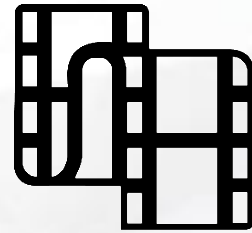
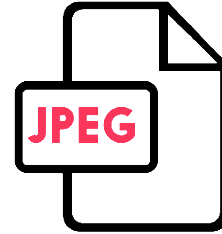


MEDIA SUBMISSION & FORMAT



DOCUMENTS

- All documents submitted must be PDF

IMAGES

- All images must be JPEGS
- 7063 (w) x 5008 (h) pixels
- 300 dpi
- File size is 5MB - 50MB per image
- Maximum of 10 JPEGS per entry
- Text must be legible when projected to a screen.
- Submit close-up images of small details that need to be

FILM

- All Non-English entries must have English subtitles
- Overview videos must be 2 mins or less / less than 400r
- 1280 (w) x 720 (h) or 1920 (w) x 1080 (h) pixels
- Accepted file format is MOV or MP4
- Less than 400mb
- Please check with the LAIF team if you have an alternat
- No reference link to Youtube or other video hosting port: or accessed for judging.
- Any entry without the right entry is deem nullified.

AUDIO

- Please note: All Non-English entries must be submitted English subtitles
- Videos with subtitles – see video specificities above
- MP3 file format
 - ☐ Maximum file size 100MB
 - ☐ NO AUDIO SLATE UPFRONT

AWARD CATEGORY



MAIN CATEGORIES FOR ENTRIES

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – FILM LAIF



FILM LAIF CATEGORY

The Film category includes TV & cinema commercials, Online film, TV trailers and content promos, other screens, branded content, music videos, and Film crafts.

ALL non-English work must come with English subtitles.

You can enter the exact same creative to be judged in the CRAFTSMANSHIP in the Craft Category.

DETAILS & REQUIREMENTS:

- Commercials up to 90 seconds.
- Entries must be designed for broadcast and must have aired online, television or cinema. Includes TV promotions and advertorials, this can also include internet Videos up to 30 seconds and branded content overviews.
- Entries must include original content.
- A copy of the brief to be entered in the appropriate space
- Entry format in MP4. No YouTube Links, No PDF of Links.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – RADIO LAIF



RADIO LAIF CATEGORY

The Radio (Audio) Category includes Radio commercials, Internet & mobile audio commercials, Branded content, Native Non-English audio and crafts.

ALL non-English work must come with English subtitles. Non-English entries must be submitted as a video file with English subtitles

You can enter the exact same creative to be judged in the CRAFTSMANSHIP in the Craft Category.

DETAILS & REQUIREMENTS:

- Includes all radio commercials flighted on radio stations, whether broadcast or Internet radio.
- Includes all audio clips distributed via the Internet or Mobile media, including: podcasts, email, website downloads.
- Branded Content can include the integration of a brand into a content platform- either pre-existing or created specifically for the purpose of promoting the brand. i.e: one off features, mini- series, event coverage, including all genres – fiction, reality, documentary or entertainment.
- Ensure your entry description explains the context and how the material was aired, explaining all aspects of your entry, including the strategy, innovative ideas, target audience and provide any results you have whether broadcast or Internet radio, audio clips distributed via the Internet or mobile media, such as: podcasts, email, website downloads.
- Entry format in MP4. No YouTube Links, No PDF of Links.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – PRESS LAIF



PRESS LAIF CATEGORY

The PRESS Category includes Print advertising, tactical use of print, Indoor posters and Print Crafts.

All Non-English work must come with English translations/subtitles.

DETAILS & REQUIREMENTS:

- Includes all advertising in Newspapers, Magazines using standard advertising media space.
- Also includes Branded Content – Print which includes: books, magazines, newspaper, original content. This includes all genres - fiction, reality, documentary or entertainment.
- Non-traditional and special use of Newspaper or Magazine: E.g. complete, feature or inserts; use of margins, page numbers, content within a publication, catalogues, wraps, bands, pop-up, 3D, etc.
- Posters for indoor rather than outdoor use E.g. in-store, supermarkets, auto showrooms, pharmacies, hospitals, schools, banks, offices, residential buildings, exhibitions, museums and galleries, etc
- Entries must include original content.
- A copy of the brief to be entered in the appropriate space
- Entry format in JPEGs. No YouTube Links, No PDF of Links.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – DIGITAL AND MOBILE LAIF

DIGITAL AND MOBILE LAIF CATEGORY

The Digital category is for all computer, online, mobile (phones and tablets), and special digital interfaces. Entries from other categories that was adapted for Digital and Mobile can also be entered.

