

# TENDER SPECIFICATIONS

## SEMPLE 2024

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Sempler is a media strategy competition that is part of the **Sempl** conference held on **14th and 15th November 2024** in Portorož, Slovenia. The conference and the brand are owned and organized by Media Pool.

### 1. ADEQUACY OF THE REGISTERED ENTRIES

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1. The tender is open for communication projects from any country.

2. Projects can be submitted by:

- agencies
- media
- advertisers
- production companies
- individuals

More than one applicant can be listed for each entry. The organizer shall make use of the data entered in the registration form for the purposes of the competition and the event.

3. The tender specifications must be complied with by all communication projects that have been completed in terms of content, execution and time between **1st January 2023** and **15th October 2024** and that have not yet participated in the Sempler competition.

4. **Entries must be submitted no later than 15th October 2024.** After **15th October 2024**, projects can no longer be withdrawn from the competition.

5. All registered projects must be carried out with the knowledge/consent of the owner of the product's or the advertised brand's brand/copyright.

6. Applicants shall be fully liable for the authenticity of the data in the registration form and the content of the registered entry. If the organizer determines that a registered project does not comply with the tender specifications or advertising profession standards, the project may be excluded from the competition whereby the applicant shall not be entitled to a refund of the registration fee. Exclusion from the competition shall be final. No appeal against the organizer's decision can be made.

## 2. COMPETITION CATEGORIES AND REQUIRED REGISTRATION ELEMENTS

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1. All registrations must be submitted via the [online registration system](#). Entries can only be registered and submitted online. All registrations must be in English only.
2. If an applicant registers more than one project for the same brand or the same client, a separate registration form must be filled in for each. The same applies for the payment of registration fees. There are no restrictions with regard to the number of categories a project can be registered for.
3. A registered entry is included in the competition as soon as all the required registration elements have been complied with. These may be altered by the applicant following submission until the final entry registration deadline at the latest. No further alterations shall be allowed afterwards.
4. Projects can be registered in eleven competition categories:

### **Strategic use of the media mix**

Campaigns that are strategic and ingenious in their usage of the media mix and communication channels. The jury will look for integrated campaigns that show a strategically and creatively strong implementation and the effective use of the media mix. The rewarded campaign should deliver excellent results in terms of ROI and a high level of involvement and engagement of the defined target group.

### **Innovative use of new media or a media format or communication channel**

This category includes new media and new media formats or communication channels that enable advertisers to achieve better, more innovative and more distinctive communication with consumers. Communication projects that innovatively use or upgrade the specifics of a certain medium or projects that creatively and ingeniously transform objects or factors that primarily have a different function into a medium or a communication channel.

### **Best targeted campaign**

The jury will reward projects that show excellency in identifying and reaching their specific target group. This category is open to all campaigns that can be proven to successfully identify and target a specific audience, either a demographic or with a specific nature (e.g. golf players, chocolate lovers etc.). The jury will focus on correctly implemented targeting, achieving a high response rate and the inclusion of the target group.

### **Best experiential campaign**

Projects that are successful and creative in establishing a direct, experiential way to consumers, through sensory perceptions or personal experience. This category includes



events, projections, sponsorship placement, guerrilla marketing, BTL activities, direct mail, etc. When done right, it provides a sound affiliation with the brand, product or service and can result in increased brand image, awareness and loyalty. The experiences can be virtual or physical.

### **Best use of the digital world**

Projects that creatively use all the opportunities of the digital environment, including web, mobile, tablets, IPTV, etc. The jury will reward the campaigns that show the most efficient and correct definition of the target group and are executed through the excellent use and combination of different digital platforms.

### **Best social media campaign**

Projects that showcase an innovative and creative approach in the fields of social media networks and are exceptional in understanding online consumer behaviour. The rewarded campaign should be very target-orientated and has to show fantastic results in terms of community-building, involvement, engagement and a high response rate from the target group.

### **Best use of mobile**

Campaigns that innovatively reach and engage consumers using any of the mobile channels. Any mobile media format will be considered, including mobile apps, mobile sites, mobile content or any other form of mobile advertising. The jury will be seeking campaigns that have used mobile platforms in a creative and engaging way to achieve excellent results based on clear objectives.

### **Best use of data or research initiatives**

Campaigns that provide evidence showing the influence of research (qualitative or quantitative) or the use of data on media planning, the use of media and implementation, as well as its impact on the outstanding campaign outcome. Pre- and post-campaign statistics should serve as a useful benchmark for the jury, who will also look for metrics such as lead generation or lead sales conversion, a reduction in CPA or an improvement of ROI. Data can be used to provide insights, to monitor and improve the progress of the campaign, for segmentation, targeting or re-targeting. The winning strategy must clearly showcase the positive impact of data on specific campaign results.

### **Best PR strategy or promotion**

The jury will award the best and most effective special promotional event, PR campaign or other support activity, created to achieve specific objectives, such as influencing public opinion, changing behaviour or (re)building brand perception. All these activities must be executed mainly through earned media and must have a significant and measurable impact for the brand, business and/or organization in terms of protecting and enhancing reputation or improving business or campaign results.



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### **Best technology approach**

The most effective, innovative and creative use of AI, AR, VR, app or other high-technology tool with the goal of achieving engagement and increasing brand recognition, brand loyalty or even increasing sales among the target group. Any high-technology tool can be used as a part of a campaign or as an individual strategy. The jury will focus on the innovative nature of the technology used and how it was used for the benefit of the brand.

### **Best use of influencer marketing**

This category is open to all campaigns that include an influencer, celebrity or ambassador as a part of a cross-channel, digital or social media marketing campaign. Integrations may include takeovers, partnerships, sponsorships or viral videos, among others. This award will place the spotlight on the very best influencer marketing campaign from the region, rewarding excellence in design, execution and development while showcasing creativity, innovation, clear KPIs and objective(s).

