

# CICLOPE

Entry Kit  
**2025**

7 - 9 October  
**BERLIN**

# INDEX



01.	ABOUT
02.	WHY ENTER
03.	KEY DATES
04.	THE JURY
05.	THE PROCESS
06.	THE AWARDS
07.	SPECIAL AWARDS
08.	SECTIONS & CATEGORIES
	I. PRODUCTION
	II. POST PRODUCTION
	III. ANIMATION
	IV. SOUND & MUSIC
	V. MUSIC VIDEO
	VI. SPECIAL CATEGORIES
	VII. IDEAS
	VIII. INNOVATION
09.	HOW TO SUBMIT
10.	SUBMISSION REQUIREMENTS
11.	MEDIA REQUIREMENTS
12.	FEES AND PAYMENT
13.	TERMS AND RULES
14.	GET IN TOUCH

# ABOUT



**CICLOPE** is home to those who believe in the **power of craft**.

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A platform for the global creative community within the advertising and entertainment industries to gather and be inspired, elevate their work and drive positive change.

Through the annual Awards show and Festival in Berlin, and two regional events in Latin America and Asia-Pacific, CICLOPE unites thousands of directors, producers and creatives through a shared appreciation of exceptional craft, and gives them the power to create a future-proof, inclusive, sustainable and humane creative industry.

# WHY ENTER



**CICLOPE** Award is the ultimate benchmark of excellence in craft, and the leading industry award dedicated to honoring the people behind the craft.

“This Festival focuses on craft, and craft alone. I leave CICLOPE every year more inspired than when I arrived, and that inspiration comes from basking in the incredible work submitted from around the world.”

**Carol Dunn**, Managing Director, **Barking Owl**

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“Our wins at CICLOPE completely changed my career. Other festivals came and went, but really all we cared about was getting into CICLOPE; the blind judging eliminates a lot of the industry politics, so we felt our small, donated-time production would have a higher chance of creating waves.”

**Tanner K Williams**, Director, **magna studios**  
2024 Winner - New Talent in Music Videos

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“Just because it’s easier than ever to create something, doesn’t mean it’s easier than ever to create something good. All the work awarded here has one thing in common - and that’s craft.”

**Bianca Guimaraes**, ECD & Partner, **Mischief**

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# KEY DATES



## CALL FOR ENTRIES

22 April - 15 August

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## ENTRY DEADLINE

15 August

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## ELIGIBILITY DATES

24 August, 2024 - 22 August, 2025

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## SHORTLIST ANNOUNCEMENT

25 September

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## AWARDS CEREMONY

9 October

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# THE JURY



A highly curated jury panel made up of industry experts and thought leaders.

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**CICLOPE** Jury members are some of the most prestigious professionals in the global advertising and entertainment community. Leading international voices from all disciplines, the jury includes a range of experts from directors, producers, creatives and marketers, to cinematographers, editors, VFX artists, animators, and sound designers among others.



# THE PROCESS



In 2025, **CICLOPE's** judging process will consist of three rounds.

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The first round is undertaken by the Grand Jury and Executive Jury, who will watch and rank the entries on CICLOPE's online platform. The highest-ranked entries in each category will be considered Finalists.

In the second round, the Executive Jury will meet via videocall to confirm the Official Shortlist.

During the third round, the Executive Jury will **gather in Berlin** to discuss each Finalist piece individually, deciding on the best work in each category and awarding the Gold, Silver and Bronze trophies, as well as the Grand Prix.

# THE AWARDS



**CICLOPE** Award is the ultimate benchmark of excellence in craft.

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The industry award dedicated to honoring the people behind the craft across film, advertising, and digital production, the CICLOPE Award is an annual celebration of the very best of the year’s commercials, music videos and short films.

Selected by a Jury panel of industry experts and top-tier talent, CICLOPE Award-winners set a gold standard across categories including Direction, Cinematography, Production Design, Editing, VFX, Animation, Music, Idea, New Talent, Innovation, Use of AI and Live Experience among others.

# SPECIAL AWARDS



## CICLOPE honors the most successful performances of the year.

**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.

As well as awarding the best work in each category, CICLOPE honors the most successful companies and individuals of the year; giving Special Awards to the Production / Editing / VFX / Animation / Music / Sound Companies of the Year, as well as Agency, Brand, and Director of the Year.

