CICCLOPE Asia Pacific



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CICLOPE Asia Pacific is a regional edition of the global **CICLOPE** Awards; the ultimate benchmark of excellence in craft across film, advertising, and digital production.

It is the leading Awards show in the region dedicated to honoring the people behind the craft; and is an annual celebration of the very best of the year's commercials, music videos and short films.

CICLOPE Asia Pacific Award-winners set a gold standard across almost 20 different categories including Direction, Cinematography, Editing, Animation, Visual Effects, and Music among others.

Entries are open for 2025, so enter your work now for the chance to set this year's benchmark of excellence in craft across the Asia-Pacific region.

KEY DATES





26 February 2025

ELIGIBILITY DATES

1 May 2024 - 18 April 2025

DEADLINE

18 April 2025

SHORTLIST ANNOUNCEMENT

7 May 2025

LIVE EVENT & AWARDS CEREMONY

TBC

THEJURY

CICLOPE Asia Pacific's Jury Panel is a diverse group of highly-respected members of the industry, including creatives, producers, directors, and marketing professionals from all around the world. In 2025, CICLOPE Asia Pacific's judging process will be completely online and will consist of two rounds:

During the first round the Executive Jury will watch and rank the entries on CICLOPE's online platform. The highest ranked entries in each category will create the Official Shortlist.

In the second round of judging, the Executive Jury will discuss the Finalist pieces on two videocall meetings and award the best entries in each category. The Executive Jury will also have the chance to award a Grand Prix to the best work in the competition.

The commitment to excellence in craft;

Daring creativity that explores new frontiers and embraces unconventional methods;

Meticulous details that acknowledge comprehensive excellence in all facets of production;

Seamless fusion of craftsmanship and ideation;

The mastery of specialised techniques and how these elevate the core idea, promoting creativity and originality;

Innovative approaches that challenge norms, fostering bold creativity and fresh industry perspectives.

The aim of the judging is to select films that not only meet the industry standards but also inspire, setting new benchmarks and embodying CICLOPE Asia **Pacific's** dedication to excellence and innovation. Jurors are strictly requested to be objective and unbiased when judging the work, and must abstain from voting on the work submitted by themselves or their companies.

AVARDS





Projects that showcase excellence, deserving of acknowledgment. The work of Finalists creates the year's Shortlist.



Work that sets the new benchmark for excellence in craft. One Winner is awarded per category.



Outstanding work that stands out with unparalleled craftsmanship and innovation, across all categories. Only one Grand Prix can be awarded.

AVARDS



WHO CAN SUBMIT?

At **CICLOPE Asia Pacific** we celebrate the people behind the craft. Any production, post production, digital, music and editorial companies can submit their work to the Awards. Independent professionals and advertising agencies from all over the APAC region may also enter. Though please note, that in the case of winning work submitted by the latter two, the

company that has produced the piece will be credited first.

TO BE ELIGIBLE, ENTRIES MUST HAVE BEEN:

- 1. Companies/professionals based in the Asia-Pacific region contributing to work to be broadcast in any country in the world. For example, an editing company in Japan cuts a commercial produced by a German production company for European broadcast. The film can be entered into Editing. Or...
- 2. International companies/professionals, as long as the production company and/or director behind the project are based/were born in the Asia-Pacific region. For example, a British music company adapts a song for a commercial directed by an Australian filmmaker. The film can be entered into Music.

The work must have been commissioned by a brand, including nonprofit organizations. Pieces that have not been produced for advertising purposes, are only eligible to participate in the Special Categories section. Only films up to 20 minutes can be entered at **CICLOPE Asia Pacific.**

SPECIAL ANARDS





This award is open to production companies which have been credited in 2 or more shortlisted commercials, music videos or short films. The ranking is calculated using Production Company credits across all Awards categories. Offices under the same ownership/parent group will be considered as one company.



This award is open to agencies which have been credited in 2 or more shortlisted commercials, music videos or short films. The ranking is calculated using Advertising Agency credits across all Awards categories. Offices under the same ownership/parent group will be considered as one company.



