

THE BIG POSTER CHALLENGE - THE RULES

1) ELIGIBILITY:

- 1.1 Entrants must be over 18.
- 1.2 Entrants must be resident in the UK at time of entry.
- 1.3 Entrants must be a professional creative.
- 1.4 Entrants can be employed or freelance.

2) ENTRY PROCEDURE:

- 2.1 Email your entry along with the completed entry form to thebigposterchallenge@lisapritchard.com

3) ENTRY FORMAT:

- 3.1 Entries must be emailed as a pdf file up to 4 mb along with a completed entry form saved as a separate word document.
- 3.2 Entries must be submitted as a creative concept only, not final artwork.
- 3.3 Entries must be based on an idea that can be shot in the UK.
- 3.4 Entries must be based on an idea that is suitable for photographic execution on a 6 & 48 sheet poster. i.e. portrait and landscape.

4) ENTRY DEADLINE:

March 18TH 2010.

5) JUDGING CRITERIA:

The judges will take into consideration:

- i. Accurate interpretation.
- ii. Originality.
- iii. Creativity.
- iv. Effectiveness.

6) THE JUDGING PROCESS:

- 6.1 Round One – The judges will review all entries anonymously and a shortlist of ten will be selected.
- 6.2 Entries will be eliminated in round one if they:
 - i. Do not comply with the entry requirements as set out in these rules.
 - ii. Are deemed offensive and/or inappropriate for public display or do not comply with ASA guidelines.
- 6.3 Round Two – The judging panel will meet to review the anonymous shortlist and select the winning entry.
- 6.4 The judge's decision is final. No discussion will be entered into once the judges have made their final decision.

7) WINNERS WILL:

- 7.1 Agree to have their winning entry
 - i. Reproduced on 6 and 48 sheet poster sites across the UK.
 - ii. Produced by LPA, utilising the services of the competition sponsors plus additional suppliers of the producer's choice should they be required.
 - iii. Photographed by an LPA Photographer (including LPA Futures)
 - iv. Photographed over a maximum of one day.
- 7.2 Be available May-July 2010 for a reasonable amount of time and at reasonable notice to approve necessary elements of shoot production, edit final image and to art direct on day of shoot.
- 7.3 Not assign their right or delegate their duties to a third person.

8) INDEMNITY:

- 8.1 The winner will indemnify LPA and the Mental Health Foundation against:
 - i. Any conflict of interest relating to existing or previous clients as a direct result of submitting their entry.

ii. Any conflict of interest relating to their employer as a direct result of submitting their entry.

8.2 No liability shall be taken by LPA or The Mental Health Foundation for losses incurred as a result of submission of an entry into the competition.

8.3 The winner shall agree that no idea submitted shall constitute or otherwise require, either directly or indirectly, any unauthorised breach of any moral rights, copyright, trade marks or any other intellectual property rights of any third party anywhere in the world and in the event that any such breach occurs indemnifies LPA and the Mental Health Foundation.

9) MISCELLANEOUS:

9.1 The winner grants LPA, The Mental Health Foundation plus the sponsors of the competition perpetual license and right to use their name and entry in any news articles, releases, websites, promotional materials and other marketing and/or informational materials with regards to this competition and their self promotional purposes.

9.2 If the first selected winner of the competition cannot be contacted with the details supplied on the entry form in a reasonable amount of time or subsequently decides for whatever reason that they do not wish to be involved in the competition, the next runner up will be contracted as the winner.

9.3 LPA and the Mental Health Foundation reserve the right to cancel or suspend the competition.

9.4 In the event of any dispute regarding the rules, results or all other matters relating to the competition, LPA and the Mental Health Foundation's decision is final and no correspondence or discussion will be entered into.

9.5 By entering this competition you agree to these terms and conditions.

9.6 This agreement shall be governed by the laws of England and Wales.

FAQ

Q: Who can enter the competition?

A: Anyone working in the communications industry as a creative.

Q: What should be included in the entry?

A: This should include whatever the creative feels will communicate their Idea clearly to the judges - e.g. strategic thinking, concept visuals or scamps, mood boards, rationale etc.

The LPA photographers grant permission for their images to be used from the LPA website or their own websites in the entries if required. You can suggest your chosen LPA photographer at this stage if you feel it will help.

Q: Can I submit more than one idea or concept if I have a whole campaign in mind?

A: Yes, in fact this would be preferable as it communicates the strength of the idea and it's thinking but only one execution will be selected and developed to print. You can enter up to 5 concept visuals as a campaign. The judges reserve the right to select the best execution.

Q: Can I submit more than one creative route?

A: Yes.

Q: Is there a limit from individuals or agencies on how many creative routes can be entered?

A: No.

Q: Can more than one person enter: i.e. as a team or several people from an agency?

A: Yes. Just put the best point of contact on the entry form and supply details of people who should be credited.

Q: When will the winner be notified?

A: May 14th 2010 or as soon as possible thereafter and before the end of May. Please make sure your contact details are correct and notify us of any changes.

Q: What will happen then?

A: LPA will arrange a meeting with the producers; the chosen LPA photographer and the winner at the LPA offices to discuss shoot production and timings.

Q: When will the idea be produced and shot?

A: It will be produced and shot in May/June 2010.

Q: How much of your time will be required for production and the shoot?

A: As much or as little as is reasonably required. e.g. you might want to attend recce's and casting with photographer if shoot idea warrants this. Or you might want to just select a shortlist online or simply leave it to LPA to choose. The actual shoot will take just one day.

Q: What if the winner isn't available for the proposed shoot day?

A: We will be as flexible as possible so timings are suitable for everyone who needs to attend.

Q: When will the posters go up?

A: July 2010.

Q: If I'm employed do I have to enter under my companies name or can I enter just under my own name?

A: The decision is yours provided it does not conflict with the terms of your employment.

Q: Will you be contacted if you have not won?

A: No, only the winning entrant will be contacted.

Q: Will there be a private view?

A: Yes we plan to have a private view in July 2010 in London to unveil the winning entry. We will invite the winner, plus the other (9) shortlisted runners up, judges, sponsors, and other industry guests.

Q: Will the winner be expected to provide print ready artwork?

A: This would be preferable but we can assist if this is not possible.

Q What if I have further questions?

A: We feel all the necessary information has been given in the call for entries, the entry rules and the brief, available to download from the LPA website plus information on Mindfulness at bemindful.co.uk. LPA and The Mental Health Foundation are not in a position to enter into any additional correspondence.

We look forward to receiving your entry!