

## **RULES AND REGULATIONS**

### **‘SERIES MANIA’S BEST MARKETING INITIATIVE AWARD’**

CELEBRATING CREATIVITY IN SERIES’ PROMOTION

#### **INTRODUCTION**

**SERIES MANIA’S BEST MARKETING INITIATIVE AWARD** is an award given by **SERIES MANIA FORUM** to reward a series’ promotional campaign **to the general public and professionals from the series industry.**

This newly named prize is aimed at celebrating creativity in series’ Marketing, not only for the promotion to the viewing audience (BtoC), but also initiatives undertaken by producers and distributors toward commissioners and buyers (BtoB).

**The SERIES MANIA FORUM (SMF) will take place from March 25 to 27, 2025 in Lille Grand Palais.**

This event dedicated to series professionals is organized in parallel with the general public festival. It gathers more than 4000 series professionals from 66 countries during 3 days in Lille Grand Palais.

The best projects submitted will be featured in the Series Mania Forum conference program. By submitting an initiative to the selection, the participant agrees to allow the broadcasting of his/her video - or any other document submitted - during a conference session at the Series Mania Forum and as a replay on the event’s digital platform (SERIES MANIA DIGITAL).

The best initiative will be awarded a prize during the Series Mania Forum award ceremony.

The selection of initiatives will be announced **in February 2025**, the month before the event.

By submitting an initiative for selection, and in case of selection, the participant agrees to be physically present for the awards ceremony.

#### **SELECTION**

##### **Eligibility and selection criteria**

- Creative / social / influence agencies, producers / studios, international distributors and/or broadcasters / streamers who have set up promotional operations for the launch of a series or a new season of an existing series can apply for this award. For this edition, initiatives launched in 2023, 2024 and 2025 will be eligible.
- The same applicant / company can submit a maximum of 2 initiatives to the selection committee.
- The application must be for a project around a fiction series. Initiatives around documentary or animation series are not eligible.
- Communication tools around a series must be aimed at the general public (for the audience) and/or professionals.

- By " initiative" we mean all creative devices aimed at attracting the attention of the potential audience (videos, promotional trailers, experiences, gamification, digital/social mechanics, key visuals, etc.).

### **Selection committee**

The selection of the initiatives is made by the Series Mania Forum team and a qualified committee of audiovisual and marketing professionals.

The selection of the finalist and winning initiatives will be made by combining individual rankings by the various members of the jury and a possible plenary deliberation by the said selection committee. It will not be subject to any claims.

### **REGISTRATION OF INITIATIVES**

The initiative registered must meet the selection criteria stated above and the registration must include all the documents mentioned below.

#### **The registration of initiatives is free of charge.**

To be eligible, initiatives must be registered by filling out the registration form available on our website: [www.seriesmania.com](http://www.seriesmania.com). No application by email, mail or any other form will be considered. All documents must be submitted in English and/or subtitled in English.

In order to validate the registration, the following documents must be provided **in English, and/or subtitled in English** before the deadline:

- A video (less than 5 minutes) presenting the initiative. Otherwise, a slide show (less than 10 slides).
- A complementary PDF (if not covered in the video or slideshow) with the results of the campaign.

**Only applications written in English will be accepted.** The documents to attach must be provided in English (PDFs), and/or subtitled in English (videos). Incomplete applications will not be considered. The Series Mania Forum will not reimburse any costs (translation, postage, graphic design, etc.) related to the production of the submitted material.

**The deadline for submissions is Thursday, January 30, 2025 until 14:00 (CET).**

The selection of initiatives chosen to be presented at the Series Mania Forum will be announced by email to the applicants by the organizers **in February 2025**.

The winning initiative will be announced during the Series Mania Forum.

The registration of a project does not in any way constitute participation in this event.

### **CONFIDENTIALITY AND COMMUNICATION**

With the exception of the winning initiative and those selected for the Series Mania Forum conference, the documents submitted with the project applications will remain strictly confidential and will not be published automatically.