This award is open to directors who have been credited in one or more shortlisted commercials, music videos or short films. The ranking is calculated using Direction credits across all Awards categories.



This award is open to brands which have been credited in one or more shortlisted commercials, music videos or short films. The ranking is calculated using Client credits across all Awards categories.

SPECIAL ANARDS

As well as awarding the best entries in each category, **CICLOPE Asia Pacific** also honors the region's most successful performances of the year. Taking into consideration the Jury's final ranking, **CICLOPE Asia Pacific** gives Special Awards to the:

Production Company of the Year

Advertising Agency of the Year Director of the Year Brand of the Year (New)

The ranking calculation is based on all finalist entries and awards won by a credited company. According to the points system, each company receives:

7 points for a Grand Prix win 3 points for a Category win

1 point for a Finalist position

IMPORTANT:

The scores are calculated based on the information provided by the entrant companies; it is their duty to ensure the correct companies and individuals are appropriately credited.

Contact <u>our team</u> for more details on our Special Awards.

CATEGORIES (BRAND CONTENT*)



ANIMATION

The Jury will evaluate the talent of the artist in the creation of characters, elements or motion that have been produced in 2D, 3D, Traditional, Motion Graphics, Stop Motion and/or Mixed Media. Character and Creature animation should be entered in this category.

We recommend entrants in this category to upload a separate breakdown (max. 2 mins long) of the work. If provided, supporting material MUST NOT include any credits or logos of the company that created the work.

CASTING

The Jury will consider the casting director's skills in selecting actors to play the main roles in the film, and the actor / actress's skills to invoke a captivating performance, and their contribution to the piece. The use of voice performance and narration will also be taken into consideration as an important aspect of the success of a film.

CINEMATOGRAPHY	The Jury will evaluate the cinematographer's artistic view and technical skills in the construction of a unique visual style, considering aspects such as shot composition, lighting, camera angles, movements, and textures, among others.
DIRECTION	The Jury will evaluate the vision and the storytelling skills

DIRECTION 60 SECONDS AND UNDER

The Jury will evaluate the vision and the storytelling skills of the director, as well as the elements used in the film, such as the shot composition, lighting, production design, casting, location, wardrobe design, and remaining filmcraft related aspects. Films up to 60 seconds are eligible in this category.

CATEGORIES (BRAND CONTENT*)



DIRECTION FROM 60 TO 120 SECONDS

The Jury will evaluate the vision and the storytelling skills of the director, as well as the elements used in the film, such as the shot composition, lighting, production design, casting, location, wardrobe design, and remaining filmcraft related aspects. Films from 60 to 120 seconds are eligible in this category.

DIRECTION OVER 120 SECONDS

The Jury will evaluate the vision and the storytelling skills of the director, as well as the elements used in the film, such as the shot composition, lighting, production design, casting, location, wardrobe design, and remaining filmcraft related aspects. Films over 120 seconds are eligible in this category, but please respect the 20 minute time limit!

EDITING

The Jury will evaluate the creative contribution of the editor to the idea, via the selection of the best shots, the pacing of the film, and the assembling of visuals, dialogue, music, sounds or any other element present in the film that creates a consistent piece work.

IDEA COMMERCIAL

This category is introduced to recognize the creative craft in commercial films produced to be broadcast in TV, cinema, online platforms, social media and out-of-home experiences. The Jury will award the agencies, companies and/or creatives behind fresh, bold and effective film advertising ideas.

In addition to the work, companies must upload a PDF file summarizing the brief, execution, and results (max. 3 pages) of the project. Supporting material MUST NOT include any credits or logos of the company that created the work.

*Commercials and Brand Films up to 20 minutes, created for any media, can be entered in this section.

CATEGORIES (BRAND CONTENT*)



IDEA LIVE EXPERIENCE

This category recognizes exceptional creativity in out-ofhome experiences developed to captivate audiences and consumers in a physical environment (including retail, exhibition spaces or art installations), with the purpose of advertising a brand or product.

