

ENTRY KIT

CICLOPE

International Festival
of Craft 2022



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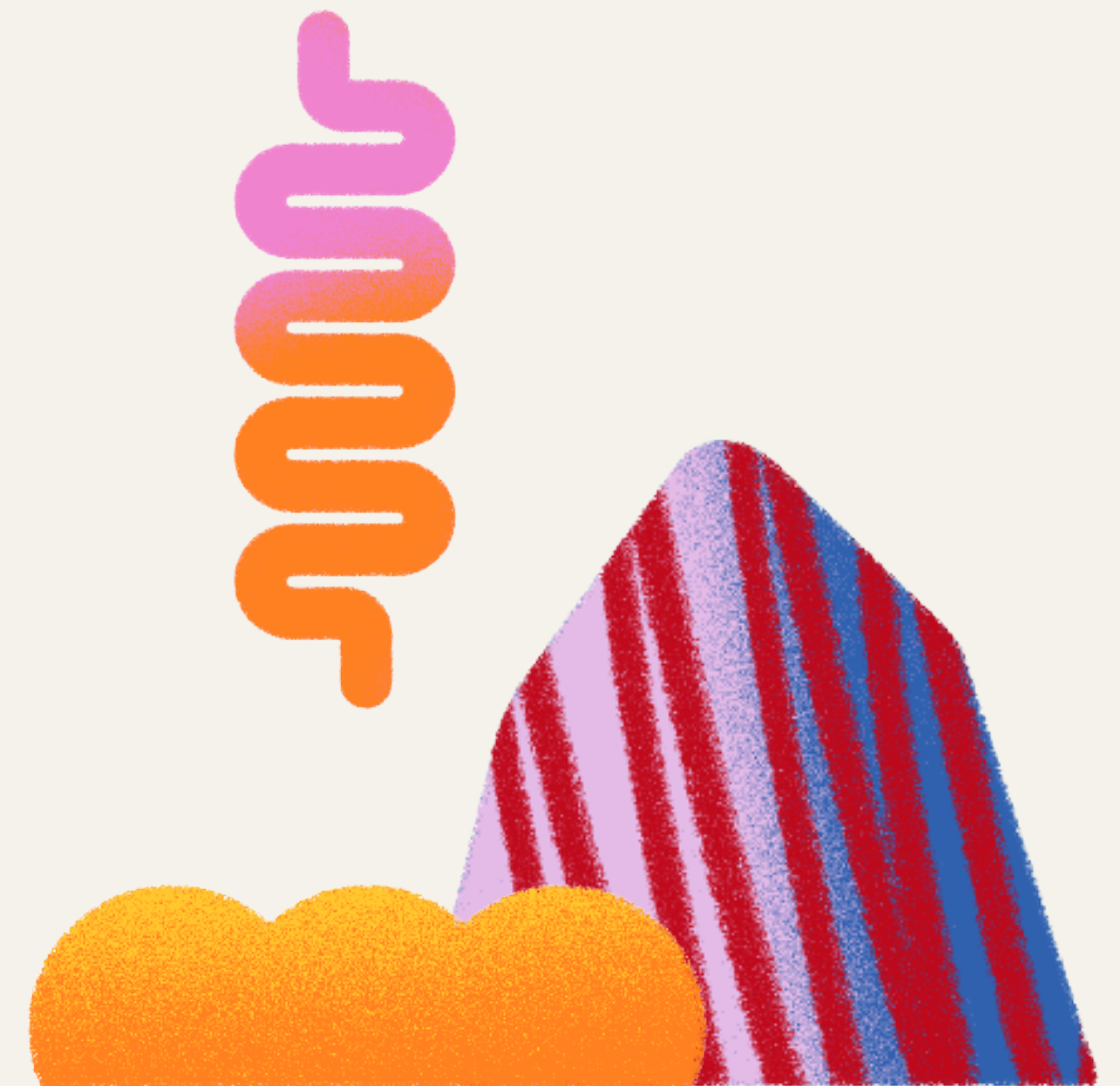
ABOUT

CICLOPE is a global community of crafters. Its annual festival in Berlin has become the flagship event for the most talented directors, creatives, producers, editors and composers around the world. Annually held since 2010, **CICLOPE Festival** gathers the elite of the global industry around the world.

In Berlin, a conference and an award show merge in a three-day event full of inspiring content and networking activities. The conference offers inspiring talks and case studies (with speakers such as David LaChapelle, Sir John Hegarty, Tom Kuntz, Roman Coppola, Lance Acord, among other international renowned creatives), while the award show is an outstanding showcase and celebration of the very best of the year in commercials, music videos and short films.

In 2022, we'll be live in Berlin on November, 8th, 9th and 10th, so save the dates!

In order to build bridges among the industry, the festival also holds three regional events: **CICLOPE Latino** (in Mexico), **CICLOPE Africa** (in South Africa) and **CICLOPE Asia** (in Japan).