The below points system is used to determine the year’s Special Award-winners:

- **25 Points** for a Grand Prix
- **15 points** for a Gold award
- **7 points** for a Silver award
- **3 points** for a Bronze award
- **1 point** for a finalist position

PRODUCTION

- Direction | 60 seconds & under
- Direction | 61 to 120 seconds
- Direction | Over 120 seconds
- New Talent in Commercials
- Cinematography
- Production Design
- Casting
- Styling & Costume Design
- Production Achievement
- Campaign **(New)**

POST PRODUCTION

- VFX
- Editing | 90 seconds & under **(New)**
- Editing | Over 90 seconds **(New)**
- Color Grading

ANIMATION

- Animation for Video Games
- 2D & Stop Motion
- CGI
- Title Sequence
- Character Design
- Animated Campaign **(New)**

SOUND & MUSIC

- Sound Design
- Original Music
- Adapted Music
- Licensed Music

MUSIC VIDEO

- Direction
- New Talent in Music Videos
- Cinematography
- Production Design
- VFX
- Animation
- Editing
- Color Grading

SPECIAL CATEGORIES

- Fashion & Luxury
- Short Film
- Low Budget
- Unsigned Director **(New)**
- Branded Comedy

IDEAS

- Film | 60 seconds & under
- Film | 61 to 120 seconds
- Film | Over 120 seconds

INNOVATION

- Live Experience
- Immersive Digital Experience
- Use of Data & AI
- Interactive Web Film

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
DIRECTION 60 SECONDS & UNDER	<p>The Jury will evaluate the vision and the storytelling skills of the director, as well as the ability to guide performances, cinematography, art direction, and overall production and film-related aspects.</p> <p>Content up to and including 60 seconds can be entered in this category.</p>	
DIRECTION 61 TO 120 SECONDS	<p>The Jury will evaluate the vision and the storytelling skills of the director, as well as the ability to guide performances, cinematography, art direction, and overall production and film-related aspects.</p> <p>Content between 61 to 120 seconds can be entered in this category.</p>	
DIRECTION OVER 120 SECONDS	<p>The Jury will evaluate the vision and the storytelling skills of the director, as well as the ability to guide performances, cinematography, art direction, and overall production and film-related aspects.</p> <p>Content over 120 seconds can be entered in this category.</p>	
NEW TALENT IN COMMERCIALS**	<p>The purpose of this category is to introduce emerging directing talent to the world. The Jury will evaluate the visual and narrative skills of upcoming directors, looking for innovative approaches across any kind of commercials or branded content, both in live action and animated films. Spec commercials are also eligible; in this case, the film must include a visible note, specifying it is a spec commercial.</p> <p>To be eligible in this category, directors must be up to 30 years old or have had less than two years of experience as directors. The organization and/or the Jury, if necessary, will have the right to request proof in any stage of the contest.</p>	Entrants must upload an ID, as proof of age.

\* Commercials and branded films up to 20 minutes, created for any media, can be entered in this section.

\*\* In the Film Description field, please provide a short summary of the director’s professional experience to confirm their status as emerging talent. Max. 300 words in English.



CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
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 and movements, and textures, among others.	
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, and other visual elements developed for the project will be considered.	
CASTING	The Jury will consider the casting director’s skills in selecting actors to play the main roles in the film, and the onscreen talent’s skills in evoking a captivating performance and their contribution to the piece.	
STYLING & COSTUME DESIGN	The Jury will focus on the artistry, technical expertise and creative vision shown in the styling of a character’s wardrobe, make up/ hair design, and the resulting overall effect.	

