

CONTEST RULES

1. DATE AND LOCATION

1.1. The “Mi:t&links. Baltic Communication Awards 2018” will take place in Riga, Latvia on March 1 and 2, 2018. The shortlisted nominees in 14 categories will be presented on March 1, 2018, the winners will be announced and the Awards ceremony will be held on March 2, 2018.

2. ELIGIBILITY

2.1. The “Mi:t&links. Baltic Communication Awards 2018” is open to all parties involved in communication management (such as communication agencies, digital, event, creative and PR agencies, in-house PR departments, freelancers, etc.) from the Baltic Sea region and its neighboring countries.

2.2. Rights to submit the entry:

2.2.1. Only one party, i.e., a communication agency or an in-house department, may submit an entry, and the Entrant should agree in advance between the parties concerned. In the event that two different Entrants submit the same entry, only the first entry (according to time stamp) is accepted.

2.2.2. It is the responsibility of the Entrant to ensure that the commissioning client has the rights to use the intellectual property of the client/brand communicated.

2.2.3. Entries cannot be made without prior permission from the client/owner of the rights of the communication case.

2.3. The “Mi:t&links. Baltic Communication Awards 2018” Organizers may need to contact the client related to any entry at the request of the Jury at any time during the voting process, should any questions on the implementation or presentation of the work arise. In such cases, wherever possible, the Entrant shall be advised in advance.

2.4. Entries that are not eligible:

2.4.1. The Organizers may reject entries, which offend national or religious sentiment, are discriminating towards any group of society and promote illegal actions.

2.4.2. Any entries that have been submitted to the “Mi:t&links. Baltic Communication Awards 2018” contest at any time before.

2.4.3. Any entry that infringes any of its country of origin voluntary or regulatory codes of practice is not eligible. It is the responsibility of the Entrant to inform the Organizers should any infringement have arisen prior to the judging and awards ceremony.

2.4.4. Directors’ cuts, spec ads, and conceptual PR/advertising.

- 2.5. All “Mi:t&links. Baltic Communication Awards 2018” campaigns submitted must be intended for implementation and the campaign must have been predominantly implemented between January 1, 2017, and December 31, 2017. The only exemption is “Issue and Crisis” category where submitted campaigns can be implemented between January 1, 2013, till December 31, 2017 (however, only applications for the campaigns previously not submitted to “Mi:t&links. Baltic Communication Awards 2018” will be accepted).
- 2.6. Entries cannot be canceled or removed from the “Mi:t&links. Baltic Communication Awards 2018” in any event after February 5, 2018.
- 2.7. All entry materials, documentation, and payment shall be submitted no later than on February 5, 2018.

3. ENFORCEMENT OF THE RULES

- 3.1. All entries shall be submitted to the Jury exactly as published, aired or implemented and may not be modified for the awards. However, entries that are not originally in English may be translated as long as the presentation is the same as the original version.
- 3.2. The “Mi:t&links. Baltic Communication Awards 2018” reserves the right to request a full media schedule and/or other documentation from each Entrant company to verify the authenticity of the shortlisted campaign(s) or the winner.
- 3.3. In the event of a complaint against any winner or shortlisted entry, the Organizers will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the Entrants, and the client.
- 3.4. The Organizers will have no hesitation in withdrawing an award in cases where the complaint is upheld.
- 3.5. Entrants or companies that are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering the awards for a period of time following the “Mi:t&links. Baltic Communication Awards 2018” as specified by the Organizers.

4. CATEGORIES

- 4.1. The “Mi:t&links. Baltic Communication Awards 2018” will cover 16 categories:
 - 4.1.1. In 14 categories, there will be four short-listed nominees, and the one with the highest total score will be declared a winner in the category.
 - 4.1.2. 15th category AGENCY OF THE YEAR – if there are 20 or more entries submitted from the one country and those entries has been awarded in any of 14 categories then particular agency, whose campaigns have been awarded the most, receives award “AGENCY OF THE YEAR of the Country” (e.g., Agency of the Year / Lithuania etc.)
 - 4.1.3. 16th category GRAND PRIX - The agency with the total highest number of campaigns awarded at the “Mi:t&links. Baltic Communication Awards 2018”
- 4.2. Description of Categories

