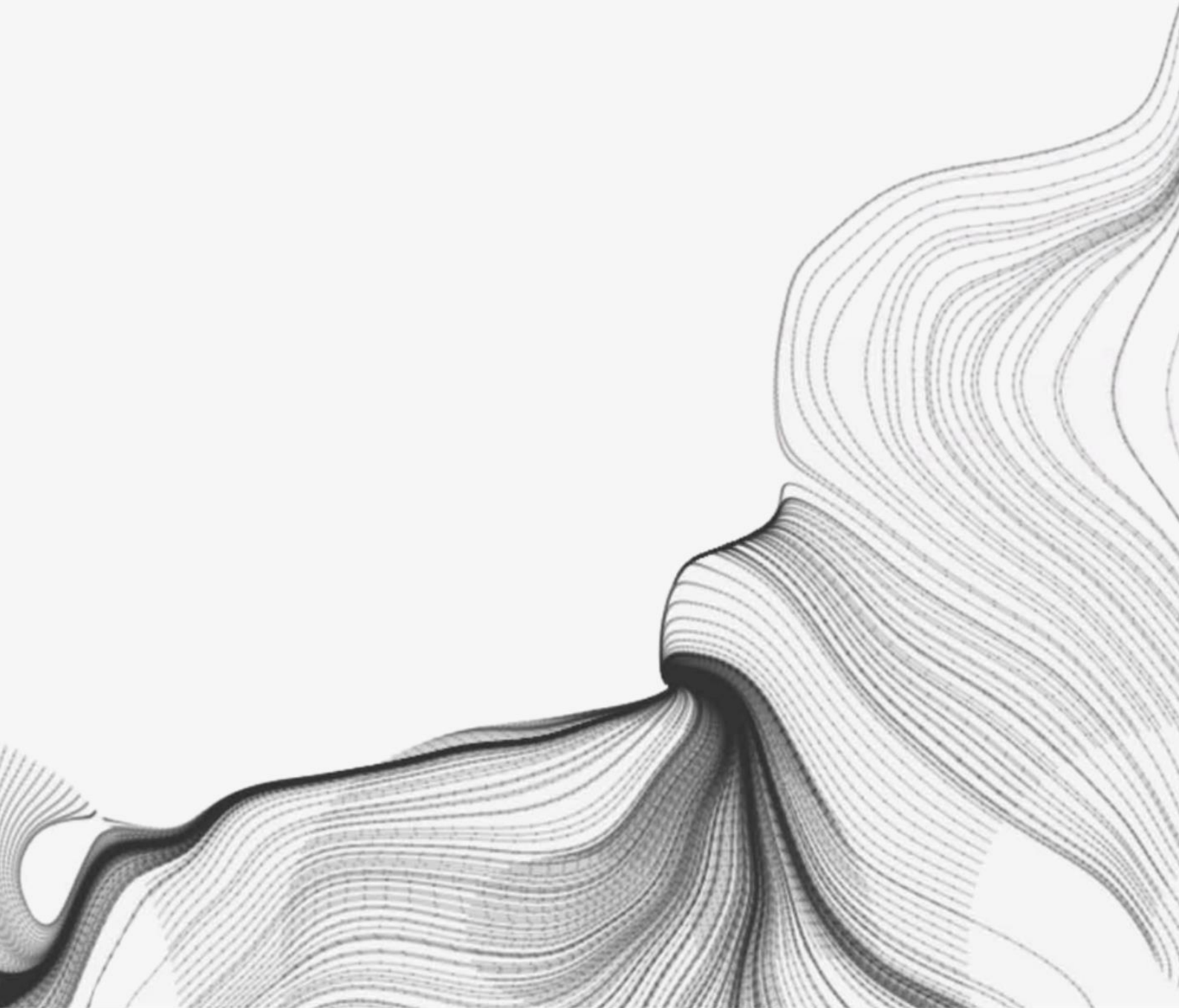


# REGULATIONS 2021



# TABLE OF CONTENTS

PREFACE .....	3
GENERAL PROVISIONS OF THE FESTIVAL .....	3
1.1 CONCEPT, MISSION AND OBJECTIVES .....	3
GENERAL PROVISIONS OF THE AWARD.....	4
2.1.    EVALUATION CRITERIA .....	4
2.3 BLOCKS AND NOMINATIONS.....	5
Block A. BEST STRATEGY. ....	6
Block B. BEST OF BRANDING.....	8
Block C. BEST CREATIVE CAMPAIGN .....	9
Block D. BEST DIGITAL CAMPAIGN .....	11
Block E. BEST PR&EVENT CAMPAIGN .....	13
Block F. BEST MARKETING CAMPAIGN.....	16
SUBMISSION OF APPLICATIONS FOR PARTICIPATION IN THE AWARD .....	18
3.1 APPLICATION REQUIREMENTS .....	19
3.2 RESPONSIBILITIES OF APPLICANTS .....	19
BONUS MANAGEMENT BODIES .....	20
4.1 BOARD OF TRUSTEES.....	20
4.2 ORGANIZING COMMITTEE .....	20
4.1.1. Responsibilities of the Organizing Committee.....	21
4.3 PRESIDENT OF THE FESTIVAL.....	21
4.3.1 Rights and obligations of the Festival President.....	21
4.4 AWARD JURY .....	22
4.4.1 Jury formation process.....	22
4.4.2 Right and obligations of the Jury members .....	23
4.4.3 Chairman of the Jury.....	23
4.4.4 Grounds for disqualification of the members of the Jury.....	24
VOTING PROCEDURE .....	24
AWARDS AND DECORATIONS.....	27
DISPUTES .....	28
APPLICATION .....	29
Terminology and basic concepts used in the Regulations.....	29
Example of calculation (redistribution) of the vote an affiliated member of the Jury.....	29
TOP – 200 LARGEST ADVERTISERS .....	31
(according to MEDIASCOPE data for 2019).....	31
Registration form .....	34

## PREFACE

This regulation is a regulatory document regulating the procedure of the International festival of advertising and marketing communications Silver Mercury, and also providing maximum transparency and effectiveness of its competition – Silver Mercury Award (the "Award"). Compliance with the Regulations is mandatory for all participants of the Festival.

The Regulations define:

- general principles of the organization of the Festival and the Award;
- the structure of nominations;
- the evaluation criteria of the contest works;
- rights and obligations of all Award management bodies;
- principles of selection of jury members;
- a system for evaluating competitive projects both at the stage of remote electronic preliminary voting and at the stage of open voting within the framework of public presentations of projects;
- the order of awarding the winners.

The Regulations are a mandatory guide for the work of all Award management bodies.

In order to ensure the correctness of the Award processes, the Award Organizers have the right to engage independent consultants to conduct an audit of the procedures stated in the Regulations.

## 1. GENERAL PROVISIONS OF THE FESTIVAL

The festival consists of two parts: a competition Award and a Festival (educational) program. In the event of a declaration of force majeure in Moscow and a ban on holding events, the Organizing Committee has the right to refuse to hold the Festival (educational) Program.

The award is a competition of projects in the field of advertising and marketing services, which ends with the award of the winners in the selected categories.

The educational program of the event includes a large-scale conference with bright speakers and networking opportunities for employees of advertising and marketing agencies, directors and specialists in marketing, advertising and PR, major manufacturing companies.

### 1.1 CONCEPT, MISSION AND OBJECTIVES

The Silver Mercury International Advertising and Marketing Communications Festival was founded in 2001.

The festival is a cross-functional platform for interaction between the largest clients and market players of marketing communications-agencies, advertising companies, as well as representatives of professional media. The work in the Festival format is based on close interaction of market participants, which allows them to explore each other's opportunities and strengths.

The Award, which is an integral part of the Festival, is based on the idea that the evaluation of projects should be carried out by professionals in the field of communications, including customers of advertising services, whose business objectives are focused on the activities of marketing communications agencies. Winning the Silver Mercury Award is both a confirmation of the high level of competence of the contestants, as well as an opportunity to acquire new professional connections and – for agencies – to increase the number of clients.

The Festival's mission is to train, develop, inspire, evaluate, and recognize advertising professionals.

Silver Mercury in 2021 is not only a place for exchanging opinions and experiences, but also a community of projects and people who share the values of the Festival, take part in shaping the current agenda, help identify quality criteria, trends and directions in which the industry will develop.

It is impossible to set the bar for growth, development and change, while remaining in place. The market has changed, people, approaches, ideas and concepts have changed, and we have changed along with the industry. But despite the transformation and openness to everything new, we were able to maintain our identity, for which we are loved and appreciated by the community.

*We are transparent, reliable and innovative.*

## 2. GENERAL PROVISIONS OF THE AWARD

The award is Russian and is held on the territory of the Russian Federation in Moscow. The announcement of the Award is publicly available on the Internet. Participation in the Award is paid. The terms and cost of participation are determined by the Organizing Committee and published on the Festival's website.

### 2.1. EVALUATION CRITERIA

All projects submitted for the competition are evaluated in the following criteria<sup>1</sup>:

**Strategy** is a line of General complex promotions objectives of the advertising campaign, brand and target audience insights, original idea and planning of events in time and market conditions, relevant brand and campaign objectives.