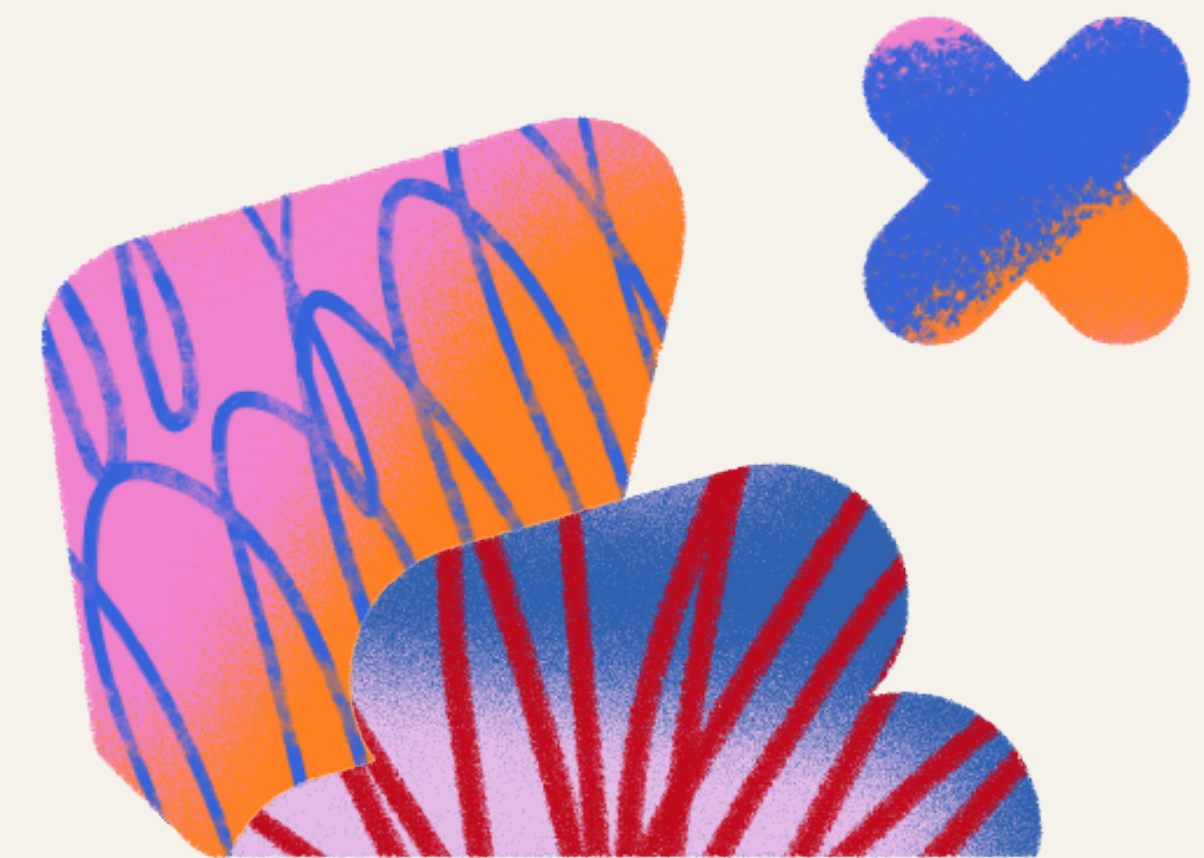
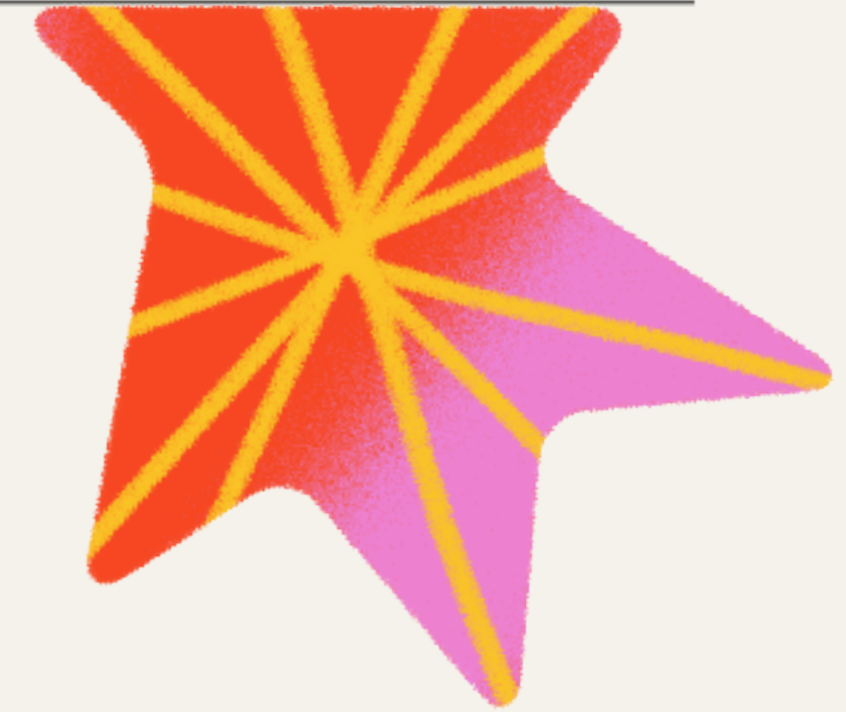


THE JURY

CICLOPE's jury panel is a diverse group of highly valued members of the industry, including creatives, producers, directors, marketers and professionals from all around the world. In 2022, CICLOPE's judging will consist of three rounds:

- 1.The GRAND Jury will watch and rank the entries on CICLOPE's online platform. The 10 (ten) best-ranked entries in each category will be considered finalists.
- 2.The EXECUTIVE Jury will discuss the finalist pieces on a Zoom meeting and award one Gold, one Silver and one Bronze in each category.
- 3.The EXECUTIVE Jury will fly to Berlin to meet in person session to select the Grand Prix awards for the best works in the competition.