DETAILS & REQUIREMENTS:

- **Display Advertising:** Paid-for media space on a third- party platform, including banner ads, interstitial pages, pop-up windows.
- **Website or Microsite:** A website is defined as a long-term platform that is the main online representation of a brand for an on-going period. A microsite is defined as a short-term site created for a specific product or sub-brand experience.
- **Social Media:** Includes the creation of social platforms, the use of existing social platforms, and user-generated content.
- **Digital Applications, Games & Interactive Tools:** Includes active desktop screens, branded technology, corporate presentations, downloadable desktop widgets, games created specifically for a brand, installations, intelligent applications connected to the Internet, kiosks, and touch tables.
- **Mobile Media:** Includes: Mobile applications, mobile sites, branded games created specifically for smart phones and/or tablets.
- **Data-Driven Campaign:** Creative use of data to shape campaign strategy, inform execution, profile audiences, and adapt to campaign performance and engagement metrics.
- Each banner ad in a campaign should be entered individually, unless they can only be viewed and understood as one unit.
- Entries can be on one platform (e.g. Instagram) or can be a Social Media programme that extends across several platforms, e.g. Twitter, Instagram and Facebook, as well as custom platforms.
- Do not submit links to URLs or live sites. Work will only be judged via Video and/or Jpegs.
- Entry format in MP4/JPG/MP3. No YouTube Links, No PDF of Links.



AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – OUTDOOR LAIF



OUTDOOR LAIF CATEGORY

The Outdoor category includes Outdoor media, In-store, Transit & air, Direct mail, Ambient and crafts.

DETAILS & REQUIREMENTS:

- All fixed and mobile outdoor media spaces, including billboards, electronic screens, bus shelters, buses, street pole advertising, building wraps, murals, & playing fields.
- Includes all in- store promotional media including all areas common to the in-store environment: elevators, point-of- purchase, promotional branding, digital screens, stair risers, trolleys, washroom advertising, window displays.
- Includes anything involving a road vehicle (cars, bikes, buses, taxis, trains, trucks) or flying and floating objects (aero planes, blimps, helicopters, inflatables, hot-air balloons).
- Ambient: All free format, non-traditional forms of media, including use of spaces, handouts, and giveaways, kiosks, and displays.
- Entry format in JPEGs. No YouTube Links, No PDF of Links.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – CAMPAIGN LAIF



CAMPAIGN CATEGORY

Campaign category covers Integrated campaigns working across multiple media channels - can include Terrestrial and Digital campaigns.

Campaign Category entries can be a combination of single entries already entered in other categories. It is important that all the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.

DETAILS & REQUIREMENTS:

- Quality of execution – How well the elements have been implemented will be evaluated, in conjunction with the results generated. Could it have been done better? Could more have been done?
- Relevance to brand, target audience, and chosen medium – Here the results of the campaign will be considered in the context of brand, target and media used.
- Entry format in Multiple formats of JPEG, MP4, MP#. No YouTube Links, No PDF of Links.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – LAIF EFFECTIVENESS CATEGORY



LAIF EFFECTIVENESS CATEGORY

The overarching requirement for entries in the Effective Creativity category is to demonstrate “a great idea that delivered business results.”

All entries in the Effective Creativity category must have been awarded a LAIF Awards in the past two years, i.e. 2020 or 2021, with the exception of previous LAIF Effective Creativity Gold winners.