No.	Category	Description
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1	CORPORATE COMMUNICATION	Campaign or program designed for building corporate brand awareness, long-term reputation management or other business and trade communication campaigns targeted at both business and consumer audiences.
2	ISSUES AND CRISIS MANAGEMENT	Communication campaign or program based on evaluation and management of emerging trends, concerns, or issues likely to affect an organization and its stakeholders (e.g. labor relations, crises, mergers, acquisitions, public policy or environmental concerns).
3	INTERNAL COMMUNICATION	Campaign or program targeted at internal stakeholders (e.g. employees, managers, trade unions or other member audiences) and focused on management communication, corporate ethics, morale, internal culture or change management.
4	CONSUMER RELATIONS	Campaign or program specifically designed for the B2C sector: to engage consumers in communication and to support marketing in the promotion of products or services.
5	PUBLIC AFFAIRS	Campaign or program designed to influence public policy agenda or legislative process, using techniques including media relations, advertising, and direct lobbying.
6	SPONSORSHIP	Paid sponsorship campaign or program, including sponsorship of sports events, arts and entertainment events that helps to achieve business goals.
7	CORPORATE SUSTAINABILITY AND RESPONSIBILITY	Program that integrates social and environmental concerns in a company's business operations and stakeholder interactions (an integrated program that addresses sustainable development or other economic, social or environmental issues such as international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and heritage protection programs).
8	SOCIAL CAMPAIGNS	Campaign designed and targeted to influence behaviors that benefit individuals and communities for the greater social good.
9	DIGITAL COMMUNICATION	Campaign or program designed for and targeted towards enabling communication in the new/social media (e.g. blogs, podcasts, social networks, content sharing sites, virtual networking platforms, etc.).
10	PUBLIC SECTOR CAMPAIGNS	Campaign or program for public sector organizations (e.g., local authorities, government departments or government authorities) to promote their policies, achievements, and services or to raise awareness on an issue and change behavior.
11	EVENT PR	Communication campaign or part of a campaign that is based on a special event or series of events, which help

		to build the brand image for external and internal audiences or achieve other
12	INTERNATIONAL COMMUNICATION	Communication campaign or program that has been developed and/or implemented in two or more Baltic Sea region and neighboring countries.
13	INTEGRATED COMMUNICATION	Communication campaign or programme that involved a synthesis of different communication channels, tools, and messages which helped to achieve one communication or business goal.
14	NO BUDGET	Communication campaigns and actions carried out by agencies, organizations and other associations without any reward. Partisan projects, buzz, etc.
15	AGENCY OF THE YEAR of COUNTRY	Agency of a particular country whose entries have the highest number of awards in all the categories listed above compared to the other Agencies from the particular country.
16	GRAND PRIX	The agency that has the highest number of awards in all the categories listed above compared to all participants.

5. JUDGING

5.1. An international Jury of leading communication professionals will select the award-winning entries.

5.2. Judging procedure:

5.2.1. **In the first evaluation stage**, an online Jury of experts will assess the projects and announce four shortlisted entries in 14 categories.

5.2.2. The entry is shortlisted only if it receives at least 25 points.

5.2.3. If no entry receives a minimum of 25 points, no entries are reviewed during the second evaluation stage and the category is closed with no winners or shortlisted candidates announced.

5.3. **In the second evaluation stage**, the Jury will publicly assess the shortlisted projects based on the presentations given by the Entrants and select the winner in each of the categories.

5.3.1. The four entries with the highest score in 14 categories shall be presented in Riga on March 1st, 2018. The Entrant will have a maximum of 4 minutes for 1 entry presentation and 6 minutes for the Q&A session. The Entrant is free to choose his/her presentation style at the final competition: video, presentation and presentation materials.

5.3.2. The winner in each category is the campaign with the highest total score, including points for the presentation.

5.3.3. The entry has to receive at least 30 points to be qualified as the winner of the category.

5.3.4. If no entries receive a minimum of 30 points in the category, then the Jury retains the right to award only the 2nd and 3rd award within the category.

5.4. **In the third evaluation stage**, the 15th category AGENCY OF THE YEAR is evaluated according to the following criteria: PR/Communication agency that has the highest number of awards in all the categories listed above.

6. JUDGING CRITERIA

6.1. The entries of the “Mi:tlinks. Baltic Communication Awards 2018” in 14 categories will be evaluated according to the eight criteria to ensure that all applicants are assessed in exactly the same way, based on the same parameters. These criteria range from strategy and creativity to the Entrant’s ability to defend his/her case during the presentation.

6.2. Jury members will award between zero and five points for each criterion, with five signifying excellence and zero indicating failure.

6.3. Each of these criteria is accorded a different weight in determining the score. The criteria weighted highest are “implementation” and “results”.