**Innovation & Creative** – Creative - the creation of fundamentally new ideas within the framework of the concept, deviating from the traditional or accepted patterns of thinking; perception (understanding) of the concept from the point of view of the target consumer.

**Execution & Craft** – the quality and accuracy of the implementation of the concept and other elements of the campaign; the quality and complexity of the organization of the process; full and timely provision of the target audience with communication materials; ensuring the planned response of the target audience to the campaign; the quality of production of advertising and marketing media.

**Effectiveness & Results** – as an initial assessment of the effectiveness, compliance of the project results with the set tasks, goals and scale; the success of the campaign according to the developed strategy.

The evaluation criteria have a weight that varies depending on the type of nomination. The most important evaluation criteria carry more weight. When calculating the voting results, the

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<sup>1</sup> With the exception of nominations for socially oriented projects and special ones. For additional evaluation criteria for these categories, see section 2.3 Blocks and Categories.

weight of the criteria is multiplied by the score of the Jury members. The distribution of weights is indicated for each category in section 2.3 BLOCKS AND CATEGORIES after its description. In the block A. BEST STRATEGY, the weight of the evaluation criteria is the same for all categories.

## 2.3 BLOCKS AND NOMINATIONS

The Festival Awards feature six blocks, which include 88 nominations:

**Block A. BEST STRATEGY**  
**Block B. BEST OF BRANDING**  
**Block C. BEST CREATIVE CAMPAIGN**  
**Block D. BEST DIGITAL CAMPAIGN**  
**Block E. BEST of PR&EVENT CAMPAIGN**  
**Block F. BEST MARKETING CAMPAIGN**

The blocks contain nine categories for socially oriented projects.

Projects developed for non-profit organizations are accepted only in the category «NON-PROFIT»:

**B11. BEST NON-PROFIT BRAND**  
**C8. BEST CREATIVE CAMPAIGN FOR NON-PROFIT**  
**C9. BEST NON-PROFIT VIDEO**  
**D10. BEST DIGITAL CAMPAIGN FOR NON-PROFIT**  
**E9. BEST PR CAMPAIGN FOR NON-PROFIT**  
**E16. BEST EVENT MARKETING CAMPAIGN FOR NON-PROFIT**  
**F17. BEST INTEGRATED CAMPAIGN FOR NON-PROFIT**

Projects developed for brands and commercial organizations are accepted only in the category:

**B12. BEST PURPOSEFUL BRAND**  
**F18. BEST CAUSE MARKETING CAMPAIGN**

An additional criterion is used to evaluate socially oriented projects:

**Social outcomes** – those changes in the state, behavior, and status of beneficiaries that occurred as a result of the implementation of a socially oriented campaign. The difference from the direct result is that the social result is not measured by coverage or other classic marketing or media indicators, but by the consequences for the beneficiaries that they entailed.

Additional competitive advantages for the participants are the provision of the following information to the Jury:

- **the results of the conducted research on the social effect of the campaign**

In contrast to social outcomes, social effects are usually distant in time and show not only changes (behaviors, perceptions, attitudes) in the beneficiaries, but also those positive results that can occur as a result of these changes not only in the beneficiaries, but also in society as a whole;

- **financial reporting on the conduct of the campaign within the framework of compliance with the important transparency factor for non-profit projects.**

Socially oriented projects are evaluated separately according to the **Social outcomes** criterion. The final score for the project is calculated as the arithmetic mean of two scores: according to the **Social outcomes** criterion and according to the standard criteria<sup>2</sup>.

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<sup>2</sup> Detailed information on the assessment of socially oriented people is provided in section 5. Voting procedure

## **Block A. BEST STRATEGY.**

*This block evaluates projects that demonstrate the most successful strategy for implementing a marketing campaign.*

**Only complex (integrated) advertising campaigns that use at least two marketing tools (advertising media) are submitted to the block.**

Weight of the evaluation criteria for the block A. BEST STRATEGY:

Strategy – 40%; Innovation & Creative – 20%; Execution & Craft – 10%; Effectiveness & Results – 30%.

### **A1. FMCG FOOD & DRINK**

- Food, spices, semi-finished products, energy, coffee, tea, milk and its substitutes, carbonated and ordinary water, etc.

### **A2. OTHER FMCG (NON FOOD)**

- The production of daily goods: household and kitchen utensils, personal hygiene items.

### **A3. PETS CARE**

- Animal feed, animal care products, over-the-counter medicines for animals, services related to the treatment, care and upbringing of pets and events organized with the participation of pets.

### **A4. DARK MARKET (ALCOHOL, TOBACCO, FINANCE, SEX INDUSTRY, BOOKMAKING)**

- All types of alcoholic beverages, tobacco products and other goods, the sale and promotion of which is subject to certain restrictions in the current legislation.

### **A5. PHARMACY**

- Pharmaceutical and medicinal products, medicines, including vitamins, dietary supplements.

### **A6. MEDICINE**

- Private and public medical centers, laboratories, cosmetology clinics, methods of prevention, diagnosis, treatment and rehabilitation, medical services, including fitness programs and weight loss programs, training camps, sports and training equipment.

### **A7. HEALTH AND WELLNESS**

- Beauty salons, spa services, grooming cosmetics, fitness centers and weight loss programs, sports camps, sports and training equipment, including fitness trackers, sports nutrition, etc., services and products aimed at maintaining activity, proper nutrition and a healthy lifestyle.

### **A8. CONSUMER ELECTRONICS, FURNITURE, HOME ACCESSORIES**

- Audio and video, home appliances, telephones, computers-production and sales;
- Furniture, interior items (light, textiles, tableware, accessories). Products and services for the design of objects, interiors and landscapes, equipment for suburban housing and gardeners.

### **A9. AUTOMOTIVE & TRANSPORT**

Automobile, rail, air and other transport services. Production of cars (cars and trucks, motorcycles, other types of transport), spare parts, engine oils and maintenance, as well as parking services and driver training. Distribution of these technologies, industrial products, equipment and services; logistics companies.

### **A10. RETAIL**

- All types of retail goods and services: minimarkets and hypermarkets, stores and shopping centers, catalogs for ordering goods by mail, wholesale centers and distribution centers, children's retail stores;

- Organizations that provide services for consulting, IT support for retail trade, services for the design of sales locations, holding specialized exhibitions of goods and technologies for retail sales, as well as other means of support in retail trade.

#### **A11. E-COMMERCE**

E-commerce organizations, online stores, market places, electronic commercial services.

#### **A12. TRAVEL**

- Tourist services, resorts, individual products and services of excursion services, booking services.

#### **A13. CULTURE AND LEISURE**

- Theaters, cinemas, exhibitions, museums, festivals, films and concerts, games, quests, intellectual games, books, restaurants, cafes, bars and other leisure organizations; items, equipment and services to support various types of hobbies.

#### **A14. EDUCATION**

- Educational projects and institutions, courses of additional education, advanced training, professional retraining, etc.

#### **A15. SPORT**

- Sports events, sports complexes, fitness centers and other organizations aimed at maintaining and developing sports skills, as well as sports equipment, sports goods such as clothing/shoes, sports equipment, etc.

#### **A16. MEDIA & ENTERTAINMENT**

- Newspapers and magazines, TV and radio companies, companies that provide Internet services, portals and search engines, film production and distribution, as well as new types of media (blogs, specialized video hosting channels, messengers, etc.).

#### **A17. TELECOMMUNICATIONS, INTERNET & TECHNOLOGY**

- Telecommunications equipment for private and corporate use, software, IT equipment, AV equipment provided by corporate and private technology providers. As well as the services of these companies and companies that use these technologies and equipment.

#### **A18. FINANCIAL AND INSURANCE SERVICES**

- Banks, mortgage and credit companies, insurance companies (providing personal, automobile, and health and animal insurance), pension funds, savings and investments, stock market and brokerage companies, equipment leasing and financing, currency exchange, money transfer, accounting, legal, business and other professional consulting services.

#### **A19. BABY PRODUCTS AND SERVICES, BABY FOOD**

- Production and sale of goods for children: baby food, cosmetics and hygiene products, clothing, toys (with the exception of children's retail stores-see category 7 retail and e-commerce).

#### **A20. DEVELOPMENT & CONSTRUCTION**

- Promotion of construction projects related to the creation of a real estate object, reconstruction or modification of an existing building or land plot, leading to an increase in their cost, as well as professional materials and equipment for construction.

#### **A21. BUILDING MATERIALS**

- Professional materials and equipment for construction.

#### **A22. FASHION, STYLE, CLOTHES**

- Clothing, shoes, jewelry, accessories, decorative cosmetics and perfumes.

#### **A23. INDUSTRY**

- Heavy, gas, oil industry, mining, energy, metallurgy, mechanical engineering.
- Production and processing of various types of fuel (oil, gasoline, gas, electric power, nuclear industry), including enterprises for the transportation and distribution of electricity, gas stations, sales of fuel and lubricants, as well as services for their implementation.