Winners will be announced during the live awards ceremony in Berlin, on Thursday, November 10th.



SECTIONS

PRODUCTION

Commercials and Branded Films up to 20 minutes, created for any media, can be entered in this section.

POST PRODUCTION

Commercials and Branded Films up to 20 minutes, created for any media, can be entered in this section.

SOUND

Commercials and Branded Films up to 20 minutes, created for any media, can be entered in this section.

MUSIC VIDEOS

Music Videos up to 20 minutes, created for a song with promotional or artistic purposes, meant to be broadcasted on any media can be entered in this section. Branded music videos should be entered as Branded Content Film in the Production and Post-Production sections.

SPECIAL CATEGORIES



*Commercials and Branded Films up to 20 minutes, created for any media, can be entered in this section.
*Campaigns cannot be submitted as one entry, as the jury will only evaluate the film craft in single pieces. Please get in touch for a special discount if you want to submit multiple pieces in a campaign.

PRODUCTION*

DIRECTION

The Jury will evaluate the talent and the storytelling skills of the Director and his/her creative vision to bring an idea to life, focusing on the visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-crafts related aspects. There are 3 different Direction categories depending on the length of the film.

CASTING

The Jury will consider the casting director's skills in selecting actors to play the main roles in the film, and the actor's / actress's skills to invoke a captivating performance and his / her contribution to the piece, where the actor brings the creative idea to life. The use of voice performance, like narrators, will be also be taking into consideration as an important aspect of the success of a piece.

CAMPAIGN (NEW!)

Campaigns consisting of up to 3 commercial films to be broadcasted in TV, cinema, online platforms, social media or/and out-of-home experiences can be entered in this category. The direction and overall craft execution will be the judging criteria. Each film within a campaign requires an individual uploaded media and credits form.

CINEMATOGRAPHY

The Jury will evaluate the cinematographer (Director of Photography) skills in the technique and construction of a unique visual style though lighting, camera angles, settings, textures and other on-set considerations that contribute to the overall quality and composition of the motion-picture photography.

CHOREOGRAPHY (Back again!)

The Jury will evaluate the choreographer's skills to design and arrange the steps and movements performed in the film, taking into account the originality of the sequence, as well as the quality of execution and the contribution of the choreography to the commercial.

PRODUCTION DESIGN

The Jury will evaluate the overall look of the film that illustrates the setting and visual style of the story, including the design of the sets, location choices, homeware and consumer products, among others.

STYLING & COSTUME DESIGN

The Jury will focus on the artistry, the technical expertise and the creative vision to design the clothing, the styling, the make up and the overall appearance of a characters.

WRITING

The Jury will take into account the contribution of the written script to a successful final narrative execution. Characters, movements, actions, dialogues, connection between scenes, expressions and written text within the image will be prioritized.

POST PRODUCTION*

ANIMATION

The Jury will evaluate the talent of the artist in the creation of characters, elements or actions that provide the motion sensation and have been produced either in 2D, 3D, Traditional, Motion Graphics, Stop Motion and/or Mixed Media. Character and Creatures animations should be entered in this category. To enter this category we require companies to upload a breakdown of their work in a separate file. The breakdown has to be maximum 2 minutes long. To enter this category we require companies to upload a breakdown in a separate file. The breakdown has to be 2 minutes length max.

COLOR GRADING

The Jury will evaluate the colour contribution to the visual tone and mood of the commercial, as well as the technical improvement and alteration of colour image, including both colour correction and colour effects. The focus will be on the image color, balance and “look” throughout the work. To enter this category we require companies to upload a breakdown of their work in a separate file. The breakdown has to be maximum 2 minutes long.

EDITING

The Jury will evaluate the creative contribution of the editor to the idea, via the selection of the best shot of each take, the speed provided to the film, the assembling of visual images, dialogues, music, sounds or any other element present in the film that creates a consistent piece work.

VISUAL EFFECTS

The Jury will evaluate the integration of the visual elements (images, film or text) captured by a camera and those made by the use of a computer (CG), including composition, computer-generated works, practical effects and/or the use of XR. To enter this category we require companies to upload a breakdown of their work in a separate file. The breakdown has to be maximum 2 minutes long.

*Commercials and Branded Films up to 20 minutes, created for any media, can be entered in this section.

*Campaigns cannot be submitted as one single entry in this section, as the jury will only evaluate the film craft in single pieces. Please get in touch our team for more information.

SOUND*

ADAPTED MUSIC

The Jury will evaluate the creative and intelligent use of a reworking of pre-existent music, for example remixes, cover versions or already existing music. The quality of production, the originality of the style of remixing or the new version and the musical arrangements will be considered.

ORIGINAL MUSIC

The Jury will evaluate the creation of a totally new, original piece of music – instrumental or vocal – commissioned specifically for, and applied to, any advertising format. It can be made for a live action film, an animated film, a radio spot, an app, video game or any other. The judging will be focus on how well the music helps the film tell its story as well as the composition itself, originality, arrangement & production.

SOUND DESIGN

The Jury will evaluate the creation and the artistic use of sound effects, human or computer generated voices and/or elements of music to exacerbate images. Sound could be developed for either a spot on live action, animation or any other.