All entrants in this category must upload a case video (max. 2mins long) to demonstrate and better explain the concept and development of the final project. Supporting material MUST NOT include any credits or logos of the company that created the work.

MUSIC

The Jury will evaluate the intelligent and creative use of sound and music applied to any film advertising format. This includes the creation of a new piece of music – instrumental or vocal– as well as the use or reworking of pre-existing music (e.g. remixes or cover versions). The Jury will focus on how well sound and music help tell the film's story, as well as the composition or adaptation itself, in terms of originality, arrangement & production. Sound Design will also be evaluated in this category.

PRODUCTION DESIGN

The Jury will consider the production design and art direction that inform the visual style and overall look of the film. Set design, location, other visual elements developed for the project will be considered.

VISUAL EFFECTS

The Jury will evaluate the integration of the visual elements (images, film or text) captured by a camera and those made by the use of a computer (CG), including color grading, composition, computer-generated works, practical effects and/or the use of XR.

We recommend entrants in this category to upload a separate breakdown (max. 2 mins long) of the work. If provided, supporting material MUST NOT include any credits or logos of the company that created the work.

*Commercials and Brand Films up to 20 minutes, created for any media, can be entered in this section.

CATEGORIES (SPECIAL CATEGORIES*)



FASHION & LUXURY	Short films commissioned by fashion, beauty and luxury brands, up to 20 minutes long for broadcast in any media, are eligible for this category.
	The Jury will evaluate the vision and the storytelling skills of the director, as well as the elements used in the film, such as the shot composition, lighting, production design, casting, location, wardrobe design, and remaining film- craft related aspects.
BRANDED COMEDY (NEW)	The Jury will award the best comedic commercials and branded content, focusing on the script, performance, and the overall direction of the film.
	Films created for songs with promotional or artistic

MUSIC VIDEO

Films created for songs with promotional or artistic purposes, up to 20 minutes long for broadcast in any media, are eligible for this category. The Jury will evaluate film-craft aspects such as direction, cinematography, production design, editing, and visual effects among others.

NEW TALENT IN DIRECTION

The purpose of this category is to introduce emerging directing talent to the world. The Jury will evaluate the narrative and aesthetic innovation skills of upcoming directors, in any kind of short-form films: commercials, music videos, fictional films and documentaries, both in live action and animation.

To be eligible in this category, directors must be up to 30 years old and/or have had less than two years experience as a director. The organization and/or the Jury, if necessary, will have the right to request proof in any stage of the contest.

As proof of age and experience, the entrant will have to upload an ID and a short summary of their professional experience.

CATEGORIES (SPECIAL CATEGORIES*)



SHORT FILM

Any non-branded short film (fiction, documentary or experimental; live action or animation) up to 20 minutes can be entered in this category. This includes experimental films that explore alternatives to cinematic and take storytelling to the next level.

The Jury will evaluate the talent and storytelling skills of the director, as well as the visual elements used, such as the set design, the location, and the wardrobe, the shot composition, lighting, casting and remaining film-related aspects.

LOW BUDGET

All short-form films (commercials, music videos, fictional films and documentaries; live action and animation) made with limited resources for broadcast in any media may enter this category. Please note that the production budget must be under USD 30,000.

The Jury will evaluate film-craft aspects such as direction,

cinematography, production design, editing, and visual effects among others.

To enter this category, entrant companies must submit a PDF file stating the total production budget.

HOW TO SUBMIT



Entering **CICLOPE Asia Pacific** is easy. Start by clicking **here** then follow the below guide:

1. ACCESS YOUR ACCOUNT

A. CREATE YOUR ACCOUNT

If you are a new user, please register by clicking on the button Create your account. Once you have created your account, log-in to CICLOPE's submission platform.

B. OR: LOG IN

If you are a registered user, please log in using the same user and password as last year to enter CICLOPE Asia Pacific's submission platform.

2. CREATE AN ENTRY

A. SECTION

Choose the appropriate **Section** for your entry. Either Brand Content or Special Categories.