### **Block B BEST OF BRANDING**

*This section evaluates projects that demonstrate successful brand positioning solutions – creating communication with consumers that increases their loyalty.*

#### **B1. BEST BRAND STRATEGY & BRAND PLATFORM**

- In this category, projects are awarded where the brand strategy and brand platform have been developed in a unique way and most effectively. It is necessary to demonstrate how it was implemented, and what is the positive effect of implementation for the company.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B2. BEST NEW BRAND BUILDING**

- In this category are awarded the project, the best way to create new brands. The works should present successful cases of launching a brand "from scratch" in existing market segments and creating new categories. The effectiveness of launching new brands is evaluated – what marketing and commercial results the new brand has shown.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B3. BEST REBRAND BUILDING**

- In this category, projects are awarded that best demonstrate the quality, complexity and effectiveness of working with existing brands: increasing brand awareness, image or its value to the target audience.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B4. BEST TERRITORY BRANDING**

- In this category, projects aimed at political, social, tourist, investment, commercial and other promotion of territories of various levels - cities, regions, states-are awarded.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B5. BEST BRANDING 360**

- In this category, all components of branding are evaluated in any of the three categories:
  - corporate branding;
  - consumer branding;
  - retail branding.

Works that demonstrate a positive result of this work for the Client are awarded.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B6. BEST CRAFT OF BRAND DESIGN & BRAND IDENTITY**

- In this category are awarded the project, the Central role played by design, as the visual constants of the brand, the development and implementation of brand's identity, the complexity of implementing identity.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **B7. BEST CRAFT OF BRAND NAMING**

- In this category, projects are awarded where the central role is played by the development of naming, matching the naming strategy of the brand, highlighting the brand in the competitive field.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B8. BEST CRAFT OF BRAND PACKAGING**

- In this category, projects are awarded where the best brand packaging development plays a central role – the quality of the implementation of the brand strategy through its packaging.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B9. BRAND EFFECTIVENES**

- In this category, projects that demonstrate how the branding component has led to real tangible, measurable business results are awarded. The application should describe in detail how the effectiveness of branding was measured and evaluated, and demonstrate how branding led to real business results, contributed to cultural change, or became an integral part of achieving the campaign goal.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **B10. BEST CHALLENGER BRAND**

- This category honors disruptive, groundbreaking projects that have used progressive thinking and innovative creativity to challenge the status quo.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

#### **B11. BEST NON-PROFIT BRAND**

- In this category, projects that best create brands for non-profit organizations are awarded. The effectiveness of brand launches is evaluated – what marketing and social results the brand has shown.

- Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.
- Social outcomes – 100%.

#### **B12. BEST PURPOSEFUL BRAND**

- In this category, brands that change consumption patterns, the culture of the consumer community and consumer standards, using their marketing strategy, are awarded. The projects should demonstrate the long-term, systematic and purposeful work of the brand to have a positive impact on the environment and society, which has had a positive impact on the image and positioning of the brand.

- Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.
- Social outcomes – 100%.

### **Block C BEST CREATIVE CAMPAIGN**

*This section evaluates projects for creating campaigns that are based on a creative idea: the campaigns should use fundamentally new solutions for building relationships with the consumer.*

#### **C1. BEST INNOVATIVE CAMPAIGN**

- In this category, campaigns with the use of fundamentally new ideas in communication with the consumer are awarded. The author evaluates bold decisions, the implemen-

tation of which has influenced the attraction of consumers' attention to the brand: an innovative approach to product development, to the use of communication channels, to the creation of print and outdoor advertising, etc.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

## **C2. BREAKTHROUGH ON A BUDGET**

– This category evaluates the strategic and creative use of modest budgets and / or resources to achieve maximum impact: the most creative low-budget campaigns (up to 300,000 rubles) in any business area are awarded. Applicants must specify the campaign budget in the application and provide an estimate.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

## **C3. BEST CRAFT OF VIDEO & AUDIO CONTENT**

– In this category, campaigns are awarded for the most creative use\creating audio and video content. Music tracks, TV and radio, videos, clips, viral content, and so on. Including original compositions, licensed recordings, or adapted / modified versions of existing recordings.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

## **C4. BEST CRAFT OF PRINT, OUTDOOR, INDOOR**

– In this category, the campaigns that use one of the tools in the most creative way are awarded: standard billboards, posters, prints, outdoor digital screens, advertising in closed spaces.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

## **C5. BEST DATA DRIVEN CREATIVE**

– This category evaluates campaigns based on the creative use of data in order to increase the effectiveness of an advertising campaign. The work should demonstrate how the creative idea of interpreting carefully selected data contributes to establishing or strengthening contact with the consumer.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

## **C6. CREATIVE IN 24 HOURS**

– In this category, the campaigns that are most creative and respond quickly or immediately to the latest news, headlines, current events, or very recent current events are awarded. Projects inspired by the news, embedded in the news agenda, and using native advertising (original content that complements or reflects the editorial environment in which it appears, conveys the brand message, but provides interesting information or entertainment for the audience) are evaluated.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

## **C7. BEST MARKETING CAMPAIGN OF BRANDED CONTENT & ENTERTAINMENT**

– In this category, campaigns are awarded for the most creative and effective integration of the brand into existing content, as well as the creation of the brand's own unique branded content (Shows, entertainment programs, sports events, video / audio content, concerts, Festivals, etc.).

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

## **C8. BEST CREATIVE CAMPAIGN FOR NON-PROFIT**

– In this category, campaigns are evaluated in terms of their creative solutions, which have led to impressive results in the social sphere.

- Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

- Social outcomes – 100%.

## **C9. BEST NON-PROFIT VIDEO**

– In this category, advertising videos on social topics are evaluated in terms of the originality of their idea and the quality of its execution (shooting /graphics, acting/ directing, script, editing, etc.). Especially highly appreciated is the positive tone of voice of the videos, which reveals the problem in an unconventional way.

- Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.
- Social outcomes – 100%.

## **Block D. BEST DIGITAL CAMPAIGN**

*This section evaluates projects for creating campaigns for the digital environment. Campaigns should be implemented for devices with an Internet connection and using digital technologies.*

### **D1. BEST DIGITAL MARKETING CAMPAIGN**

– In this category, campaigns that have found an effective strategic solution thanks to digital are awarded:

- digital insights of the audience are accurately used;
- the online ecosystem of the campaign is well developed;
- new points of interaction with users are found;
- digital tools are used;
- developed a unique digital creative.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

### **D2. BEST EXECUTED DIGITAL CAMPAIGN**

– In this category, campaigns that have shown their effectiveness due to the high quality of implementation are awarded. Estimated as used:

- materials for social networks;
- videos for online platforms;
- websites, apps, or other interactive tools;
- other digital solutions that will become benchmarks for the market in terms of performance or implementation.

Strategy – 20%; Innovation & Creative – 20%; Execution & Craft – 30% Effectiveness & Results – 30%.

### **D3. BEST PERFORMANCE CAMPAIGN**

– In this category, campaigns are awarded in which the main evaluation criterion is the result in the form of measurable indicators: the number of targeted actions, sales, ROI. The overall impact on the audience is evaluated; NOT the creative and display indicators: reach, impressions, etc., but how the decision affected sales.

The following categories of projects are considered in the nomination:

- Performance in Social Media
- Performance in Mobile
- Performance of Data

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

### **D4. BEST CUSTOMER EXPERIENCE**

– In this category, a campaign is awarded, within the framework of which digital tools are developed that effectively solve the tasks of the audience:

- innovative online services for customers;
- the most advanced online ecosystems;

- effective solutions within mobile applications (ease of use);
- a qualitative increase in efficiency due to UX and UI (from the point of view of usability).

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **D5. BEST INNOVATIVE TECHNOLOGY**

– This category awards campaigns that effectively use innovative technologies:

- AR/VR;
- chatbots and interactive consultants;
- artificial intelligence and neural networks;
- other modern technologies that are just beginning to be talked about.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **D6. BEST USE OF DATA IN DIGITAL CAMPAIGN**

– In this category, campaigns are awarded in which the use and analysis of data formed the basis for achieving the result. The campaign can be implemented in any field- from social networks to e-commerce, where data is the basis for finding insight. The focus should be on audience segmentation, the message for the user is personalized, and analytical conclusions should improve the result at all stages of the campaign. It is awarded to campaigns that have led to increased sales of the brand and increased its awareness.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **D7. BEST INFLUENCERS CAMPAIGN**

– In this category, campaigns built on working with opinion leaders in digital are awarded. Estimated:

- ideas and solutions with high PR potential;
- attracting celebrities and opinion leaders;
- brand ambassadors;
- work with brand reputation online.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **D8. BEST SOCIAL MEDIA CAMPAIGN**

– In this category, campaigns that have shown high business results thanks to SMM are awarded:

- effective brand promotion in social networks;
- maintaining and developing brand communities;
- challenges, RTM (using infopods) and other viral content;
- Instagram masks, chatbots, and other interactive content in social media;
- any interesting solutions due to the functionality and specifics of social networks.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

#### **D9. BEST CYBER SPORT MARKETING CAMPAIGN**

– In this category, campaigns that have managed to creatively integrate into the fan culture and use the potential of esports to connect people with brands are awarded.