*Commercials and Branded Films up to 20 minutes, created for any media, can be entered in this section.

*Campaigns cannot be submitted as one single entry in this section, as the jury will only evaluate the film craft in single pieces. Please get in touch our team for more information.

MUSIC VIDEO*

DIRECTION

The Jury will evaluate the talent and the storytelling skills of the Director and his/her creative vision to bring an idea to life, focusing on the visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-crafts related aspects.

CINEMATOGRAPHY

The Jury will evaluate the cinematographer (Director of Photography) skills in the technique and construction of a unique visual style though lighting, camera angles, settings, textures and other on-set considerations that contribute to the overall quality and composition of the motion-picture photography in the music video.

CHOREOGRAPHY (Back again!)

The Jury will evaluate the choreographer's skills to design and arrange the steps and movements performed in the film, taking into account the originality of the sequence, as well as the quality of execution and the contribution of the choreography to the music video.

EDITING

The Jury will evaluate the creative contribution of the editor to the idea, via the selection of the best shot of each take, the speed provided to the film, the assembling of visual images, dialogues, music, sounds or any other element present in the film that creates a consistent piece work.

PRODUCTION DESIGN

The Jury will evaluate the overall look of the music video that illustrates the setting and visual style of the story, including the design of the sets, location choices, homeware and consumer products, among others.

VISUAL EFFECTS

The Jury will evaluate the integration of the visual elements (images, film or text) captured by a camera and those made by the use of a computer (CG), including composition, computer-generated works, practical effects and/or the use of XR. To enter this category we require companies to upload a breakdown of their work in a separate file. The breakdown has to be maximum 2 minutes long.

SPECIAL CATEGORIES*

NEW TALENT IN DIRECTION

The purpose of this category is to introduce new, emerging talented directors to the world. The Jury will evaluate the narrative and aesthetic innovation skills of upcoming directors in any kind of short form films; commercials, music videos, documentaries and fictions, both in live action and animated films. To be eligible in this category, directors must be up to 30 years old and must have had less than two years of experience as directors. The organization and/or the Jury, if necessary, will have the right to request proof in any stage of the contest.

FASHION FILM

Short films up to 20 minutes commissioned by fashion, beauty and luxury brands, to be broadcasted on any media can be entered in this category. The Jury will evaluate the talent and the storytelling skills of the director, as well as the visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-related aspects. The complete piece should last no longer than 20 minutes.

LOW BUDGET

All commercials and other short form films including music videos, documentaries and fictions, both live action and animated, made with few resources built for TV, internet, mobile, and/or other broadcast channels are welcome to participate in this category. In any case, the production budget must be under USD 70,000. The Jury will evaluate film craft aspects such as direction, photography, art direction and visual effects, among others.

NO LOGO

Any non-branded short film (fiction, documentary or experimental; live action or CGI) up to 20 minutes can be entered in this category. The jury will evaluate the director's boldness, originality and skills to create a film using new and traditional technical and creative resources. The visual elements used, such as the set design, the location and the wardrobe, the shot composition, lighting, casting and remaining film-related aspects will also be evaluated.

WEIRD SH*T (Back again!)

Experimental films that explore alternatives to cinematic conventions and take storytelling to the next level can be entered in this category. The Jury will evaluate the director's boldness, originality and skills to create an unconventional film using new and traditional technical and creative resources.

