

ADMAP

The Admap Prize 2016

Terms & Conditions

Please read this agreement before you submit your completed entry form to the Admap Prize 2016. By submitting your entry form, you agree to be bound by these Terms & Conditions, which represent a legal agreement between you and Warc Ltd (“Warc”).

1. The Admap Prize 2016 (hereafter “the Admap Prize”) is open to any individual or group involved in brand communications in any country, industry sector or discipline.

2. The Admap Prize is free to enter.

3. To enter the Prize, entrants must complete the online registration process and send us via email a completed Admap Prize entry form before the Prize deadline. The Prize deadline is **February 15th, 2016**.

Please follow @colin_admap on Twitter and *Admap* magazine in print or on the iPad (you can subscribe at www.warc.com/myadmap) for updates or refer to the Admap Prize site online at www.warc.com/admapprize2016. Submitting incomplete or false information or failing to meet the final deadline could result in your entry being rendered ineligible for the Admap Prize.

4. Multi-authored entries are eligible for the Admap Prize. Multi-authored entries – submitted either by different individuals within the same company or by combinations of different companies – should be clearly labelled as such on entry forms and during the online registration process. Only one cash prize of \$5,000 will be awarded to a winning entry.

5. The Admap Prize will be awarded to the essay, in the opinion of the judges, which best addresses the topic: **How should marketing adapt to the era of personalisation?** The arguments made in addressing the topic should be supported by examples/evidence.

6. Judges will score essays for the quality of their ideas, argument, evidence and writing style. Essays should be submitted in the English language and be between 2,000 and 2,500 words long. The essay should be original, unpublished and should represent the author’s own thinking. Entries should be written and submitted in the style of an essay on the official Entry Form as a Word document, and not, for example, as a Powerpoint presentation. Charts and supporting graphics may be submitted as separate files, but it is not obligatory to include them and the entry will not lose points if none are submitted.

Judging will be based on:

- The strength of the idea (25%)
- The arguments made in support of the idea (25%)
- The evidence that supports the arguments (25%)

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- The writing style – the way in which the idea, arguments and evidence are presented, how well they are communicated to the reader and how readable is the essay (25%)

Note: In judging, allowance will be made for authors for whom English is not their first language.

7. There is no upper limit on the number of Admap Prize entries that can be submitted by an individual or group. Entrants must send separate entry forms for each entry.

8. The adjudged best essay will be awarded the Gold award in the Admap Prize and the \$5,000 cash prize. The second and third best essays will be awarded Silver and Bronze awards respectively. All three awarded essays will be published in a special edition of *Admap* magazine and online at www.warc.com. Other essays Commended by the judges may also be published in *Admap* magazine and online at www.warc.com. Other entered essays that are shortlisted or considered suitable for publication may be published online at www.warc.com.

9. Warc will not be held responsible for any incorrect or incomplete entries. During the judging process, Warc may ask entrants to clarify information or answer supplementary questions. Entrants will be asked to supply answers within five working days of receipt of Warc's request.

10. The judges' decision is final and no correspondence will be entered into regarding their decisions.

11. By registering online and submitting an entry form, entrants will be assigning the copyright in their entries to Warc Ltd for the full legal term of copyright and any renewals/extensions thereof. They will also be affirming that entrants have the authority to assign this copyright. This includes granting Warc Ltd the exclusive right to reproduce and/or distribute the entry throughout the world in all languages in printed, electronic or any other medium, and to authorise others to do the same. Warc will give full consideration to all requests by entrants to be able to make subsequent use of any Admap Prize entries that are not published in Admap or on Warc.com, or extracts from entries for marketing purposes.

12. Since entries deemed suitable may be published online at www.warc.com, entrants should obtain client approval for any non-copyright client-related material, which they include in their submission before they submit their entry.

13. Entrants will warrant (i.e., promise) that their entry is the original work of the author(s). If it contains material which is someone else's copyright, they will warrant that they have obtained the unrestricted permission of the copyright owner.

14. Entrants will warrant that their entry does not contain anything which is libellous, unlawful, offensive, harmful, infringes the rights of others, or is a breach of a duty of confidentiality.

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15. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Acts 1988, and Warc Ltd will ensure that entrants' names are always clearly associated with the entry.

16. By agreeing to the Terms & Conditions, entrants will consent to be identified as entrants, and to feature in post-Admap Prize publicity celebrating Admap Prize entrants.

17. By agreeing to the Terms & Conditions, entrants will consent to receive communications from Warc regarding Admap Prize updates, and other relevant Warc editorial developments.

18. Nothing in these terms shall oblige Warc to publish any entry. In the event of any breach or alleged breach of the obligations, warranties and/or representations in these terms then, without prejudice to Warc's other rights and remedies, Warc may: (i) remove or delete an entry from any website or other medium on which it is published; and/or (ii) disqualify an entry from the competition.

19. Entrants agree to defend, indemnify and hold Warc, its officers, directors and employees harmless from and against any third party claims, alleged claims, demands, losses, damages, liabilities, expenses (including legal costs), judgments, actions, causes of action, made or brought against or incurred by Warc in connection with paragraphs 12 and 13 of these Terms & Conditions.

20. Warc shall provide the Entrant with prompt written notice of any Claims and shall provide Contributor with reasonable assistance and cooperation in the defence of any Claims at the Entrant's sole cost and the Entrant will have sole control over the defence and settlement of any Claims.

21. Warc's maximum aggregate liability to the Entrant under or in connection with this Agreement, whether in contract, tort (including negligence) or otherwise, shall in no circumstances exceed \$10,000.

22. This Agreement will be governed by the law of England and Wales. The Courts of England and Wales will have exclusive jurisdiction over any disputes arising under this Agreement

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