\* Commercials and branded films up to 20 minutes, created for any media, can be entered in this section.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
PRODUCTION ACHIEVEMENT**	<p>This category celebrates outstanding production in commercial filmmaking, recognizing the teams that bring complex ideas to life through exceptional execution.</p> <p>The Jury will assess the overall quality of the work, the production challenges and constraints involved, the scale of the project and the creative use of resources to deliver an extraordinary piece of advertising. Special consideration will be given to productions that demonstrate sustainable practices.</p>	<p>Besides the original film, companies must submit a case study video or PDF detailing the brief, challenges, results, and total production budget. The supporting material should be clear and precise, explaining the challenges faced during production and how they were overcome.</p> <p>Videos must be under 2 minutes long, and PDFs should be a maximum of three pages. The supporting material must not include any credits or logos of the companies involved.</p>
CAMPAIGN** (NEW)	<p>This category recognizes excellence in the production of multi-piece advertising campaigns, highlighting the ability to deliver consistent quality and creativity across multiple films. The Jury will evaluate the visual and narrative coherence maintained in the campaign (defined as a series of interconnected films developed under a unified concept), as well as outstanding examples of film craft.</p> <p>Campaigns consisting of 3-6 commercial films, with a combined total length of 20 minutes max., for broadcast across TV, cinema, online platforms, social media, and OOH experiences can be entered in this category.</p> <p>The films must be edited to be uploaded as one single video file.</p>	<p>Besides the original film, companies should enter a case study or behind-the-scenes video, as well as a PDF or JPG file summarizing the brief, execution and results of the project. Videos should be no longer than 2 minutes. The PDF should be 3 pages maximum.</p>

\* Commercials and branded films up to 20 minutes, created for any media, can be entered in this section.

\*\* In the Film Description, please supply a clear outline of the project’s background, the reason why the work is adequate to be entered in this category and any other key information you would like to share with us. The summary is for internal use only. Max. 300 words in English.

POST  
PRODUCTION\*

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
VFX	The Jury will evaluate the artistry and technical skills used to seamlessly integrate VFX into the film, enhance realism or stylization, and support the creative vision of the piece. Judges will look for technical precision, innovation, and how effectively the effects contribute to the storytelling and overall viewer experience.	We highly recommend companies to upload a VFX breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
EDITING 90 SECONDS AND UNDER (NEW)	<p>The Jury will evaluate the creative contribution of the editor to the film, evaluating the pacing, rhythm, and the ability to shape narrative and emotion through seamless transitions, timing, and structure. The work should demonstrate technical skill, creativity, and a strong contribution to the storytelling and overall impact of the piece.</p> <p>Films up to and including 90 seconds will be accepted here.</p>	
EDITING OVER 90 SECONDS (NEW)	<p>The Jury will evaluate the creative contribution of the editor to the film, evaluating the pacing, rhythm, and the ability to shape narrative and emotion through seamless transitions, timing, and structure. The work should demonstrate technical skill, creativity, and a strong contribution to the storytelling and overall impact of the piece.</p> <p>Films over 90 seconds will be accepted here.</p>	
COLOR GRADING	The Jury will evaluate the creative use of color to enhance storytelling, evoke emotion, establish tone, and elevate the overall visual impact of the piece.	We highly recommend companies to upload a color grading breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.

\* Commercials and branded films up to 20 minutes, created for any media, can be entered in this section.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
ANIMATION FOR VIDEO GAMES	The Jury will assess the animator’s craft in developing and animating characters, environments, movements and effects in video games trailers, cutscenes or cinematics.	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
2D & STOP MOTION	The Jury will evaluate the visual elements created using 2D animation or stop motion techniques. They will assess the animator’s craft in developing characters, environments, movements and effects in a commercial.	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
CGI	The Jury will evaluate the visual elements created using 3D/CGI animation. They will assess the animator’s craft in developing characters, environments, movements and effects in a commercial.	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
TITLE SEQUENCE	The Jury will evaluate the use of 2D, 3D, stop motion, mixed media or any other animation technique to create animated title sequences for feature films, short films, live events, exhibitions or games. Safety videos are also eligible in this category.	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.

\* Commercials and branded animated films up to 20 minutes, created for any media, can be entered in this section.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
CHARACTER DESIGN	The Jury will evaluate the artistry, originality and technical skills behind the creation of animated characters. Judges will focus on the character’s appearance, visual style and personality, and it’s contribution to the film.	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
ANIMATION CAMPAIGN (NEW)	<p>This category recognizes excellence in the production of multi-piece advertising campaigns using animation, highlighting the ability to deliver consistent quality and creativity across multiple films. The Jury will evaluate the visual and narrative coherence maintained in the campaign (defined as a series of interconnected films developed under a unified concept), as well as outstanding examples of animation in any style.</p> <p>Campaigns consisting of 3-6 commercial films, with a combined total length of 20 minutes max., for broadcast across TV, cinema, online platforms, social media, and OOH experiences can be entered in this category.</p> <p>The films must be edited to be uploaded as one single video file.</p>	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.