KEY DATES

Call for entries: July 1st - September 9th

Early Bird Deadline: until June 30th

Entry deadline: September 9th

Eligibility Dates: October 1st, 2021 - September 23rd, 2022

Shortlist Announcement: October 12th

Winners Announcement: November 10th

HOW TO SUBMIT

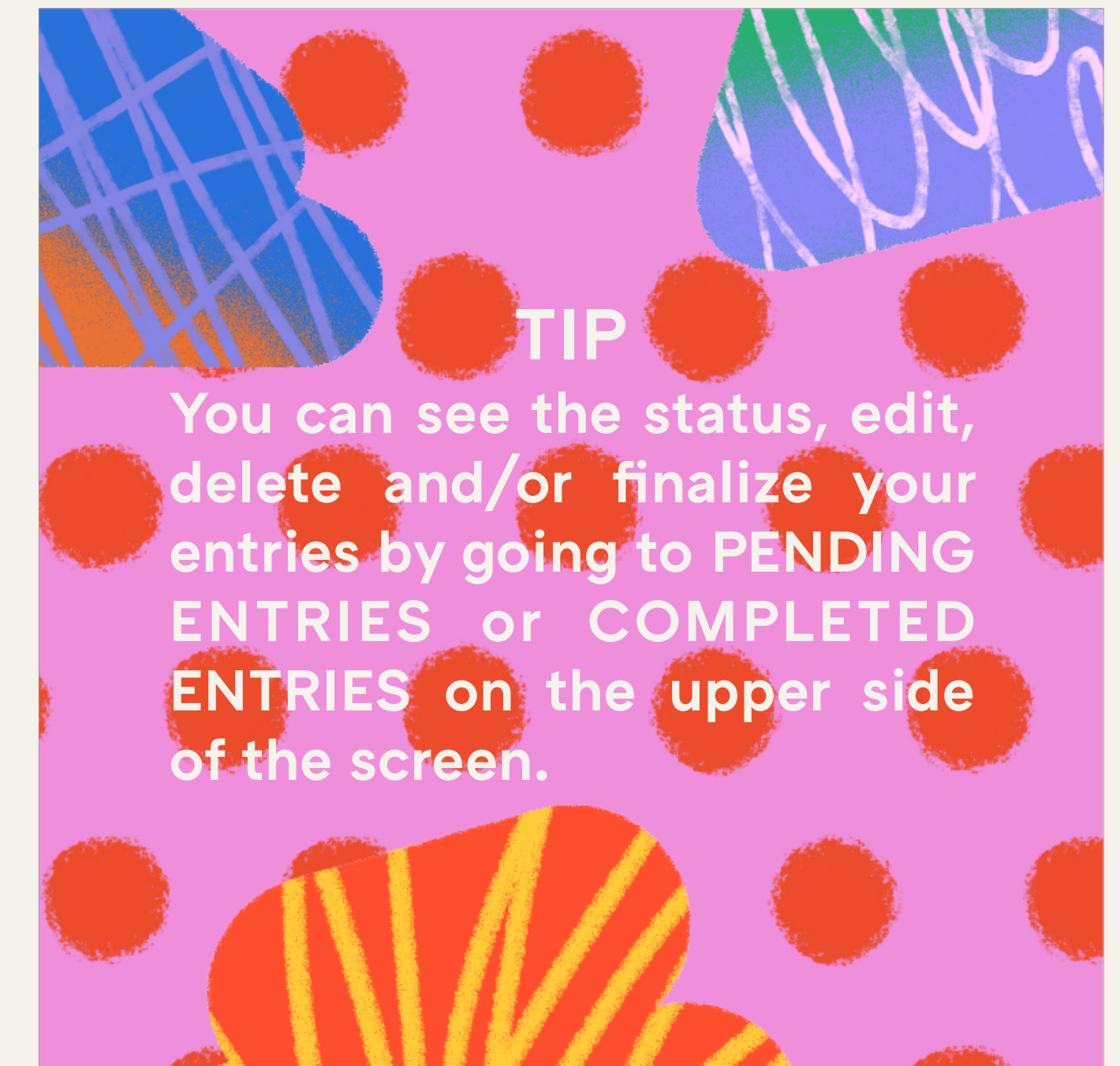
It is super easy! To start, click [here](#) and create an account by completing the required information. Then LOG IN into the system and access the Entry System. Once in the Entry System...

01. Click on **CREATE AN ENTRY**.

02. Choose the appropriate Section and Category for your entry, and fill in the credits.

03. To complete the entry, click on the UPLOAD icon and provide the mandatory video. Files should be MPEG4, MPEG2 or MOV files. The recommended compression rate is 15-20 Mbits. For The maximum file size is 1GB. **PLEASE do not include any special characters** (& / * / “ ”) in the name of the file. The complete piece should last no longer than 20 minutes.

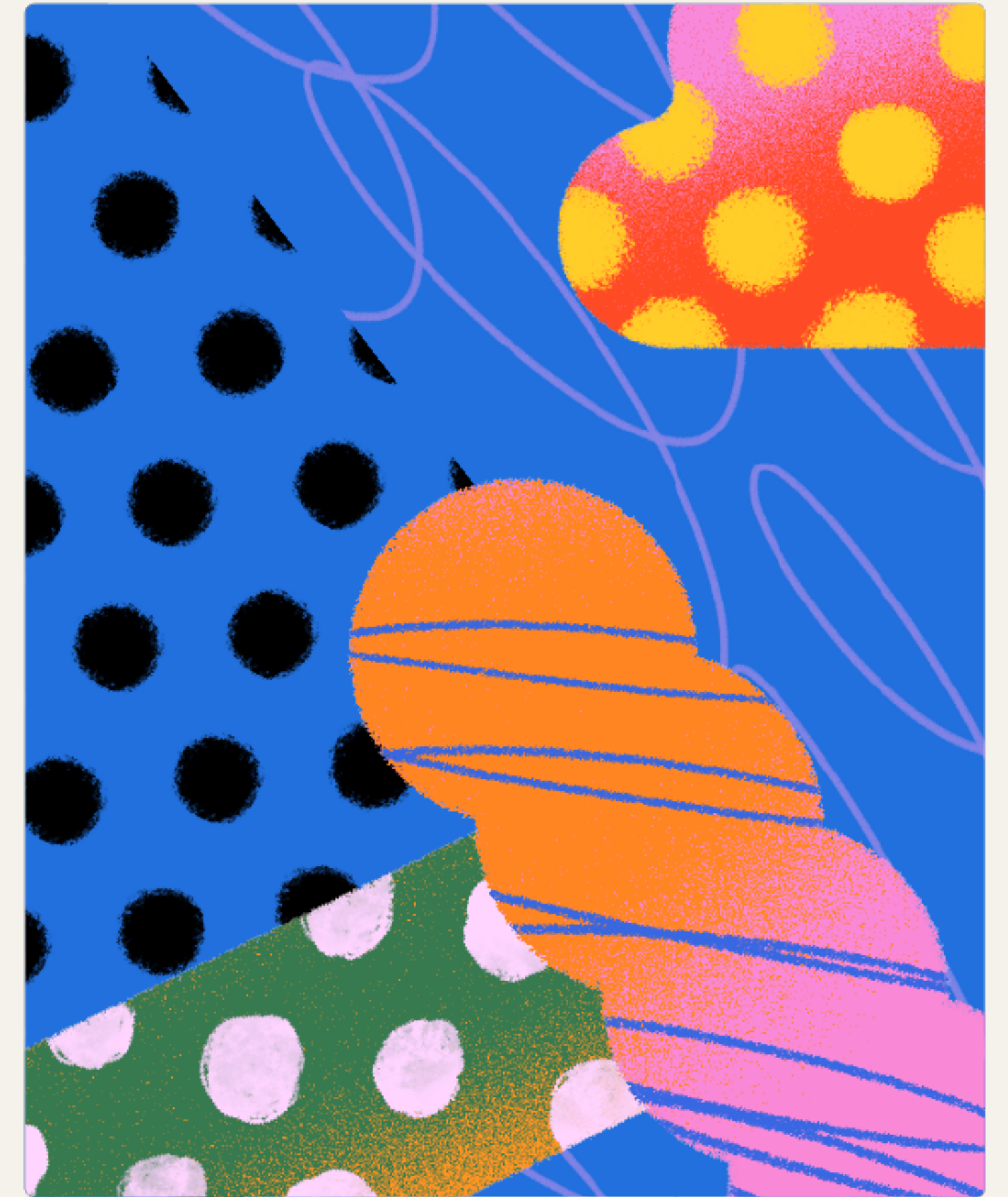
04. To finalise the entry, just check the tick box next to your nomination(s) and click on SUBMIT. You will be automatically redirected to a safe automatic payment system where you can pay with Pay-Pal or credit card.