Once you are into the submission system, click on the button Create an entry.

B. CATEGORY

Choose the appropriate **Category** for your entry. Once this is done, you will not be able to change it. (If you would like to change the Section and / or Category of your entry you will need to create a new entry with the correct details.)

D. PROJECT SUMMARY

Fill in all **credits** carefully, making sure all names, surnames and company names are spelled correctly and are entered in the right field. Once you have entered all fields, click on Create an entry.

Supply a short description outlining the project's brief, the reason specifying the choice of category, and any other key information you feel we should know. It should be maximum 300 words long, written in English. The summary will not be judged or shared publicly, it is for internal use only.

E. UPLOAD MATERIAL

i) Upload the **Thumbnail Image** to illustrate your work (the image will only be used as a reference and will not be judged.) ii) Next, upload the exact Media video you are SUBMITTING IN THE COMPETITION iii) In some categories, you can also upload a PDF file or supporting visuals to give more information about the project to help the jury understand the work. Important: this will be a mandatory requirement in the Ideas category. iv) Once you have uploaded all the necessary media, click **Proceed.**

3. FINALIZE YOUR ENTRY

To finalize the entry, just check the tick box next to your nomination(s), accept the Terms and Rules and click on Submit.

You will be automatically redirected to a safe automatic payment system where you can pay by credit card or via bank transfer.

SUBMISSION REQUIREMENTS

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PLEASE READ CAREFULLY THE FOLLOWING REQUIREMENTS BEFORE SUBMITTING YOUR WORK.

• Entries must remain **anonymous**, so please **remove all credits** and the entrant company's logos before uploading the media. There is no need to remove the client logo.

• Participants must include **English subtitles** in their entries, as the jury will be formed by professionals from all over the world, except in the Music Video category.

Only entries aired between 1 May 2024 - 18 April
2025 are eligible.

• If you wish to enter a **campaign**, keep in mind multiple films should be entered separately.

• Note that if you want to enter the **same film in different categories** you will need to create a new entry each time. There is no need to upload the media again, you will find it in "My Media".

• If there is a **credit** that is not pertinent to your film, please fill in the space with a N/A.

• Note you will be able to modify the credits until the deadline date.

• CICLOPE Awards team is not responsible to fill in or correct credit mistakes.

SUBMISSION REQUIREMENTS

MEDIA REQUIREMENTS

MEDIA VIDEO

This is the piece of work you will submit to the Awards for the Jury to evaluate. This file is mandatory to complete your submission.

Files should be MPEG4, MPEG2 or MOV files.

- Recommended compression rate 15-20MB.
- Maximum file size 1GB.
- PLEASE, do not include any special characters (& / * / ^{cc} ²⁹ / !) in the name of the file, as it will not upload.
- The complete piece should be no longer than 20 minutes.

THUMBNAIL IMAGE

This image will only be used as a reference and will not be judged. This file is mandatory to complete your submission.

- High-res still from the video, it should illustrate the work submitted.
- At least 1920 pixels long.
- Maximum file size 5MB.

