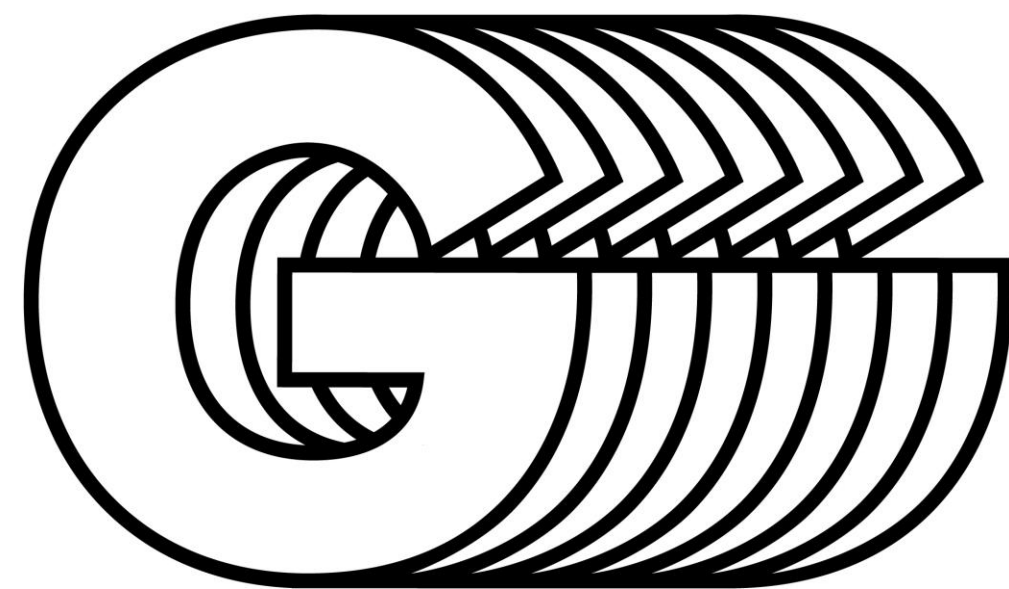
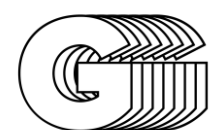


**GUIDEBOOK  
FOR THE GREAT  
EIGHT AWARDS  
ENTRANTS**





## ABOUT G8

First Moscow-based festival of creative industries.

New media, music, cinema, fashion, design.

Technological innovations, experiments and creative ideas are born at the intersection of various disciplines.

The aim of the festival is to unite creative people from all over the world and to build a community and infrastructure, where Russian creative economy will flourish.

The festival consists of:

- Competition
- Conference
- Awards Ceremony

## WHO IS IT FOR?

The competition is open to all professionals of digital advertising. G8 accepts applications from representatives of agencies, studios, brands, media and freelancers.

## PRICE

**\$1**

The price of entry submission– \$1.  
This is the final price until the deadline.



## WHO ASSESS THE PROJECTS?

The jury is represented by more than 50 specialists of creative industries. projects. The list includes brand directors and brand managers, creative and art directors, editors and journalists, PR specialists, producers from different countries.

The jury divides into Executive и The Great Eight. The festival independently selects jury members of Executive and The Great Eight.

The jury of Executive is represented by professionals of Russian and international advertising markets – CEO of biggest creative agencies, marketing directors of transnational brands, owners and design and production studios and famous independent specialists.

The Great Eight jury is represented by eight famous world-class professionals. They select short-lists and winners of the G8 Awards and perform as speakers at the G8 Festival (December 2 — 4, 2020)

Names of jury members and information about them are available at the website



# STAGES AND PROCESS OF VOTING

Submitting Entries  
**until 26.10**

Technical Selection  
**until 28.10**

Long List (Executive Jury)  
**until 06.11**

The moderator of the festival checks the work for compliance with technical requirements.

If the applicant did not attach all the necessary materials or if the project did not meet the technical requirements, moderator should reach for the applicant on order to correct mistakes. If everything is alright, the project enters the next stage

The jury evaluates projects in each nomination for the «Rather yes" and «Rather no" criteria. Works are distributed among jury representatives at random. Each of them should receive a minimum of five ratings. The scope of evaluation of work for each member of the jury depends on the number of applications received. Works that received at least three "against" ratings are eliminated from the competition. The rest goes to the next stage.

Short List (The Great Eight)  
**until 20.11**

The jury evaluates all the works on a hundred-point scale. The assessments of jury members are summarized for each work. Five works, which scored the maximum score in each nomination, pass to the next stage.

Selection of winners:  
**until 25.11**

The jury will select the winners at the festival internally. The winners are determined by the general decision of the jury.

Conference and Awards Ceremony  
**2 – 4.10**

The jury has the right to choose up to 3 equivalent winners in each nomination without awarding seats, or to leave the nomination without winners.

The jury members have no right to vote for their own projects or for the projects of companies they work at. All assessments of the jury members will be published publicly on the G8 website



# PROJECTS EVALUATION CRITERIA

Works are evaluated in each nomination regardless of the overall level of work at the festival.

