



## OOH KINGS –Edition 2016

### GENERAL GUIDELINES

#### ORGANIZERS

JCDecaux Belgium and Clear Channel Belgium (the Organizers) jointly organize the “OOH Kings” Awards. Three categories will be rewarded: “King of Creativity”, “King of Planning” and “King of Efficiency”. Each award has a specific briefing, planning and proper rules for entries. The OOH Kings are sponsored by partners that are listed on [www.oohkings.be](http://www.oohkings.be).

#### CONDITIONS FOR SUBMITTING A CASE

All entry forms must exclusively be completed on [www.oohkings.be](http://www.oohkings.be) to be valid.

The Organizers will not accept any emails as an entry. All case materials and documentation must be uploaded on [www.oohkings.be](http://www.oohkings.be) no later than the entry deadline. You will receive an email to confirm the registration of your entry.

The entrant should ensure that the rights ruling the use of the intellectual property of the brand advertised are cleared before submitting the case. Entries cannot be made without the necessary prior permission of the client/owner of the rights of the case.

Campaigns that do not conform to the regulations of the JEP will not be considered.

Only one party may submit a campaign. In the event that the same entry is submitted by two different entrants, only the first entry will be accepted. Multiple companies can be credited for an entry. Please ensure that all contributing companies are credited on your entry form before finalizing your submission.

All entries must have been implemented on at least one organizer and/or media co-sponsor solution, within the calendar year of the edition (1<sup>st</sup> January to 31<sup>st</sup> December). All the media/production/implementation costs must have been covered by the entrant.

All entries must be submitted for judging exactly as implemented and may not be modified for award entry.

In the event of a complaint against any winning or shortlisted entry, the Organizers will conduct an investigation and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.

A single campaign can be submitted in different “OOH Kings” categories, each submission must be entered following the rules of its category. The Organizers & Jury will have the right to move entries to a more appropriate category.

The Organizers & the Jury may refuse an entry in case it does not comply with the rules described in this document.



The Organizers withhold the rights to adapt the assessment process or parts of it if necessary. All adjustments will then be communicated to the entrants.

All occasioned errors in writings and printings acting during the competition cannot be used against the Organizers or the Jury members.

## JURY COMPOSITION

The Jury is gathered by Clear Channel and JCDecaux and consists of 7 members:

- 2 advertising professionals employed by creative agencies
- 2 advertising professionals employed by media agencies
- 2 advertisers
- 1 advertising professional employed by an outdoor specialist

Besides, 2 honorary members will attend the jury gathering.

Each category is chaired by 2 members. The presidents for “King of Creativity” come from a creative agency, the presidents for “King of Efficiency” from an advertiser and the presidents for “King of Planning” from a media agency.

The dual Presidency of the Jury therefore changes depending on the category and the field of competence of the members. The judging members get to see all submitted creations.

The names of the Jury members are published on [www.oohkings.be](http://www.oohkings.be).

## ASSESSMENT PROCESS

The criteria for the assessment of each category are described in the specific guidelines.

General process:

- 1) Each Jury member receives a digital file with all the cases per category.
- 2) Grades varying on a scale from 1 to 10 will individually be awarded to each case by the Jury members, before being sent back to the organizer.
- 3) Once all the cases have been graded, the Jury will be invited to come together to discover & evaluate the Top 10 of each category.
- 4) During this round, the nominees of the final Top 3 (bronze, silver, gold) will be determined and validated by the Jury, its presidents and honorary members.

Jury members are bound to strict confidentiality. In order to safeguard objectivity during the whole assessment process, a Juror will not be allowed to vote for an entry submitted by his or her own company(ies). However, each total will be weighed according to the number of votes.

The attributed score of the Jury will remain anonymous so that the objectivity remains fully guaranteed.

The decision of the Presidents of the Jury related to the awarding of prizes is in all matters final and binding.



## AWARDS

The winning candidates, i.e. the gold winners of each category (Creativity, Efficiency, Planning), receive a trip to the Cannes Lions Festival for 2 persons, including:

- 2 flight tickets Brussels/Cannes (return tickets)
- A 4 nights voucher for a hotel stay for 2 persons
- 2 entry tickets for the Festival

The Cannes Lions Festival takes place in the second half of June.

The winners must be available at the dates chosen by the Organizers to attend the event. The terms and provisions of the awarded transportation and hotel reservations cannot be changed. All expenses made during the stay will be borne by the winners.

The Silver and Bronze winners will be presented and mentioned during the award ceremony and will receive an official “King of OOH” award.

## PUBLICATION OF ENTRIES

By submitting a campaign, the entrant acknowledges that (some of) the material will be used for the “King of OOH” Award purposes.

In order to promote the “King of OOH” Award, the Organizers may screen, publish or reproduce all materials submitted for purposes of promoting the Award.

Each entrant accepts full responsibility for the quality of its entries and discharges the Organizers from any responsibility in respect of third parties.

## IMPORTANT DATES

	<b>Deadline entries</b>	<b>Award evening</b>
<b>King of Creativity</b>	December 21 <sup>st</sup> , 2016	January 26 <sup>th</sup> , 2017
<b>King of Efficiency</b>	March 3 <sup>rd</sup> , 2017	April 20 <sup>th</sup> , 2017
<b>King of Planning</b>	March 3 <sup>rd</sup> , 2017	April 20 <sup>th</sup> , 2017

## CONTACT

For any questions about the OOHKings, feel free to contact us:



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## King of CREATIVITY – SPECIFIC GUIDELINES

### CONDITIONS FOR PARTICIPATION

The “King of OOH creativity” competition is open to all creative agencies, OOH specialists, media agencies and advertisers established in Belgium.