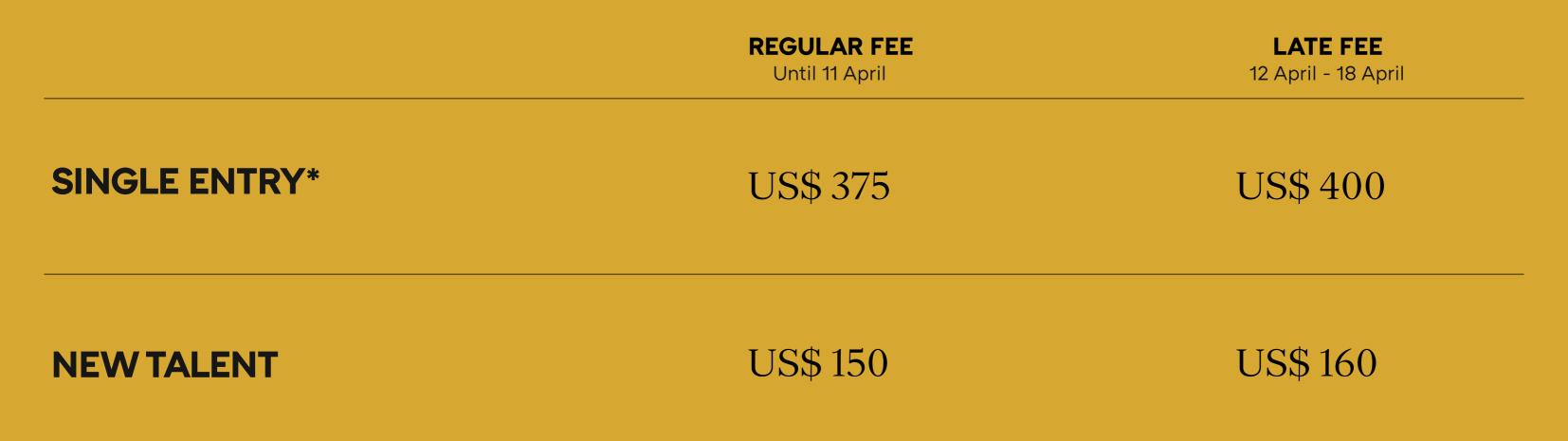
ARE THERE ANY OTHER REQUIREMENTS FOR SUBMITTING MY WORK?

Yes, all entrant companies should include a brief description of the project (max. 300 words, written in English) alongside their submission, in order to help the Jury gain better understanding of the work they're judging.

The supporting material can be uploaded while completing your submission in the entry platform.

ENTRY FEES





* Any single category (for example, Cinematography) except New Talent.

PAYMENT METHOD

Payment can be made by credit card (VISA, MasterCard & American Express) or via bank transfer.

Entry fees are in US dollars only.

If you have any issues while completing your payment, please **<u>get in touch</u>**.

Once you have finalised you submission, entry fees are non-refundable under any circumstances. In case of withdrawn entries, either by the entrant company or by the Festival's Awards team, due to entrants not abiding by the Terms and Rules, there will be no refund or discount.

TERMS & RULES 2025



PLEASE NOTE: Winners at CICLOPE Asia Pacific are no longer automatically included as a Finalist in CICLOPE Festival, the global awards show that takes place in Berlin.

Please make sure that you read through all of our Terms & Rules before you submit your work to the festival.

1) CICLOPE Asia Pacific honors the most well-crafted work in the Asia-Pacific region. To be eligible, entries must have been:

- Companies/professionals based in the Asia-Pacific region contributing to work to be broadcast in any country in the world. For example, an editing company in Japan cuts a commercial produced by a German production company for European broadcast. The film can be entered into Editing. Or...
- 2. International companies/professionals, as long as the production company and/or director behind the project

4) The registration of the pieces, as well as the payment, has to be made exclusively through the online registration system of the festival. The piece/s will only be considered registered after the uploading process is complete and the corresponding payment has been done. **Important: Entry fees are not refundable under any circumstance**.

5) The registered pieces must count with the authorization of the advertiser, the agency and/or the owner of the reproduction rights of the work. With exception of the projects of public welfare or charity, all the pieces must have been made for a brand at a valuable cost. It is the participant's sole responsibility to comply with this rule. The festival shall not be held accountable for any type of responsibility that may arise in the shape of legal claims of third parties for this or any other motive related to the intellectual property or reproduction rights of the work.

are based/were born in the Asia-Pacific region. For example, a British music company adapts a song for a commercial directed by an Australian filmmaker. The film can be entered into Music.

The work must have been commissioned by a brand, including nonprofit organizations. Pieces that have not been produced for advertising purposes, are only eligible to participate in the Special Categories section. In any case, only films **up to 20 minutes** can be entered at **CICLOPE Asia Pacific.**

2) Are welcome to enter their work production companies, post production companies, editing houses, music production companies, independent professionals and advertising agencies from all over the world, as long as they comply with the provisions of point 1).

