury may give a maximum of 3 Golden Awards, 6 Silver Awards, and 9 Bronze Awards, and it is not necessary to give a Golden, Silver, or Bronze Award in each category. For instance: 1 Golden, 1 Silver, and 1 Bronze Awards are given in Category A; 2 Golden, 2 Silver, and 3 Bronze Awards are given in Category B; and 2 Silver and 2 Bronze Awards are given in Category C.

SCORES

40 points	GRAND PRIX of El Tercer Ojo (The Third Eye), El Ojo Eficacia (El Ojo Effectiveness) and Mejor Idea Latina para el Mundo (Best Latin Idea for the World)
30 points	GRAND PRIX except for El Tercer Ojo (The Third Eye), El Ojo Eficacia (El Ojo Effectiveness) and Mejor Idea Latina para el Mundo (Best Latin Idea for the World)
20 points	GOLDEN AWARD for El Tercer Ojo (The Third Eye), El Ojo Eficacia (El Ojo Effectiveness) and Mejor Idea Latina para el Mundo (Best Latin Idea for the World)
15 points	GOLDEN AWARD El Tercer Ojo (The Third Eye), El Ojo Eficacia (El Ojo Effectiveness) and Mejor Idea Latina para el Mundo (Best Latin Idea for the World)
7 points	SILVER AWARD (for all awards)
3 points	BRONZE AWARD (for all awards)
1 point	SHORTLIST (for all awards)

PERFORMANCE FOR IBERO-AMERICA

El Ojo to the Performance is awarded by score. This arises from the sum of the points obtained by the winning and participant entries in all the awards given in the Festival at Ibero-American and international level.

El Ojo +Women and El Ojo Young Director Awards and Best Latin Idea for the World also score points for the Performance for Ibero-America Award.

Local awards do not sum points for the Performance of the Year at a regional level. They will only be taken into account in case of a tie at a regional level for the first place.

LOCAL AWARDS

BEST ENTRY/IDEA AT A LOCAL LEVEL

The Award for the Best Entry/Idea at a Local Level arises from the Jury's vote on the entries that come from the same country and that have also obtained the best acknowledgments at a regional and global level.

To select the Best Local Idea, the members of the jury will choose among the entries issued in a particular country that have had the best performance at a regional level.

Depending on the number of registrations of each country in the Festival, around 10% of the entries of that particular country may participate for this award, but having a minimum of 5 ideas (for the countries with fewer registrations) and a maximum of approximately 40 ideas (for the countries with the larger number of registrations).

The criteria for inclusion of ideas/pieces to participate in this award will be as follows: To form this selection from which the Best Idea per Country will arise, the first step will be to count the entries that have obtained awards (priority will be given to the GOLDEN Awards, then to the SILVER Awards, and lastly, to the BRONZE Awards). If the winning entries don't reach the minimum number required for this Award, the finalist entries will also be taken into account.

In the cases in which a country has not had finalist or winning awards at a regional level, but has reached the minimum number or registrations for this Award, the organization may choose among the entries best located in the Long List or vote directly from the total of registered entries. In these cases, the winning entries will receive a certificate.

LOCAL SCORES

20 points	Winner Best Entry/Country Idea
10 points	1 st Finalist (Certificate)
7 points	2 nd Finalist (Certificate)
5 points	3 rd Finalist (Certificate)
3 points	4 th Finalist (Certificate)
1 point	Finalist

PERFORMANCE AT A LOCAL LEVEL

El Ojo al Desempeño Local (El Ojo for Performance at a Local Level) is awarded by score. This arises from the sum of points earned by 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 Ibero-American and international level for that country.

In addition, the points earned by finalist and winning entries created by that company or professional for other markets (and that have not been issued or published in the country where it is competing) will be added, but only up to a maximum of 50% of the total points obtained by the country where they are competing.

For example, a company from Argentina wins:

a) With its entries issued in Argentina:

At Ibero-American level: 1 Golden Award (15 points)

At Local Idea level - Argentina: 3rd Finalist (5 points)

Total: 20 points

b) With its entries at a regional or global level (entries created for other markets and NOT Argentina):

2 Golden Awards (30 points)

1 Bronze Award (3 points)

Total: 33 points

Points to accumulate outside Argentina: 50% of (a), that is, 50% of 20 points= 10 points.