\* Commercials and branded animated films up to 20 minutes, created for any media, can be entered in this section.

SOUND  
& MUSIC\*



CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
SOUND DESIGN	<p>The Jury will evaluate the creation and artistic use of sound effects, human or computer generated voices and/or elements of music to contribute to the overall impact, narrative, and emotional resonance of a commercial. Entries should demonstrate a thoughtful and deliberate approach to sound as a narrative and experiential tool.</p>	
ORIGINAL MUSIC	<p>This category recognizes outstanding original music composed specifically for advertising.</p> <p>The Jury will evaluate the originality, emotional impact, and effectiveness of the composition, instrumental or vocal, in supporting the narrative and enhancing the tone of the commercial. Entries should demonstrate how the music serves as a central creative element through melody, arrangement, rhythm or instrumentation.</p> <p>Use of licensed or pre-existing music is not eligible for this category.</p>	<p>Companies are able to upload the track as a .MP3 file for the Jury to better assess the project.</p>
ADAPTED MUSIC	<p>This category celebrates the creative use of pre-existing music in advertising - whether through reinterpretation, re-orchestration, remixing, or other forms of adaptation.</p> <p>The Jury will evaluate the creative and intelligent adaptation of pre-existent music and its effectiveness in enhancing the narrative, emotional tone, and overall impact of the commercial. The quality of production, the originality in the adaptation and integration of the music within the storytelling will be considered.</p> <p>Direct use of licensed music without creative modification does not qualify for this category.</p>	<p>Companies are able to upload the track as a .MP3 file for the Jury to better assess the project.</p>

\* Commercials and branded films up to 20 minutes, created for any media, can be entered in this section.



CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
DIRECTION	This category awards excellence in directing music videos. The Jury will evaluate the vision and the storytelling skills of the director, as well as the ability to guide performances, cinematography, art direction, and overall production and elements of film-craft.	
NEW TALENT IN MUSIC VIDEOS**	<p>The purpose of this category is to introduce emerging directing talent to the world. The Jury will evaluate the visual and narrative skills of upcoming directors, looking for innovative approaches across music videos, both in live action and animation.</p> <p>To be eligible in this category, directors must be up to 30 years old or have had less than two years of experience as directors. The organization and/or the Jury, if necessary, will have the right to request proof in any stage of the contest.</p>	Entrants must upload an ID, as proof of age.
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 and movements, textures, among others.	
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.	

\* Films created for songs or albums with promotional or artistic purposes, up to 20 minutes long for broadcast in any media, can be entered in this section. Branded music videos must be entered into our branded content categories.

\*\* In the Film Description field, please provide a short summary of the director’s professional experience to confirm their status as emerging talent. Max. 300 words in English.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
VFX	The Jury will evaluate the artistry and technical skills to seamlessly integrate visual effects into the film, enhance realism or stylization, and support the creative vision of the piece. The Jury will look for technical precision, innovation, and how effectively the effects contribute to the storytelling and overall viewer experience.	We highly recommend companies to upload a VFX breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
ANIMATION	The Jury will recognize the use of 2D, 3D, stop motion, mixed media or any other animation technique in a music video.	We highly recommend companies to upload an animation breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.
EDITING	<div>The Jury will evaluate the creative contribution of the editor to the film, evaluating the pacing, rhythm, and the ability to shape narrative and emotion through seamless transitions, timing, and structure.</div> <div>The work should demonstrate technical skill, creativity, and a strong contribution to the storytelling and overall impact of the piece.</div>	
COLOR GRADING	The Jury will evaluate the creative use of color to enhance storytelling, evoke emotion, establish tone, and elevate the overall visual impact of the piece.	We highly recommend companies to upload a color grading breakdown in a separate file. The supporting video must be under 2 minutes long and must not include any credits or logos of the companies involved.

\* Films created for songs or albums with promotional or artistic purposes, up to 20 minutes long for broadcast in any media, can be entered in this section. Branded music videos must be entered into our branded content categories.