6.4. The criteria and their weights are as follows:

	Points	Max weight, %
Pre-research/situation Is the research conducted sufficient and relevant to the objectives? Is the analysis sufficient to choose the right strategy?	1-5	10
Objectives Are they S.M.A.R.T? Are there any methods for setting objectives?	1-5	10
Strategy Is the strategy properly described? Does the selected strategy meet the goals and objectives? Does it cover all the relevant stakeholder groups? Are there any methods for developing strategies?	1-5	10
Implementation Are the selected tactics in line with the strategy and objectives? Are the efforts adequate to the objectives and strategy? Are the measures ethical and professionally implemented? Is the project well managed? Are there any methods for implementing the activities?	1-5	15
Results Do results meet the objectives and goals set? Do they exceed the expectations? Are they tangible and quantifiable? Are there any methods for evaluating results?	1-5	15
Creativity & Innovation Is the strategy and/or solution creative? Does this bring any innovation, fresh ideas?	1-5	10

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Sub-Total (short-listing)	40.00	80%
Presentation Overall – does the presentation and answers to the question confirm the written case (are the objectives S.M.A.R.T, has the strategy been appropriately chosen and do the results meet the objectives)? Is the presentation inspiring? Is the case well explained? Does the presenter respect the time frame? Are the questions well answered?	1-5	20%
Total	50.00	100%

7. CALCULATION PRINCIPLES

7.1. For the first evaluation stage, the average of the total scores given by the on-line Jury will be calculated. On the later stages, this score will be taken per nominal value.

7.1.1. *Example: The average of the total score in the on-line system given by six Jury members is 35.1. The entry is shortlisted for the second stage, and for the calculation of the final score 35.1 will be taken as the score of the first stage evaluation.*

7.2. For the second evaluation stage, the average of the total scores given by the on-site Jury will be calculated. On the later stages, the value of this score will be doubled.

7.2.1. *Example: The average of the total score given by five present Jury members is 4.2. For the calculation of the final score, 4.2 will be multiplied by two: $4.2 \times 2 = 8.4$. The final score thus would be $35.1 + (4.2 \times 2) = 43.5$.*

7.3. In the third evaluation stage, only agencies will take part. There will be specific weighted criteria applied to calculate the winner where both quantity and quality will be counted and points given:

7.3.1. For the each shortlisted submission - 1 points;

7.3.2. For the third place - 5 points;

7.3.3. For the second place – 10 points;

7.3.4. For the first place – 15 points;

7.4. The points will be multiplied by categories where an agency has participated. The winner will be the one having the highest sum in total.

7.5. *Example. There are six shortlisted campaigns submitted by the same agency. Out of them, two has received 3rd place in two different categories, as well as the same agency, has received 1st and 2nd places in one category. Thus the calculation is as follows: 2 submissions shortlisted only $\times 1$ point, 2 submissions received 3rd place $\times 5$ points, as 1 $\times 10$ points (2nd place) and 1 $\times 15$ points (1st place) = $(2 \times 1) + (2 \times 5) + (1 \times 10) + (1 \times 15) = 37$ points.*

7.6. In case of an equal number of scores below listed principles will be applied

7.6.1. In the first evaluation stage a handicap will be given: be it an equal score for two submissions, five instead of four campaigns will qualify for the shortlist.

7.6.2. In the second evaluation stage: two submissions will share the highest place, however, a lower place will not be awarded: there might be two submissions sharing a 1st place, followed by 3rd place. In case the 3rd place is shared there will be no shortlisted campaign. This principle will be also taken into account in determining the “Agency of the Year” award.

7.7. In the third evaluation stage, only one winner will be awarded. In the case of the similar result upon the calculation described above, the total sum of all scores will be calculated and the winner would be the one having the highest total sum of the scores for all submissions shortlisted. In case even this result is similar, the total sum of scores for all submissions (also the ones not shortlisted) will be calculated and the winner will be determined.

8. ENTRY REQUIREMENTS

8.1. Entry Dates & Fees (for more detailed fee description, please read Section 12 of these Rules)

Application Period	Date	Fees	
		1 entry	3+ entries* <i>*E.g. 1 campaign submitted to 3 categories = 3 entries</i>
Early Birds	11.12.2017-01.01.2018	175 EUR + 21% VAT	120 EUR + 21% VAT
Regular	02.01.2018-22.01.2018	225 EUR + 21% VAT	155 EUR + 21% VAT
Late	23.01.2018-05.02.2018	285 EUR + 21% VAT	195 EUR + 21% VAT

8.2. **One Project** can be entered in up to **a maximum of three different categories**. The party must supply a separate entry form and set of materials for each entry and pay for each entry separately. You must also tailor each entry to suit the category you are entering rather than submit the same entry in multiple categories.