DETAILS & REQUIREMENTS:

Judging of the Effective Creativity category will follow the same principles as all other categories of LAIF AWARDS:

- Innovation – All the entries in this category have already proved to be innovative through the fact that they have been awarded a LAIF Awards within the past three years. Therefore, the jury's focus will not be on innovation, but on the results that have been generated. It is very important that entrants showcase clearly how this past LAIF-winning work proved to be effective for the associated brand, and as much data as possible should be provided to substantiate this.
- Quality of execution – How well the elements have been implemented will be evaluated, in conjunction with the results generated. Could it have been done better? Could more have been done?
- Relevance to brand, target audience, and chosen medium – Here the results of the campaign will be considered in the context of brand, target and media used.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – LAIF EFFECTIVENESS CATEGORY



LAIF EFFECTIVENESS CATEGORY

ENTRY REQUIREMENTS:

- The work must have won a LAIF medal in the past 2 years.
- A copy of the creative brief for the campaign must be shared.
- A well written case study in not more than 3000 words must be submitted as well.
- This must include the brand challenge, the objectives of the campaign, the creative idea and solution as well as the business results of the campaign.
- A short word summary of the above must be submitted
- A campaign must be integrated.
- Media budget for the campaign should be shared, so as to allow the jury measure the media spend against the campaign results.
- The results must be validated by reputable research agency, and by client's own data.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – PROMO AND DIRECT LAIF



PROMO AND DIRECT CATEGORY

This category is for the strategic and innovative use of PR & Media Communications to drive coverage of a brand. PR Communication entries can be a combination of single entries already entered in other categories. However, the entry will be judged solely on the Promotional element, It is VITAL that promotional Communication has been used as a key tool to drive coverage. It is not enough to say that “it went viral and the media coverage was massive.”

DETAILS & REQUIREMENTS:

- **PR & Media Communication Campaign:** Includes any PR activity resulting in non-paid for (editorial) coverage on any media platform, e.g. print, radio, TV, Internet. Any medium can be used to generate this coverage, including an event, activation, mailers, press release - or a combination of elements.
- **Internal Communications:** Self promotion by and for the agency or communications to ensure employees of organisations are kept informed and motivated. They do this by communicating through several channels, such as a staff intranet, email bulletins, social media and regular newsletters.

AWARD CATEGORY



CRAFT CATEGORIES FOR ENTRIES

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – FILM CRAFT



FILM CRAFT CATEGORY

Only Film entries can be entered into Film Crafts. However, Film Craft entries do not also have to be entered in the main Film categories.

- A single piece may be re-entered into multiple craft categories.
- Craft entry requirements follow the same specifications as those in the main Film category

The Jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry.

DETAILS & REQUIREMENTS:

CRAFT - SUB CATEGORY

Best Use of TV Animation

- The craft award represent the animation work that is involved. Includes any use or combination of stop- motion and computer animation in 2D or 3D. Live action may be included but only as a layer or element in a 3D scene or a 2D design.
- This craft award also represents the VFX Operator's input. Including practical elements of the production design that take place 'in-camera', such as model-making and explosions, as well as effects added or created after filming has taken place, e.g. digital effects, CGI and compositing. Includes 3D effects over live action plates (e.g. fire, particles, water, face replacements, matte paintings, CG characters, CG props, set extensions etc.)

Best Film Editing

- The craft award represents the off-line editing on the film. For an outstanding and unique editing technique applied to a film/commercial that enhances the quality of the commercial

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – FILM CRAFT

FILM CRAFT CATEGORY

DETAILS & REQUIREMENTS:

CRAFT - SUB CATEGORY

Best Use of Music

- For the composition of an outstanding, original or adapted piece of music for a film commercial, whereby the craft of the composer is unique and greatly enhances the film commercial. Please note that only original music / soundtracks / adapted licensed music can be entered here. Do not enter existing unedited licensed music / tracks.
- This will also include the best use of licensed music where the choice and marriage of the musical score to the picture enhances the creative idea.
- The craft award also represent the sound design. For the composition of outstanding use of sound design, recording, mixing and sound effects designed for a film commercial, whereby the craft of the sound designer is unique and greatly enhances the film commercial.

Best Production Design and Art Direction

- The craft award represents the film's production art directing/stylist. For outstanding, in-camera original art direction of a film, incorporating set design, set dressing, styling, make-up, props and wardrobe.
- The craft award represent work from the actor / artist. For an outstanding performance in a film by the on-camera actor or off-camera artist (eg: voice- over), that enhances the quality of the commercial



AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – RADIO CRAFT



RADIO CRAFT CATEGORY

Only Radio entries can be entered into Radio Crafts. However, Radio Craft entries do not also have to be entered in the main Radio categories.