Estimated:

- understanding the insights of the playing audience;
- attracting streamers, esports players and other opinion leaders;
- conducting and integrating into esports tournaments, sponsoring teams;
- brand promotion in games, streaming services, and other relevant channels.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **D10. BEST DIGITAL CAMPAIGN FOR NON-PROFIT**

– In this nomination evaluates the use of digital tools when creating campaigns on social topics of public importance.

- Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.
- Social outcomes – 100%.

## **Block E. BEST PR&EVENT CAMPAIGN**

*This block evaluates:*

- *PR-campaigns that promote the proper communication of the brand with all its stakeholders;*
- *campaigns for holding events to maintain the brand image (aimed at the consumer, corporate, public), as well as ways to promote them.*

### **E1. BEST PR CAMPAIGN**

- In this category, campaigns are awarded in which the created communication has led to changes in the business, protected and strengthened the reputation of the organization or brand. The art of strategic and creative communication is evaluated.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

### **E2. BEST EXECUTED PR CAMPAIGN**

- In this category, PR campaigns performed in the most complex way and with the highest quality are awarded. Evaluated characteristics: the scope, technical complexity, innovation, etc.

Strategy – 20%; Innovation & Creative – 20%; Execution & Craft – 30% Effectiveness & Results – 30%.

### **E3. BEST USE OF MEDIA**

- In this category, PR campaigns are awarded, in which classical mass media are best used to solve the marketing tasks of a brand or service. Participating media: television (free-to-air and cable), press, magazines, outdoor advertising, radio, and movies. In addition to agencies and client companies, this category is also open to media owners, film producers, and music producers.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

### **E4. BEST ONLINE MEDIA AND DIGITAL PR**

- In this category, campaigns are awarded that most successfully manage the brand's reputation on the Internet by content correction of the information field with digital tools, including social networks, online media or "new media", chatbot technology and implemented full-fledged stores in messengers, operational technical support, upsales, and even internal corporate analytical tools (working with internal company information) that have improved communication with business.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

### **E5. BEST USE OF GR & IR**

- This category awards successful campaigns that have most successfully developed communication support for business-government partnership projects, involving government representatives in solving significant business problems and tasks, as well as campaigns aimed at improving effective communication between the organization, the investment community and other interest groups.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 30% Effectiveness & Results – 20%.

### **E6. BEST USE OF CRISIS PR**

- In this category, successful anti-crisis campaigns are awarded, which, with the help of PR tools, have minimized losses resulting from the crisis and / or restored a positive image of the company.

Strategy-20%; Innovation & Creative-30%; Execution & Craft – 30% Effectiveness & Results-20%.

#### **E7. BEST USE OF CORPORATE PR**

- This category awards, campaigns aimed at supporting the corporate image of the organization, including the promotion of the first person, top management, strategy, mission and values, as well as programs to promote corporate social responsibility in the framework of improving the company's reputation. In this category, projects can be submitted for the creation of printed or online publications, which are the basis for the formation of the corporate culture of the organization.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **E8. BEST USE OF PR INSIDE CORPORATION**

- In this category, successful campaigns aimed at forming positive relationships within the organization, strengthening motivation, a favorable psychological climate in the company, creating and developing its ideology, and image formation, as well as programs to promote corporate social responsibility in the framework of improving the company's reputation as an employer brand are awarded.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### **E9. BEST PR CAMPAIGN FOR NON-PROFIT**

- In this category, PR campaigns to promote a better socially - oriented non-profit organization, volunteer/community projects are awarded.

- Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.
- Social outcomes-100%.

#### **E10. BEST COMMUNICATIONS RESEARCH AND EVALUATION / SPECIAL**

- In this category, research in the field of mass communications (media analytics, social network audit, brand reputation research, etc.) that led to significant positive changes in the communication campaign or brand strategy is awarded. The research topic can be any. All methods are welcome: qualitative or quantitative.

##### Who can participate:

Everyone who uses dimensions in PR and communications:

- Measurement and research firms;
- PR and communication agencies;
- Media agencies;
- Digital and social teams;
- Internal communications teams - private, public and non-profit.

##### Evaluation criteria:

**Objective / Brief** (The purpose of the study, the current position of the brand / company) – the need for research, the relevance of the research goals to the brand problem or campaign that needs to be solved.

**Methodology** – research model, research design, and research methods used.

**Execution / Implementation** – the result of using the selected tools for conducting research, expressed in real indicators. What was achieved thanks to a certain research model?

**Effectiveness** – the effectiveness of the results obtained. How did this information affect the business: was it possible to adjust or re-build a communication strategy based on it? Develop a new KPI system? and so on.

Objective/Brief – 20%; Methodology – 30%; Execution/Implementation – 30%; Effectiveness – 20%.

#### E11. BEST EVENT MARKETING CAMPAIGN

-This category awards campaigns that present brand communication with the consumer through standard events, exhibitions, interactive displays, pop-up stores, product displays, dealerships, reseller activities, activities in shopping centers and complexes, retail, cultural and religious activities, or sampling.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

#### E12. BEST EXECUTED EVENT MARKETING CAMPAIGN

- In this category, the event marketing campaigns that are executed in the most complex way and with the highest quality are awarded. The following campaign characteristics are evaluated: scale, technical complexity, innovation, etc.

Strategy – 20%; Innovation & Creative – 20%; Execution & Craft – 30% Effectiveness & Results – 30%.

#### E13. BEST ONLINE EVENT

- Online event campaigns are awarded in this category. It evaluates how effectively it was possible to recreate or surpass the atmosphere of offline events: create conditions for productive networking and / or establish contact between the speaker and the audience, etc.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

#### E14. BEST USE OF MICE & CORPORATE EVENTS

-In this category, campaigns that use events, incentive or motivational tours and programs, dealer conferences, congresses, forums, seminars, exhibitions, press tours in the best way from the point of view of marketing are awarded; as well as campaigns that actively use intra-corporate events to solve marketing goals, as a tool for mutual information exchange, ensuring the full development of the company; formation and development of teamwork skills, successful interaction of team members in various situations, creation and maintenance of team spirit. Events that include educational programs (seminars, classroom trainings), complex scenario events, game team building, theatrical elements, etc.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 30% Effectiveness & Results – 20%.

#### E15. BEST EVENT&MEDIA SPONSORSHIP CAMPAIGN

- In this category, campaigns are awarded that creatively implement interaction with the brand within the framework of large — scale events or live performances, such as: sports championships, Festivals, concerts, corporate events, building events, and more - in order to contact the consumer. As well as campaigns in which sponsorship unexpectedly and originally acts as the main promotion platform, regardless of the media channel. Any direction is suitable, including television, radio, press, digital, events and social networks.

Strategy – 30%; Innovation & Creative – 20%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### E16. BEST EVENT MARKETING CAMPAIGN FOR NON-PROFIT

- In this category, campaigns for organizing events of public importance: for charity, for solving problems of society, health, the environment, culture, etc. (exhibitions, festivals, fairs, flash mobs, activities in shopping centers and complexes, retail, cultural activities, etc.) are awarded. **The nomination also evaluates campaigns for holding alternative versions of classic events in the conditions of bans and restrictions on mass gathering of people.**

• Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.  
• Social outcomes – 100%.

## Block F. BEST MARKETING CAMPAIGN

This block evaluates marketing campaigns in the following areas:

- *Consumer activation*
- *Sales Promotion*
- *Trade Marketing*
- *Direct Marketing/CRM*

*The work should demonstrate how a particular marketing service has affected the business results.*

### F1. BEST INTEGRATED MARKETING CAMPAIGN

- In this category, campaigns are awarded that include at least three types of marketing activities for effective marketing support of a product or service in the market (lottery, non-standard games, loyalty programs, digital, empirical marketing, event, PR, sampling, sponsorship, joint promotions, product licensing, mobile marketing, social marketing, «word of mouth» marketing, etc.). The work will assess how well the elements or channels were selected and integrated throughout the campaign, and how this led to tangible business results.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

### F2. BEST EXECUTED MARKETING CAMPAIGN

- In this category, campaigns are awarded for the most complex and high-quality performance. The following characteristics of the campaign are evaluated: scale, technical complexity, innovation, etc.

Strategy – 20%; Innovation & Creative – 20%; Execution & Craft – 30% Effectiveness & Results – 30%.

### F3. BEST BRAND LOYALTY CAMPAIGN

- In this category, campaigns are awarded, which purpose is to form brand loyalty or improve the relationship with the consumer.

Strategy – 25%; Innovation & Creative-25%; Execution & Craft – 25% Effectiveness & Results-25%.

### F4. BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN

- In this category, the most creative campaigns for launching or restarting a product/service in any field are awarded.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

### F5. BEST B2B MARKETING CAMPAIGN

- In this category, the campaigns with the best B2B implementation are awarded.

Strategy-25%; Innovation & Creative-25%; Execution & Craft – 25% Effectiveness & Results-25%.