Total:

(a) For local entries: 20 points

(b) Points outside Argentina: 10 points

Total: 30 points

The Performance at a Local Level Award will only be given to companies/professionals that have earned a minimum of 10 points among the points accumulated at a local and/or regional level in the participating country. If in a country the companies and/or professionals do not meet this requirement, the Award will be declared "void".

INTERNATIONAL AWARDS

It is important to highlight that these awards add points for the ranking of Best Performance of Ibero-America, be it for Agencies, Independent Agencies, Creative Directors, Production Companies, Directors, Advertisers, and Networks of Ibero-America.

F - AWARDS AND RECOGNITIONS

Taking into account that this year the Festival will be held in person, the participants who have entered the winning pieces at the Ibero-American and local levels and who win the Performance Award will receive the statuettes corresponding to the prize received.

After the event, if the winners wish to receive physical copies of the statuettes for the Gold and Great Eye awards won, they will be able to request and purchase replicas by paying the fees set for this year 2022.

The winners of Plates and Bronzes at the Ibero-American level and the Finalists of Best Performance and Piece/Idea at the local level will receive an online certificate.

REPLICAS OF TROPHIES

Great Eyes and Gold winners may request physical trophies for their teams/clients/suppliers. Silver and Bronze winners who wish to obtain a physical statuette for their award may also do so.

To do so, they must fill out the respective form, indicating the requested replica, the data of the technical data sheet and indicate the form of payment and the data of the mail through which they will manage the shipment at their own expense. You will have time to request replicas until December 10, 2022.

G - ATTRIBUTIONS OF THE ORGANIZATION

The Organization reserves the right to divide a category when the number of registrations is excessive, to bring together two or more related categories when the number of registrations does not reach the minimum to establish an evaluation criterion, and to change entries to a more appropriate category if deemed necessary.

LatinSpots Internacional S. A. expressly disclaims any responsibility for any injury and/or damage suffered by the participants arising from: fortuitous events, mistakes made during the registration or during the upload of material and/or technical specifications, reasons of force majeure, acts of third parties, and/or any other responsibility that can not be directly attributable to them.

Participants shall hold harmless the Festival before any legal action or claim that arises from the promotion, exhibition, and/or use of the registered entries, corresponding to their exclusive responsibility any emerging conflict.

The winning participants expressly authorize the Organization to publish their names, images, personal data, and registered material where and how it is considered convenient, without the right to receive any compensation for this.

All registered material remains in the power of the Festival and is incorporated into its archive, and may be used for dissemination and promotion of El Ojo de Iberoamérica. When participants register the material, they automatically authorize the Organization to carry out awards ceremonies and presentations on TV programs, radio, Internet, social networks, or any other format (new or to be created), and to use the material or copies of the material in books, magazines, brochures, sites, TV programs, or any other means of communication (physical, digital, or to be created).

The mere fact of registering material in El Ojo de Iberoamérica Festival implies the acceptance of its Rules and of the authority of its organizers.

Situations not covered in these Rules shall be resolved by LatinSpots Internacional S. A., and its decision will be unappealable.

For any question about entries registration, online delivery of material, or registration payment, send an e-mail to info@elojodeiberoamerica.com.

EL OJO DE IBEROAMÉRICA 2022

LETTER OF ACCEPTANCE AND AUTHORIZATION

Date: / / 2022

By means of this letter I certify that I have read the Rules corresponding to the 2022 Edition of El Ojo de Iberoamérica and, as responsible for the registrations of my company, I accept the terms and conditions of the Rules.

At the same time, I authorize El Ojo de Iberoamérica / LatinSpots Internacional S. A. to publish, issue, and/or reproduce all the material registered by my company to participate in El Ojo de Iberoamérica 2022 Festival, including the graphic, digital, and audiovisual material.

This material can be issued or published in the elojodeiberoamerica.com and latinspots.com websites, the media, social networks, TV programs, streaming platforms, exhibitions, conferences, and in any other place the Festival considers convenient for its diffusion and the diffusion of the winning works. The material sent for the competition can also be used in TV programs, Internet, etc., and may be included in El Ojo de Iberoamérica Yearbook and also in the different editions of the LatinSpots magazine, in any format.

ONLINE REGISTRATION CODE:

COMPANY DATA

Name of the company:

Company's Legal Name (legal name of the company for invoicing):

Country Tax Number:

Address:

City:

Country:

Phone number: (.....-)

DATA OF THE PERSON RESPONSIBLE FOR THE REGISTRATION

Name:

Surname:

Position:

Identification / Passport / ID No.:

Cell phone number:

Signature:

Name clarification (Complete Name and Surname):