Based on the methodology of Michael Conrad \* (president of the Berlin School of Creative Leadership and former creative director of Leo Burnett in Germany), we have developed G8-relevant evaluation criteria for all the stages:

1. Conformity of the nomination
2. Hit the brand: works for the brand, emphasizes the dignity of the brand and distinguishes it from the succession of others
3. Hit in target audience
4. Clearly expressed thought
5. Masterfully done: high level of performance, thoroughness and precision of parts
6. Fresh idea: distinguishes from the projects in its category, nobody has ever done that before, out of the box
7. New digital form – original decision, which presents the new way of using the sphere of digital: tools, communication, etc.
8. Emotional: something that you can be particularly struck by on emotional level

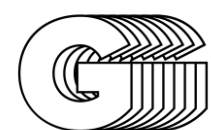


# CONDITIONS OF ENTRY:

Acceptance of submissions

**23.03 — 26.10**

1. You can submit a project as an individual or on behalf of the company.
2. You can present any project which was represented on the market in the period from January 1st 2019 to August 10st 2020 (including).
3. You have the right to submit an unlimited number of works all at once for the Competition, also to submit every work for the reward in several nominations.
4. The jury will assess the project only in case if the application is filled in correctly in a basic technical plan (check the website and G8 Guidebook), and the application is paid in time.



# HOW TO SUBMIT YOUR PROJECT

1. Register and sign up on [2020.gggggggfest.com/en](https://2020.gggggggfest.com/en)  
Find the application form in your account.
2. Read the terms and conditions (Rules) before submitting your entry
3. If you want to submit a project on behalf of the company – indicate name of the company at the registration or in the section «My profile»
4. Choose categories in which you are going to submit a project. You can choose several categories at once – click on each of them at a time.
5. After the registration fill in all the fields in accordance with technical conditions.
6. Keep in mind that your work is going to be assessed by foreign professionals. Describe your project in English. If your project contains specific national context, fully explain the specificities in your case. Russian version of the entry is not necessary, but preferable for Russian-speaking entrants.
7. When submitting projects in several categories, attach all materials, required for the categories you have chosen (check the «Categories and entry requirements» table down below). If you are out of fields for all your link and materials, you can add them into «Ideas and decisions» field.
8. Pay an application fee via Robokassa. The overall price comprises all entries in different categories, 1\$ for the single entry. Each entry should be paid separately.



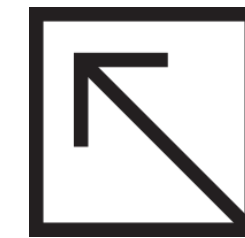
# CATEGORIES AND ENTRY REQUIREMENTS



[INTERACTIVE PROJECTS AND WEBSITES](#)



[MEDIA](#)



[CRAFT](#)



[Branding and communication design](#)





I. Interactive Projects			
Code	Name	Description	Supplement Material
I01	Integrated and Internet-based Campaigns	Campaigns using different tools and communication channels (with a minimum of 3 digital tool and/or communication channels): online campaigns, online parts of integrated campaigns, integrated campaigns	<ul style="list-style-type: none"><li>- project description</li><li>- screenshot or project illustration (for a work page on the web site)</li><li>- video-case link (up to three minutes) - channel links (minimum of three) in a description</li><li>- case page link</li></ul>
I02	Digital Out-of-home	Any projects in digital environments which went beyond the online space: interactive installations, objects, boards, access points and apps for them, shop-windows, screens at merchandise points, interactive POS materials etc.	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- video-case link (up to three minutes) or presentation link</li></ul>



I. Interactive Projects			
Code	Name	Description	Supplement Material
I04	Non-commercial Projects	Projects in a digital environment made for non-commercial purposes (charity, educational, social etc.), except for self-promo projects which fit into I06 category	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- project link</li><li>- video-case link (up to three minutes) or a presentation link</li></ul>
I05	Video	<p>Any video projects: on websites, on social networks, special projects, interactive projects, digital TV series, animated lightboxes at POS, other projects in digital environments.</p> <p>What is assessed: creative and technical levels of a product, nontrivial solutions and findings, product compatibility with conditions of a digital environment. A story about the process of creating a product may influence the assessment.</p>	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- project link (with a regular or an animated video)</li><li>- a making-of video link (optional)</li></ul>
I06	Self-Promo	Projects which aim to increase brand recognition or to alter reputation of personal brand agencies, studios and freelancers.	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- project link</li><li>- video-case link (up to three minutes) or a presentation link</li></ul>



I. Interactive Projects			
Code	Name	Description	Supplement Material
I07	Innovative solutions in digital	Any projects where, according to an author of submission, absolutely new digital solutions were applied (parameters of a digital environment, technologies, effects).	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- project link</li><li>- video-case link (up to three minutes) or a presentation link</li></ul>