### F6. BEST TRADE MARKETING CAMPAIGN

-In this category, campaigns that make the best use of any of the following trade marketing activities are awarded: sales agents, employee recognition and incentive programs, marketing activities for customers, activities for key customers, specific channel/retailer specialized activities, or any other activities that generate sales or increase sales efficiency in any area. Indore activations, pop-up designs, branded corners, sampling.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

### F7. BEST MARKETING CAMPAIGN IN RETAIL

- In this category, campaigns that are held directly in retail outlets are awarded: tastings, samples, product demonstrations, gift for purchase, brand zones, performances and other instore activities. This category does NOT include check and code promos.

Strategy-25%; Innovation & Creative-25%; Execution & Craft – 25% Effectiveness & Results-25%.

## **F8. BEST EXPERIENTAIL MARKETING CAMPAIGN**

- In this category, marketing campaigns are awarded, in which the most interesting way shows the consumer's experience of interacting with the brand: promo campaigns, activations, sampling, pop-ups, flash mobs, staunts, branded corners, and so on.

Strategy-25%; Innovation & Creative-25%; Execution & Craft – 25% Effectiveness & Results-25%.

## **F9. BEST SALES PROMO CAMPAIGN**

- In this category, non-price sales promotion campaigns using purchase confirmation tools are awarded: check and code promo campaigns, a gift for a purchase, interaction with loyalty programs of networks.

Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.

## **F10. BEST USE OF INSTORE MATERIALS / POSM**

- In this category, campaigns that use the most non-standard creation / placement of materials at the points of sale are awarded.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

## **F11. BEST USE OF AMBIENT MEDIA**

- This category awards campaigns that use traditional media in a non-standard way, such as television, print, radio, or outdoor advertising, as well as any non-standard media (ambient). A campaign can have a digital effect, but it must demonstrate how standard or ambient media act as a key element of the media plan that works for the result.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

## **F12. BEST USE OF PRINT, OUTDOOR, INDOOR**

- In this category, the campaigns that use one of the tools in the most creative way are awarded: standard billboards, posters, prints, outdoor digital screens, advertising in closed spaces.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

## **F13. BEST USE OF DIRECT MARKETING TOOLS / Best use of direct marketing tools**

- In this category, campaigns are awarded that demonstrate work with customers directly aimed at a specific audience and Call-to-Action (call to action), which gave meaningful and measurable results, and campaigns for the best \ non-standard use of any tools for direct communication with the end user\client: souvenir, printing, promotional products, gifts, prints, websites\banners, etc.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

## **F14. BEST USE OF DIGITAL / MOBILE TOOLS / Best USE OF DIGITAL / mobile tools**

- In this category, the campaigns that make the best use of the digital channel and tools are awarded.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

## **F15. BEST USE OF SOCIAL MEDIA**

- In this category, the campaigns that best use any social media and user-generated content as platforms are awarded.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **F16. BEST USE OF INFLUENCERS**

- In this category, campaigns are awarded where the participation of opinion leaders has been best integrated as a basis or as a separate part of a marketing campaign.

Strategy – 20%; Innovation & Creative – 30%; Execution & Craft – 20% Effectiveness & Results – 30%.

#### **F17. BEST INTEGRATED CAMPAIGN FOR NON-PROFIT**

-In this category, integrated campaigns designed for socially oriented non-profit organizations are awarded, including at least three types of activities for effective support of NGOs (lottery, non-standard games, loyalty programs, digital, event, PR, sponsorship, marketing, "word of mouth", tools for direct communication with the end user: souvenirs, printing products, gifts, prints, websites\banners, etc.). The works will evaluate how well the elements or channels were selected and integrated throughout the campaign in terms of social outcome and effect.

- Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.
- Social outcomes-100%.

#### **F18. BEST CAUSE MARKETING CAMPAIGN**

- This category evaluates campaigns in which a commercial organization has successfully combined its business goals with the solution of socially important tasks.

- Strategy – 25%; Innovation & Creative – 25%; Execution & Craft – 25% Effectiveness & Results – 25%.
- Social outcomes – 100%.

### **2.4 SPECIAL NOMINATIONS**

Special nominations are set by the Organizing Committee in consultation with the Festival Partners. If desired, the partner of the Festival has the right to award a Special prize to any participant at its sole discretion;

Receiving awards in special categories is not taken into account in the ratings of creativity and efficiency of ACAR and the rating of HP2K.

## **3. SUBMISSION OF APPLICATIONS FOR PARTICIPATION IN THE AWARD**

The Award is open to advertising works implemented/completed by authors or author teams, advertising agencies, specialized services and departments of commercial enterprises operating in the field of advertising and marketing, as well as educational, state, public organizations and non-profit foundations and accepted by the customer in the period from 01.01.2020 to 01.04.2021 and not previously submitted for the Award.

The works of the Award Participants are accepted on the website [www.silvermercury.ru](http://www.silvermercury.ru) through the personal account, they are uploaded in the required format, in the appropriate nomination for the work.

The registration form with the recommended division of the project into chapters and sections is presented in the Annex to this document.

Each Applicant can submit an unlimited number of Applications for the Award.

Applications are accepted in a specific category, the fact of payment is equal to the confirmation of a specific application in a specific category. Upon payment, the Organizing Committee publishes the status of submission of applications on the website in online mode. Applicants have time before the deadline (closing of their personal accounts) to make adjustments to the application description.

In order to ensure the most honest and independent evaluation, employees of the Organizer or its affiliated persons are not entitled to participate in the Award.

Projects submitted for the Award are not reviewed by the Organizing Committee.

### 3.1 APPLICATION REQUIREMENTS

- Registration for the Award is carried out by the applicant independently through the website [www.silvermercury.ru](http://www.silvermercury.ru). Simultaneously with the registration, the author publishes a description of the project.
- The working language of the Award is Russian, and the presentation of video or other materials in English is acceptable.
- Materials submitted for participation in the Award must not contain the direct name of the agency, as well as mention of it.
- The works submitted to the Festival must be implemented.
- If the project contains video materials, the required video format: \*.avi \*.mov or \*.mp4, resolution 720p or higher; the video must be uploaded to the YouTube video hosting channel.
- The project will be evaluated in the category for which it was declared by the participant. The applicant for the Award assumes responsibility for ensuring that the content of the project meets the selected category.
- The application of the client's feedback on the project is a competitive advantage, but it is not a mandatory requirement.

### 3.2 RESPONSIBILITIES OF APPLICANTS

The applicant undertakes to:

- pay the application for participation in the Award of a lump-sum transfer to the Organizer's settlement account in the amount of 100% of the participation on the basis of the invoice issued by the Organizer to the Participant, within seven working days from the date of invoice Organizer account, but no later than the end date of the time period (*the early stage of the flow, the stage of the main feed, stage of late filing*). Otherwise, the invoice will be updated at the new prices. The Applicant's payment obligations are considered fulfilled from the moment the funds are credited to the Organizer's current account in full;
- fill in the application form for submission of the work on the Festival website until 09.04.2021 inclusive.
- be fully responsible for the content and design of the work. In the event of claims, claims and claims of third parties, including copyright holders and related rights, for the works (fragments of works) submitted for the Award, the Applicant undertakes to resolve them on his own behalf and at his own expense;

- provide legal documents confirming that the work was completed before the end of the Jury's work, if requested. Otherwise, such work may be removed from the competition program by the decision of the Jury members;
- indicate in the application form **all participants in the implementation of the campaign**, which may be: the second main agency and/or all co-executors. Otherwise, the work is removed from the competition;
- indicate when submitting the application information that the project is not copyrighted (adaptations, etc.). In the absence of such a mark and the identification of this feature in the future, the work can be removed from discussion at any stage of the competition. Any participant of the Festival/ member of the Jury/ representative of the agency can file a complaint with the Organizing Committee that the work is an adaptation and / or the authorship belongs to another agency. The decision to withdraw the work from the discussion is made by the President of the Festival (in difficult cases, in consultation with the Board of Trustees). The amount paid for the submission of the work is not refunded;
- guarantee the truthfulness of the information provided about membership in associations that have a discount on the submission of works and, if necessary, confirm this by letter from the association.

## 4. BONUS MANAGEMENT BODIES

### 4.1 BOARD OF TRUSTEES

The main function of the Board of Trustees is to select and form the Jury by rating the candidates for the Festival Jury, as well as to resolve conflict situations that are not provided for in the Regulations.

The Festival's Board of Trustees is made up of significant representatives of the advertising market, heads of industry associations and advertisers.  
The Board of Trustees of the Festival:

- 10 people – representatives of advertisers;
- 5 people – representatives of creative agencies;
- 3 people – festival partners;
- 2 persons – representatives of the state or state structures;
- 1 person – representative of a non-profit organization;
- 1 person – a representative of the Organizing Committee represented by the President of the Festival;
- the presidents of the associations and professional associations with which the Festival has concluded partnership agreements.

All members of the Board of Trustees are also members of the Festival Jury, with the exception of representatives of the Organizing Committee.