8.3. The Organizers will endeavor to move entries to more appropriate categories, if necessary before the judging begins and will inform the Entrants if their entry is moved. However, the Jury may also move entries between categories at the time of judging. For instance, if the entry has been submitted to the “No budget” category and the Jury has decided that it should be moved to another category, then the Entrant will be informed about the decision and shall pay the participation fee in order to be judged in another category. The Entrant has the right to disagree with the Jury’s decision, and in this case, the entry is removed from further participation in the contest.

8.4. All entry forms shall be completed online at www.miitandlinks.com. The entries completed online shall not be considered complete until the entry fee has been fully paid.

9. WITHIN THE ONLINE ENTRY FORM, THE APPLICANT WILL BE REQUIRED TO SUBMIT THE FOLLOWING WRITTEN INFORMATION

9.1. Title of the Campaign

9.2. Contest category:

9.2.1. **Summary** (100 words max)

9.2.2. Give a brief overview of the whole campaign from start to finish, including the challenge, the objectives, the strategy, the assessment criteria, and the outcome.

9.3. Pre-research/situation (200 words max)

9.3.1. Describe the campaigns' background information about the target audience, the sensitivity/popularity of the topic, the most relevant communication channels, and other relevant information. Also, describe and justify that there has been enough of research done to obtain the maximum of information and to be able to apply the most appropriate communication strategy (bear in mind that this will also help the multi-national Jury to understand the specific nature of PR in your country).

9.4. Challenge (50 words max)

9.4.1. Describe the situation, issue or opportunity that prompted this campaign.

9.5. Objectives (150 words max)

9.5.1. Describe the goals and objectives of the campaign, the target audience/stakeholders, as well as the KPI's (the criteria for the assessment of results).

9.6. Strategy (150 words max)

9.6.1. Describe the strategy and planning of the campaign to achieve the set goals and objectives.

9.7. Implementation (200 words max)

9.7.1. Describe step-by-step how the strategy was implemented, including where, when, and for how long. Did the campaign run according to the original plan, or was it revised at any stage?

9.8. Documented Results (150 words max)

9.8.1. Include tangible and quantifiable results in relation to the assessment criteria. Show how they measure up against the original objectives of the communication and business goals.

9.8.2. Note that in the absence of any indication of results, the Jury may not be able to evaluate the campaign, which may negatively influence your overall score.

9.9. Confidential Information (not mandatory) (100 words max)

9.9.1. If you have any confidential information that cannot be shared with the public, please include it here. This information will be reserved for the use of "Mi:t&links. Baltic Communication Awards 2018 Jury members only, and will not be published.

9.10. Links

9.10.1. Please provide any relevant links that might help the Jury to evaluate your application. Links must be available online until April 1, 2018.

9.10.2. Name the file “M&L_2018_**project_name_category**.doc/pdf” (where “project name” and “category” is to be defined accordingly).

10. ADDITIONAL REQUIREMENTS

- 10.1. For each entry, you must supply visual presentation board on one page as a summary of the entry in following formats:
 - 10.1.1. 297 mm x 420 mm, *.jpg or *.png, with maximum file size 1,5 Mb (horizontal orientation)
 - 10.1.2. 297 mm x 420 mm + 50 mm transparent margins, print quality PDF file (horizontal orientation)
- 10.2. Upload both files during the on-line application process. If print file is too large, provide a download link in application form section “Links”.
- 10.3. Guideline for presentation board content:
 - 10.3.1. provide a title of the campaign, but do not refer to the name of your agency, company or any other contributing parties;
 - 10.3.2. keep it clear & simple - include key visuals of the entry that you think describes campaign the best, as well as provide key facts or brief summary of the entry written in English;
 - 10.3.3. avoid long sentences and paragraphs – include up to 100 words maximum.

11. FINAL PRESENTATIONS

- 11.1. Every finalist has the right to choose the most effective way of his/her presentation (products, interactive installations, etc. can be used in the process).
- 11.2. Total time for presentation is 10 minutes, which include 4 minutes of entrants' presentation and 6 minutes Q&A session with the jury.
- 11.3. **Every finalist must inform the Contest Organizers about the chosen presentation form 1 week before the set presentation date.**
- 11.4. All presentation materials must be submitted by February 26th 4 pm EET at latest to the e-mail address info@miitandlinks.com in following formats:
 - 11.4.1. Presentation slides – in *.pdf and *.ppt format (keynote or any other “iOS” specific formats are not accepted)
 - 11.4.2. Video presentations – in mp4 format as separate video files not as Youtube, Vimeo etc. links;
 - 11.4.3. Images – in *.jpg or *.png format.
- 11.5. Please inform Organizers if you plan to use other means.
- 11.6. When sending your presentation – please provide following information:
 - 11.6.1. In e-mail's subject: entrant's company name, category & campaign title
 - 11.6.2. In e-mail's body - attachment or link to your presentation and direct contact information of a person who is responsible for the presentation and whom Organizers can contact in case of issues.