- A single piece may be re-entered into multiple craft categories.
- Craft entry requirements follow the same specifications as those in the main Radio category

The Jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry.

DETAILS & REQUIREMENTS:

CRAFT - SUB CATEGORY

Best Use of Music

- For the composition of an outstanding, original or adapted piece of music for a radio commercial, whereby the craft of the composer is unique and greatly enhances the radio commercial. Please note that only original music / soundtracks / adapted licensed music can be entered here. Do not enter existing unedited licensed music / tracks.

Best Cast and Performance

- The Craft Award represents the interpretation of the performer/artist in the entry. For an outstanding performance in a radio commercial by the voice-over artist, that enhances the quality of the commercial.

Best Use of Copy

- The Craft Award represents the interpretation and craftsmanship of the composition and copy by the writer in either English or other languages. Whereby the writer has clearly been a major influence on the overall craft and therefore success of the entry.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – PRESS CRAFT



PRESS CRAFT CATEGORY

Only PRESS entries can be entered into PRESS Crafts. However, PRESS Craft entries do not also have to be entered in the main PRESS categories.

- A single piece may be re-entered into multiple craft categories.
- Craft entry requirements follow the same specifications as those in the main PRESS category

The Jury will evaluate Craft entries according to how well the entry excels in the particular craft.

DETAILS & REQUIREMENTS:

CRAFT - SUB CATEGORY

Best Use of Photo Manipulation and Illustration

- For an outstanding, original or adapted piece in Manipulation and illustration whereby the craft of the artist is unique and greatly enhances the visual and interpretation of the copy and intent of the Ad.

Best Use of Art Direction

- The Craft Award represents the interpretation of the performer/artist in the entry. For an outstanding composition in a Print or press commercial by the Art director, that enhances the quality of the commercial.

Best Use of Copy

- The Craft Award represents the interpretation and craftsmanship of the composition and copy by the writer in either English or other languages. Whereby the writer has clearly been a major influence on the overall craft and therefore success of the entry.

Best Use of Original Photography

- The Craft Award represents the interpretation and craftsmanship of original photography by the artist to further push the narrative of the commercial. Whereby the art director has clearly been a major influence on the overall craft and therefore success of the entry.

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES – DIGITAL CRAFT



DIGITAL CRAFT CATEGORY

Only Digital entries can be entered into Digital Crafts. However, Digital Craft entries do not also have to be entered in the main Digital categories.

- A single piece may be re-entered into multiple craft categories.
- Craft entry requirements follow the same specifications as those in the main Radio category

The Jury will evaluate Craft entries according to how well the entry excels in the particular craft. The craft will be considered in the overall context of the entry i.e. the craft must be integral to and supportive of the objective and concept of the entry, and should not be superfluous or disconnected - the craft must add value to the entry.

DETAILS & REQUIREMENTS:

CRAFT - SUB CATEGORY

Best Use of Digital and Social Media Content

- For the outstanding, original or adapted full user experience including information architecture and design – with delightful and beautiful interfaces that won users’ hearts whilst offering benefits to the business.

Best Use of Digital Designs

- The Craft Award represents the creative interpretation written and created specifically for Digital digital media and channels.

AWARD CATEGORY



OTHER CATEGORIES FOR ENTRIES

AWARD CATEGORY

MAIN CATEGORIES FOR ENTRIES –



- **VIEWERS CHOICE AWARDS**

This is a special award that is pushed to the public for open voting. The entries are selected by Jury presidents in the judging session.

Only Film entries are selected for this category.

- **AUTHENTIC AFRICAN STORY**

This is a special award that was endowed by Mr. Lere Awokoya, Chairman, TBWA\Concept in recognition of the creative works that have portrayed our local stories in the most relatable way. This award comes with a cash reward of N1,000,000.

This award winner is selected unanimously by the Jury Presidents.

LAIF JURY (JURORS) GUIDE.

What the judges are looking for?

CRITERIA

All entries, in all categories, are to be judged according to 5 criteria:

- Innovation
- Quality
- Relevance to the brand
- Relevance to the target audience
- Relevance to the chosen medium

LAIF JURY (JURORS) GUIDE.

How the judging process works

Entries that proceed from the **first round** will be **Finalists**, and will be judged in the **second round**.