The submitted entries may only concern campaigns that were posted between January 1<sup>st</sup> and December 31<sup>st</sup> on at least one organizer and/or media co-sponsor solution, in Belgium, in one of these 3 categories:

- **Poster:** this can be a creation for street furniture, billboard, busses, trams, truck rears, indoor posters... Every OOH medium you can find in standard product offers, except digital.
- **Out of the Box:** this can be any OOH campaign sorting out of the standard rate card offer, but making use of existing furniture. This can be a campaign with an interactive layer, a kind of sampling, special lighting effects, a reshaped format, augmented reality, etc. Whether it's paper, digital or anything else, doesn't matter.
- **Digital:** this is a creation for a digital screen. Every OOH digital medium you can find in standard digital offer, such as metro screens, screens in railway stations, screens in the streets, on Carrefour parkings or in shopping malls.

**Entry Deadline: December 21<sup>st</sup>, 2016**

### CRITERIA FOR THE ASSESSMENT

Keywords to take into account for this category:

Level of creativity / Conceptual aspect of the design / Originality / Degree of innovation / Is it unavoidable? Standing out? / Does it create a buzz? / Identification of the product...

Additional information:

- ✓ Name of the campaign, advertiser, entrants,...
- ✓ Period of campaign
- ✓ Video link (optional, except for digital campaigns)
- ✓ Minimum 1 and maximum 3 visuals (jpg) of the campaign may be submitted as to support the entry
- ✓ A short motivation is to be given as to why the uploaded campaign fits in the “King of Creativity” category: What were the objectives for the creative work? What was the strategy behind the creative work? What was the creative work? What effect did it have on the market?



## VOTING PROCESS

During the first round, the judging panel individually gives a score out of 20 to all the entries in each of the 3 under-categories (“posters”, “out of the box” and “digital screens”).

A Top 3 is then established from all the rated entries (from the different judges), containing the case from the category “posters” with the most points, the case from the category “out of the box” with the most points, and the case from the category “digital” with the most points. These are the nominees of the category “Creativity”.

The award winner will be selected from this Top 3, in accordance of the debate between Jury members and following the validation by both presidents.

King of Creativity	Poster	1 nominee	3 Crowns (Gold, Silver, Bronze) Gold wins ticket to Cannes
	Out of the box	1 nominee	
	Digital	1 nominee	

The Top 3 campaigns of each category will be shown on [www.oohkings.be](http://www.oohkings.be) after the ceremony.



## King of EFFICIENCY – SPECIFIC GUIDELINES

### CONDITIONS FOR PARTICIPATION

The “King of OOH Efficiency” competition is open to all creative agencies, OOH specialists, media agencies and advertisers, established in Belgium.

The submitted entries may only concern campaigns that were posted between January 1<sup>st</sup> and December 31<sup>st</sup> on at least one organizer and/or media co-sponsor solution, in Belgium.

**Entry Deadline: March 3<sup>rd</sup>, 2017**

### CRITERIA FOR THE ASSESSMENT

Keywords to take into account for this category:

General context / Objectives / Target groups / OOH budget / Marketing & media plan / Kpi's / Identification of the product / ROI / ...

Additional information:

- ✓ Name of the campaign, advertiser, entrants,...
- ✓ Period of campaign
- ✓ Video link (optional)
- ✓ Minimum 1 and maximum 3 visuals (jpg) of the campaign may be submitted as to support the candidacy
- ✓ A short motivation is to be given as to why the uploaded campaign fits in the “Kings of Efficiency” category
- ✓ Prove of efficiency has to be given (hard evidence): What were the objectives for the work? What was the strategy behind the work? What was the work? What effect did it have on the market?

### VOTING PROCESS

During the first round, the judging panel individually provides a score out of 20 to all the entries in the category.

A Top 3 is established from all the rated entries, from the different judges. These are the nominees of the category “Efficiency”.

The award winner will be selected from this Top 3, in accordance of the debate between Jury members and following the validation by both presidents.



## King of PLANNING – SPECIFIC GUIDELINES

### CONDITIONS FOR PARTICIPATION

The “King of OOH Planning” competition is open to all creative agencies, OOH specialists, media agencies and advertisers, established in Belgium.

The submitted entries may only concern campaigns that were posted between January 1<sup>st</sup> and December 31<sup>st</sup> on at least one organizer and/or media co-sponsor solution in Belgium.

**Entry Deadline: March 3<sup>rd</sup>, 2017**

### CRITERIA FOR THE ASSESSMENT

Keywords to take into account for this category:

General context / Media objectives / Media strategy / OOH budget / Role of OOH in mediamix / Marketing & media plan / ...

Additional information:

- ✓ Name of the campaign, advertiser, entrants,...
- ✓ Period of campaign
- ✓ Video link (optional)
- ✓ Minimum 1 and maximum 3 visuals (jpg) of the campaign may be submitted as to support the candidacy
- ✓ A short motivation is to be given as to why the uploaded campaign fits in the “Kings of Planning” category
- ✓ Prove of efficiency of OOH within the mediaplan has to be given (reach, uplift, target audience,...): What were the objectives for the work? What was the strategy behind the work? What was the work? What effect did it have on the market?

### VOTING PROCESS

During the first round, the judging panel individually gives a score out of 20 to all the entries in the category.

A Top 3 is established from all the rated entries, from the different judges. These are the nominees of the category “Planning”.

The award winner will be selected from this Top 3 in accordance of the debate between Jury members and following the validation by both presidents.