



2021
GOLDEN LION
AWARDS

ENTRY KIT

Contents

- 01** About the Golden Lions
- 02** Awards Overview
 - 1. Event schedule and fees
 - 2. Entry Rules & Payment Guidelines
- 03** Award Categories
 - 1. List of categories and special prizes
 - 2. Submission guidelines
- 04** Promotion Agreement
 - 1. Authorization confirmation of logotypes, trademarks & other promotional materials
- 05** Copyright Agreement
 - 1. Publishing license
- 06** Judging Rules
 - 1. Judging and Selection Process
 - 2. Prizes and Certificates
- 07** Contact Us



GOLDEN LION AWARDS

Guided by the goals of finding new ways to add value to brands and businesses, to explore the future of video advertising and, above all, to highlight the most interesting creative efforts in the industry, the Golden Lion Awards recognize the very best in video advertising released during the past year (including multi-platform efforts) through a wide spectrum of categories and styles.

The Golden Lion Awards are competitive awards presented with the aspiration not only to celebrate the most relevant achievements of the year but also to remind advertisers and brand owners of the new exciting directions in which Chinese advertising is going.

On one hand, we want to paint a clear picture of what the Chinese advertising landscape looks like today while reflecting the exciting changes taking place in it. On the other, we want to bring attention to innovations taking place in China such as the country's leading role in the use of 5G technology and the incredible growth of video in multiple formats and platforms as an advertising medium, while also promoting the rising status of the country of China itself as a global hub for creativity and technology.

We are setting the standards for China's advertising scene, and with more and more global advertisers gaining interest, all eyes are on brand owners to see how they take advantage of what our market has to offer.

Welcome to join us!

Awards Overview

01 Event schedule and fees

2020/12/1-
2021/9/1
Call for entries
website is online

2021/9
Online Voting

2021/11/19
Awards Ceremony



2020/12/1-12/31 Early Bird
2021/1/1-2021/4/25 Full Fee
2021/4/26-2021/9/1 Late Entry

2021/10
Review and Award
Recipient Notification

Time for entries submission	December 1, 2020– September 1, 2021
End of selection and judging process	October, 2021
Time for audience awards online voting	September , 2021 – November, 2021 (Concurrent with the Awards Ceremony)
Awards ceremony	November, 2020

(If there are any changes on the schedule due to special circumstances, we will notify all our participants through our official channels in due time.)

Participation Fees

1. Entry fees

Award Categories	Time for entries submission	Awards Participant
Early Bird	2020/12/1-2020/12/31	300 USD/Category
Full Fee	2021/1/1-2021/4/25	380 USD/Category
Late Entry	2021/4/26-2021/9/1	450 USD/Category

2. Additional Fees

Every winner will receive only one free trophy and certificate. If the winner requires additional Golden Lion statuettes and certificates, the engraving and certificate printing fees of the added items are:

Trophy: 3000 RMB / Certificate: 200 RMB.

3. Tickets

The fees of award ceremony ticket will be announced later.

02 Entry Rules & Payment Guidelines

1. The submitted piece must be a commercial video advertisement produced in the context of a paid campaign and broadcast between **January 1, 2020 and September 1, 2020**. Advertisements for various media platforms and in varied video formats are accepted. All submissions must comply with the above production date limit and all provided data related to the piece must be true and reliable.
2. No relevant information (such as watermarks) about the participating party may appear in the advertising piece submitted for consideration.
3. The same piece can be submitted to multiple categories as long as it meets the requirements. An individual piece can receive multiple awards and the same participant can receive more than one award for different submissions. In the case of the same piece being submitted separately by different participants to different categories, one party might be notified of an award win without the other party receiving previous notice.
4. Entries that are not originally in Chinese language need to include an introduction in Chinese or English.
5. Please submit your video in MP4 format. The maximum size allowed for of a single piece is 1 Gb.
6. If your work is chosen as an award winner but the video quality cannot meet the usage requirements for broadcasting, we may invite you to re-send a better quality version to the Golden Lion Award Organizing Committee and authorize for the work to be used in subsequent promotional activities.