HOW TO SUBMIT

KEY FACTS

- Entry deadline is on September 9th.
- Early Bird Discounted fee available until June 30th.
- Entries must remain anonymous, so please remove credits and your company's logos before uploading the media.
- We strongly encourage participants to include **English subtitles** in their entries, as the jury will be formed by professionals from all over the world.
- Only entries aired between October 1st, 2021 - September 23rd, 2022 are eligible.
- For 5 or more entries, you will get a discount.
- If you are submitting 10 or more entries get in touch with our **Awards Team** for a special discount!
- Winners will be announced on a pre-recorded showcase on November 10th, 2022.



ENTRY FEES

	EARLY BIRD (Until June 30 th)	REGULAR (July 1 st - Sept. 9 th)	LATE BIRD (Sept. 10 th - Sept. 16 th)
SINGLE ENTRY Any category except New Talent & Campaign	€ 420	€ 465	€ 510
NEW TALENT	€ 325	€ 325	€ 360
CAMPAIGN Up to 3 commercials	€ 710	€ 790	€ 870

Payment can be made by credit card (VISA, MasterCard & American Express) or through Pay-Pal.
If you have any issues when completing your payment, [get in touch](#) and we'll help you out!

SPECIAL AWARDS

CICLOPE Festival does not only award Gold, Silver and Bronze trophies in each category, but also honors the most successful performances of the year. Taking into consideration the final ranking, CICLOPE Festival gives a Special Award to the best Production Company, Director, Visual Effect Company, Animation Company, Editing Company, Music Company, Sound Company and Advertising Agency.

According to the points system, each company receives:

- 25 Points for a Grand Prix
- 15 points for a Gold award
- 7 points for a Silver award
- 3 points for a Bronze award
- 1 point for a finalist position

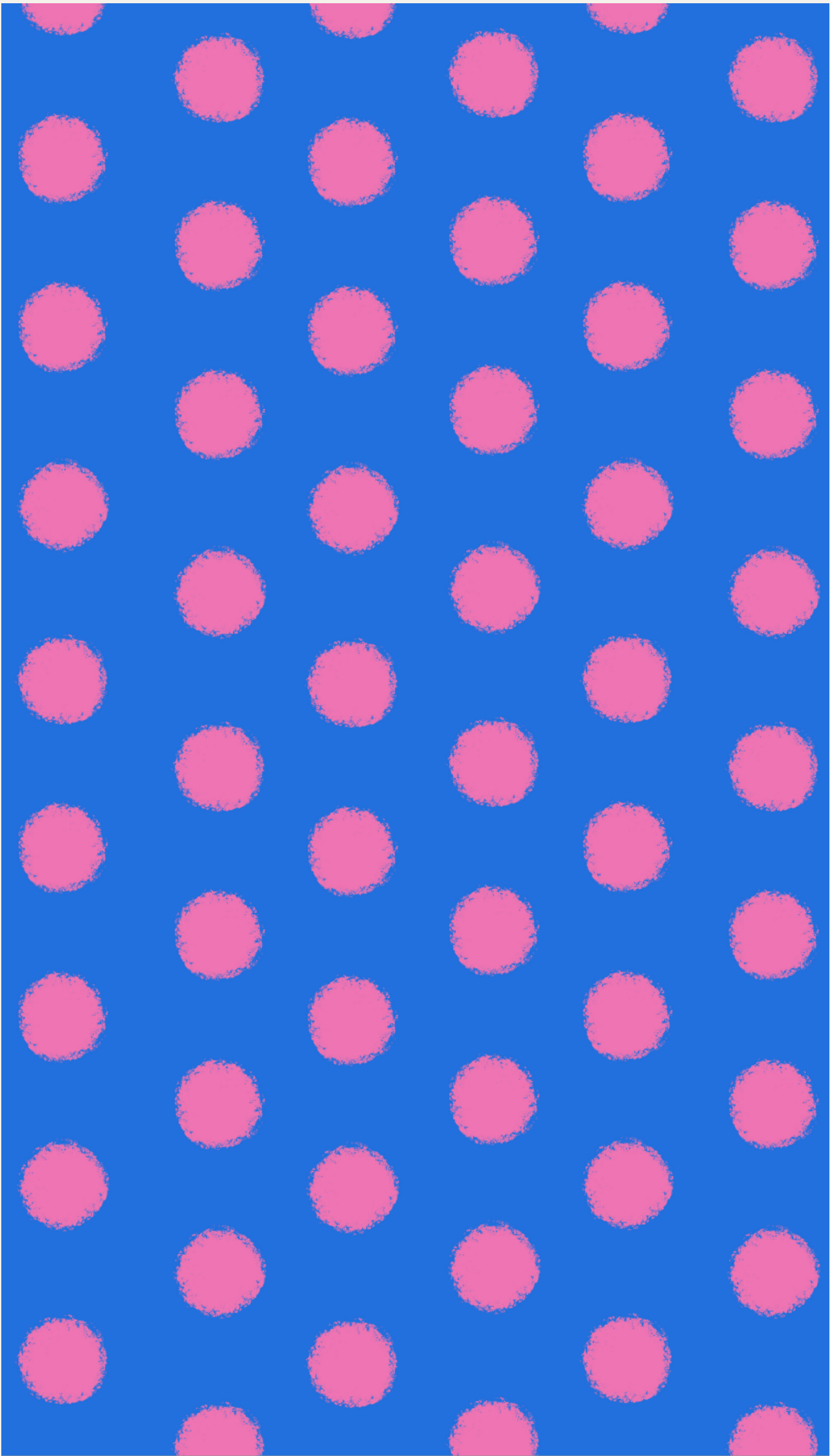
IMPORTANT: The scores are calculated based on the information provided by the entrant companies; it is their duty to ensure the correct companies and individuals are appropriately credited.