SPECIAL CATEGORIES

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
FASHION & LUXURY	<p>Short films commissioned by fashion, beauty and luxury brands, up to 20 minutes long for broadcast in any media, are eligible for this category.</p> <p>The Jury will evaluate the talent and storytelling skills of the director, as well as the quality and impact of film-craft elements such as cinematography, production design, styling, casting, and editing among others.</p>	
SHORT FILM	<p>Any non-branded short film (e.g. fiction or documentary, live action or animation) up to 20 minutes can be entered in this category. This includes experimental films that explore alternatives to traditional storytelling and cinematic style.</p> <p>The Jury will evaluate the talent and storytelling skills of the director, as well as the quality and impact of film-craft elements such as cinematography, production design, styling, casting, and editing among others.</p> <p>Branded short films are not eligible in this category.</p>	
LOW BUDGET*	<p>Films made with few resources for broadcast across any media, where the overall production budget was under USD 70,000 are eligible for entry in this category. Commercials and other short-form content including music videos, documentaries and short films (live action or animated) may be entered.</p> <p>The Jury will evaluate the quality and impact of film-craft elements such as direction, cinematography, production design, styling, casting, and editing among others.</p>	<p>Please upload a PDF file detailing the production budget.</p>

\* In the Film Description, please state the overall production budget and justify your reasons for entering in the "Low Budget" category. Max. 300 words, in English.

# SPECIAL CATEGORIES

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
UNSIGNED DIRECTOR* (NEW)	<p>This category recognizes outstanding direction by emerging talent not currently signed to a production company. It celebrates fresh perspectives, bold storytelling, and strong directorial vision.</p> <p>Individual films will be judged on originality, craft, and the director’s ability to bring a unique voice to the screen. This is a platform to spotlight the next generation of filmmakers making their mark in the industry.</p> <p>Commercials, short films, documentaries and music videos, live action or animation, up to 20 minutes, are eligible in this category. Spec commercials are also eligible; in this case, the film must include a visible note, specifying it is a spec commercial.</p>	<p>Entrants must upload a brief one-page summary outlining their professional experience, to confirm their status as emerging, unsigned talent.</p>
BRANDED COMEDY	<p>This category celebrates the use of humor in commercial storytelling.</p> <p>The Jury will award the best examples of branded comedy, paying particular attention to the script, performances, and the overall comedic direction of the film.</p>	

\* In the Film Description, please provide a brief description explaining your film, its relevance to the category and the challenges you encountered in the making. Max. 300 words long, in English.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
FILM 60 SECONDS & UNDER	<p>The Jury will award the best commercials and branded content; outstanding ideas with superb execution. The overall quality of the work will be considered, however the Jury will prioritize the idea over the craft, looking for creativity, innovation and impact, and celebrating fresh, bold and effective brand storytelling.</p> <p>Films up to and including 60 seconds can be entered in this category.</p>	<p>Companies must enter a written summary explaining the brief, the execution and the results of the project. Data showing the effectiveness of the idea can also be added. The PDF should not exceed 1 page.</p> <p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>
FILM 61 TO 120 SECONDS	<p>The Jury will award the best commercials and branded content; outstanding ideas with superb execution. The overall quality of the work will be considered, however the Jury will prioritize the idea over the craft, looking for creativity, innovation and impact, and celebrating fresh, bold and effective brand storytelling.</p> <p>Films between 61 to 120 seconds can be entered in this category.</p>	<p>Companies must enter a written summary explaining the brief, the execution and the results of the project. Data showing the effectiveness of the idea can also be added. The PDF should not exceed 1 page.</p> <p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>
FILM OVER 120 SECONDS	<p>The Jury will award the best commercials and branded content; outstanding ideas with superb execution. The overall quality of the work will be considered, however the Jury will prioritize the idea over the craft, looking for creativity, innovation and impact, and celebrating fresh, bold and effective brand storytelling.</p> <p>Films over 120 seconds can be entered in this category.</p>	<p>Companies must enter a written summary explaining the brief, the execution and the results of the project. Data showing the effectiveness of the idea can also be added. The PDF should not exceed 1 page.</p> <p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>

\* This section recognizes creativity in commercial films and branded content produced for TV, cinema, online platforms and social media. Judges will prioritize the idea over the craft, and will award fresh, bold, and effective brand storytelling.