7. About the data provided with the submissions:

A. Participants in certain categories might introduce relevant information on the introduction of their pieces, including website visits, website hits, advertisement exposure, no. of clicks, Weibo/WeChat visits/comments/forwards, Weibo/WeChat fan growth numbers and so on. The Golden Lion Awards Organizing Committee recommends that participating companies provide accurate sources for the data mentioned such as their own back-end management stats or other information from a third-party (the name of the third-party is required in that case). Having the exact sources of the data will help the juries determine the value of the submission more objectively, so that an appropriate score can be given to it when deliberating.

B. All the entries that are eligible to receive an award (an annual grand prize, in gold, silver and bronze categories) must submit the relevant data of the piece in the content of the submission. If there is an unidentified data source or any data is missing, the Golden Lion Awards Organizing Committee has the right to request the participant to add the necessary information to their submission.

C. In the case that it is demonstrated that any participant works have committed data fraud, presented false verification information, or incurred in false reporting or forgery, the organizing committee will immediately withdraw any awarded prizes.

8. Regarding award winners' trophies and certificates:

A. The information on the certificate reflects the contents that were provided by the participant during submission.

B. Gold, Silver and Bronze winners will receive one Golden Lion statuette each.

Note: Additional trophies and certificates will be prepared after the awards ceremony. For more information, please contact awards@tvcbook.com.

9. Submissions are definitive and entry fees are non-refundable

Once the entry is submitted successfully (the information has been filled and the fees are paid), it is irrevocable and the entry fee cannot be refunded.

Payment Methods

(1. Submissions will only be considered complete and after all the registration information has been filled in and payment has been received.

2. If you need an invoice, you can request one online in the next 30 days after payment. It will be issued within 7 working days.)

Payment Methods for Overseas Participants:

1. Online banking/cash deposit transfer:

You can make a direct transfer to the Golden Lion Awards bank account (HKD and USD are accepted.)

Account information:

NAME: Guangzhou YoushiYunji Technology Co., Ltd.

ADDRESS: Room 2, No.26 Tuanjie Road, Yuexiu District, Guangzhou

BANK NAME: China Guangfa Bank, H.O.

BANK ADDRESS: NO. 713 East Dongfeng Rd. Yuexiu District,
Guangzhou Guangdong Province, China, CHN

BANK NUMBER: 9550880200678600130

SWIFT CODE: GDBKCN22

2. PayPal:

You can transfer the fees to our PayPal account: pm@tvbook.com
(transactions are only accepted in USD.)

Award Categories

01 List of Categories and Special Prizes

Creative and Production Categories:

Best 15 sec. Ad / Best Strategy / Best Copywriting / Best Production / Best Photography / Best Male Lead / Best Female Lead / Best Soundtrack / Best Voice-over / Best Editing / Best Coloring / Best VFX / Best Art Direction / Best Makeup & Costume Design / Best Director / Breakthrough Director Award / Best Micro Film / Best Promotional Film / Best Animated Ad / Best Socially Responsible Film / Best Video Advertisement

Industry Categories

Best Ad for Transport & Automotive / Best Ad for Food & Beverage / Best Ad for Network Technology / Best Ad for Financial Services / Best Ad for Beauty & Skin Care / Best Ad for Gaming / Best Ad for Fashion & Apparel / Best Ad for Home & Furniture / Best Ad for Real Estate & Tourism / Best Home and Office Appliances Ad / Best Ad for Mobile Phones & Digital Electronics / Best Medical Services and Insurance Ad (New)

Film & TV Categories

Best Product Placement / Best Promotional Film for TV & Film(New)

New Trends Categories

Best Mobile Ad / Best Video from an MCN Organization / Most Valuable Commercial Video from a KOL or Influencer / Best Advertisement on a Vlog / Best Promotional Video for Gaming

Commercial Categories

Award for the Most Commercially Valuable Endorsement / Best Brand / Best Advertising Strategy

(these categories only receive a Golden award)

Special Prizes

The Best Greeting to the Golden Lions

(This prize includes a cash reward and will be awarded according to the number of votes received on the "Inspiration" app.)

Non-categorized Awards

Jury Prize / Audience Choice Award

All successful submissions are automatically eligible for the Jury Prize and the Audience Choice Award.

02 Submission Guidelines

For Participants in China:

1. The submission must be completed online in the Golden Lion Awards website.
2. After the submission is completed, the organizing committee will contact the participating party by email to verify within 3 working days. If you have not received a response during that time, you can call 400-876-0103 or email us at awards@tvcbok.com to inquire about the status of your submission.