Contact **our team** for more details.



TERMS & RULES 2022

- A)** A) Are welcome to enter their work production companies, post production companies, editing houses, music production companies, digital production companies, independent professionals and advertising agencies from all over the world. Advertising agencies willing to enter their work must be aware that if they win, the credits will go to the production partner in first place, since this festival gives recognition to the execution, and not to the idea.
- B)** CICLOPE promotes the participation of all countries, which gives the festival an international profile. English has been established as the official language. Pieces can be registered in any language, but ENGLISH SUBTITLES ARE MANDATORY for films in other languages (except in the Music Videos category).
- C)** The registration of the pieces, as well as the payment, has to be made exclusively through the online registration system of the festival. The piece/s will only be considered registered after the uploading process is complete and the corresponding payment has been done. Important: Entry fees are not refundable under any circumstance. CICLOPE is not responsible for incorrect or incomplete entries.
- D)** The registered pieces must count with the authorization of the advertiser, the agency and/or the owner of the reproduction rights of the work. Is the participant's sole responsibility to comply with this rule. The festival shall not be held accountable for any type of responsibility that may arise in the shape of legal or claims of third parties for this or any other motive related to the intellectual property or reproduction rights of the work.
- E)** CICLOPE Festival's entry deadline is September 9th, 2022. The pieces must have been broadcasted for the first time between October 1st, 2021, and September 23rd, 2022.
- F)** The organization, and/or the jury, if necessary, will have the right to request proof of emission in any stage of the contest, and the participant will be complied to submit it in a maximum time frame of 72 hours. If the event proof is not provided before the deadline, the piece will be automatically disqualified.
- G)** Without any exception, pieces that have been submitted for previous editions of the festival are not able to participate.
- H)** The organization and the jury, at its sole discretion when considered necessary, reserves the right to disqualify or change pieces to a different category from the one originally registered, without the need of communicating it previously.
- I)** With the purpose of promoting the festival, and when considered appropriate, the organization is authorized to project and/or publish in public or private presentations the registered pieces free of charge, without the need of any type of compensation to third parties.
- J)** The participant declares to own the broadcasting rights of the work and holds the festival unaccountable from all third party claims (this includes individuals and/or companies). The submission is anonymous, it should not include credits nor any reference to the companies involved in the production.



TERMS & RULES 2022

K) The jury will only evaluate the film craft in single pieces, so multiple films in a campaign should be entered separately.

L) In case the organization confirms the piece does not comply with the before mentioned requirements, or any other expressed in the present rules and conditions, at its sole discretion it will exercise the right to automatically remove or disqualify the piece without the need of compensation or severance pay to the participating company or person.

M) CICLOPE's judging process consists of three rounds. The first one is undertaken by the Grand Jury, who will watch and rank the entries on CICLOPE's online platform. The 10 (ten) best-ranked entries in each category will be considered finalists. In the second round of judging, the Executive Jury will discuss the finalist pieces on a Zoom meeting and award one Gold, one Silver and one Bronze trophy in each category. Finally, for the third round, the Executive Jury will travel to Berlin to meet in a face-to-face session in which they will see and discuss the candidates to choose the Grand Prix awards.

N) Only categories with fewer than 5 (five) participants can be declared vacant.