F. Media			
Code	Name	Description	Supplement Material
F01	Using of Media	Campaigns where mediachannels and formats are using nontrivial to show benefits of the brand.	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work card on the web site)</li><li>- project link</li><li>- video-case link (up to three minutes) or a case page link</li></ul>
F02	Special Projects	Projects: content-based, (non)interactive, banner-based which are developed especially for a channel/platform with consideration of its specifics	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the website)</li><li>- video or screencast link for interactive projects</li></ul>



C.Craft			
Code	Name	Description	Supplement Material - project description
C01	Design	<p>Design of websites, mobile apps, social media apps, brand ID of digital projects, interactive installations and DOOH.</p> <p>What is assessed: creative and technical levels of a product, nontrivial solutions and findings, meeting with brand and user aims, quality of visual implementation, product compatibility with conditions of a digital environment, attention to details.</p>	<ul style="list-style-type: none"> <li>- project illustration (for a work card on the web site)</li> <li>- a board or screen shots (up to 5, JPEG, up to 1400 X 3000 px)</li> <li>- project link</li> <li>for websites and apps - project link itself;</li> <li>for installations and DOOH - a video- case link;</li> <li>for brand ID of digital projects - website/app or a</li> </ul>
C02	Direction	<p>Evaluated directorial vision of creative ideas and techniques.</p>	<ul style="list-style-type: none"> <li>video case link</li> <li>- project description</li> <li>- project illustration (for a work page on the web site)</li> <li>- project link (with a regular or an animated video)</li> <li>- making-of video link</li> </ul>
C03	Animation	<p>Any animated projects: on websites, on social networks, special projects, interactive projects, digital TV series, animated lightboxes at POS, other projects in digital environments.</p> <p>What is assessed: creative and technical levels of a product, nontrivial solutions and findings, product compatibility with conditions of a digital environment. A story about the process of creating a product may influence the assessment.</p>	<ul style="list-style-type: none"> <li>- project description</li> <li>- project illustration (for a work page on the web site)</li> <li>- project link (with a regular or an animated video)</li> <li>- video case or a presentation, or a making-of video link</li> </ul>



C.Craft			
Code	Name	Description	Supplement Material
C04	Music and Sound Design		<ul style="list-style-type: none"> <li>- project description</li> <li>- project illustration (for a work page on the web site)</li> <li>- video-case link (up to three minutes) or a case page link</li> <li>- product link itself (in a way it was presented)</li> <li>- product description</li> <li>- video case link or a presentation link (up to 3 minutes)</li> </ul>
C05	User Experience	<p>Websites, apps, any other interactive products which, according to a user, are easy to use (the design, the interface). Examples of sound editing in ad projects in digital sphere: music, background noises, sound effects, jingles, integrated audio sequence - the material varies depending on the project's concept.</p> <p>The assessment is based on the jury's user experience and on other users' experience of product exploitation (based on provided indicators of effectiveness). What is assessed: the idea and originality of the solution, compatibility with the project's tasks, quality of technical execution, using features from the interactive environment, the method of creation.</p> <p>Products in C11 have to:</p> <ul style="list-style-type: none"> <li>- have more than 5 pages;</li> </ul>	<ul style="list-style-type: none"> <li>- project illustration (for a work page on the web site)</li> <li>- project link</li> <li>- video-case link (up to three minutes) or a presentation link</li> </ul> <p>***</p> <p>In a description:</p>
C06	Visual effects	<ul style="list-style-type: none"> <li>- follow the non-linear user path.</li> </ul> <p>Creative and technical execution of special effects in the stages of production and post-production video</p>	<ul style="list-style-type: none"> <li>- website traffic data, time spent on a page, indicator of goals, goal achieving conversion.</li> <li>- project description</li> <li>- project illustration (for a work page on the web site)</li> <li>- project link (with a regular or an animated video)</li> <li>- making-of video link</li> </ul>



C.Craft			
Code	Name	Description	Supplement Material
C07	Illustration	Illustration in digital projects. What is assessed: quality of visual execution, using of interactive environment, attention to details	<ul style="list-style-type: none"><li>- product description</li><li>- project illustration (for a work page on the website)</li><li>- project link</li></ul>
C08	Branded Games and Mobile Apps	Any games created for brands for promotional purposes.	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- working app or game link</li><li>- video-case link (up to three minutes) or a presentation link</li></ul>
C09	Authors of Dzen	Text in longrid format on any subject. Estimated presentation and relevance of the topic, the individual author's style.	<ul style="list-style-type: none"><li>- project description project</li><li>- Illustration (for work card on the site)</li><li>- link to the project on the Yandex.Dzen platform</li></ul>



M. Branding and Communication Design			
Code	Name	Description	Supplement Material
M01	Logo	Logo design or redesign for any companies, products and services	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- case study or a link on the project</li></ul>
M02	Brand Identity	New branding or rebranding for any companies, products and services	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- case study or a link on the project</li></ul>
M03	Promotional printed Media and Item Design	Posters, postcards, indoor and outdoor samples, t-shirts, calendars and other accessories etc.	<ul style="list-style-type: none"><li>- project description</li><li>- project illustration (for a work page on the web site)</li><li>- case study or a link on the project</li></ul>