Entrants must provide additional materials to help the judges understand the project brief, the challenges involved, and the results achieved by the submitted piece. Campaigns consisting of 3 to 6 commercials, with a maximum total length of 20 minutes, are eligible in this section.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
LIVE EXPERIENCE	<p>The Jury will award exceptional creativity in live, in-person experiences. Entries may include immersive events, installations, performances, or experiential activations designed to engage audiences directly.</p> <p>Judges will assess the concept, execution, audience impact, and how effectively the experience communicated the brand’s message in a physical, real-world setting.</p>	<p>Companies must enter a written summary explaining the brief, the execution and the results of the project. Data showing the effectiveness of the idea can also be added. The PDF should not exceed 1 page.</p> <p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>
IMMERSIVE DIGITAL EXPERIENCE	<p>This category recognizes exceptional use of digital technology to create immersive experiences. Eligible entries include web-based or mobile experiences, virtual reality (VR), augmented reality (AR), mixed reality, and other interactive formats.</p> <p>The Jury will evaluate innovation, user engagement, technical execution, and how effectively the experience draws the audience into a rich, digital environment.</p>	<p>Companies must enter a written summary explaining the brief, the execution and the results of the project. Data showing the effectiveness of the idea can also be added. The PDF should not exceed 1 page.</p> <p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>
USE OF DATA & AI	<p>The Jury will recognize innovative and strategic applications of data-driven methods and/or artificial intelligence within the development and production of a creative project. From leveraging data and machine learning algorithms, to utilizing AI throughout the various stages of production, submissions should show the transformative power of these new technologies to enhance creativity.</p>	<p>Companies must enter a written summary explaining the brief, the execution and the results of the project. Data showing the effectiveness of the idea can also be added. The PDF should not exceed 1 page.</p> <p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>

\* This section acknowledges the outstanding use of emerging technologies in the development of innovative projects with commercial, artistic, or cultural purposes. The Jury will evaluate the quality and innovation in the execution of the idea, the originality and the integration of technology with the creative concept, as well as the overall user experience. Entrants must include additional materials that clearly explain the project brief, the technological and creative challenges addressed, and the outcomes achieved. Campaigns consisting of 3 to 6 commercials, with a maximum total length of 20 minutes, are eligible in this section.

CATEGORY	DESCRIPTION	SUPPORTING MATERIAL
INTERACTIVE WEB FILM	The Jury will award the best film, or video content, created specifically for distribution and consumption on online platforms. The creative use of web formats, interactivity and consideration of audience viewing habits will be key in the evaluation. Judges will evaluate how effectively the experience blends film craft with interactive design to create a compelling and immersive journey for the viewer within a digital environment. .	Besides the original film, companies must include a URL where the jury can watch the film in its original context.
	Social media videos, commercials, branded content, short films, documentaries, web series, or any other type of video content that is elevated when viewed on digital platforms is eligible.	<p>We highly recommend companies to also upload a case video in a separate file. Videos can be up to 2 minutes.</p> <p>The supporting material must not include any credits or logos of the companies involved.</p>

\* This section acknowledges the outstanding use of emerging technologies in the development of innovative projects with commercial, artistic, or cultural purposes. The Jury will evaluate the quality and innovation in the execution of the idea, the originality and the integration of technology with the creative concept, as well as the overall user experience. Entrants must include additional materials that clearly explain the project brief, the technological and creative challenges addressed, and the outcomes achieved. Campaigns consisting of 3 to 6 commercials, with a maximum total length of 20 minutes, are eligible in this section.

# HOW TO SUBMIT



Entering **CICLOPE** is easy - start by clicking [here](#) and following the below steps:

## 1. ACCESS YOUR ACCOUNT

### A. CREATE YOUR ACCOUNT, OR

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. LOG IN

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

## 2. CREATE AN ENTRY

### 2.1. SECTION

Choose the appropriate **Section** for your entry. Either Production, Post-Production, Animation, Music Video, Sound & Music, Special Section, Ideas or Innovation.

### 2.3. CREDITS

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**.

### 2.5. UPLOAD MATERIAL

**i)** Firstly, upload the **Thumbnail Image** to illustrate your work. Please use a high quality image that represents the work.