O) To avoid conflicts of interest, judges will abstain from voting on entries in which they or their companies (or companies from their global network) were involved

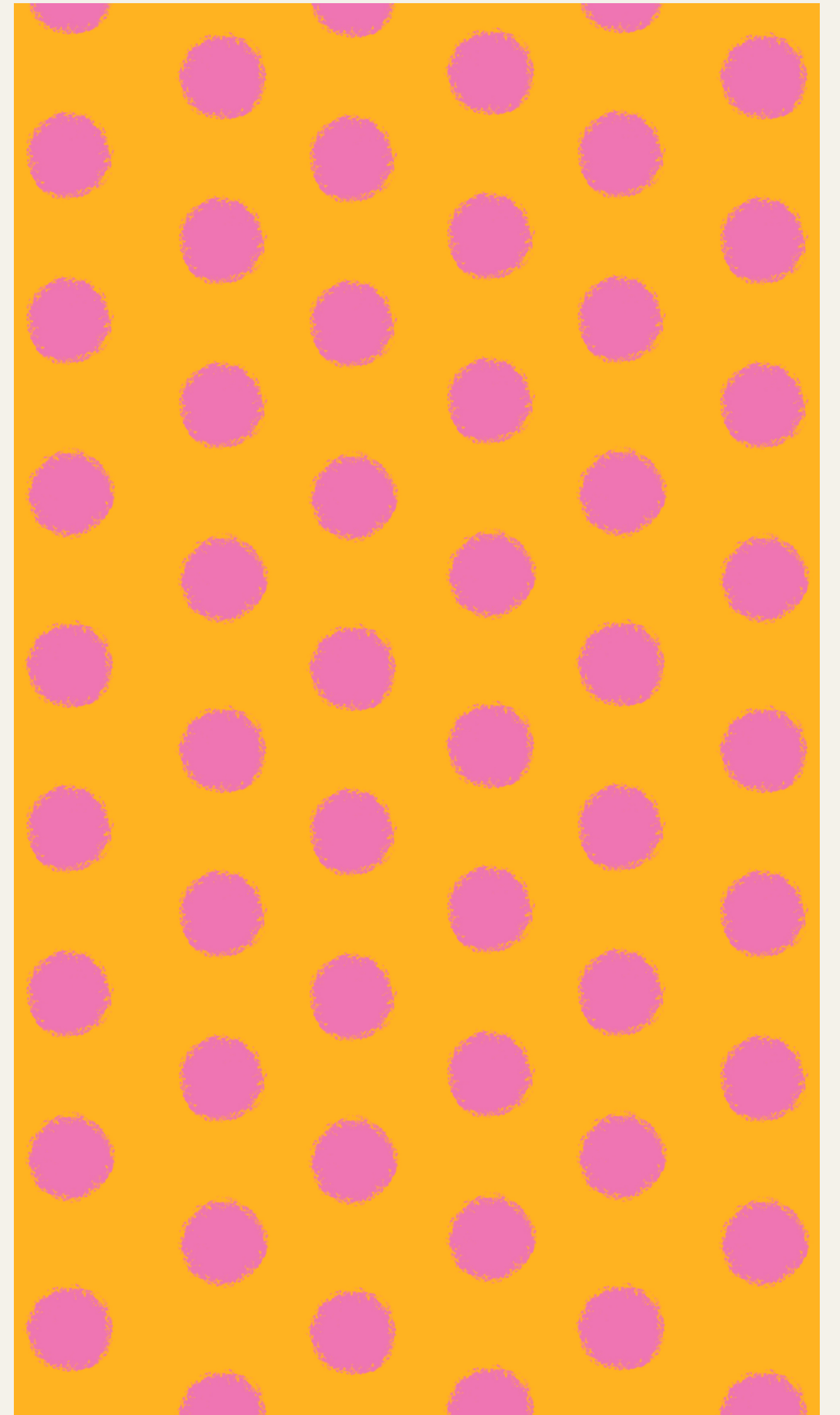
P) All winners will be announced online on Thursday, November 10th, at 8.30 pm Berlin time (GMT+2). Winners will receive their trophies by courier.

Q) The Special Awards and the final ranking published by CICLOPE Festival at the end of the event are based on a points system where a company receives 1 (one) point for a finalist submission, 3 (three) points for a Bronze award, 7 (seven) points for a Silver award, 15 (fifteen) points for a Gold award and 25 (twenty-five) points for a Grand Prix.

R) The ranking calculation for Best Production Company and Best Agency is based on all finalist entries and awards won by a credited company throughout all the categories. For the other special awards, only points won on the specific categories are considered. Production Companies final scoring is based on the entries made by any office of the company around the world.

S) Entries that have been awarded at CICLOPE Africa, CICLOPE Latino, CICLOPE Asia and CICLOPE Middle East in 2022 will automatically become a finalist in CICLOPE Festival 2022 on the corresponding category. The winning companies will not have to re-enter their pieces nor pay any fee to compete as a finalist in the corresponding category. The lists of winners are available in the corresponding websites.

T) All schedules and line-ups are subject to change without prior notice.



GET IN TOUCH

Check out our website | ciclopefestival.com

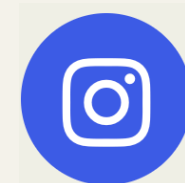
Please don't hesitate to contact us if you have any further questions!
We'll get back to you as soon as possible :)



General information: info@ciclopefestival.com

Awards support: awards@ciclopefestival.com

You can also find us on every social media !





CICLOPE[®]