FIRST ROUND JUDGING

- Every entry is categorized according to their categories they belong. E.g. Film, Radio etc.
- Jurors assigned to each of the categories are only able to see the entries under this category.
- Each entry at this stage are marked
 - **IN,**
 - **OUT** or
 - **ABSTAIN.**

LAIF JURY (JURORS) GUIDE.

How the judging process works

Entries that proceed from the **first round** will be **Finalists**, and will be judged in the **second round**.

Entries that do not win a medal in the second round is recognized as **SHORTLISTED** or **NOMINATED**.

SECOND ROUND JUDGING

- Jurors on second round judging now have the option to score based on the 5 Criteria we had also shared by inputting figures in the following representation.
- **49 and Less:** if they do not consider an entry worthy of a LAIF Award. However, your vote still counts – so decide if an entry is worth 5, 25. Or 35 points.
- **50 to 59:** If considered an entry is worthy of a **Bronze award**.
- **60 to 69:** If considered an entry is worthy of a **Silver Award**.
- **70 and above:** If considered an entry is worthy of a **Gold Award**.

INDUSTRIES ELIGIBLE FOR CONSIDERATION IN ENTRIES.

Works from the following industries are eligible for consideration in the main categories.

1. Food and Consumable Products:

- Fruit, Vegetable, Rice, Pizza, Oil, Baby Foods, Milk, Butter, Margarine, Chocolate, Bread, Snacks, Ice Cream, Eatery And Savory Foods, Baby Food, Seasoning, Sweeteners and similar FMCG products.

2. Alcoholic Beverages:

- Beer, Lager, Wine, Champagne, Spirits, RTD Cocktails etc

3. Non-Alcoholic Beverages:

- Coffee, Tea, Malt Drinks, Fruit Drinks, Soft Drinks, etc.

4. Pharmacy and Healthcare Products:

- Drugs, OTC, Toiletries, Cosmetics and Beauty Soaps, Detergent, Toothpaste, etc.

5. Bank, Investment And Other Financial Communication:

- Banks, Bank Products, Debit and Credit Cards, Mortgage Finance and Housing Loans, Insurance, Pension and Retirement Plan Finance, Security and Stock Market (primary and secondary), IPO, Trusteeship and any other Financial Products/Services, Company Merger and Floatation

INDUSTRIES ELIGIBLE FOR CONSIDERATION IN ENTRIES.

Works from the following industries are eligible for consideration in the main categories.

6. Public, Political And Social Communication:

- Anti-Drug, Anti-Drink And Drive, Road Safety, Health and Hygiene Awareness, Political And Religious Messages, Government Policies Awareness, Association Union Awareness, Lottery etc.

7. Telecom Product/ Services:

- Mobile/Fixed Wireless Lines and Products, Internet Services, Recharge Cards, Mobile Devices and Related Telecom Services.

8. Corporate Image:

- Non-Product Based Company Image, Competition and Event Sponsorship, Masterbrand Campaigns, Season's Greetings and Relocation.

9. Travel, Tourism and Entertainment:

- Airlines, Train and Bus Companies, Ferry & Cruise Lines, Travel Agencies, Tourist Boards, Hotels, Resorts, City & Country Promotion. Leisure and Theme Parks, Gyms, Health & Diet Clubs, Sporting Events, Music Festivals, Exhibitions and Shows, Museums, Art Galleries, Cinemas And Theaters, Sports And Outdoor Equipment.

10. General Hardware, Equipment and Electronics:

- Televisions, Video Players, Audio & Video Tapes, Video Cameras, CD Players, DVD Players, Business Computers and Software, Photocopiers, Fax Machines and Office Furniture, Refrigerators, etc.

INDUSTRIES ELIGIBLE FOR CONSIDERATION IN ENTRIES.

Works from the following industries are eligible for consideration in the main categories.

11. Petroleum:

- Petroleum, Petrochemical Products, Lubricants, Liquefied Natural Gas, Up and Downstream etc.

12. Automobile & Vehicles:

- Cars including SUVs & 4-Wheel Drives, Pick-Up Trucks, Motorbikes, Tyres, Spare Parts and Accessories.

13. Promotions:

- All promotional campaigns

14. Miscellaneous:

- Textile, Fashion, Household Products and any other product not captured above.