**ii)** Next, upload the **Media video** you are submitting in the competition.

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

### 2.2. 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 selection or contact our Awards Team.)

### 2.4. PROJECT SUMMARY

Supply a short description outlining the project's brief, the reason(s) for the choice of category, and any other key information you feel would aid your entry. The description should be 300 words max. and written in English. The summary will not be judged or shared publicly, it is for internal use only.

**iii)** Upload the required supporting material to help the Jury better understand the work, if applicable.

**Important:** for some categories, supporting material is mandatory. Please carefully read each category's requirements before you submit your entry.

**iv)** Once you have uploaded all the necessary media, click **Proceed**.

## 3. FINALIZE YOUR ENTRY

Before you finalize the order, make sure you have read and accepted the 2025 Terms & Rules. Then check the tick box next to your entry(ies) and click on **Submit**.

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

# SUBMISSION REQUIREMENTS



Please **carefully read** the following requirements before submitting your work.

- Entries must remain anonymous, so please remove all credits and the entrant company's logo before uploading the media. There is no need to remove the client logo.
- If the film is in a language other than English, the entry must include English subtitles, as the jury is composed of industry professionals from around the world. The only exception is the Music Video category.
- Only entries aired between 24 August, 2024 and 22 August, 2025 are eligible.
- If you wish to enter a campaign, keep in mind you can only do so in the Campaign and Animated Campaign categories, and in the Ideas and Innovation sections.
- Note that if you want to enter the same film in different categories you can select the option "Copy Entry", either in one or more categories, so there is no need to create a new entry each time. To upload the media again, you can find it in "My Media".
- If there is a mandatory credit that is not pertinent to your film, please fill in the space with a N/A.
- Note that you will be able to modify credits until the deadline date.
- CICLOPE Awards team is not responsible for filling in or correcting credit mistakes.
- Once you have completed your submission, fees are not refundable under any circumstance.

# MEDIA REQUIREMENTS



## MEDIA REQUIREMENTS

### MEDIA VIDEO

This is the piece of work you are submitting to the Festival 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 (& / \* / “ ” / !) in the name of the file, as it will not upload.
- The work’s duration should be no longer than 20 minutes.

### THUMBNAIL IMAGE

Please make sure to select a high resolution image that accurately illustrates the film. The image will not be judged, but may be used for marketing purposes. This file is mandatory to complete your submission.

- At least 1920 pixels long.
- Maximum file size 5MB.

### SUPPORTING MATERIAL

Some categories require supporting material to complete your submission. Please read your selected category entry requirements, and ensure there are no logos or credits from the companies and individuals involved in the work included.

# FEES & PAYMENT



	REGULAR FEE* Until 9 August	LATE ENTRY FEE* After 9 August
SINGLE CATEGORY**	€ 545	€ 590
NEW TALENT	€ 380	€ 415
UNSIGNED DIRECTOR	€ 150	€ 165
CAMPAIGN & ANIMATED CAMPAIGN	€ 1,450	€ 1,570

\* German companies will be subject to a 19% VAT.  
\*\* Any single category (for example, Cinematography) except New Talent, Unsigned Director, Campaign and Animated Campaign.

## PAYMENT METHOD

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

If you have any issues when completing your payment, please **get in touch**.

Once you have completed your submission, entry fees are not refundable under any circumstances. In case of withdrawn entries, either by the entrant company or by the Awards team for entrants not adhering to the Terms and Rules, there will be no refund or discount.

# TERMS & RULES 2025



**Please make sure you read our Terms & Rules before submitting your work. Upon entering their work, all persons and entities automatically agree to these terms and conditions.**

**A.** Production companies, post production companies, editing houses, music production companies, digital production companies, independent professionals and advertising agencies from all over the world are welcome to enter their work.

**B.** CICLOPE promotes the participation of all countries, which gives the Festival an international profile. English has been established as the official language. Pieces can be registered in any language, but **ENGLISH SUBTITLES ARE MANDATORY** for films in other languages (except in the Music Videos category).

**C.** The registration of the pieces, as well as the payment, has to be made exclusively through the online registration system or via wire transfer. The piece/s will only be considered registered once the uploading process is complete and the corresponding payment has been made. Important: Entry fees are not refundable under any circumstances. CICLOPE is not responsible for incorrect or incomplete entries.

