



10TH
EDITION

Entry Kit

.Lisbon
Health



Welcome to the **Lisbon Ad Health**, the advertising festival of the Lisbon International Advertising Festival dedicated to the **Health, Pharma, and Wellness sectors!** We are delighted to have you with us.

This kit has been carefully designed to guide you through your journey, from submitting your work to achieving success in the competition and being awarded a Crow.

On this Entry Kit, you will find:

- 1 Regulation**
- 2 Prices and Discounts**
- 3 Payment Information**
- 4 Voting Process for Submitted Work**
- 5 Award Attribution**
- 6 Categories and Subcategories**
- 7 Tips for a Successful Application**

If you have any questions do not hesitate to contact us:

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1 Regulation

Lisbon Ad Festival

Please read the regulation carefully, as the default in following any of the criteria below could lead to immediate disqualification.

1. Submissions for the 2025 edition will open on **January 20** and close on **May 30**.
2. Each registered work must be publicly displayed between **January 2024** and **May 2025**.
3. Any work submitted to a previous edition of the festival may not be submitted in future editions to the same Category.
4. All works must be submitted exclusively through the festival's platform.
5. The same work can be submitted to more than one category and more than one of its respective sub-categories.
6. Whenever necessary, the organization may request proof of the existence of the pieces entered into the competition.
7. Participants authorize and are fully responsible for the display of the works entered into the competition.
8. Entries must be processed according to the instructions provided in this Entry Kit.
9. As the festival is an international competition, any materials that are not originally in English must be translated, either through subtitles or any other means deemed appropriate by the participants. The jury should be able to understand the messages of all pieces.
10. The Young Lisbon category is subject to a specific regulation available on the festival's website.
11. It is mandatory to submit a project presentation image with dimensions of 1920x1080px.



2 Prices and Discounts

1. The cost for each entry submitted is **€400 per category**. If the work is submitted by a Portuguese tax entity, a 23% Value Added Tax (VAT) will be added.
2. The cost for each entry submitted as a Campaign is **€450 per category**. If the work is submitted by a Portuguese tax entity, a 23% VAT will also be added.
3. There is a quantity discount for entries submitted by the same network or agency:
 - If **10 entries** are submitted, each entry will receive a **€50 discount** per category.
 - If **20 entries** are submitted, each entry will receive a **€100 discount** per category.
4. There are Early Crow discounts for works submitted in specific periods:
 - For works submitted between **January 20** and **February 14**, a **20% discount** will be applied.
 - For works submitted between **February 14** and **March 18**, a **10% discount** will be applied.



3 Payment Information

1. Payments can be made via PayPal or Bank Transfer. Payment details will be sent directly to the participants once they complete the submission process.

Payment Details:

Bank transfer

Magnisense Unipessoal LDA.

IBAN: PT50 0033 0000 45493712660 05

PayPal

info@lisbonawardsgroup.com

2. Proof of payment must be sent to the email address beatriz.goncalves@lisbonawardsgroup.com until the last day of submissions under penalty of the participants being disqualified.

3. The Festival is not responsible for any charges associated with bank transfers or PayPal transactions, as these must be covered by the participants.

4. PayPal charges a 5% fee, which must be paid by participants along with the submission fee.



4 Voting Process for Submitted Work

1. The submitted work will be evaluated in two stages: first by a **Grand Jury**, and then by an **Executive Jury**.
2. The Grand Jury is responsible for selecting the works that will form the shortlist by voting online on a scale from 0 to 5 points.
3. Once the Grand Jury has selected the shortlisted works for all categories, the Executive Jury will convene in Lisbon to determine the final winners, awarding Bronze, Silver, and Gold prizes, as well as the Grand Prix.
4. The Executive Jury is led by a Jury President, who is responsible for moderating the evaluation process and establishing the assessment criteria applied during voting. In the event of a tie, the President may be called upon to provide an additional decision.
5. Judges are not allowed to vote on works submitted by their own agencies or networks.
6. The Executive Jury has the authority to reassign a piece to a different category or subcategory whenever deemed appropriate.



5 Award Attribution

1. Entries will be awarded Shortlist, Bronze, Silver, Gold, and Grand Prize.
2. A work selected for the shortlist will not necessarily receive a Gold, Silver, or Bronze award. This also applies in cases where the work is the only one selected for the shortlist in a particular category.
3. There may be multiple Bronze, Silver, and Gold awards, as well as several Grand Prix in each category.
4. There are nine regions competing: North America; South, Central, and Latin America; Africa; Western Europe; Eastern Europe; MENA Region; Central and East Asia; South and Southeast Asia; and Oceania.
5. At the Lisbon Ad Health, an Agency of the Year award will also be presented. To determine the Agency of the Year, a scoring table will be used. Each Shortlist entry is worth 1 point, each Bronze award is worth 30 points, each Silver award is worth 60 points, and each Gold award is worth 120 points. A Grand Prix is worth 160 points.
6. The winners will be announced on June 13 through the festival's official website and social media channels.



6 Categories and Subcategories

Categories

1. Corporate image and insurance
2. Awareness, Fundraising & Advocacy
3. Device & Diagnostics
4. Pharmaceuticals
5. Beauty & Lifestyle
6. Wellness
7. Tech
8. Products & Devices
9. Over-the-Counter-Products, Services & Devices
10. Animal Health
11. Homeopathic & Natural Remedies

Sub-Categories

- Campaign
- Craft
- Print
- Radio
- Outdoor
- Direct
- Digital
- Mobile
- Activation
- Design
- Film
- Best use of Media
- Public Relations
- Events
- Branded Content
- Innovation
- Effectiveness
- AI
- Social Media
- VR
- Tech
- Best use of Influencers



6 Categories and Subcategories

File Types

1. Up to 10 Jpg
2. Up to 10 PDF
3. Up to 5 mp3
4. Up to 3 mp4

Note: Each file can be up to 50MB in size.



7 Tips for a Successful Application

1. Keep your uploaded files as small as possible.
2. When uploading files to the platform, keep in mind that the work will be assessed online. Therefore, the smaller the file, the quicker and easier it will be for the jury to access.
3. Select the categories and subcategories that best represent the aspect of the work you wish to highlight, and prepare your case accordingly.
4. The clearer you are about what you want to show the jury, the more successful you will be.
5. If presenting your work as a video case, keep it concise and to the point.
6. Be precise in your presentation. The shorter you keep the case and the overall message of the work, the better. Whenever possible, show results.
7. When submitting work, you can include aspects such as social media results (likes, shares, and views), spontaneous media coverage, and financial outcomes. If possible, these results should also be presented in a tangible manner.

Last but not least, if you have any questions, feel free to give us a call!

Our team is always here to assist you, so don't hesitate to contact us if you need help.

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