### 4.2 ORGANIZING COMMITTEE

The Organizing Committee of the Festival (hereinafter referred to as the "Organizing Committee") is strictly guided in its work by the spirit and letter of these Regulations.

Representatives of the Organizing Committee of the Festival monitor compliance with the Rules of the Award participants, as well as members of the Jury.

Representatives of the Organizing Committee advise Applicants on the structure of nominations and other requirements for applications.

When disputes not covered by the Regulations, the organizing Committee must make an independent decision, without deviating from the spirit of the provisions of this Regulation and fix the bugs to make them in the Rules next year.

#### 4.1.1. Responsibilities of the Organizing Committee

The responsibilities of the Organizing Committee are:

- Timely distribution of all materials to the Jury members;
- division of the Jury into groups to evaluate each project at each stage of voting;
- advance invitation of the Jury members to the first and second stages of voting;
- ensuring the conditions for timely voting by the Jury members in accordance with the Regulations;
- high-quality technical support for both stages of voting, including: check out the work of the voting app and all other technical issues that allow the Jury members to get a full impression of each of the projects being evaluated;
- holding a briefing for the members of the Jury and the Chairs of the Jury before the start of the face-to-face voting stage;
- monitoring participants compliance with the set time for face-to-face defense;
- documentation of the voting process and its results for subsequent publication;
- submission of voting results to the Board of Trustees for verification;
- publication of information about violations of the Rules by the Jury members after verification by the Board of Trustees.

The Organizing Committee of the Award does not return the funds transferred for the projects submitted for the Award, in case of the subsequent refusal of the Applicant to participate in the Award.

A Confidentiality Agreement is signed with all employees of the Organizing Committee

### 4.3 PRESIDENT OF THE FESTIVAL

The President of the Festival is the head of the Organizing Committee.

#### 4.3.1 Rights and obligations of the Festival President

The duties of the President of the Festival are:

- jointly with the Organizing Committee of the Festival to determine the number of Jury members for a comfortable and objective process of the Jury, based on the actual number of applications submitted;
- jointly with the Festival Organizing Committee to determine the percentage of representatives of agencies and advertisers (Clients) in the Jury;

- selection of the Jury Chairs from the list of approved Jury members, one for each of the nomination blocks.

The rights of the Festival President are:

- inclusion in the Jury of up to 10 people of prominent figures of the advertising industry who fully meet the criteria of the Jury members, but for some reason are not included in the Jury by the Board of Trustees;
- nullifying the scores of a Jury member who deliberately violated the Voting Rules;
- making a joint decision with the Chairman of the Jury to award several second or third places in a situation where the difference in scores between neighboring works is insignificant. At the same time, the Chairman of the Jury is guided by arithmetic considerations, and the Chairman of the Jury-by arguments concerning the essence and quality of the work.

#### 4.4 AWARD JURY

The Jury of the Festival (hereinafter referred to as the "Jury") consists of highly qualified representatives of the advertising and marketing industry, appointed or selected to award awards at the Awards.

The Jury members carry out a professional analysis of the works submitted for the Award, give them an unbiased assessment and select the winners.

##### 4.4.1 Jury formation process

The selection of candidates for the Jury is carried out by the Organizing Committee of the Festival.

The Organizing Committee of the Festival and the President of the Festival determine the required number of Jury members in accordance with the projected number of applications for participation in the Award.

The percentage of representatives of agencies and advertisers (Clients) in the Jury is determined by the Organizing Committee of the Festival and the President of the Festival.

Approximate distribution of the Jury members by nomination blocks for 2021:

- Block A. - 70% clients, 30% agencies.
- Block B, C, D, E, F - 50% - agencies, 40% - clients, 10% - mass media, universities, etc.

The mandatory requirements for participation in the Jury are:

- more than five years of industry experience;
- position in the agency: "Creative Director" and/or "Managing Director" and/or "General Director" and / or "Deputy General Director" and / or "Strategic Director" and / or position related to the development of advertising campaign strategies;
- position in the advertiser's company, provided that the company is in the **TOP 200 ADVERTISERS ACCORDING TO MEDIASCOPE** (shown in the Appendix), not lower than the Director of Marketing / Director of Communications / Director of Procurement\*. If a

candidate for the Jury takes a position in a company that is not in the TOP 200, the decision is made at the discretion of the Board of Trustees;

- position in the media about advertising is not lower than the editor;
- the position in the university is not lower than the head of the department.

*\*candidates with other positions are considered by the Board of Trustees individually (as exceptions).*

The composition of the Jury is approved by the Board of Trustees by rating the candidates for the Jury. According to the additional quota, the Jury is approved by the President of the Festival.

The juries of each block are divided into groups. The Organizing Committee of the Festival determines the number of groups based on the number of works submitted for the Award.

Before starting the work, each member of the Jury signs a Confidentiality Agreement.

#### 4.4.2 Right and obligations of the Jury members

The members of the Jury must:

- independently evaluate the work based on personal professional experience, the provisions and requirements of these Regulations and professional standards in the field of advertising and marketing. Interference of third parties, including the Chairman of the Jury, in the content activities of the Jury members is not allowed;
- evaluate at least 80% of the works in the category in which each member of the Jury is declared as an expert. In case of extraordinary events, the member of the Jury undertakes to complete the voting procedure based on the materials from the personal account;
- if the presented projects cannot be professionally evaluated for any reason, voluntarily refrain from evaluating these projects, informing the Organizing Committee of the Festival. To avoid the situation of losing votes, the mathematical formula of the weighted estimates method is used (See the Appendix).

Members of the Jury are not eligible:

- evaluate projects to which they (or the company they represent) are directly or indirectly related. In the event that a member of the Jury is provided with an affiliated work for evaluation, the "My Work" button is provided in the personal account of each member of the Jury, which must be clicked. The score for the work of an affiliated member of the Jury is evenly distributed among the other members of the Jury of this group (For an example of recalculation by the weighted evaluation method, see the Appendix);
- transfer work from one category to another if, in their opinion, the selected category is more consistent with the work submitted for the Award.

#### 4.4.3 Chairman of the Jury

The chairs of the Jury are selected by the President of the Festival, one for each of the blocks of nominations from among the members of the Jury approved by the Board of Trustees. The role of the Chairman of the Jury:

- The Chairman of the Jury directs the voting process, as well as the face-to-face defense of projects;

- The Chairman of the Jury awards the "Grand Prix" of the Festival at the voting stage with the protection of works;
- The Chairman of the Jury manages the voting process, as well as ensures the goodwill of the discussion of the works at the stage of their full-time defense;
- The Chairman of the Jury has the right to remove incorrect questions from the discussion during the face-to-face defense and / or may reformulate them in order to increase their objectivity and impartiality;
- In case of disputes, the Chairman of the Jury has the right to a decisive "vote";
- The Chairman of the Jury and the President of the Festival, in a situation where the difference in ratings between neighboring projects is insignificant, may decide to award several second or third places. At the same time, the Chairman of the Jury is guided by arguments concerning the essence and quality of the project, the President of the Festival-by arithmetic considerations.;
- The Chairman of the Jury has the right to move projects from the lowest place to the highest, but not more than one step. The movement of the projects on the lower level is unacceptable.

By agreeing to serve on the Jury as Chairman, candidates automatically accept the requirements and norms of these Rules and the Rules of the Jury. Before starting work, each Chairman of the Jury signs a Confidentiality Agreement concerning aspects of the activities of the Chairmen of the Jury.

#### 4.4.4 Grounds for disqualification of the members of the Jury

- Member of the Jury voted in favor of a job that he was somehow affiliated (the agencies do not have the right to vote for the work done by their agencies or work done by agencies that are members of the same ad group; representatives of companies, brands/manufacturers/customers have no right to vote for the projects that are made to present their brand or other brands belonging to the Corporation where they work).
- A member of the Jury evaluated less than 80% of the project cases in the category in which he was declared as an expert.

A member of the Jury who violates the voting rules established by these Regulations is suspended from voting and is placed on the "black list" for future years. Information about the violator is published on the Festival's website. Evaluation of the disqualified member of the Jury will be void.

## 5. VOTING PROCEDURE

The official documents of the Jury meeting are:

- rules of voting of the Jury, signed by the Chairman of the Jury;



- Award Protocol;
- video recording of the vote.

The Award winners are determined in two stages.  
Both stages of voting are conducted online.

#### **The first stage. The formation of a «short-list»:**

- The voting process takes place in the format of group meetings, with each member of the Jury making an individual decision during the discussion.
- The members of the Jury vote in their personal accounts: whether the submitted work is worthy of passing to the second stage of voting for subsequent careful consideration, by clicking on one of the three buttons: "Short"/ "Not short"/ "My work".
- If a member of the Jury is affiliated with the project being evaluated, the member of the Jury clicks the "My Work" button. The score for the work of an affiliated member of the Jury is evenly distributed among the other members of the Jury of this group.
- If in the opinion of a member of the Jury, the project was declared in the wrong category, the member of the Jury puts the rating "Not short".
- The Jury members review all the projects without the participation of the applicants.
- The time allowed for viewing and evaluating a single project should not exceed five minutes.
- The number of projects evaluated by a single Jury should not exceed 40 works.
- The number of Jury members evaluating one work must be at least 12 people.
- The work is considered to be included in the "short list" when receiving the "Short" votes in the amount of 50% of the total number of votes of the Jury members (taking into account the redistribution of votes for "My Project").
- The final results of the voting are displayed on the screen as information for the Jury members. Based on the final assessment, the projects are divided into groups: "Short", "Not short".