**D.** The registered pieces must be entered with the authorization of the advertiser, the agency and/or the owner of the reproduction rights of the work. It's 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.

**E.** Commercials submitted to CICLOPE Festival should have been commissioned by a brand. Spec commercials are only eligible in the New Talent in Commercials and Unsigned Director category. The piece must include a statement at the beginning indicating this.

**F.** CICLOPE Awards entry deadline is the 15 August, 2025. The pieces must have been broadcast for the first time between the 24 August, 2024 and the 22 August, 2025.

**G.** CICLOPE and/or the jury, if necessary and at any stage, will have the right to request proof of an entry's broadcast, and the participant will be required to submit it within 72 hours. If the proof of the work's broadcast is not provided before the deadline, the piece will be automatically disqualified.

**H.** Without any exception, pieces that have been submitted for previous editions of the Festival are not able to participate.

**I.** CICLOPE and the jury, at its sole discretion when considered necessary, reserves the right to disqualify or change pieces to a different category from the one originally registered, without the need to communicate it with the entrants.

**J.** 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.

**K.** The participant declares to own the broadcasting rights of the work and holds the Festival unaccountable from all third party claims (this includes individuals and/or companies).

# TERMS & RULES 2025



**L.** Entries to CICLOPE should remain anonymous to jury members, and should not include any credits or logos from the production companies or creative agencies involved. If an entry includes credits or logos, the organization will contact the entrant company and ask the info to be removed. If after 48 hours of being contacted there's no answer, CICLOPE reserves the right to disqualify the entry without notification. Entry fees for disqualified entries will not be refunded. This also applies to any supporting material.

**M.** Campaigns are only eligible in the specific categories in the Production and Animation sections, as well as in the Ideas and Innovation categories. In all remaining sections the jury will only evaluate the craft in single pieces, so multiple films or pieces in a campaign should be entered separately.

**N.** In the case of an entered piece not complying with the aforementioned requirements, or any others expressed in the Terms and Rules, CICLOPE, at its sole discretion 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.

**O.** CICLOPE's judging process consists of three rounds. The first round is undertaken by the Grand Jury and Executive Jury, who will watch and rank the entries on CICLOPE's online platform. The highest-ranked entries in each category will be considered Finalists. In the second round, the Executive Jury will meet via videocall to confirm the Official Shortlist. During the third round, the Executive Jury will gather in Berlin to discuss each Finalist piece individually, deciding on the best work in each category and awarding the Gold, Silver and Bronze trophies, as well as the Grand Prix.

**P.** In case the Jury decides, by majority, that the work submitted into a category does not meet a minimum quality standard, any category can be declared vacant.

**Q.** To avoid conflicts of interest, judges will abstain from voting on entries in which they or their companies (or companies from their global network) were involved.

**R.** All winners will be announced on Thursday, 9 October 2025 at the CICLOPE Awards ceremony in Berlin. Winners not present at the ceremony will receive their trophies by courier.

**S.** The Special Awards and the final ranking published by CICLOPE Festival 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 a Bronze award, 7 (seven) points for a Silver award, 15 (fifteen) points for a Gold award and 25 (twenty-five) points for a Grand Prix.

**T.** The ranking calculation for Best Production Company, Best Agency, Best Brand and Best Director is based on all finalist entries and awards won by a credited company throughout all the categories. Both agencies, production companies and brands should have 3 or more shortlisted commercials, music videos or short films to contend for the award. For the other special awards, only points won on the specific categories are considered, and they should have at least 2 shortlisted projects to contend. Production Companies and Agencies' final scoring is based on the entries made by any office of the company around the world.

**U.** All Festival schedules and lineups are subject to change without prior notice.

# GET IN TOUCH



For more information check out our website  
**[ciclopefestival.com](http://ciclopefestival.com)**

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

## **GENERAL INFORMATION**

[info@ciclopefestival.com](mailto:info@ciclopefestival.com)

## **AWARDS SUPPORT**

[awards@ciclopefestival.com](mailto:awards@ciclopefestival.com)

For more information on CICLOPE please subscribe to our [newsletter](#) and follow us on social media.



**CICLOPE**