3) CICLOPE Asia Pacific promotes the participation of all countries, which gives the festival an international profile. Since the Jury panel will be formed by professionals from all over the world, English has been established as the official language. The piece can be registered in any language, but **ENGLISH SUBTITLES ARE MANDATORY**, except in the Music Videos category.

6) Entries to CICLOPE Asia Pacific should remain

anonymous to the jury members, and should not include any credits or logos from the production companies or creative agencies involved. In case an entry includes credits, the organization will get in touch with the entrant company and ask to remove the info. In case of no reply, **CICLOPE** reserves the right to disqualify the entry without notification. Entry fees for disqualified entries **will not be refunded**. <u>This also</u> <u>applies to any supporting material</u>.

7) CICLOPE Asia Pacific's entry deadline is Friday 18 April, 2025. The pieces must have been broadcasted for the first time between 1 May, 2024 and 18 April, 2025.

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TERMS & RULES 2025

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8) The organization, and/or the jury, if necessary, will have the right to request proof of emission in any stage of the contest, and the participant will be complied to submit it in a maximum time frame of 72 hours. If the event proof is not provided before the deadline, the piece will be automatically disqualified.

9) Pieces that have been submitted for the last edition of **CICLOPE Festival**, the international competition held in October 2024, are able to participate. On the other hand, pieces that have been submitted in other **CICLOPE** regional shows cannot be submitted in this edition of **CICLOPE Asia Pacific 2025.**

10) For the New Talent in Direction category, directors must have been born or be based in Asia-Pacific, be up to 30 years old and/or they must have had less than two years of professional experience as directors. The organization will have the right to ask for a proof if necessary. **15)** In case the organization confirms the piece does not comply with the before mentioned requirements, or any other expressed in the present rules and conditions, at its sole discretion it will exercise the right to automatically remove or disqualify the piece without the need of compensation or severance pay to the participating company or person.

16) CICLOPE Asia Pacific's judging process consists of three rounds. In the first round the Executive Jury watch and rank all entries on **CICLOPE**'s online platform. The bestranked entries in each category will be considered finalists and will be published in the shortlist on May 7th, 2025. In the second round of judging, the Executive Jury discusses the finalist pieces on a video call meeting and awards the best work/s in each category. In a third and last round, the Executive Jury can also award a Grand Prix for the best work of the year in the competition.

17) The Jury reserves the right not to award any of the

11) The organization and the Jury, at its sole discretion and when considered necessary, will have the right to disqualify or change pieces to a different category from the one originally registered, without refund of any kind and without the need of communicating it previously.

12) The jury will only evaluate the film craft in single pieces, so multiple films in a campaign should be entered separately.

13) With the purpose of promoting the festival, and when considered appropriate, the organization is authorized to project and/or publish in public or private presentations the registered pieces free of charge, without the need of any type of compensation to third parties.

14) The participant declares to own the broadcasting rights of the work. Also, the participant holds the festival unaccountable from all third party claims (this includes individuals and/or companies).

categories, if the panel considers the quality of the work submitted does not meet a minimum standard.

18) All entries will be judged, and all winners will be announced on a live awards ceremony. Winners who can not attend the ceremony will receive their trophies by courier.

19) Every piece submitted to **CICLOPE Asia Pacific 2025** is eligible to participate in **CICLOPE Festival 2025**, the international award show to be held in October.

20) The Special Awards and the final ranking published by **CICLOPE Asia Pacific** at the end of the event are based on a points system where a company receives 1 (one) point for a finalist submission, 3 (three) points for an award and 7 (seven) points for a Grand Prix. Take into account that every credited company will earn points.

21) All schedules and line-ups are subject to change without prior notice.

GET IN TOUCH

For more information check out our website asia.ciclopefestival.com

Please don't hesitate to contact us if you have any further questions.

GENERAL INFORMATION info@ciclopefestival.com

AWARDS SUPPORT awards@ciclopefestival.com

For more information on CICLOPE please subscribe to our newsletter and follow us on social media.

CICCLOPE Asia Pacific