#### **The second stage. Selection of winners:**

- Public defense of projects is held in all blocks of nominations.
- Each work is evaluated by at least 10 members of the Jury, while one Jury listens and evaluates no more than 30 works during the working day.

- To enhance the quality of examination, voting stage protection projects, the Jury will judge those that were selected in the first phase vote and are familiar with.
- In the absence of project representatives at the face-to-face defense, the work is evaluated on the basis of the materials submitted by the applicant.
- Within the framework of public protection, it is allowed to use materials developed and created during the implementation of the project, and any other means of expression that are directly related to the project.
- The duration of the first public appearance before the Jury is 15 minutes. minutes: six minutes for the presentation, three minutes for answering questions, five minutes for discussion, and one minute for rating.
- If the project is submitted repeatedly in another category within the same block and is evaluated by the same Jury, the duration of the presentation should not exceed three minutes, and the time allotted for answering questions should not exceed two minutes.
- Each member of the Jury in the voting process gives the project four non-fractional ratings from 1 to 10 points for each of the following criteria: Strategy, Innovation & Creative, Execution & Craft, Effectiveness & Results.
- The evaluation criteria have a weight that varies depending on the type of nomination. The most important evaluation criteria carry more weight. When calculating the voting results, the weight of the criteria is multiplied by the score of the Jury members. The distribution of weights is indicated for each category in the Regulations and will be provided to the Jury.
- Socially oriented projects are additionally evaluated according to the **Social outcomes** criterion. Each member of the Jury in the voting process gives the project a non-fractional score from 1 to 10 points according to this criterion.
- The final score for socially oriented projects is calculated as the arithmetic mean of two scores: according to the **Social outcomes** criterion and according to the standard criteria.
- The following rating system is used for voting: "1" – the work is worthy of the "shortlist"; "2-4" – the work is worthy of bronze," 5-7 " – the work is worthy of silver," 8-10 " – the work is worthy of gold.

#### Procedure for calculating the final score:

- According to the estimates of all the Jury members, the median value is calculated for each project.

- The final score is displayed on the screen as information for the Jury members.
- Based on the final evaluation, the projects are divided into groups "gold", "silver", "bronze", "short".

The Chairman of the Jury and the President of the Festival, in a situation where the difference in ratings between neighboring projects is insignificant, may decide to award several second or third places. At the same time, the Chairman of the Jury is guided by arguments concerning the essence and quality of the project, the President of the Festival-by arithmetic considerations.

In the case that a Jury Member was unable to attend the public defense of the project together with other members of the Jury, the Jury member has the right to independently evaluate the project and to assign grades based on the material presented in the application, but not later than summarizing the judges.

## 6. AWARDS AND DECORATIONS

According to the results of voting, only one gold can be awarded in each category.

The number of "Grand Prix" awards is limited by the number of blocks of nominations and cannot be more than six. "Grand Prix" is awarded in those blocks where all the Jury members have chosen two or more gold awards. The "Grand Prix" award is awarded by the Chairmen of the Festival Jury at the voting stage with the protection of the works.

The organizer also presents a special award "Agency of the Year". The winner is determined by counting the votes for the submitted works and works that reached the final or won prizes. The votes are counted as follows: one completed application – one point; "shortlist" – three points; third place – five points; second place – eight points; first place – 13 points;" Grand Prix " of the Festival – 21 points. The agency that gets the highest number of points receives the corresponding award.

The organizer also presents a special "Advertiser of the Year" award. The winner is determined by counting the votes for the submitted works and works that reached the final or won prizes. The votes are counted as follows: one completed application – one point; "shortlist" – three points; third place – five points; second place – eight points; first place – 13 points;" Grand Prix " of the Festival – 21 points. The company with the highest number of points receives the corresponding award.

The list of winners is published within one day after the Award Ceremony on the Festival's website, as well as within several days in the media.

Applicants who win the Award (prizes - "gold" and "Grand Prix") are awarded one statuette, as well as a diploma. Applicants are notified in advance by the Organizing Committee of the victory and are invited to the event.

Applicants who have received "silver", "bronze" and "shortlist" will receive a diploma within one month after the end of the Festival.

The Organizing Committee indicates all the co-executors of the project on the official website of the Award. In the diploma and on the statuette, only the name of the applicant company (the main agency) is indicated.

If "gold" receives a project made by two main agencies, the statuette is issued to one of them (by their decision), the second main agency can purchase a duplicate of the statuette from the Organizing Committee of the Festival.

The winners and finalists of the Award have the right to use the prizes and diplomas to advertise and promote their own activities.

## 7. DISPUTES

All questions, claims and disputes will be resolved by the Participant and the Organizing Committee through negotiations. In case of disagreement, the situation is put to the vote of the Festival's Board of Trustees. Until the resolution of disputes/situations, the Participant's work is suspended from the Award.

## APPLICATION

### Terminology and basic concepts used in the Regulations

**Regulation** – a regulatory document that ensures maximum transparency and efficiency of the evaluation procedures for competitive projects submitted for the Silver Mercury Advertising and Marketing Communications Award (hereinafter referred to as the "Award"). Compliance with the Rules is mandatory for all participants of the Award and members of the Jury.

**The award** – a competition of projects in the field of advertising and marketing communications, which ends with the award of the winners in the selected categories.

**A client** – an advertiser company that conducts business in one of the areas of production/sale of goods or services, using marketing tools to promote the business.

**The jury** – experts in the field of advertising and marketing, representatives of a wide range of organizations and industry associations, approved by the Board of Trustees.

**The Board of Trustees of the Festival** – approved by the Founder of the Festival. The main function of the Board of Trustees is to determine the composition of the Jury by rating the candidates for the Festival Jury, as well as to resolve conflict situations that are not provided for by the Regulations.

**The President of the Festival** – the head of the Organizing Committee.

**The Organizing Committee** – a team of specialists who prepare and conduct the Festival under the leadership of the President.

**The Chairman of the Jury** – a member of the Jury responsible for coordinating the work of other members of the Jury within a specific block of nominations in order to comply with the Rules and make decisions in cases not provided for in the Rules.

**Deputy Chairman of the Jury** - a member of the Jury who supports the Chairman of the Jury and performs his functions in the event of his absence.

**Advertising campaign** - a coordinated and targeted series of advertising events/events that are united by a single idea in order to fulfill the commercial and/or image tasks set by the customer. The advertising campaign has a pronounced time and cost frame.

**The voting matrix** – a summary table of ratings given by the Jury members to all projects that participated in the Award. It is published on the official website of the Award after the Ceremony.

**The applicant** – the one who submits and pays for the application for participation in the Award.

**Participants** – several individuals and/or agencies that are Co-Executors of the advertising campaign. The number of associates is included by the applicant.

**Shortlist** – a list of projects that have become winners of the Award.

**The winners** – agencies/clients whose projects are included in the "short list" of the Award.

**The ceremony** – the awarding of the winners of the Award in the established categories.

**Festival partners** – organizations or individuals who have provided any services to the Festival that are necessary for its high-quality performance.

Example of calculation (redistribution) of the vote an affiliated member of the Jury

## WEIGHTED ESTIMATION METHOD

Let's say there are 15 members of the Jury in the group. "X" - the weight of one vote of a member of the Jury.

$15 \{\text{number of Jury members}\} * X \{\text{weight of one vote}\} = 15 \{\text{maximum amount}\}$ , therefore, the vote of 1 Jury member weighs 1 point.

Let's say that out of 15 members of the Jury, one member of the Jury is affiliated and voted "My work", and the maximum amount should also remain 15 points. Then:  $14 * X = 15$ , therefore, for the maximum to be achieved, the vote of each remaining member of the Jury begins to weigh 15/14 points

Let's say that out of 15 members of the Jury, three are affiliated and voted "My work", and the maximum amount of ratings should remain 15 points. Then:  $12 * X = 15$ , therefore, for the maximum to be achieved, the vote of each remaining member of the Jury begins to weigh 15/12 points.