For Overseas Participants:

- 1. Download the Golden Lion Awards Entry Kit and Entry form from our website.**
2. Please send the Entry Form with all required materials and proof of payment before the submission deadline to awards@tvcbok.com. The organizers will then verify and complete the submission for you.
3. After the submission is completed, the organizing committee will contact the participating party by email within 3 working days. If you have not received a response during that time, you can call 400-876-0103 or email us at awards@tvcbok.com to inquire about the status of your submission.
4. A single work can be submitted for multiple categories.

Note: If the information on your entry such as subtitles, profile, etc. is not in Chinese or English, please translate the contents into Chinese or English before registering for the Awards.

In order to guarantee a successful entry, you must submit the information and pay the totality of applicable submission fees within the specified time and in accordance with the requirements. After the entry is formally submitted, the organizer will send a confirmation email to the address provided by you. After the submission is successful, you will not be able to modify any information.

Promotion Agreement

01 Authorization confirmation of logotypes, trademarks & other promotional materials

- Personal photos / Company logos and trademarks:

1. All award winners will be required to upload personal photos or company logos.

2. The photos are required in JPG format and the logos or other trademark materials in AI-compatible formats.

- Shout-out Videos

1. Any participating party can record a greeting video sending a shout-out to the Golden Lion Awards. Videos must include the category and award of the participant and finish by saying "We hope that the 2021 Golden Lions are a success, we are waiting for you! "

2. How to submit: Send your video + participant information (Company: Name of the Company + Participant's Name + Work Position / Individual: Name + Work Position) to awards@tvcbok.com

Authorization confirmation:

The information provided by the participants at the time of registering their submission, including personal photos, logos and other materials can be used by the organizers for promotion purposes.

Copyright Agreement

01 Publishing License

1. Copyright notice: Since all entries will be announced and displayed online, all participating parties should seek the consent of the advertiser or any other relevant parties before the entering the competition, and ensure that the use of the copyright of any pictures, videos, etc. involved in the submission can be granted for its use by the Golden Lion Awards (including but not limited to the uses of copyright, publication rights, broadcasting rights, trademark rights, patent protection, and other rights.) Participants must ensure that the above related rights are not restricted by any third parties.
2. Once submitted, all entries will be automatically regarded as being handed over to the Golden Lion Award Organizing Committee for display, promotion and other purposes related to the Awards. The Organizing Committee may use the submissions for the purposes of research, publication, distribution and promotion of the Awards without any of this being considered infringement or disclosure. If there is any inconvenient data or content, we request that it be removed before submission. If any dispute arises due to the copyright of the entry, it will be handled only by the submitter who will assume full legal responsibility.
3. The Golden Lion Awards Organizing Committee has the final interpretation right of this agreement.

Judging Rules

01 Judging and Selection Process

1. All successful entries will immediately enter into our review process.

The jury will go through several rounds of selection and finally decide on the winning entries before the Awards Ceremony (except for the Audience Choice Award and The Best Greeting to the Golden Lions Prize.)

2. All entries are eligible for the online voting that decides the

Audience Choice Award.

3. The Best Greeting to the Golden Lions Prize will be awarded

according to the number of votes received on the "Inspiration" app.

Download the "Inspiration" app: <http://t.tvcbook.com/t/5RJ9On>



02 Prizes and Certificates

1. Engraving of the trophies (Golden, Silver and Bronze Lion statuettes) will be carried out after the awards ceremony. The engraving and certificate printing fees are:

Trophy: 3000 RMB / Certificate: 200 RMB.

2. Award certificate and trophy:

A. The award information engraved on the certificate and on the Golden Lion statuette defaults to the information that the participant filled in at the moment of registration.

B. Gold, Silver and Bronze winners will all receive a statuette.

C. Each winner also obtains a certificate.

Note: The engraving and printing of trophies and certificates will be carried out after the awards ceremony. All shipping fees shall be covered by the participants themselves. If you have any questions, please contact us at awards@tvcbok.com

02 Prizes and Certificates



Certificate Sample



Contact Us

For general inquiries you can contact us at:

Email: awards@tvcbook.com

Tel: 400-876-0103

Venetachu

E-mail: venetachu@tvcbook.com

Phone: 18902226760

David

E-mail: david@tvcbook.com



Remarks: in case of any discrepancy between the Chinese version and the English version, the Chinese version shall prevail.