- 11.7. Note: no changes of presentation material can take place on the presentation day. If an Entrant does not submit his or her presentation by date and time set in article 11.4, the Organizers cannot guarantee the proper functioning of the presentation.
- 11.8. Organizers will provide laptops, screens, pointing devices etc. Entrants are not allowed to use their own computer equipment.
- 11.9. For further assistance and guidance in preparing your presentation, please contact info@miitandlinks.com.

12. FEES

- 12.1. The first and the second entry submitted or changed during the early bird application period December 11th, 2017 – January 1st, 2018, 23:59 is subject to a fee of **175 euro + VAT 21%**. The third and the next entries submitted until January 1st, 2018, 23:59 are subject to a fee of **120 euro + VAT 21%**
- 12.2. The first and the second entry submitted or changed during regular application period January 2-22, 2018, 23:59 is subject to a fee of **225 euro + VAT 21%**. The third and the next entries submitted until January 22, 2018, 23:59 are subject to a fee of **155 euro + VAT 21%**
- 12.3. The first and the second entry submitted or changed during regular application period January 23rd – February 5th, 2018, 23:59 is subject to a fee of **255 euro + VAT 21%**. The third and the next entries submitted until February 5th, 2018, 23:59 are subject to a fee of **195 euro + VAT 21%**.
- 12.4. The exception is “No budget” category where no fee will be applied to the entries. However, these entries will not be included in the total count of the entries where charges are applied.
- 12.5. The submissions should be made in full as described above. To compliment incomplete submissions or making significant changes the applicant will be charged by addition **50 euro + VAT 21%**.
- 12.6. The final deadline for the submissions is February 5th, 2018, 23:59. After the stated time, the on-line system will be automatically closed and no more submissions or changes in the submissions will not be possible to make.
- 12.7. All payments must be processed electronically in accordance with offered online payment means during the application process. Should Entrants have any questions regarding the matter, they are kindly requested to contact Organizers info@miitandlinks.com.

13. TREATMENT AND PUBLICATION OF ENTRIES

- 13.1. Any material submitted in the course of entering the “Mi:t&links. Baltic Communication Awards 2018” becomes the property of the Organizers and cannot be returned.
- 13.2. Entrants may be required to supply additional material of any shortlisted or winning work.
- 13.3. In order to promote the “Mi:t&links. Baltic Communication Awards 2018”, each Entrant authorizes the Organizers to screen or publish his materials with or without

charge at public or private presentations, wherever and as often as the Organizers think fit.

- 13.4. Any entry may be compiled by the Organizers into a set of entries. Such a set may not, nor may any extracts of it, be copied, marketed or sold by any organization other than the organization or any organization authorized to do so by the organization. Each Entrant agrees to assist the Organizers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the Organizers immediately should they become aware that an unauthorized set or compilation is available for sale or distribution.
- 13.5. Each Entrant agrees to hold the “Mi:t&links. Baltic Communication Awards 2018” Organizers harmless from any claims that may be made against them by reason of any such screenings or publishing. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
- 13.6. All Entrants must accept that their entries may be used in the “Mi:t&links. Baltic Communication Awards 2018” Archive.
- 13.7. Each Entrant confirms to the Organizers that they have the legal right to enter the “Mi:t&links. Baltic Communication Awards 2018” on the terms of these Entry Rules. Each Entrant indemnifies the Organizers against all liability to any other person, firm or company and all loss arising from a breach by the Entrant of any of these Rules.

14. MISCELLANEOUS

- 14.1. Each Entrant accepts full responsibility for the quality of entries and discharges the Organizers from any responsibility in respect of third parties.
- 14.2. The Entry Rules will be strictly observed by all Entrants. Completion of the Entries Page will imply full acceptance by each Entrant of the Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.
- 14.3. In the event of a win, any duties, fees, and charges accrued from the transporting of the trophy will be covered by the recipient, not “Mi:t&links. Baltic Communication Awards 2018”.