TOP – 200 LARGEST ADVERTISERS  
(according to MEDIASCOPE data for 2019)

1. NESTLE
2. PEPSI CO
3. MTS
4. MEGAFON
5. L'OREAL
6. PROCTER & GAMBLE NOTICEFROM FERRERO
7. GLAXOSMITHKLINE CONSUMER HEALTHCARE MARS-RUSSIA
8. BEELINE
9. SANOFI AVENTIS
10. MCDONALD'S
11. JOHNSON & JOHNSON
12. VTB
13. SANDOZ FARMA
14. SBERBANK
15. M. VIDEO
16. TELE2
17. UNILEVER
18. MIRATORG
19. BAYER AG
20. COCA-COLA
21. VOLKSWAGEN
22. BERLIN-CHEMIE MENARINI GROUP MON'DELIS RUS
23. TINKOFF BANK
24. MAIL.EN GROUP
25. LEOMAX
26. HENKEL GROUP
27. LOUIS VUITTON MOET HENNESSY SA YANDEX
28. ALFA-BANK
29. TEVA
30. EVALAR
31. X5 RETAIL GROUP
32. STUDIO MODERNA
33. SPORTMASTER
34. TOYOTA
35. YUM! RESTAURANTS INTERNATIONAL RUSSIA ALCOR AND K
36. RTRS
37. INTERNET SOLUTIONS
38. MITSUBISHI MOTORS
39. NISSAN
40. WALT DISNEY
41. OTKRITIE (FINANCIAL CORPORATION) ORIMI TRADE
42. PENSION FUND OF THE RUSSIAN FEDERATION POLPHARMA
43. DAIMLER AG
44. MERLION
45. SACHS
46. CHANEL
47. 20TH CENTURY FOX FILM CORPORATION
48. LEGO

49. KEH ECOMMERCE
50. HOME CREDIT
51. ESSEN PRODUCTION
52. RUSSIAN AGRICULTURAL BANK LEROY MERLIN
53. INFAMED
54. PEAK
55. HOME SHOPPING RUSSIA
56. JAGUAR LAND ROVER
57. MAZDA MOTOR CORPORATION
58. NIARMEDIC
59. ROSBANK
60. URALSIB FINANCIAL CORPORATION
61. TNT
62. PRIDONYA GARDENS
63. JOOM
64. PUBLISHING HOUSE "KOMSOMOLSKAYA PRAVDA" SVYAZNOY
65. PERFETTI VAN MELLE
66. RUSSIAN POST
67. MUZ-TV
68. HASBRO
69. FIRN M
70. HILDING ANDERS GROUP
71. SMART (COMPANY)
72. FORD MOTOR CO
73. ANTONIO PUIG
74. MINISTRY OF TOURISM AND CULTURE OF TURKEY STS
75. MASTERCARD WORLDWIDE
76. GRINDEX
77. HAVALA MOTOR RUS
78. LEAK
79. DONSTROY
80. MAREVEN FOOD CENTRAL
81. S7
82. SHISEIDO
83. UNIVERSAL PICTURES INTERNATIONAL RUSSIA HEADHUNTER
84. EGIS
85. RAMBLER & CO
86. RBC
87. RUSS OUTDOOR
88. BOOKING.COM
89. PS GROUPS
90. PRODUCT CLEAN LINE
91. FABERLIC
92. GALDERMA
93. LUKOIL
94. CALZEDONIA
95. HUAWEI TECHNOLOGIES
96. Yu (TV CHANNEL)
97. HEARST SHKULEV PUBLISHING
98. RUSSIA 1
99. RUSSIAN MEDIA GROUP

100. BMW
101. EUROPA PLUS
102. IKEA
103. ROSNEFT
104. MINISTRY OF HEALTH OF THE RUSSIAN FEDERATION COMPARE.RU
105. TATNEFT
106. NATIONAL SATELLITE COMPANY DAMATE
107. MINISTRY OF ECONOMIC DEVELOPMENT OF THE RUSSIAN FEDERATION VSK INSURANCE HOUSE
108. POLISAN
109. F. O. N.
110. WINLINE
111. ETALON (GROUP OF COMPANIES)
112. HOUSE WITH A LIGHTHOUSE
113. AUCHAN
114. VALENTA (HOLDING)
115. BEAUFOUR IPSEN
116. INNOTECH INTERNACIONAL
117. NIZHNY NOVGOROD OIL AND FAT PLANT BROKER CREDIT SERVICE
118. KUPERUS
119. LG ELECTRONICS
120. MAY (COMPANY)
121. GLENMARK
122. SUZUKI
123. DR. THEISS NATURWAREN RUS
124. ALICE LTD.
125. MTS-BANK
126. BURDA
127. KARI (SHOE STORE)
128. GEDEON RICHTER
129. LITERS
130. MATTEL
131. VEROPHARM
132. FIX PRICE
133. EFKO

## Registration form

### Section 1. Creating a personal account on the site

Surname	
Name	
Agency/company	
Phone number	
Email	

### Section 2. Submission of project

PROJECT NAME	Enter the name of the competition project.	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
THE TIMING OF THE PROJECT	[project start date] [end date of the project]	Project start date - project completion date: no earlier than 01.01.2020 - no later than 01.04.2021.
CLIENT	Enter the actual name of the customer's company.	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
THE ADVERTISED PRODUCT	Describe the advertised product in one sentence.	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
SELECT THE CATEGORY BLOCK	(Nomination List)	Choose one option.

<b>GENERAL INFORMATION ABOUT THE PROJECT</b>	Tell about your project.	The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>INFORMATION ABOUT THE BRAND (CLIENT)</b>	Tell about the brand (customer company), no more than 500 characters.	The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>THE SCALE OF THE PROJECT</b>	[ ] local [ ] national	Select the option that is applicable.
<b>STARTING POSITION OF THE ADVERTISED PRODUCT</b>	Product/service category, positioning, competitive environment, market share, other market parameters that are most pronounced and fully reflect the position of your product.	<1000 characters
<b>THE OBJECTIVES OF THE PROJECT</b>	Become: Business goals	The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
	Marketing goals	
<b>TARGET AUDIENCE</b>	Describe the target audience of the competition project, including socio-demographic characteristics or characteristics of B2B enterprises.	The limit is 250 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>INSIGHTS</b>	Describe the identified insight, how you came to it.	The limit is 1000 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.

<b>STRATEGY</b>	<p>Describe: the set of activities within the framework of the competition project, its compliance with the brand and the insights of the target audience; the original idea. Show competent planning of events in time and market conditions that correspond to the brand and the objectives of the campaign. List the communication channels. Describe the motivation for choosing these channels.</p> <p>Select the 3 most important channels.</p>	<p>The limit is 1000 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.</p>
<b>CREATIVE</b>	<p>Describe your creative concept, how does it meet your strategy and target audience? Describe the fundamentally new ideas within the framework of the concept. Write a Big Idea (if there is one). What parameters will indicate its successful implementation?</p>	<p>The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.</p>
<b>IMPLEMENTATION</b>	<p>Describe the quality and accuracy of the implementation of the concept and other elements of the campaign; the quality and complexity of the organization of the process; complete and timely provision of communication materials to the target audience; ensuring the planned response of the target audience to the campaign; the quality of production of advertising and marketing media.</p>	<p>The limit is 1000 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.</p>

<b>RESULT</b>	Describe the results of the implemented project, as well as the degree of their achievement in comparison with the planned ones. Provide evidence of a direct link between the goals, the tools used, and the results obtained.	The limit is 1000 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>CONFIRMATION OF THE RESULT</b>	All information, facts, and figures must be confirmed (for example, a letter from a Client, or independent market research confirming the results).	The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>ADDITIONAL FACTORS</b>	Specify additional information that you consider important in your advertising campaign and explain why this information is important.	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>LINK TO THE AGENCY'S LOGO</b>		The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>LINK TO THE CLIENT'S LOGO</b>		The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>LINK TO THE VIDEO</b>	Resource: youtube.com	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>ATTACH THE PRESENTATION FILE</b>	Format: PDF <i>There may also be a link here.</i>	
<b>LINK TO THE FILE/FILES WITH THE IMAGE</b>	<i>there may be multiple links</i>	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.

**SUBSECTION  
"COPYRIGHT  
GROUP"**

*It is mandatory  
to fill in*

<b>Applicant/Main Agency No1</b>	Enter the name of the agency	
<b>First name and last name of the company's employees who participated in the preparation and implementation of the project</b>	Enter your last name and first name and employees	The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>Main agency № (if available)</b>	Enter the name of the agency	
<b>First name and last name of the company's employees who participated in the preparation and implementation of the project</b>	Enter your last name and first name and employees	The limit is 500 characters, you can only enter Russian and Latin letters, numbers, and standard punctuation marks.
<b>Add agency co-executor</b>	Enter the employee's position	This button allows you to add up to 10 agencies that participated in the project. When you add an agency, you can also add up to 10 employees of this agency.
<b>First name and last name of the Co-Executor's employees who participated in the preparation and implementation of the project</b>		This button allows you to add up to 10 agency employees who participated in the project.
<b>CLIENT</b>	Enter the name of the client's company	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, as well as standard punctuation marks and symbols.

<b>BRAND</b>	Enter the customer's brand name	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, as well as standard punctuation marks and symbols.
<b>Employee's first and last name</b>	Enter the employee's first and last name	The limit is 150 characters, you can only enter Russian and Latin letters, numbers, as well as standard punctuation marks and symbols.
<b>Add an employee</b>		This button allows you to add up to 10 agency employees who participated in the project.
<b>ADD A PROJECT</b>		
<b>SAVE THE PROJECT</b>		
<b>PREVIEW</b>		
<b>SEND</b>		