5. Applicants can submit parts of the same project or the entire project in several different categories, but must pay a separate fee.
6. The jury may decide to place a particular entry in a different category than selected by the applicant. The organizer informs the applicant about the change of category. The jury's decision is final.
7. Each registration must fulfil all the required elements in accordance with the instructions and restrictions. An incorrectly or incompletely completed registration shall be deemed incomplete and shall also be judged as such. The application contains a description and presentation of the project, which meaningfully and creatively complements and builds on the project description.
8. Each registered entry can be presented with one presentation only. You may choose a presentation in the form of a video or in the form of graphic material. elements in accordance with the instructions and restrictions.
9. The description must not include any logos, titles or any other representations that would indicate the identity of the project applicant or author. This does not apply in cases when the project applicant is also the client and used logos and/or titles related to the registered project.
10. A registered entry is included in the competition as soon as all the required registration elements have been complied with. These may be altered by the applicant following submission until the final entry registration deadline at the latest. No further alterations shall be allowed afterwards.

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11. The applicant is obliged to carefully review the entered data and the attached presentation in video format or graphic material. After October 15th, changes to the attached material will **NOT** be possible. Any amendments or additions to the description made after October 15th will be charged an administration fee of 70 EUR + VAT.

### 3. TECHNICAL REQUIREMENTS

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1. The project may be presented in the form of a video presentation or in the form of graphic material.
2. Video presentations should be compiled in MP4 format, a maximum of 3 minutes in length and a maximum of 30 MB in size, with a 16:9 aspect ratio. All audio (radio advertisements, etc.) and video (TV advertisements, etc.) materials must be included in the video presentation. If the video is longer than 1 minute, a shorter video (up to 1 minute in length) may be attached to be used at the awards ceremony if the entry is awarded. . In case the entrant does not submit a shorter version, the Organizer reserves the right to shorten the video at its discretion.
3. Graphic project presentations with accompanying textual descriptions (a few images and a description) should be compiled in a 16:9 aspect ratio and then converted and submitted in **PDF** format with a maximum size of 10 MB.
4. The project description must be written in English. If it involves displaying audio and video advertisements in the applicant's language, the applicant must subtitle them. The printed and other elements of the campaign must be adequately explained in English, unless the applicant judges that this is not necessary or makes sense.
5. Within the presentation of the project, the applicant must not include any logos, titles or any other representations that would indicate the identity of the project applicant or author. This does not apply in cases when the project applicant is also the client and used logos and/or titles related to the registered project.

### 4. JURY AND AWARDS

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1. Registered entries shall be judged by a professional jury composed of regional experts in advertising, marketing and communication. The jury shall be appointed by the organizer. Its work shall be subject to the Sempler Competition Jury Operation Instructions.
2. Judging shall take into consideration the following criteria:

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1. Media campaign concept
2. Appropriate targeting and understanding of the consumer
3. ROI - comparison between the defined goals and achieved results
4. An innovative approach in seeking (new) communication channels/approaches
5. The activation and motivation level of the target group through media strategy, implementation and execution

3. The jury shall decide in two rounds. In the first one, all the registered entries shall be assessed and reviewed. The jury shall select shortlisted finalists for each category. In the second round, the best entry shall be selected from among the finalists in each competition category and awarded the GOLDEN SEMPLER.

4. The absolute winner shall be selected from among all highest-ranking entries and awarded the GRAND SEMPLER.

5. The jury shall award the following:

- **SEMPLE DIPLOMA** (shortlisted entries)
- **GOLDEN SEMPLER** (victory in any of the competition categories)
- **GRAND SEMPLER** (best media strategy of the year)

## 5. REGISTRATION FEE & PAYMENT

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1. Registration fee for a single registered entry:

- until 20 August: €330 (+ 22 % VAT)
- until 10 September: €360 (+ 22 % VAT)
- until 15 October: €390 (+ 22 % VAT)

2. Benefits: if you submit four (4) works to the Sempler competition, the fifth (5th) be registered free of charge.

3. The applicant can pay the entry fee in two ways. With a payment card in the online application system (redirection to secure payment) or by proforma invoice. After successfully placing your order, you will receive an Order Summary with a payment deadline of eight calendar days to the e-mail provided in the application form. The invoice will be issued after the payment or eight days after receiving the Order Summary. The invoice must be paid within the legally determined deadline, otherwise we will issue a reminder and charge for it in accordance with the valid price list. Works

for which the registration fee is not paid by the time of the jury at the latest may be excluded from the competition by the organizer.

## 6. OTHER

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1. Any materials submitted as an entry in the competition become the property of the organizer and may be used for the sole purpose of promoting the conference and the SEMPLER competition.
2. The entrant authorizes the organizer to present the entries on the website [www.sempl.si](http://www.sempl.si) in the catalogue of winning entries.
3. The organizer reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) if the entry is shortlisted or a winner.
4. The organizer may need to contact the client in relation to any entry at the request of the jury at any time during the voting process, should any questions about the implementation or presentation of the work arise. In such cases, wherever possible, the entrant will be advised before this is done.
5. In the event of a complaint about any winning or shortlisted entry, the organizer reserves the right to request detailed documentation from all parties concerned, including the complainant, the entrants and the client.
6. A registered entry will not be considered complete until it has been paid for. The organizer does not accept responsibility for late entries.
7. The entry conditions must be strictly observed by all entrants. The completion and signature of the entry form imply the entrant's full acceptance of the competition rules. Non-compliance with any of the competition rules results in an entry's automatic disqualification.
8. Any decision made by the organizer in any matter relating to the SEMPL Conference is considered final and binding.

